

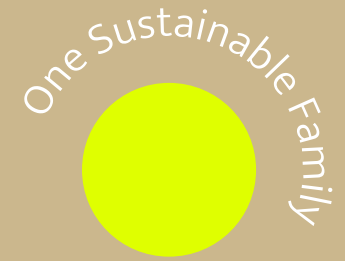
Suomalaisten yritysten tuottajavastuun hoito Euroopassa

Suomen Uusiomuovi Oy
Pakkausten tuottajavastuu nyt ja tulevaisuudessa
webinaari 29.11.2022

Antti Tiilikainen

RAAN GmbH

Member of the board, Sales & Marketing



RAAN

About the Raan Group

We are an internationally operating group of companies whose subsidiaries stand up for a functioning circular economy in different areas. As a group, we develop long-term sustainable strategies with a specific focus on the recycling of reusable materials. By doing this, we make a genuine contribution in the fight against the impact of CO₂ emissions and the lack of natural resources.

- / **Founded in 2002**
- / **International focus**
- / **Family-managed company**
- / **Effective and modern circular economy**

One international family for a sustainable future

RAAV



Reclay Group
EPR PROGRAMMES



SynoptiCons
DIGITAL SOLUTIONS

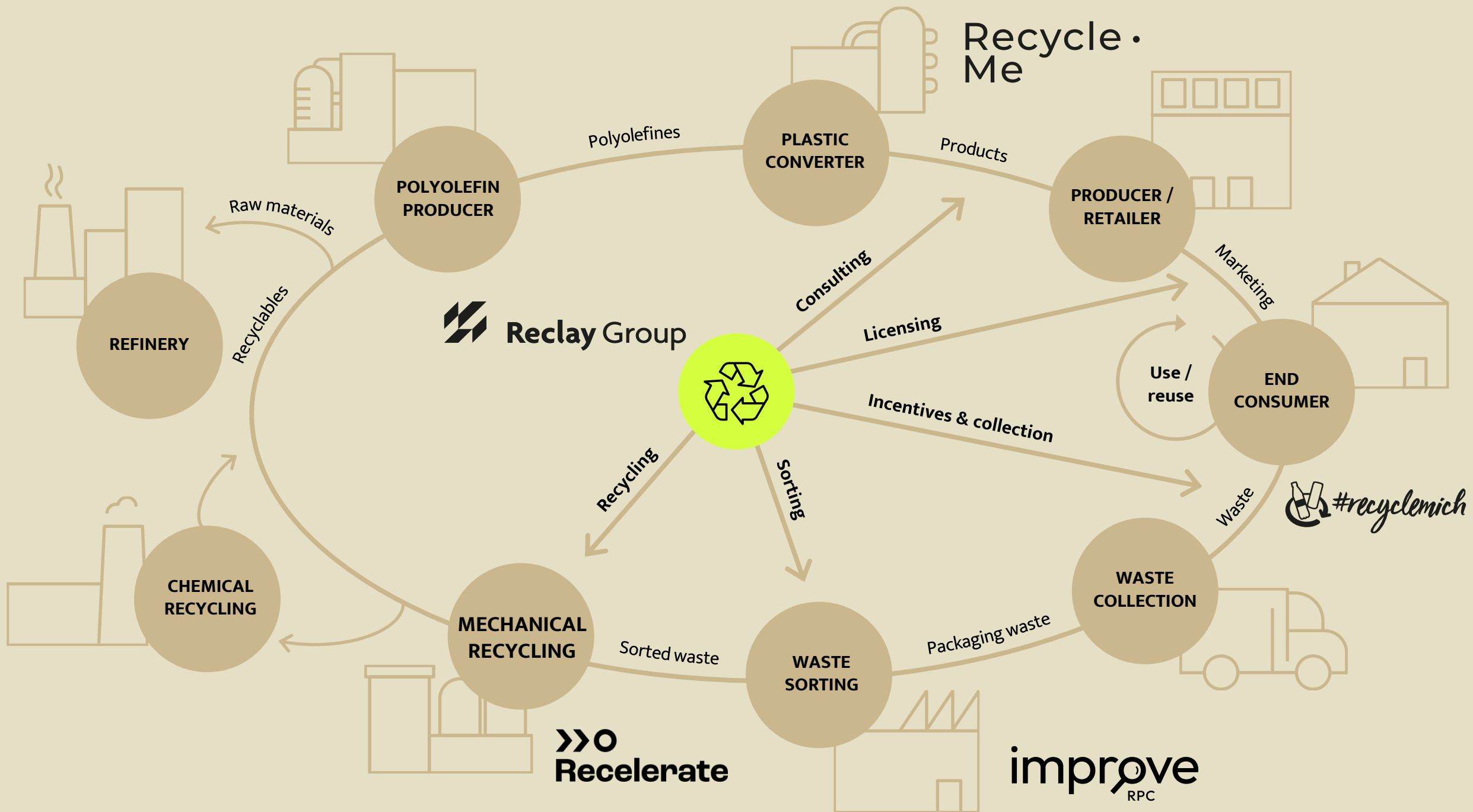


Recelerate
RECYCLING



**R.
Me**
RecycleMe
CONSULTING & AUDIT

RAAV



Facts & Figures

205

Employees

2002

Founding year

60 %

Proportion of women
in the company

>35.000

Customers via Online Tool
activate

>5.000

Customers &
Partners in contract

250 Mio.

Revenue in 2021 in
Germany

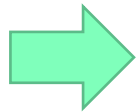
Extended producer responsibility (EPR) in Europe

Concept in which manufacturers, importers or distributors of products bear a significant degree of responsibility for the environmental impact of their products throughout the product life cycle

