

The Voice of Industry for Packaging and the Environment

Issue 39 – January/February 2007

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Dear readers,

I would like to take this opportunity to wish all our readers a happy and productive year ahead. This is the first issue of our Bulletin to be published since we adopted EUROPEN's newly updated visual identity. The Bulletin continues to be published in two versions – one designed to be read on your computer screen, the other designed to be printed. We hope you like our newly refreshed visual image.

In this issue we highlight the report adopted by the European Commission on 6 December 2006 on the implementation of the EU Packaging and Packaging Waste Directive and its impact on the environment and on the internal market.

EUROPEN welcomes one of the main conclusions of the report, namely that proper enforcement of the Directive's Essential Requirements for packaging will further contribute to creating a level playing field for packaging and packaged goods in the EU internal market, and also bring additional benefits in terms of prevention, recycling and reduction of hazardous substances in packaging. This finding is in line with the position long advocated by EUROPEN.

We believe that industry compliance with the Essential Requirements is the best practical option for ensuring a reduction of the environmental impact of packaging, both qualitatively and quantitatively, and for promoting continuous environmental improvement. Our members therefore stand ready to cooperate with the Commission and national authorities to help achieve this objective.

Also in this issue we cover the European Parliament Environment Committee's disappointing vote on 28 November, in which it gave support for plans to introduce a rigid 5-step waste management hierarchy to the Waste Framework Directive. EUROPEN, in a joint paper supported by nine other industry organisations, has expressed the view that restricting waste management options in this way would be unworkable in practice and would not bring any additional environmental benefits.

The EU Council has reached agreement on legislation designed to simplify laws relating to nominal quantities of packaged goods, and EUROPEN is working with its members to help them prepare for the imminent entry into force of the REACH Regulation, which will require registration of substances based on volume and authorisation of substances of high concern.

Finally, this Bulletin's Tour of Europe covers the proposed packaging taxes in Belgium, along with plans to revise the Packaging Ordinance in Germany. Also covered are taxes on plastic bags in Ireland (where they would appear to be failing to meet their objectives) and Scotland (where their introduction is being resisted) and plans to ban non-biodegradable plastic bags in France.

With best regards,

Julian Carroll
Managing Director

Regulatory News

Industry welcomes Commission report on packaging and pledges support

EUROPEN has welcomed the report adopted by the European Commission on 6 December 2006, which gives a balanced view on the two issues the EU Council and Parliament asked it to report on, namely the implementation of the EU Packaging and Packaging Waste Directive and its impact on the environment and on the internal market.

The report [COM(2006)767 Final] confirms that the environmental objectives of the Directive are being achieved, but more work is needed to accomplish its equally important internal market objectives for the free movement of packaging and packaged goods in the EU, and to avoid obstacles to trade and distortions and restrictions of competition.

Two studies were carried out at the request of the Commission to help with preparation of its report, both of which confirm that the Directive has largely been correctly implemented and that in 2002 all of the packaging recovery and recycling targets set by the Directive had been achieved by the 15 EU Member States.

Although EUROPEN members and industry as a whole have been the largest cash contributors to the achievement of the recovery and recycling targets, credit for this should be shared by all stakeholders including regulators, local authorities, the waste management industry, and the efforts of EU citizens in helping to manage packaging waste in an environmentally responsible way.

Essential Requirements are key to the Directive's success

One of the most important conclusions of the report is that proper enforcement of the Directive's Essential Requirements for packaging would further contribute to creating a level playing field for packaging and packaged goods in the EU internal market, and also bring additional benefits in terms of prevention, recycling and reduction of hazardous substances in packaging. This finding is in line with the position long advocated by EUROPEN.

EUROPEN believes that industry compliance with the Essential Requirements is the best practical option for ensuring a reduction of the environmental impact of packaging, both qualitatively and quantitatively, and for promoting continuous environmental improvement.

Our members therefore stand ready to cooperate with the Commission and national authorities to help achieve this objective.

