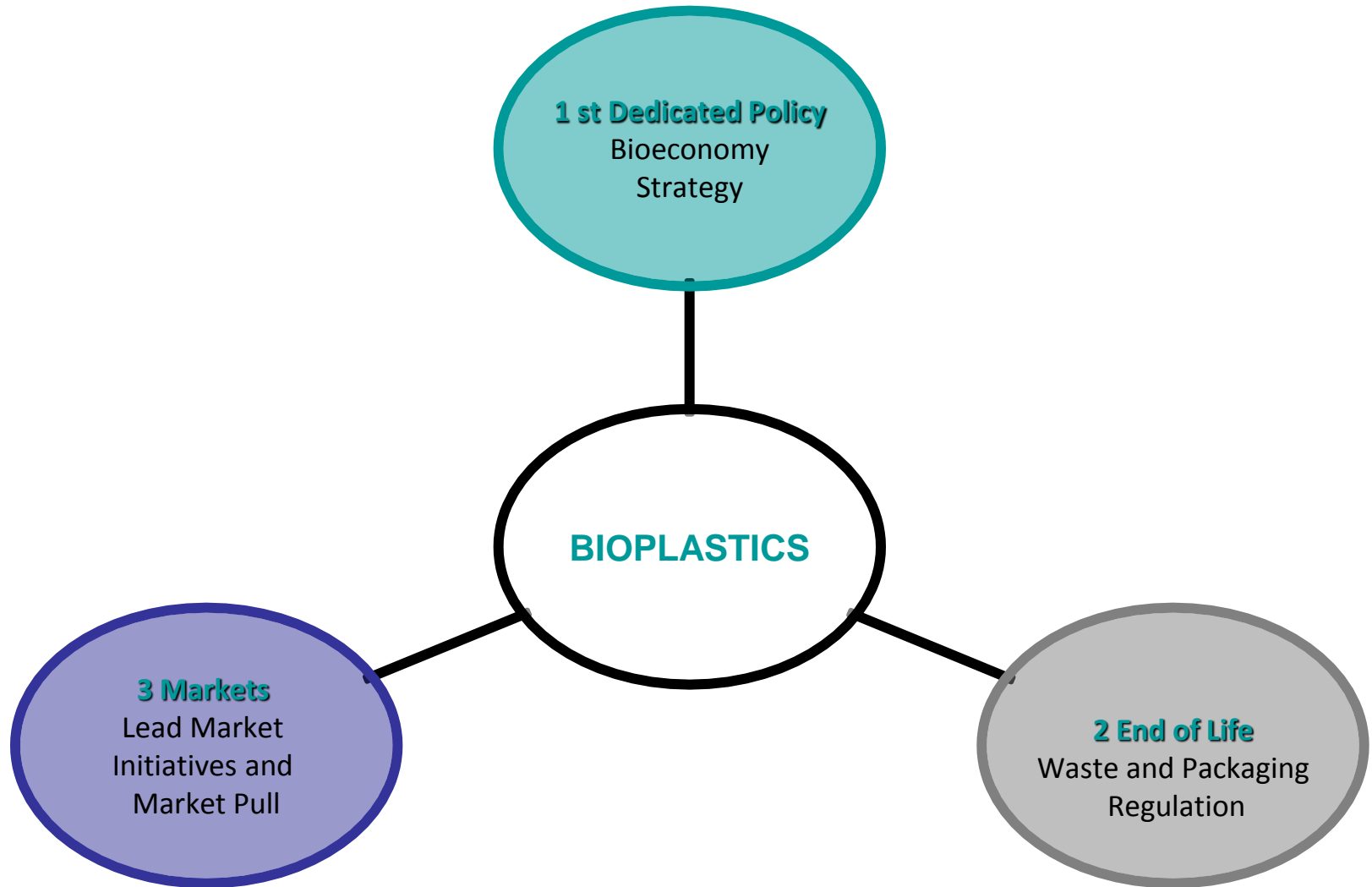


# How Europe is reducing use of plastic shopping bags

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# DRAFT-EU Policies impacting bioplastics along the value chain



