

## ***Actions to promote recovered paper collection, recycling techniques and recyclability of paper and board in the Netherlands***

### **Projects promoting collection of recovered paper in the Netherlands**

The Netherlands put a lot of effort to increase the collection rate of paper and board.

- 1 **Convenants** - One is the Dutch Third Packaging Covenant: an agreement between the packaging chain and the government signed by 250.000 companies. Its goal is to increase the level of recycling (75% of consumption of all paper and board) and to decrease the amount of packaging waste (from 940 to 850 Ktonnes each year). Important paragraph in this covenant, is the Paper Fibre Covenant II, which sets the explicit goals concerning the increase of the collection rate of paper and board to 75% of the total paper and board consumption in 2005. This includes both packaging, graphic and sanitary paper and board. SVM-PACT is the monitoring institute for the Packaging Covenant.
- 2 **National Stimulation Programme** - The paper and board industry in the Netherlands is also confronted with legislation on waste. The Dutch Waste Management Program is called LAP (Landelijk Afval Beheersplan) and concerning paper and board too. Its target is to have a collection rate of 75% of the total consumption of paper and board in 2006. In order to meet this criterium, the Waste Management Council (AOC) initiated the *stimulation programme separate collection and prevention of household waste* (STAP). The Stimulation Programme exchanges practical know-how between the municipalities, undertakes projects with a focus on facilitation, monitoring & benchmarking and communication, some special projects are intended to enhance the political involvement in waste separation and waste prevention policy.
- 3 **Additional initiatives** - There are two other main initiatives to increase the collection rate of e.g. paper and board in the Netherlands.

3A - Since September 2004, the two foundations responsible for maintaining and increasing the collection of paper & board (PRN) and glass (SKG) in The Netherlands, have started up a joint programme. The project concentrates on tailor-made solutions for 30 big Dutch cities in which the collection of paper & board and glass is below average. The following initiatives were started up: personal visits to responsible officials, advising about approaches and communication. In specific cases, brochures, collection boxes and bags, stickers and instructions were handed out. Although (monitoring)results are expected in the course of 2006, preliminary impressions are unanimously positive.

3B - Every year, the Dutch association for Refuse and Cleansing Management (NVRD) organises an event to transfer knowledge concerning different collection techniques of e.g. separated collection of paper and board in different municipalities.

## **Projects promoting recycling techniques in the Netherlands**

The aim of the European Declaration on Paper Recovery is to increase the level of paper recycling in Europe by 56% by 2005. The recycling rate is defined as the ratio between the amount of recovered paper used in the mills and paper and paperboard consumed in society. The Netherlands have achieved a recycling rate of 71% in 2004. Although the recycling rate is far above the European target, the Dutch paper and board industry acknowledges the importance of participating in collective R&D to maintain this high rate.

### **Research Programmes**

The Dutch national *Fibre Raw Materials* research programme consists of several research projects, concerning both virgin and recycled fibres. Research institutes, suppliers to the paper and board industry and paper and board manufacturers have joined forces in the programme.

More information of these projects will follow.

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## Norway & PIL:

### Projects promoting collection of recovered paper

- ✓ Collection of used milk cartons: At least seven cartons are collected in "logs"



(see picture), with the name and address of the collector written on them. The collector can choose to write his or her own name or the name of a cause they find worthy (the log in the picture is donated to The Salvation Army). Four times a year the 72 collection sites draw a winner. The winners will then receive 10,000 NOK (1,250 EUR) each. This system has been functioning well for a number of years, inspiring

people to make that extra effort.

- ✓ Each year there is an award presented to the company with the best scheme for recycling and sorting renewable resources. This applies to not only paper and board, but also glass, plastics, electronic equipment, etc.

- ✓ All the municipalities in Norway have been collecting used paper and board from households nationwide since the early nineties. Governmental incentives and campaigns have rooted recycling in everybody's minds. The attitude is "We recycle paper", pure and simple.

- ✓ There are detailed websites describing how to recycle different items. A good example is [www.loop.no](http://www.loop.no) where people can find out how to recycle in their community.

- ✓ There are national campaigns regularly to make people recycle even more, and also to keep them recycling. There are TV commercials, billboards, ads in papers and magazines etc.

- ✓ The following is a list of links to different recycling companies and organisations:

- [www.resy.no](http://www.resy.no) – collection of packaging boards

- [www.returkartong.no](http://www.returkartong.no) – collection of drink cartons (milk, juice, etc.)

- [www.norsas.no](http://www.norsas.no) – resource centre for waste management and recycling

- [www.materialretur.no](http://www.materialretur.no) – helps companies in relation to the government on recycling issues