Evidence in the studies has shown that countries monitoring compliance with the Essential Requirements (France and the UK) have already achieved or surpassed similar levels of decoupling of growth in packaging use from GDP as those countries (such as Belgium and Spain) which have implemented costly and bureaucratic packaging prevention plans.

Good news on environmental objectives...

The Commission's report gives a measured assessment of environmental, economic, social and internal market aspects of the Directive and an evaluation of the need for complementary measures for the prevention and recycling of packaging waste and the free circulation of packaging in the internal market. EUROPEN supports its recommendation that the levels of the targets decided in Directive 2004/12/EC, which revised the original 1994 Directive, should remain valid well beyond 2008.

The report points out that packaging is a relatively small but not insignificant product and waste stream, representing around 5% of total waste generation in the EU, and that packaging waste accounts for around 17% of municipal waste by weight and between 20% and 30% by volume. Overall, it concludes that the Packaging and Packaging Waste Directive has contributed to reducing the environmental impact of natural resources' use through packaging waste prevention, reuse and recycling.

The Commission report correctly recognises that packaging demand is inextricably linked to the demand for packaged goods. The combined effects of a rising population, growing prosperity, smaller households and falling real costs for consumer durables have inevitably meant an increased demand for packaged foods, beverages and consumer durables. In line with this analysis, the report acknowledges that the scope for measures on prevention and reuse in isolation from the packaged product is relatively limited, and states: "Any more substantial changes in volumes of packaging placed on the market can only be achieved through changes in production, consumption and distribution patterns".

... But internal market objectives not yet fully realised

The Commission's report notes that despite the Directive's aim to ensure the functioning of the internal market and to reduce trade barriers, these goals have not yet been fully achieved for all types of packaging. Past experience and ongoing cases such as those in the beverage sector show, according to the Commission, that unilateral measures adopted in different Member States still pose problems by requiring market operators to adapt their packaging to the requirements of each individual Member State. This makes it more difficult for them to benefit from business opportunities within the internal market by selling the same product in the same packaging in different markets.

This is in line with the experience of EUROPEN members, who have long drawn attention to the negative economic and social impact of controversial packaging legislation such as, for example, that adopted in Belgium,

Denmark, Germany and Hungary. These measures exemplify the adverse effects of disharmonised national regulation. In Germany, for example, the disruption of the drinks market caused the loss of thousands of jobs and weakened the country's economy.

EUROPEN takes note of the Commission's commitment in its report to react to any measures that risk disrupting the functioning of the internal market and which are not environmentally justified. And we welcome the Commission's stated intention to clarify the provisions of Articles 5 and 7 of the Packaging and Packaging Waste Directive to ensure the free circulation of goods within the internal market.

EUROPEN's comments and recommendations in relation to the two Commission studies are available at <http://www.europen.be/?action=onderdeel&onderdeel=3&titel=Key+Topics&categorie=3&item=21>

Parliament's proposals for the Waste Framework Directive on the wrong track

EUROPEN is disappointed by the European Parliament Environment Committee's vote on 28 November 2006, in which it gave support for the introduction of a rigid 5-step waste management hierarchy to the Waste Framework Directive, with very little scope for varying the way waste is handled.

EUROPEN, in a joint industry paper supported by 9 other industry organisations* has expressed the view that strict and rigid application of the 5-step hierarchy would be unworkable in practice and would not bring any additional environmental benefits. Scientific studies and basic principles of EU law, such as proportionality and equal treatment within the internal market, all point towards maintaining the current EU policy and European Commission proposals on the matter. This means placing prevention as the highest priority, final disposal as the least favoured option and keeping a flexible approach to the choice of recovery options.

Rigid 5-step hierarchy won't work

The joint industry paper points out that introducing

a rigidly applied 5-step waste management hierarchy into Europe's framework legislation on waste would contradict the current waste management practices of many progressive cities and regions of Europe, rendering them open to legal challenge. The hierarchy should be conceived as a guiding principle, leaving waste management operators and local authorities the possibility to decide which waste management method is most appropriate to their own specific circumstances based on local knowledge and expertise, without having to undertake very costly, time-consuming and often inconclusive life-cycle and cost-benefit analyses.