# 1) Bioplastics a crucial pillar for the European Bio Economy

- **On February 2012 the European Commission published the first ever EU Strategy and Action Plan on Bioeconomy to shift the European economy towards greater and more sustainable use of renewable resources**
- **The aim of the Strategy is to foster growth of bio based products thorough:**
  - ✓ developing **new technologies and processes for the bioeconomy** (through Public Private Partnership and financing of demo and pilot plants)
  - ✓ **developing markets** and competitiveness in bioeconomy sectors (through dedicated measures tacking market pull measures such as Green Public Procurement)
  - ✓ pushing policymakers and stakeholders to work more closely together to ensure that **needs of the bioeconomy are streamlined in all major regulation affecting Agriculture, Innovation, Waste**
- **The strategy recognise bioplastics as a crucial pillar to the bioeconomy and stress the following:**
  - ✓ The bioeconomy offers a wide range of added value solutions for the prevention and management of biodegradable waste streams in line with the Waste Framework Directive (WFD)
  - ✓ Need to stimulate the development of new, biodegradable, thinner and/or lighter packaging materials that only can be fully re-used, recycled or recovered as energy sources, while ensuring food safety.

## 2a) Main legal drivers and policy development on organic waste management at EU level

### Directive 2008/98/EC on Waste (Waste Framework Directive)

The revised WFD requires Member States to encourage:

- (a) the separate collection of bio-waste with a view to the composting and digestion of bio-waste;
- (b) the treatment of bio-waste in a way that fulfils a high level of environmental protection;
- (c) the use of environmentally safe materials produced from bio-waste.

### The Landfill Directive (1999/31/EC)

The revised WFD requires Member States to:

- Divert from landfill 65% of biowaste by 2016
- Pretreat all waste before landfilling

## 2b) Main legal drivers and political developments on organic waste management at EU level

### Directive 94/62/EC on Packaging and Packaging Waste

- The European Directive on Packaging and Packaging Waste (94/62/EC) established **the essential requirements regarding the composition and the reusable and recoverable nature of packaging and packaging waste.**
- **The Directive played a key role in clarifying the meaning of “biodegradation”, “organic recycling”, “composting” when applied to packaging.**
- Six European standards have been issued in connection with the 94/62/EC, under mandate of the European Commission to cover both prevention of packaging and the different forms of recovery.
- **Among them the European standard EN 13432 – “Packaging – Requirements for packaging recoverable through composting and biodegradation – Test scheme and evaluation criteria for the final acceptance of packaging”.**
- **EN 13432 defines the characteristics a material must have in order to be recognised as “compostable”. This Standard is a harmonised norm, written in the Official Gazette of the European Communities. It provides presumption of conformity to the Directive**

## 2c) Main legal drivers and political developments on organic waste management at EU level

### Biowaste is still lacking a dedicated EU comprehensive strategy to ensure a coherent approach between Member States

- A Green Paper on Biowaste has been published in 2008 and provided a “state of play” of all previous EC initiatives in the field of biowaste and explored different options and opportunities for the EU and Member States in managing biowaste.
- The European Parliament in a resolution supported the need to have a dedicated Directive on Biowaste
- Despite several actors pressed the European Commission to act through a dedicated Directive the European Commission only published a **very broad** Communication in 2010 “COMMUNICATION on future steps in bio-waste management in the European Union COM (2010)235” where **no strong and targeted actions is foreseen**
- In the meantime the JRC (Joint Research Centre – European Commission) is working on developing End of Waste criteria for biodegradable waste. The criteria will be finalised shortly.

