



EXPRA MEMBERS

inspiring packaging recycling

ABOUT Expra

Established in 2013, the Extended Producer Responsibility Alliance aisbl (EXPRA) is the umbrella organisation for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis.

EXPRA acts as the authoritative voice and common policy platform representing the interests of all its members, which are founded and run by or on behalf of obliged industry.

EXPRA member organisations assist industrial companies and commercial enterprises, which are required by legislation to take back used packaging, to comply with this obligation. They do so through organising the collection, sorting and recycling of used packaging, focusing mainly on household packaging. EXPRA members also support them on issues related to packaging prevention.


EXPRA members work to ensure that the recovery and recycling of packaging waste is conducted in the most economically efficient and ecologically sound manner.

EXPRA'S MISSION

- to promote Extended Producer Responsibility (EPR) for packaging waste in Europe.
- to promote a sustainable and efficient, not-for-profit / profit-not-for-distribution EPR scheme, driven by the obliged industry and offering a service of public or collective interest.
- to promote its packaging EPR Best Practices and to promote these Best Practices with European and international institutions, associations and federations, as well as national authorities and other stakeholders.

EXPRA aisbl/ivzw
Avenue des Olympiades 2
1140 Brussels, Belgium

+49 171 201 70 55
info@expra.eu
www.expra.eu

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Extended Producer Responsibility Alliance

EXPRA MEMBER ACHIEVEMENTS



EXPRA AND EU POLICY

EXPRA is recognized as a key stakeholder in the discussions on the new Circular Economy Proposal and is active in promoting its key messages, related to the proposed legislative changes in the Packaging and Packaging Waste Directive and Waste Framework Directive, namely:

- The EPR principle should be appropriately incorporated into EU waste legislation through binding minimum requirements that can effectively ensure transparent and streamlined EPR application across Member States. EPR minimum requirements should spell out clear roles and responsibilities of all actors involved in the waste management

value chain in a bid to avoid overlaps, inefficiencies and conflicts of interest across differing EPR models. In order to achieve the highest environmental benefit and cost effectiveness, PROs should be required to be industry-owned.

- New waste management targets need to be based on reliable statistics, realistic and justifiable from both an economic and environmental perspective. Measurement point for recycling should stay with 'input into recycling'.

10 Golden Rules for EPR

- 1 The essence of EPR is the producer's responsibility for a product throughout its life cycle
- 2 PROs should be owned, run and steered by the obliged companies
- 3 PROs should be not-for-profit / profit-not-for-distribution
- 4 Collectors, sorters or recyclers of waste should not be active as PROs but deliver good services
- 5 There should be a clear EPR legal framework strongly enforced by public authorities
- 6 Successful EPR must be based on a partnership between public authorities and PROs
- 7 There should be a level playing field for the provision of EPR services in a given territory
- 8 Obligated companies should receive equal treatment and fees should be publicly available
- 9 The industry-owned PROs are pursuing a public service mission
- 10 PROs should support obliged companies to improve the environmental performance of their products and packaging

The packaging cycle