EUROPEN is concerned that any derogation procedure from a rigid hierarchy, which would be essential in order to preserve the local solutions currently working in many European cities such as those cited below, would place a huge bureaucratic and cost burden on industry and Member States with negative consequences for European competitiveness. "Any derogation procedure would be unavoidably onerous for local authorities and industry," said EUROPEN's Managing Director Julian

*The Alliance for Beverage Cartons and the Environment (ACE), European Brands Association (AIM), Beverage Can Makers in Europe (BCME), Confederation of the Food & Drink Industries of the EU (CIAA), European Federation of Bottled Water (EFBW), EuroCommerce, European Federation of Corrugated Board Manufacturers (FEFCO), PlasticsEurope, European Soft Drinks Industry (UNESDA)

Carroll. "The now generally applicable 'Better Regulation' tests commit both the EU and Member States to apply the triple impact assessment: economic, social and environmental effects. A strict hierarchy is unlikely to be justified under such tests."

A recent survey* has shown that flexible use of the waste management hierarchy is proving to be a realistic and workable approach in cities such as Amsterdam, Bordeaux, Strasbourg and Vienna, by allowing local situations and options to be taken into account. In The Netherlands, for instance, the government has accepted the need for flexibility and local authorities may, in certain circumstances, decide to abandon an earlier requirement to collect biowaste separately. This decision was taken based on a life cycle analysis which revealed only a marginal environmental advantage in composting rather than incinerating with energy recovery. In Vienna, separate collection of all materials, including plastics, has been modified over the years to take economic and environmental costs and benefits into account. The scheme has been modified several times, starting with separate collection of small-size plastic packaging (e.g. yoghurt pots and plastic films) for recycling, and moving to mixed collection of all small-size plastic packaging together with residual municipal waste to be used for energy recovery. This has reduced the need for separate collection of a waste stream that could not be recycled, but had to go to a facility for incineration with energy recovery. The past evolution of these waste management schemes would be thrown into doubt if the Environment Committee's proposals were to become law.

Amendments on prevention and producer responsibility

The Committee's amendments would introduce a new proposal for Member States to stabilise their waste

production by 2012 as compared to 2008, as well as asking the Commission to come forward with proposals for measures to support national prevention policies. On the other hand, the Committee very nearly removed the Commission's proposal for Member States to develop national prevention programmes. It appears that MEPs want to promote waste stabilisation and waste prevention measures, but have not yet found agreement on whether to ask Member States to come forward with national prevention programmes or not.

A further Committee amendment calls on Member States and the Community to take measures to hold producers or importers responsible for the waste generated as a result of their product being placed on the market. Suggested measures include take-back obligations, information on recyclability, and a requirement to use materials and design products in such a way that helps avoid or reduce the generation of waste.

Next steps

Discussions of the Commission's proposal for a new Waste Framework Directive, which EUROPEN broadly supports, are ongoing within the EU Council of Ministers, and political agreement on the revised Directive is now expected in June 2007 under the German Presidency. Meanwhile, the European Parliament is due to vote on its Environment Committee's report in mid-February.

EUROPEN will continue to urge Parliament and Council to preserve the essence of the Commission's proposals, which struck the right balance in maintaining flexibility while reducing the overall environmental impacts associated with the generation and management of waste.

Prepack sizes Directive

EU Member State Ministers with responsibility for competitiveness have reached an agreement designed to simplify legislation relating to packaged goods. If confirmed by the Parliament when it votes in March 2007, this will ensure free choice in sizes for pre-packed

products except for wines and spirits, for which the current existing fixed sizes have been streamlined. This initiative would mean the replacement of 25 different national rules and two EU Directives on nominal quantities by one single EU Directive.