## 2d) Main legal drivers and political developments on organic waste management at EU level

### Study on the option for the reduction of use of plastics carrier bags in Europe

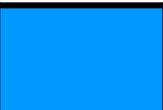


- The European Commission on March 2011 started to look at potential measures to reduce the use of plastic carrier bags in Europe through possible coordinated actions.
- What are the policies in other EU Member States:

**Tax:** Belgium, France, Germany, Ireland, Denmark, Netherlands, Portugal..

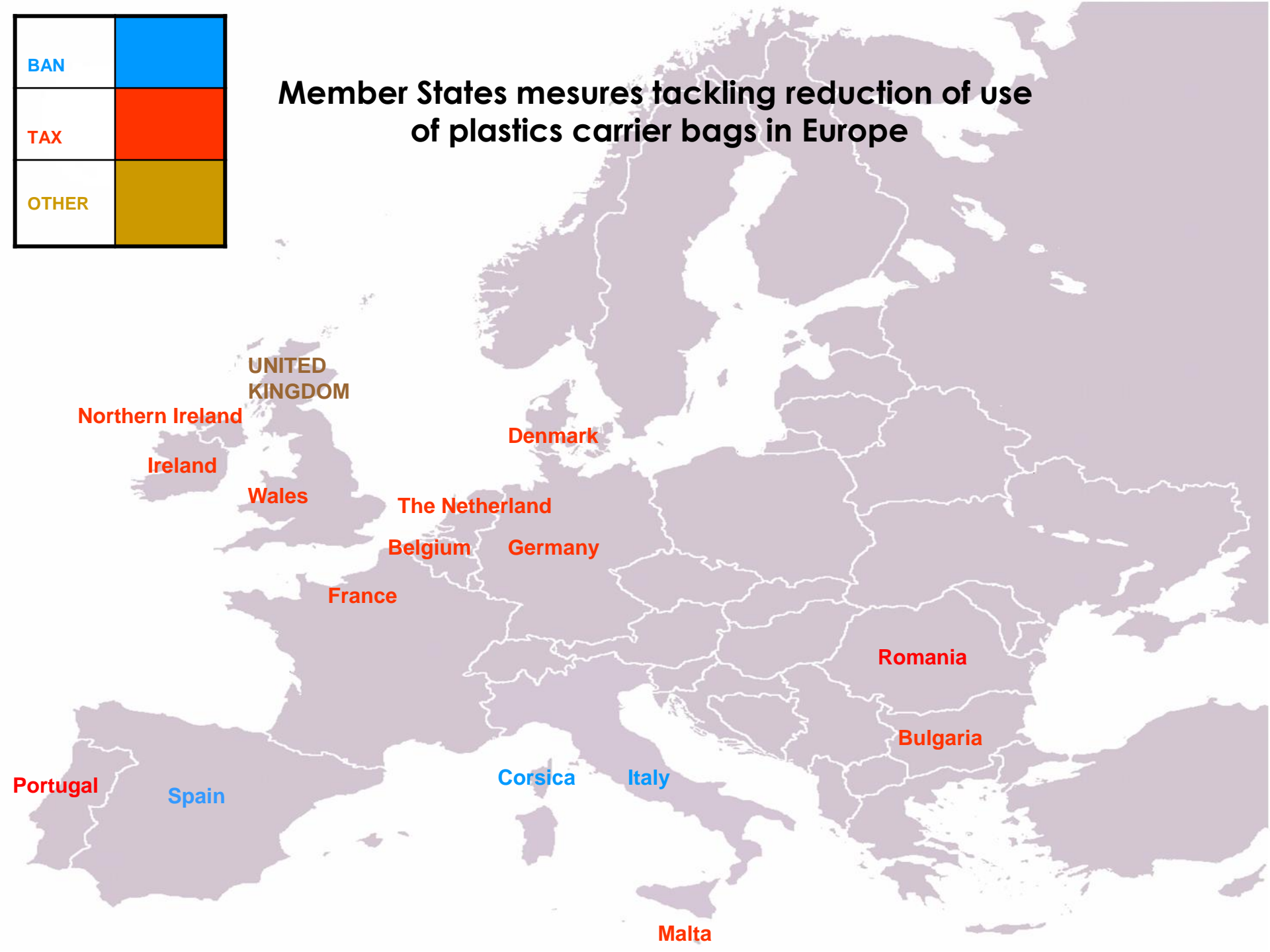
**Ban:** Italy (as of 2011) and Spain –as of 2014- (both excepting Biodegradable and Compostable bags compliant with CEN harmonised norm 13432 and long life carrier bags)

