

## Summary of Key Take-Aways from the Webinar Series “PROs Around The Globe” by GreenTechKnowledgeHub and GAP for EPR

Between October 30 and December 11, 2024, the GAP for EPR and GreenTechKnowledgeHub of the Export Initiative for Environmental Protection hosted seven sessions as part of the webinar series “PROs around the Globe”. Each session featured a different organisation, presenting their structures, challenges, and Producer Responsibility Organisation (PRO) set-up.

PROs are the system operator of an EPR system. This makes them the “spider in the web” and one of the most important actors in its implementation. This series discussed the responsibilities of PROs as well as their structure, set-up, and processes in their country-specific context.

This document summarises the key take-aways from the webinars. The views and opinions expressed in this document do not necessarily reflect the positions of the core partners of the GAP for EPR, nor of PREVENT Waste Alliance members or official policy positions of the international organisations and governments involved.

For any further information please refer to the presentations and recordings of the webinar available on [GreenTechKnowledgeHub](#) or [GAP for EPR](#).



Session 1 - Introductory session: From Law to Action: Designing and Implementing Producer Responsibility Organisations	Session 2: PAKPRO's path to inspire a shift in consumer and industry behaviour - a mission to promote sustainable packaging practices	Session 3: ReSimple - from Regulation to Action	Session 4: Pioneer in EPR – The Green Dot: Lessons learned in 30 years of operation as PRO in Germany
<p><b>PRO:</b> Reclay</p> <p><b>Speaker:</b> Dr. Fritz Flanderka</p> <p><b>Region/Country:</b> Germany, (Reclay Group: Canada, Spain, France, Austria, Slovakia, Finland) and consulting worldwide</p> <p><b>Focus Material:</b> sales &amp; transport packaging, packaging for goods containing hazardous substances, batteries or electronic devices</p>	<p><b>PRO:</b> PAKPRO (formerly PETCO Kenya)</p> <p><b>Speaker:</b> Joyce Gachugi-Waweru</p> <p><b>Region/Country:</b> Kenya</p> <p><b>Focus Material:</b> Post-consumer packaging (beverages, containers)</p>	<p><b>PRO:</b> ReSimple</p> <p><b>Speaker:</b> Nathalia Silvia Donoso</p> <p><b>Region/Country:</b> Chile</p> <p><b>Focus Material:</b> Household and industrial packaging (plastics, metals, glass, cardboard, beverage cartons)</p>	<p><b>PRO:</b> Der Grüne Punkt</p> <p><b>Speaker:</b> Ursula Denison</p> <p><b>Region/Country:</b> Germany</p> <p><b>Focus Material:</b> post-consumer packaging (LDPE, PP, PP advanced, HDPE primus), glass, metal</p>
<p><b>SERVICE OFFERINGS:</b></p> <ul style="list-style-type: none"> <li>• Internationally oriented service provider in EPR and voluntary solutions for closing material cycles</li> <li>• Advise in setting up a PRO and implement legal requirements for the packaging sector as a whole</li> </ul>	<p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>• Operating as a PRO in a quasi-mandatory EPR environment with over 200 companies</li> <li>• Service offerings: product take-back &amp; collection, collection purchase assistance, information &amp; data gathering, regulations &amp; standards</li> </ul>	<p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>• Operates under Chile's EPR law</li> <li>• Covers 40 out of 345 municipalities using door-to-door collection and green point installations for households</li> <li>• Non-profit collective model enabling collection across all brands, with eco-modulation of fees to encourage sustainable materials.</li> </ul>	<p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>• First EPR system globally since 1991</li> <li>• 2006 Germany switched to a for-profit system, with 10 PROs competing under a mandatory framework</li> <li>• Services: EPR licensing, chemical recycling, consulting, mechanical recycling</li> <li>• The legal framework of the EPR system sets targets and permits requirements</li> </ul>