*The use of the waste hierarchy in certain parts of Europe: Examples of a flexible approach to the hierarchy. FFact Management Consultants, Rijen, the Netherlands, July 2006.
<http://www.europen.be/?action=onderdeel&onderdeel=3&titel=Key+Topics&categorie=3&item=26>

The Commission views this as another step to deliver on its work programme to simplify EU legislation under the Better Regulation initiative.

Commission Vice-President Günter Verheugen, responsible for enterprise and industry policy

commented: "This proposal is a small but necessary step to change the image of the EU as an over-regulating busy-body. It sends a clear and positive signal that the European Union is serious about cutting red tape".

REACH adopted

Representatives of EU governments and the European Parliament have now settled all their differences and reached an agreement on the REACH Regulation, which sets out the EU's new chemicals policy and which will require registration of substances based on volume and authorisation of substances of high concern.

The Council of Ministers and Parliament approved

the deal at the end of last year, and entry into force of the Regulation has now been confirmed for 1 June 2007.

EUROPEN is working on a guidance briefing in cooperation with other members of the packaging chain so that members can find their way around the Regulation from the perspective of packaging.

Setting high standards in Europe's cleaning industry



A.I.S.E., the European detergents industry body, has issued its first annual industry-wide Sustainability Report, which establishes performance benchmarks in ten key areas, including CO₂ emissions, packaging usage, and end-user guidance. The A.I.S.E. Sustainability Report describes how soap, detergent and maintenance products manufacturers and retailers are committing to continual improvement in their sustainability profiles at all stages of the product life-cycle by joining the A.I.S.E.'s voluntary Charter for Sustainable Cleaning.

Take-up for A.I.S.E.'s Charter scheme has been promising with 53% of output of household detergents

and cleaning products in the enlarged EU covered by this first Report. By the time of the next Report in 2007, the percentage is expected to have increased significantly.

To date, 28 manufacturers and retailers, ranging from multinationals to SMEs, have signed up for this initiative, which requires companies to be independently verified on their management procedures and to provide annual data on key performance indicators. A further 48 companies are in the preparatory stage.

For more information on the A.I.S.E. Sustainability Report: <http://www.aise-net.org/infoday06/>

Tour of Europe

Scotland: Environment Committee recommends rejection of plastic bag tax

The Scottish Parliament's Environment and Rural Development Committee has called for a proposed tax on plastic carrier bags to be rejected, arguing that the tax would result in "undesired consequences", for example greater use of paper bags, echoing industry's view that such a tax would be counter-productive. The proposed legislation would require anyone who supplies certain plastic bags to a customer in the course

of business to charge the customer a levy of 10 pence (EUR 0.15) per bag. The vast majority of bags currently supplied by supermarkets, non-food stores, small retailers and other businesses would therefore be subject to the levy.

The Bill provides for the exemption of some limited types of bag – for example, bags sold by shops for use away from the premises, such as bin bags; small bags (no more than 30cm x 30cm) used to contain

unpackaged food, such as fruit and vegetables; and bags designed for re-use (known as 'bags for life') provided that they are sold for at least five times the amount of the levy.

Research by the Carrier Bag Consortium has indicated that at least 13,000 tonnes of extra waste would be created as the result of a bag tax in Scotland as retailers and consumers would switch to heavier, higher volume alternatives to the plastic carrier bag.

The Committee concluded that the net environmental impact of the proposed levy is an issue of considerable dispute in a range of areas and that a tax on plastic bags would be more effective if integrated "within a comprehensive package of measures".

Ireland: plastic bag levy to be increased

Ireland's environment minister has announced his intention to increase the country's plastic bag levy (introduced in March 2002) from EUR 0.15 to EUR 0.22, despite the fact that the latest independent statistics for 2005 show that the tax is not working, with the Republic of Ireland importing 20% more plastic bags and sacks than the year before.

The figures, which were collated and analysed by an independent statistical analyst and commissioned by the UK's Packaging and Industrial Films Association (PIFA), reveal a massive increase in the sale of bin liners and waste sacks – one of the most common re-uses for supermarket carrier bags.