**Voluntary Agreements :** UK

- Result of the European Commission public consultation on the option for phasing out plastic carrier bags: **over 70% of the respondents agree that a ban on plastic bags across the EU is needed**

BAN	
TAX	
OTHER	

## Member States measures tackling reduction of use of plastics carrier bags in Europe





### 3) Encourage market pull measures: The Lead Market Initiatives on Bio Based Products

- Aimed at selecting key Legislation needed for promoting market development of bio based products

Key recommendations include:

- Allow bio-based plastic to enter all waste collection and recovery systems, including composting, recycling and energetic recovery (depending on the type of plastic).
- **Bio-based plastics certified compostable according to EN 13432 should gain unhindered access to biowaste collection**
- Encourage GPP for bio-based products
- Ensure a level playing field for industrial use of biomass for **all bio based products (biomaterials and bioenergy)**



# The Results ?

## Italy – Carrier Bags

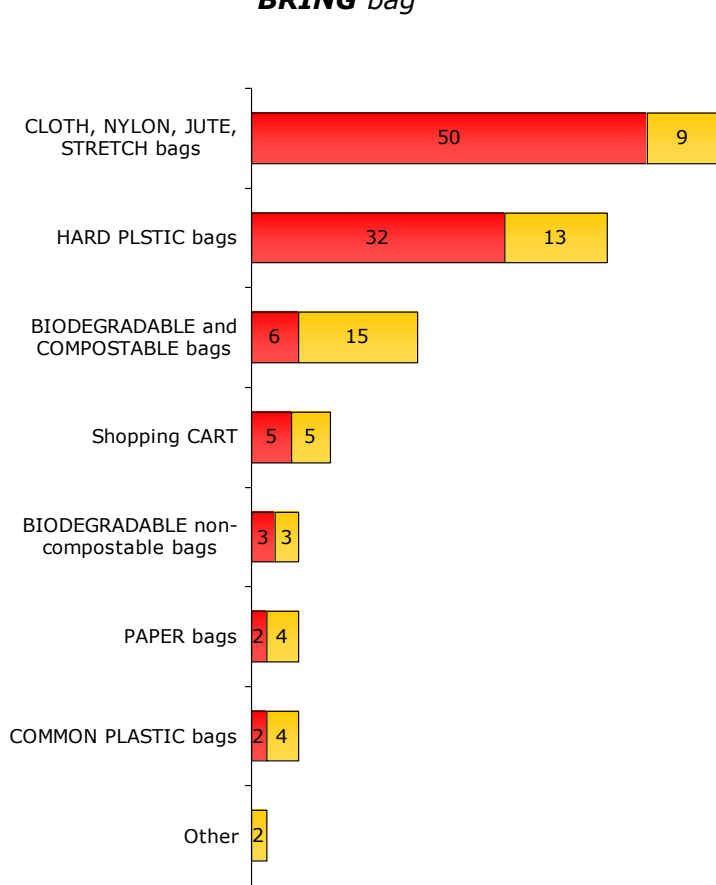
1. 40% reduction in use of plastic mono-use bags 2010-2012.
2. Increase in use of reusable bags in cotton, jute, or non woven.
3. Increase in sales of compostable carrier bags 2010-12 from zero to 50% of market.
4. Invasion of illegal non conforming «degradable» plastic
5. Sanctions enter into force in 2014

- Spain - the ban enters into force from 2013 and will be completed in 2018
- UK – voluntary agreements have failed, Government reviewing.
- Taxes – have different scopes. France, Ireland, Belgium, Romania, Bulgaria etc.
- Ireland has zeroed use of plastic carrier bags, all types, waste reduction.
- France from 2014 €10/kilo on resins
- Belgium from 2008 € 3/kilo on product, excludes compostable.