<p><b>KEY RECOMMENDATIONS:</b></p> <ul style="list-style-type: none"> <li>• <b>The PRO is the backbone of an EPR system</b> and in the position to set up a holistic waste management system</li> <li>• <b>Clear EPR laws required:</b> ambiguity allows industries to evade duties</li> <li>• <b>Monopolistic structure:</b> advisable as initial set-up, since competitive approaches are often too complex</li> <li>• <b>Ownership/control</b> should be with affected stakeholders, operate with a Non-Profit status (if monopolistic approach is chosen) and nationwide collection structure &amp; PRO should be open to all packaging materials</li> <li>• The PRO should coordinate with municipalities, cover consumer education, achieve collection targets, declare recycling results, and integrate the informal sector.</li> <li>• It should provide a financial guarantee to address potential system discontinuation.</li> </ul>	<p><b>CHALLENGES:</b></p> <ul style="list-style-type: none"> <li>• <b>Regulatory Issues:</b> Absence of fully implemented EPR regulations</li> <li>• <b>Data Gap:</b> Lack of data transparency and baseline market figures</li> <li>• <b>Infrastructure:</b> Limited recycling infrastructure and high costs for scaling facilities.</li> </ul> <p><b>NEXT STEPS:</b></p> <ul style="list-style-type: none"> <li>• Advocate for comprehensive EPR regulations Foster demand for recycled materials through producer incentives and eco-design policies</li> <li>• Scale up to 100,000+ waste collection points</li> <li>• Expand recycling infrastructure and promote design-for-recycling policies</li> </ul>	<p><b>CHALLENGES:</b></p> <ul style="list-style-type: none"> <li>• <b>Regulatory:</b> Strict oversight and approval processes limit operational flexibility</li> <li>• <b>Market Readiness:</b> Lacking recycling infrastructure and insufficient authorization</li> <li>• <b>Municipal Cooperation:</b> Agreements with municipalities are voluntary.</li> </ul> <p><b>NEXT STEPS:</b></p> <ul style="list-style-type: none"> <li>• Expand collection coverage to all municipalities and improve recycling infrastructure</li> <li>• Foster demand for recycled materials through producer incentives and eco-design policies</li> <li>• Strengthen collaborations with informal waste pickers and improve citizen education on recycling</li> </ul>	<p><b>CHALLENGES:</b></p> <ul style="list-style-type: none"> <li>• <b>Competition in EPR</b> led to significant cost savings for producers, but market distortions → German Packaging Act in 2019: tighter rules on competition, closing of loopholes, establishment of central register as oversight body</li> </ul> <p><b>IMPACT &amp; KEY ELEMENTS:</b></p> <ul style="list-style-type: none"> <li>• Expand collection coverage to all municipalities and improve recycling infrastructure</li> <li>• Foster demand for recycled materials through producer incentives and eco-design policies</li> <li>• Strengthen collaborations with informal waste pickers and improve citizen education on recycling</li> </ul>