"These are official import export statistics" said David Tyson, PIFA's Chief Executive. "They expose the myth that a plastic carrier bag tax reduces the use of plastic bags. Such taxes merely displace demand into heavier gauge plastic bags for safe waste disposal or into paper which is proven to have greater environmental impacts... the tax isn't working in Ireland and a proposed tax for Scotland wouldn't work either".

France: ban on non-biodegradable bags plan

France has notified draft legislation that would ban non-biodegradable bags from 2010. The European Commission, the UK and Austria have issued detailed opinions, which restrain the French authorities from adopting the draft law until February 2007 before which France must address the Commission's objections.

Meanwhile, the Paris city authorities are aiming

to conclude an agreement with trade associations that would make a ban on the distribution of non-biodegradable bags effective from early in 2007.

The Netherlands: two recovery organisations approved

Two recovery organisations for packaging waste have been approved by the Dutch Environment Ministry. They are:

- Nedvang, which handles domestic and business to business packaging waste; and
- Stichting Bedrijfsverpakkingen Nederland (BVNL), which handles only B2B packaging waste.

Under the new Regulations that require producers to contribute to the collection and recycling of packaging waste, companies should have registered either with a recovery organisation or with the government as an individual complier from 1 April. Nedvang had been pre-registering producers as members pending its approval. The organisation indicates that it represents 70% of all packaging placed on the Dutch market.

However the provisional fees for 2006 that Nedvang announced last year have only partially been confirmed. The flat rate annual administration fees that all producers pay to Nedvang has been confirmed for 2006 at the rates provisionally announced. These fees are banded according to the total tonnage of packaging (consumer and transport packaging) placed on the Dutch market, as follows:

- Less than 15 tonnes EUR 40
- 15 - 1,000 tonnes EUR 200
- Over 1,000 tonnes EUR 5,000

In addition, companies who place more than 15 tonnes of consumer packaging on the Dutch market each year will also pay a material-specific, weight-based fee, intended to fund the cost of collecting these materials from households. Nedvang published provisional rates for these fees earlier this year, but these are now being revised. Nedvang says that local authorities will continue to fund collection in 2006. Negotiations between local authorities and key industry organisations on subsidies for collection continue, and Nedvang expects to announce fees for 2007 shortly.

Stichting Bedrijfsverpakkingen Nederland (BVNL), which handles only B2B packaging waste, was formed at the initiative of the sectoral organisations in the electronics, construction and chemical sectors.

BVNL has published the following fees for individual participants for 2006/2007, banded depending on the quantity of packaging placed on the Dutch market:

- Less than 15 tonnes EUR 35
- Over 15 tonnes EUR 180.

BVNL also offers companies the option of participating as a group or “cluster”, with reduced administrative fees. Membership is open to individual companies in clusters whose packaging is max 20% consumer packaging.

Switzerland: waste paper collection agreement

A voluntary agreement has been reached between the Swiss local authorities, paper suppliers and the waste paper industry under which local authorities will receive payment for the waste paper they collect from households and make available for recycling. The agreement establishes the framework and each local authority will agree a contract individually with a waste contractor. Contractors agree to take all the paper collected from households by a local authority and to pay a minimum amount per tonne provided the material meets an agreed quality specification.

Amounts payable by waste paper contractors under the voluntary agreement are as follows:

- Mixed paper/board (max. 30% board):
- Up to 1,000 tonnes per year: CHF 10 per tonne,
- 1,000 tonnes or more per year: CHF 20 per tonne.

Paper only:

- Up to 1,000 tonnes per year: CHF 40 per tonne,
- 1,000 tonnes or more per year: CHF 50 per tonne.

The new arrangement rules out an advance disposal fee (ADF) for paper imposed by legislation, which had been under discussion. The Swiss environment agency BAFU, which established a working group in 2003 to develop proposals for an ADF, has been involved in the negotiations.

Collecting and transporting waste paper costs local authorities CHF 30 million per year. The agreement is designed to prevent the problems associated with fluctuations in market prices for waste paper and wide divergences in the costs incurred by each authority.