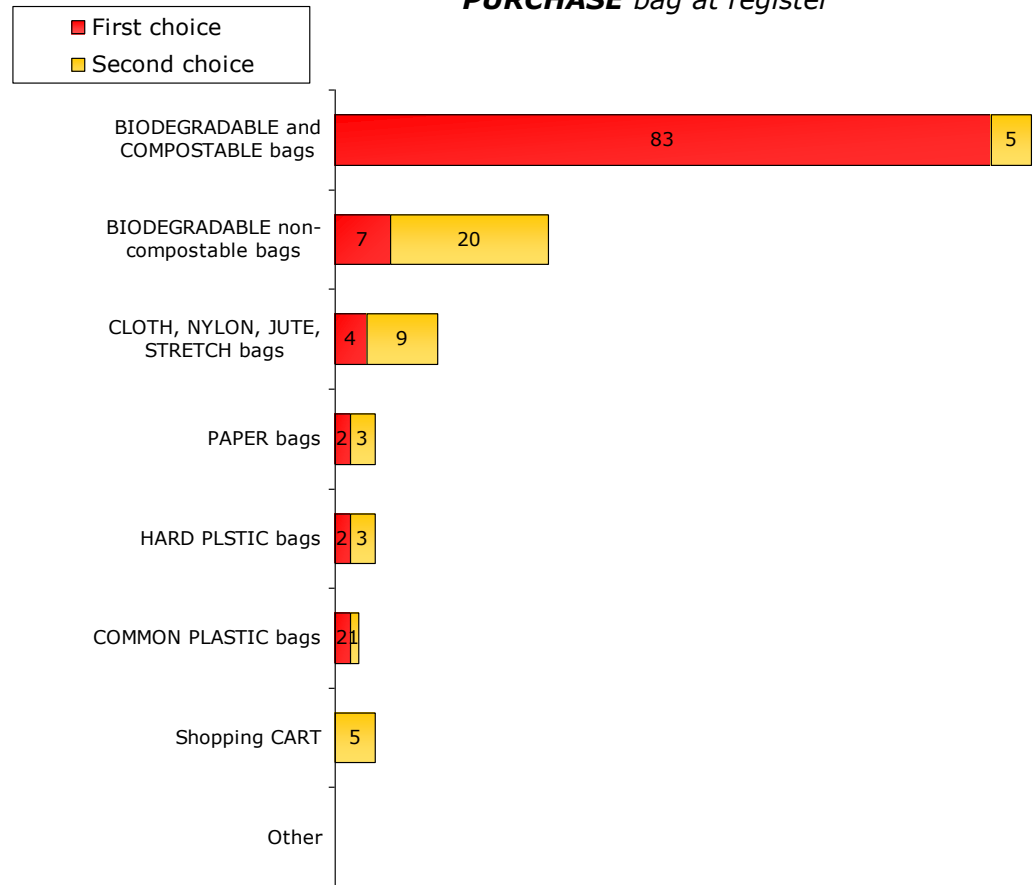
# Bag used in SUPERMARKETS



Among shoppers that **BRING** bag



Among shoppers that **PURCHASE** bag at register



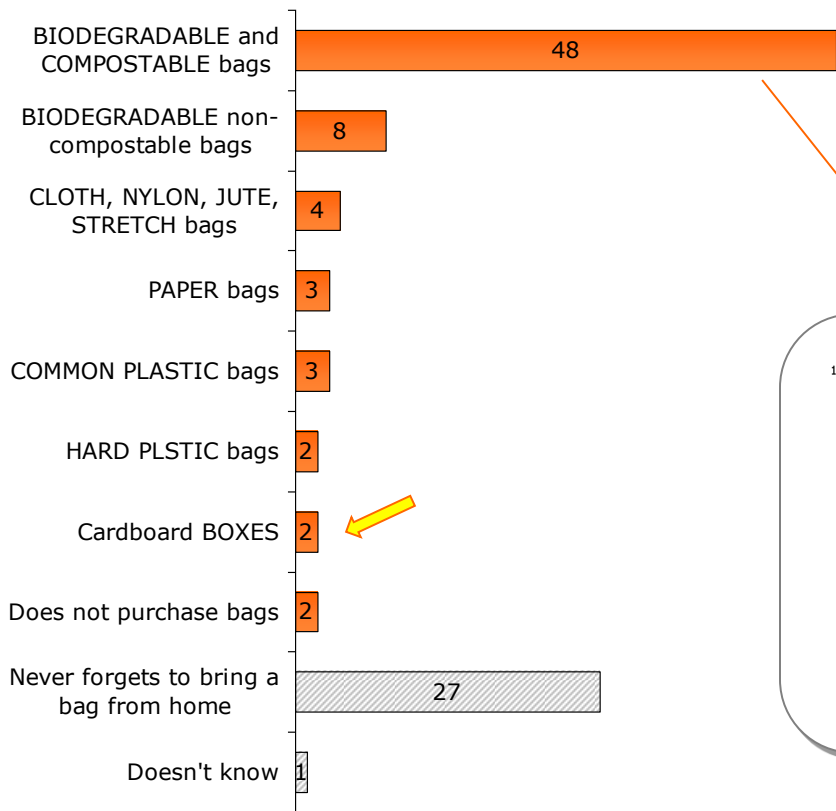
QUESTION: "When grocery shopping, which of the following do you use more often: biodegradable bags, paper bags, plastic bags, cloth, nylon, jute bags, stretch bags, or a shopping carts?"

Perct Values – Base cases: 612 bring, 121 purchase on site