Session 5: Success and Pitfalls of EPR Implementation in India	Session 6: Learnings from the Global South - A Philippine PRO case study	Session 7: Making the Job of the PRO easier: Alliances, coalitions and an open-source EPR Registration Tool	
<p><b>PRO:</b> Landbell GreenForest Solutions</p> <p><b>Speaker:</b> Saurabh Shah</p> <p><b>Region/Country:</b> India</p> <p><b>Focus Material:</b> Plastic waste, e-waste, batteries, and emerging waste streams link used oil and ELVs.</p>	<p><b>PRO:</b> PCX Solutions</p> <p><b>Speaker:</b> Athalie Reyes</p> <p><b>Region/Country:</b> Philippines</p> <p><b>Focus Material:</b> Plastic packaging (flexibles, rigids, plastic bags, polystyrene)</p>	<p><b>Open-source EPR Registration System</b></p> <p><b>Speaker:</b> Dorothee Bürkle (GIZ)</p>	<p><b>EXPRA Extended Producer Responsibility Alliance</b></p> <p><b>Speaker:</b> Joachim Quoden</p>
<p><b>SERVICE OFFERINGS:</b></p> <ul style="list-style-type: none"> <li>India's EPR system covers plastics, e-waste, and batteries</li> <li>Over 43,000 producers and 3,000 recyclers are registered for plastics, with mandates for recycled content by 2026</li> </ul>	<p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>PCX Solutions supports EPR compliance in the Philippines through plastic waste recovery, recycling, and plastic credits</li> <li>Exceeded the 2023 target of 20% recovery for both flexibles (46%) and rigids (24%)</li> <li>Combines upstream measures like reducing plastic usage and downstream recovery efforts, including the use of plastic credits</li> </ul>	<p><b>ENABLEMENT &amp; SET-UP:</b></p> <ul style="list-style-type: none"> <li>Register essential to implement and evaluate an EPR system</li> <li>Creates transparency in regards to which companies participate</li> <li>PROs receive current data of material streams and information on expected fees</li> <li>Transparency developed for the EPR system in Jordan, together with the Jordanian stakeholders</li> <li>Tool can be adopted and further developed at no cost</li> </ul>	<p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>34 members and partners, all industry-owned, non-profit</li> <li>Acts as authoritative voice and common policy platform representing the interests of all its members</li> </ul> <p><b>EXPRA's members:</b></p> <ul style="list-style-type: none"> <li>Provide over 250 million people with packaging collection, sorting and recycling infrastructure</li> <li>Ensure recycling and recovery of over 22 million tons of packaging every year</li> </ul>
<p><b>CHALLENGES:</b></p> <ul style="list-style-type: none"> <li><b>Regulatory and Operational:</b> Inadequate oversight by control boards and frequent technical portal glitches</li> <li><b>Market and Infrastructure:</b> Shortfalls in recycling infrastructure and low use of recycled plastics</li> <li><b>Social Barriers:</b> Informal sector not represented with limited benefits from EPR</li> </ul> <p><b>NEXT STEPS:</b></p> <ul style="list-style-type: none"> <li>Expand recycling infrastructure, strengthen regulation, develop standards for recycled plastics</li> <li>Enhance government capacity to regulate and streamline the EPR credit system</li> <li>Promote awareness and improve waste segregation practices</li> </ul>	<p><b>CHALLENGES:</b></p> <ul style="list-style-type: none"> <li>High logistical costs, limited recycling infrastructure, and difficulty formalizing informal waste workers</li> </ul> <p><b>NEXT STEPS:</b></p> <ul style="list-style-type: none"> <li>Expand recycling infrastructure, integrate informal waste collectors, and enhance standards for traceable recovery</li> </ul>	<p><b>Producer Responsibility Coalition</b></p> <p><b>Speaker:</b> Emmanuelle Bautista (Citeo)</p> <p><b>STATUS QUO AND APPROACHES:</b></p> <ul style="list-style-type: none"> <li>Essential to implement and evaluate an EPR system</li> <li>Created in November 2022 as part of the negotiations for an international Treaty on plastic pollution</li> <li>Advocate for ambitious and adequate inclusion of EPR in the future plastic treaty</li> <li>Responds to the lack of knowledge and the confusion about EPR by presenting the diversity of its activities and contributions</li> <li>Align 50 PROs worldwide on common positions and create a platform for exchanges, strategic meetings with negotiators</li> </ul>	<p><b>CHALLENGES AND NEXT STEPS:</b></p> <ul style="list-style-type: none"> <li><b>Measurement Uncertainty:</b> Lack of clarity on proper application of new recycling measurement methods</li> <li><b>DRS Limitations:</b> Deposit Return Systems (DRS) alone are insufficient to meet plastic recycling targets</li> <li><b>Collection Infrastructure:</b> Convenient and comprehensive collection systems, both at home and in public</li> <li><b>Municipal Cooperation</b></li> <li><b>Operational Control:</b> Effective EPR systems require strong operational oversight, while sorting is best managed by industry</li> <li><b>Government Oversight:</b> Strong enforcement is necessary to prevent fraud and free-riding</li> <li><b>PRO Competition:</b> Competition among PROs must avoid fragmented infrastructure and focus on collaboration, fairness, and transparency</li> </ul>