Meanwhile government plans to impose an ADF for PET through legislation have been shelved, due to the decision of two major retailers, Denner and Aldi, to join the PET recycling organisation, PRS. As a result, the proportion of PET participating in PRS, has increased to 96%.

Germany: 5th revision of Packaging Ordinance

The Federal Environment Ministry in Germany has published a working document showing the revisions now proposed to the Packaging Ordinance. The Ministry published a consultation document in the summer of 2006 setting out the general thrust of the revision and the new text takes account of recent discussions with stakeholders, and feedback from the recent meeting of Länder Environment Ministers. The document, published on 20 October 2006*, shows the changes proposed to individual articles of the Ordinance and forms the basis of ongoing discussions with stakeholders on the detail of the amendments.

The Ministry has indicated that there are two principal sticking points that require detailed discussion before a formal proposal can be published. Firstly, it will be necessary to make clear the demarcation between “private end-users” and other end-users, which is significant as dual systems can handle only packaging that becomes waste at private end-users. Private end-users would be defined as “private households”, i.e. a private home and residence.

The second point of contention is the possible new recovery targets for packaging that does not become waste at “private end-users” (i.e. commercial/industrial packaging waste), which industry and some green groups argue are neither necessary nor reasonable. The Ministry’s proposals would open the way to self-compliance options, but do not specify in any detail how they should operate (unlike the highly prescriptive rules for dual systems). The new obligations would probably maintain the distinction between sales packaging on business sites and transport packaging. No other Member State makes this distinction.

The Ministry’s proposals also include sections designed to ensure the continued operation of close-to-home

* Meanwhile, a revised proposal dated 20 December 2006 has been published. Further details will be available in the next issue of the EUROPEN Bulletin.

collection of packaging throughout Germany, which is a key objective of the Federal Government in amending the Ordinance. In addition, they would introduce marking obligations designed to reduce consumer confusion.

Finally, a new obligation in the working document would require all manufacturers and distributors to submit a data return each year showing how much packaging they place on the market by material, weight and number of units.

Belgium: new tax on packaging

The Belgian government plans to impose a new tax on packaging with effect from 1 July 2007. The government claims that the tax has an environmental objective although revenue from the tax will fill a shortfall in the national budget.

Taking its inspiration from a Danish tax, the new Belgian tax will be based on the amount of CO₂ emitted during the production of packaging. The rates of tax will vary by material, but paper and board packaging will be exempt. The government announced the tax in its recent budget statement and few details, to be set out in a draft law, are available yet.

It is understood that the government plans to charge the tax at the following rates:

The base rate will be EUR 0.35 per kg with the following multipliers applying by material:

- Glass: x 1
- Steel: x 5
- Plastics: x 7
- Polystyrene and PVC: x 11
- Aluminium: x 18

Belgian industry is strongly opposed to the tax, which it says would lead to significant price increases for some consumer goods. It calculates that the tax would add EUR 0.11 to the cost of a 400g steel can of tomatoes (which would increase the retail price by 55%), and EUR 0.16 to the cost of a 400g aluminium tin of peas (increasing the price by 23.9%). It estimates that the tax will cost the average Belgian family EUR 200 per year, or 10 times more than Green Dot fees charged by FOST Plus each year. While FOST Plus uses the money it receives for an environmental purpose, revenue from the new tax will go straight to the government.

Belgian industry also argues that, by increasing retail prices in Belgium, the tax will encourage Belgian consumers to buy their groceries in neighbouring countries.

In EUROPEN's view, the tax seems arbitrary and unwise from an EU perspective. As a national tax, it would apply only to products placed on the market in Belgium. A tax based on the CO₂ emissions associated with packaging production seems inappropriate, given that the packaging could have been made anywhere in Europe or indeed the world. Products manufactured elsewhere and then imported into Belgium would pay the tax but products manufactured in Belgium and then exported would not.