# When Forgetting to Bring Their Own Bag, About 50% of Shoppers Will Purchase a Compostable Bag at the Register

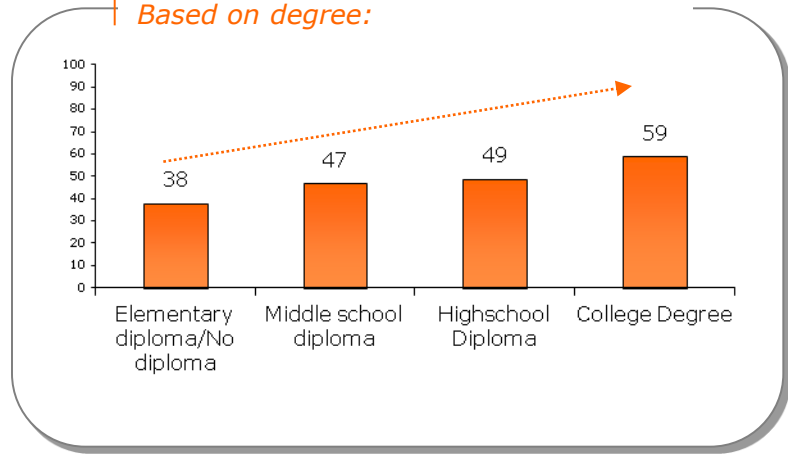
Type of bag purchased at **SUPERMARKET** register when **forgetting** to bring a bag from home

*Among supermarket shoppers who always or often bring their own bag from home– spontaneous answer*



*Among shoppers already using compostable bags: 65%*

*Based on degree:*



QUESTION: "If you happen to forget to bring your own bag for groceries from home, which type of bag ,if any, will you purchase at the supermarket register?"

