

2018: Year in Review & Look Ahead

Dear Members,

As the year comes to a close, I'd like to start by personally thanking each of you for being a member of Reloop and for helping make 2018 such a success. By working together as a unified network, we have accomplished many things and are proud to share with you the highlights of a very busy and successful year.

Among our notable activities in 2018:

- **We welcomed 3 new members** to our network, including MIWA, RePack, and EUREpack (European Reusable Packaging & Reverse Logistics Consortium), and continued working with existing ones to influence policy change towards a more resource-efficient Europe.
- In March, **we released a Position Paper on the European Commission's Strategy on Plastics**. Among other things, Reloop called for minimum recycled content mandates; high and new targets on prevention, reuse and recycling; promotion of deposit return schemes for beverage packaging and other items to encourage reuse and waste prevention and address marine litter; and differentiation of EPR fees.
- In April, we released the 2018 update to our "[Deposit Systems for One-Way Beverage Containers: Global Overview](#)", a first-of-its kind comprehensive resource on deposit-return systems for non-refillable beverage containers in jurisdictions around the world. The document is now available in French and Mandarin. **We translated our "Deposit-Return: How it Works" video into 13 different languages**, including French, Spanish, Italian, Chinese, Russian, Polish, Portuguese, Catalan, Arabic, Dutch, and Latvija. These videos and others can be viewed on our website at <https://reloopplatform.eu/resources/videos/>
- In May, **Clarissa was a panelist for the FEAD event, "Open markets for waste to recovery: a prerequisite for the transition to the circular economy?"** at the IFAT Fair in Munich, Germany. Clarissa highlighted several solutions to the challenges currently faced by the waste industry, and expressed her belief that minimum recycled content requirements are crucial to ensure an equal market for secondary and raw materials. She also highlighted the importance of economic instruments such as lower or no VAT on recycled products to create a robust market. The report of the event can be downloaded [here](#).
- In October, **we released a series of 5 short videos** to explain some of the key elements and best practices to consider when implementing a modern deposit return system. The key areas discussed included best practices in policy design, funding mechanisms, collection models, as well as measures to increase system accountability. If you haven't already, take a few minutes to watch the videos here (https://www.youtube.com/channel/UCnAK50ceMserGQuDouop88A/videos?view=0&shelf_id=1&view_as=subscriber&sort=dd) and be sure to share them within your networks – through e-mail, Facebook, and Twitter.
- In response to industry arguments that deposit return schemes should be limited to certain target materials, Reloop produced another video in October to explain why doing so would be a bad idea: "[Reasons Why Limiting a Deposit Return System to On the Go Containers Only is a Bad Idea](#)"
- **Reloop co-hosted the 5th Global Deposit Return Summit in Richmond, U.K, in September**. More than 80 participants from over 25 countries attended the event. Together, we examined issues related to closing the loop and utilization of recycled-content in new single-use containers, reduction of marine and land-based litter, and building national recycling and reuse capacity through improved collection.
- In September, **Reloop met with members of the European Commission's DG Environment working on policy to support reuse**. The goal of the meeting, which brought together stakeholders within the reusable packaging

chain in Europe, was to work together to support the development of the Implementing Act on measuring reuse into the future and look for ways to expand the existing market share and create new opportunities for reusable packaging.

- Also in September, **Reloop hosted a luncheon with environment attachées from the working party of council tasked with considering and responding by way of amendments to the proposed Single Use Plastics Directive**. More than 15 Member State attachées with capital experts attended. Clarissa reviewed DRS at a global level and answered some of the most frequent questions on how DRS and existing municipal collection systems can work together harmoniously.
- **Reloop co-hosted the 1st European Conference on Deposit Systems**. The conference, which took place in both Norway and Lithuania in November 2018, was organized in cooperation with Užstatu Sistemų Administratorius (USAD - operator of Lithuania's deposit system) and INFINITUM (system operator from Norway), and brought together stakeholders and experts on DRS including legislators, system operators, recyclers and beverage producers to learn about best practices in the implementation of circular economy principles.
- In November, **Reloop co-signed with 22 industry organizations and environmental NGOs a [joint statement to urge the Council to support a binding target of at least 35% recycled plastic](#)** in beverage bottles by 2025, as part of the SUPD.
- We published four new articles for our *Dispatches from Europe* column (<https://reloopplatform.eu/resources/published-articles/>), published by Resource Recycling magazine (distribution 30,000 globally). The issues addressed are highly relevant, including, for example, articles on policies to address plastic pollution and why deposit return for beverage containers makes sense for retailers and beverage producers alike.

And our work is having an impact. After years of fighting and months of negotiations, on December 19th, the European Parliament and the Council reached a trilogue agreement on the Single-Use Plastics Directive for the reduction of certain plastic products on the environment. Throughout 2018, **Reloop worked closely with the EU Commission as it developed its proposal for a Single Use Plastics Directive and was actively engaged in the amendment process**. In November, Reloop released a [position paper summarizing our views on several critical elements of the Single Use Plastics proposal](#), namely recycled content mandates, the 90% collection and recycling target for beverage bottles by 2025, the expanded list of banned products under Article 5, end-of-life costs under EPR in Article 8, and EPR for fishing gear. We **believe that our advocacy has translated into the progressive legal text** agreed upon by the European Commission, Parliament, and Council.

What's in store for 2019?

As exciting as 2018 was, we are already gearing up for an even more exciting 2019. **Here is a snapshot of some of our key plans and priorities for the year ahead:**

- Hosting the first deposit return conference for brand owners and retailers.
- Engaging with our reverse logistics partners to explore new opportunities for consumer-facing reusable packaging.
- Co-hosting the 2019 re-use conference.

Needless to say, I am optimistic and excited to see what lies ahead for Reloop, our members, and the EU in 2019.

On behalf of Reloop, I wish you all a peaceful and relaxing holiday season and wish you a happy new year.

Warm regards,

Clarissa Morawski, Managing Director, Reloop Platform