Belgium: review of prevention plans

The Belgian employers association (VBO-FEB) hosted a seminar in November 2006 to review the status of packaging prevention plans to date. Since the introduction of a requirement for businesses to submit packaging prevention plans, three sets of data have been collected and submitted for 1998, 2001 and 2004. The next plans are required to be submitted in 2007, simultaneously with an evaluation of companies' success in meeting the objectives of their 2004 plans.

Activities being carried out by companies and industrial sectors to meet the requirements of prevention plans include light-weighting, supply of products in concentrated form, improving recyclability of packaging, using reusable packaging where appropriate, and minimising the use of dangerous substances.

Further examples are available on www.preventpack.be. These activities must be set down every 3 years in a plan which, if submitted on a sectorial basis, can run to hundreds of pages.

EUROPEN notes that these types of actions are already mandated under the EU Packaging and Packaging Waste Directive's Essential Requirements. The European Commission has recently noted in its report (page 7 para. 3) on the implementation of the Directive that countries, such as Belgium, with a requirement for packaging prevention plans, do not perform significantly better in preventing packaging waste than countries which monitor enforcement of the Directive's Essential Requirements.

EUROPEN News

Council of Members

EUROPEN's Autumn Council of Members took place at the Crowne Plaza Brussels Airport Hotel on 18 October and was well attended with both members and guests. Otto Linher, formerly of DG Environment and now working on the EU's new chemicals policy for DG Enterprise & Industry, outlined what industry can expect from the new REACH Regulation. Members took advantage of Mr. Linher's previous experience

of packaging policy to help us understand the impact of REACH on the packaging chain.

Please note a change of date for the the next meeting, which will be held on **19 March 2007** in the Brussels City Crowne Plaza Hotel (rue Gineste 3, 1210 Brussels). Further details will be circulated to members in due course.

EUROPEN launches new website and visual identity

Members and non-members alike are invited to visit EUROPEN's new website at www.europen.be, which was launched at the 18 October Council of Members. The site incorporates our updated visual identity and

many improvements, including an extensive search facility, clearer layout and a significantly enlarged Members Area.

European Shopping Baskets

EUROPEN and STFI Packforsk are pleased to report that the first phase of the European Shopping Baskets (ESB) Programme is progressing well. Collection of the first set of data is almost complete, a database has been built and analysis of the data collected so far has begun. A first report will be available in the third quarter of 2007.

ESB is an innovative programme to foster an improved understanding of the drivers for packaging development and demand by generating packaging data and key values on an ongoing basis correlated with relevant social data.

The programme is intended to support the continuous environmental improvement of packaging thereby helping maximise resource efficiency and demonstrate the broader contribution of packaging to the sustainable use of resources.

The programme is a joint undertaking of EUROPEN and STFI-Packforsk and will record packaging (primary, secondary and tertiary) data on an ongoing basis for 100 of the most commonly used products in countries across the EU.

For more information on the programme go to www.europeanshoppingbaskets.org

Events listing

Event	Location	Date
Packaging Innovations for the Food and Beverage Industry	London	22-23 January 2007
Sustainability in Packaging Conference	Lisbon	23-24 January 2007
EUROPEN Regulatory Affairs Committee	Brussels	13 February 2007
EUROPEN Executive Committee	Brussels	27 February 2007
EUROPEN Council of Members	Brussels	19 March 2007
		(N.B. note change of date)
14th Annual European Packaging Waste Law	Brussels	20-21 March 2007
EUROPEN Regulatory Affairs Committee	Brussels	8 May 2007
TOTAL	Birmingham	15-18 May 2007
EUROPEN Executive Committee	Brussels	22 May 2007
EUROPEN Council of Members	La Hulpe (Belgium)	12 June 2007
Packaging Summit Europe	Amsterdam	26-27 June 2007
EUROPEN Regulatory Affairs Committee	Brussels	20 September 2007
EUROPEN Executive Committee	Brussels	4 October 2007
EUROPEN Council of Members	Brussels	25 October 2007
EUROPEN Regulatory Affairs Committee	Brussels	29 November 2007
EUROPEN Executive Committee	Brussels	13 December 2007

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