Percent Values- Base cases: 612

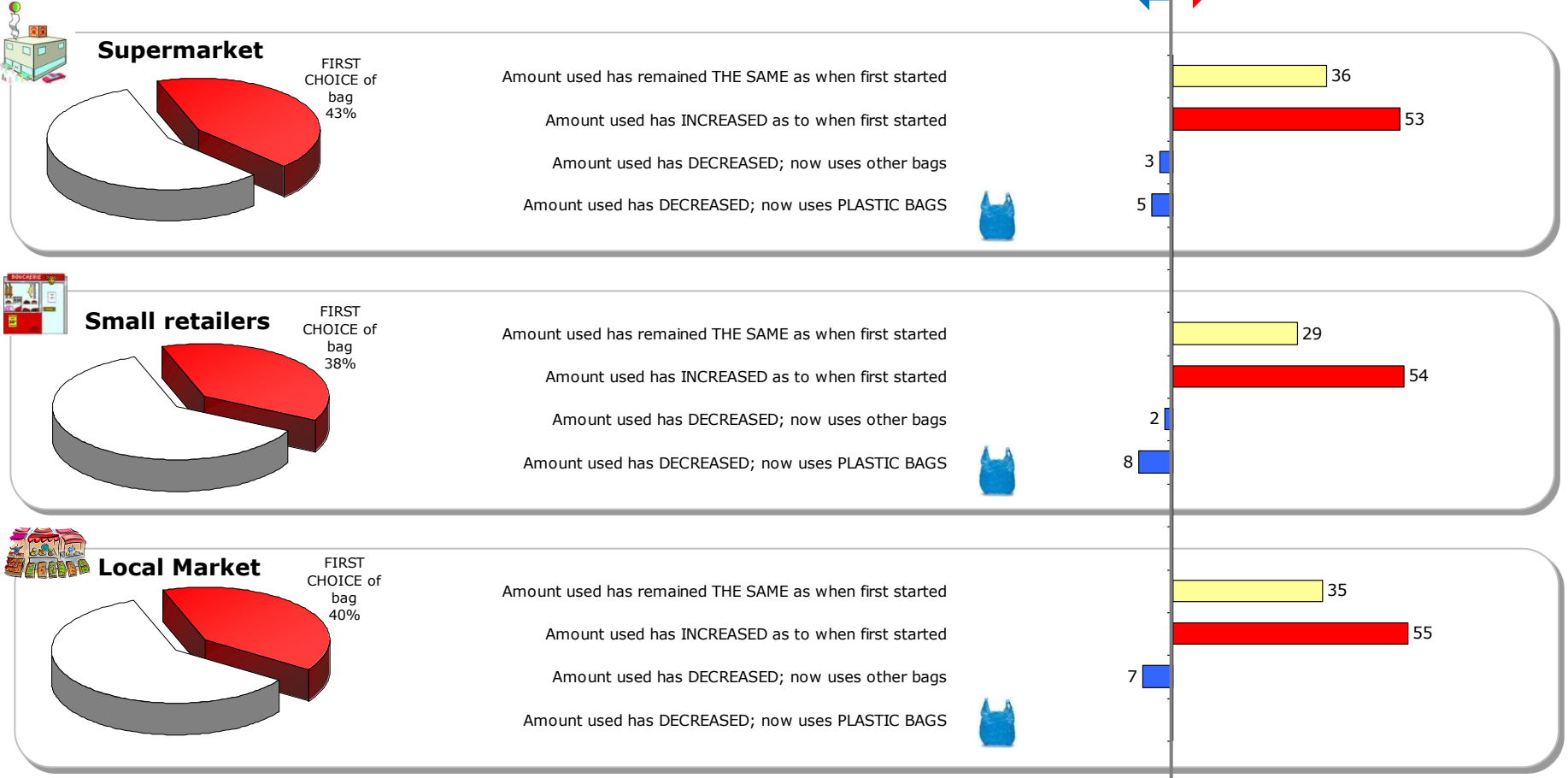
# Use of Compostable Bags Has Increased By 50% Among Shoppers Who Prefer Them Over Other bags



## Evolution in the use of **compostable bags**

Among shoppers whose first choice at each location is a compostable bag

DECREASE ← → INCREASE



QUESTION: "Please indicate whether and how your first choice of grocery shopping bag has changed when shopping at \_\_\_shopping market\_\_\_ after the law banning the use of common plastic bags became effective on January 1st, 2011."

Percent Values-Base cases: 135 supermarket, 52 small retailers, 31 local markets - Percentages are completed by "no answer"

**European countries are all acting in an uncoordinated manner.**

**Each has different scope**

- **Waste reduction**
- **Promotion of sustainable practices, Green Chemistry, reduction of CO2 emissions**
- **Promotion of organic recycling (Italy)**

**Role of Assobioplastics and other associations is to unify the actions of Europe toward a single direction.**