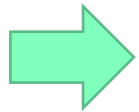
Legal foundation in EU



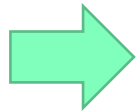
EU Packaging Directive 94/62/EC



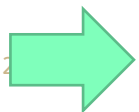
National law is different in each EU country



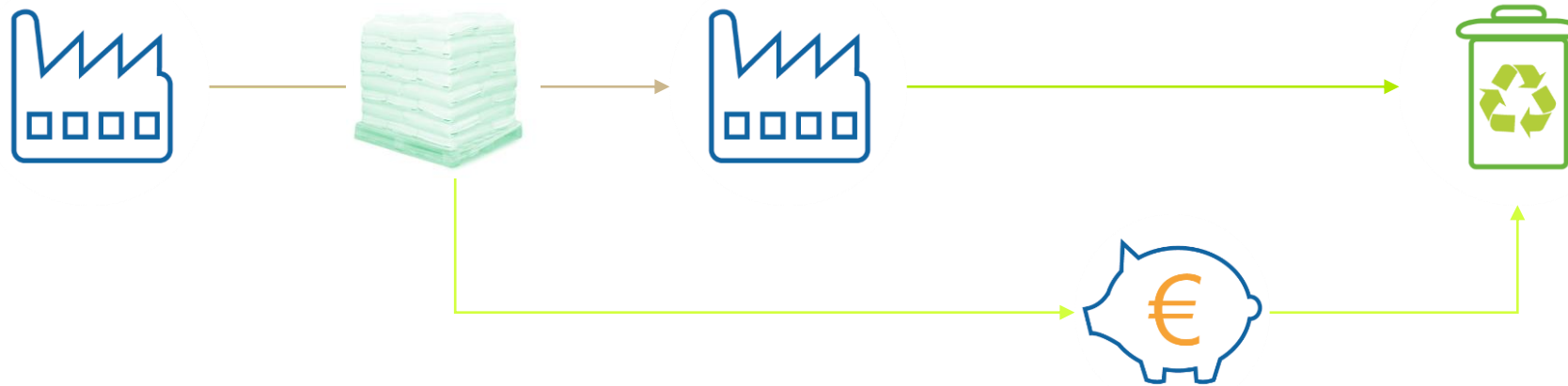
Online retailers are obligated in most EU countries



Direct supply to end consumer vs. intermediaries



Packaging, WEEE (electrical appliances), Batteries, Graphical papers, Textile, etc.







How does it work

Principle of the EU packaging directive:

- Incentivise the company that puts packaging on to reduce/avoid
- By paying for the final treatment
- Less/no packaging means less or no fee
- Each member state to establish a system

EPR in Europe

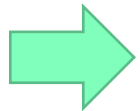
-  Competition
-  Monopoly
-  Fee/Tax
-  Transition from monopoly to competition



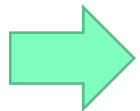
What does it mean for the producer



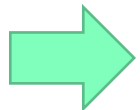
Producer Obligations



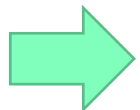
Registration with authorities



Data reporting (who is obligated, what do I have to report, etc.)



Labelling obligations



Information requirements

National implementation status of recyclability measures in some European countries

	Germany	France	Poland	
Household packaging	Green	Green	Green	
Transport packaging	Blue	Blue	Green	
Sales/secondary packaging	Blue	Blue	Green	
Packaging with system incompatibility	Brown	Green	Green	Green: Subject to system participation
Packaging of hazardous goods	Brown	Brown	Green	Blue: Subject to system participation only if typically occurring at private households
Reusable packaging	Brown	Green	Green	Brown: Not subject to system participation

Labelling obligations of packaging

EU

- Labelling stipulated in EU packaging directive
- From 03 July 2021, mandatory single-use plastic labelling for certain product groups (e.g. tobacco products with filters, beverage cups, hygiene liners)



Austria

- Labelling stipulated in the Packaging Ordinance
- Voluntary self-declaration taking into account legally defined requirements

Germany

- Labelling stipulated in Packaging Act
- Labelling voluntary
- According to recycling code in Annex 5 VerpackG §6
- Labelling obligation for one-way drinks packaging subject to deposit

France

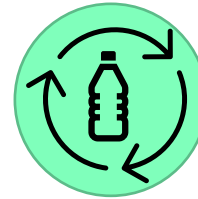
- Triman logo with comprehensible separation instructions for recyclable products (from 22.09.22 with new design).
 - Applies to household packaging, textiles, shoes, furniture, tyres, paper products, electrical goods
 - Also applies to goods imported into France
- Avoidance of misleading labels



Current trends



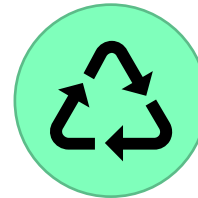
Increased market complexity through EPR systems and labelling obligations



Recyclability of packaging becomes essential



New EU regulations regarding sustainability and packaging



Increased demand for recycled material



Consumers demand for more sustainable products and packaging



Severe sanctions for non-compliance

EU-Proposal for Packaging and Packaging Waste Regulation

Minimum recycled content

2030 – 25-45% in plastic packaging

2040 – 50-65% in plastic packaging

28/11/2022
2

Ambitious recycling targets

2026 – a minimum of 65 % of all packaging waste

2031 – a minimum of 70% of all packaging waste

Harmonised EU-Labeling

18, 24 & 48 months after implementation of PPWR, harmonised labelling regulations would apply

Re-use and Re-fill targets

Dependent on economic operator and sold packaging

2030 – 20-50%

2040 – 50-90%

Reduction of single-use plastics

Implementation of new measures to avoid the usage of single-use plastics

RAAV

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**The future depends on
what we do today.**

Mahatma Gandhi

“

one sustainable family

RAAN

CORPORATE GROUP