



Statement of the Forum Rezyklat

For an EU-wide uniform logo system for the correct separation of packaging and the promotion of the circular economy

14.09.2022

The EU Waste Framework Directive to be revised as well as the EU Packaging Directive are important legal acts on the transition from a linear economy to a **real "Circular Economy"** with value cycles, as fortunately outlined in the European Green Deal and the 2nd EU Circular Economy Action Plan (CEAP).

A very important part of the success of the Green Deal is the **best possible information and education of consumers throughout Europe** on the correct separation of waste. Only with the correct separation of waste in households recycling can be closed loop.

In order to promote this education, the Forum Rezyklat and its members propose, based on the target image "General recommendations on logos/icons/symbols on packaging" (published on 22/8/2022), that the EU Commission establish a uniform European system of separation instructions on sales packaging (logo system).

The **Commission should prescribe the use of only one logo system**, but not impose a general obligation to print it. Nor should a completely new logo system be developed. Rather, it makes sense to derive the new logo system from one that already exists today, as far as possible.

It is important that the logos used meet the following criteria:

1. **Easy to understand** - the clear visual language and symbols appeal to consumers, the information can be adapted to the specific country, several languages are available, explanatory films and additional explanations are possible.
2. **Open** - generally accessible: Every producer can use the icons free of charge. Additional sticking on waste bins is not necessary.
3. **Practical** - the logos can be adapted to the CI of the manufacturer in terms of colours. Sizes are scalable down to a minimum size. Text elements and QR codes are freely selectable. Europe-wide printing of only one icon is possible, even for packaging made of different materials.
4. **Transparent** - background information is easy to find for consumers.

The implementation of the uniform separation instructions should also be **made possible digitally**. In this way, packaging changes relevant to separation, among other things, can be quickly communicated to consumers and displayed in several languages.

A system of separation and collection instructions for packaging designed in this way can have a positive influence on consumer behaviour. According to a recent online survey by YouGov Deutschland GmbH¹, 80 per cent of German consumers would like to see **uniform** separation instructions on packaging.

There **are already well-functioning separation labels** that have been developed by Trennhinweis e. V. (see annexes for examples). They meet the above criteria, are already printed by companies on packaging in the European internal market and are thus already being used throughout Europe.

The Forum Rezyklat and its members support these separation instructions.

¹ On behalf of Trennhinweis e.V.

We ask the Commission to also support this logo system and to take it into account in its upcoming deliberations.

Further components should be campaigns for targeted consumer information, education and motivation (e.g. analogous to the German initiative "Mülltrennung wirkt"). In addition, the circular economy should be anchored in the education curricula of all member states from the beginning of early childhood education. The members of the Forum Rezyklat are happy to actively support these plans. Only if consumers understand the interrelationships of the circular economy they can effectively take responsibility for the recycling cycle.

Conclusio

The aim is to provide even **more clarity** and to help consumers decide how and into which recycling collection systems the respective packaging and packaging components (if they are to be disposed of differently) should be placed.

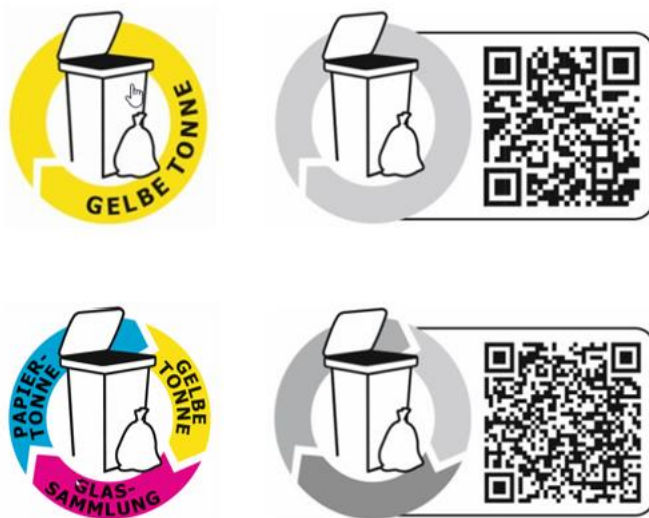
The logo system proposed by Forum Rezyklat and its members aims equally at **increasing the quality and quantity of collection in Europe**. This is crucial with regard to improving recycling cycles and producing high-quality recyclates.

The EU Commission, together with the Member States and all stakeholders in the value chain, now has the chance to be the **pioneer for the first uniform European logo system**.

About the Forum Rezyklat:

The Forum Rezyklat is an alliance of currently 64 partners along the entire packaging value chain. Represented are retailers, consumer goods manufacturers, companies of the recycling and disposal industry as well as associations. The aim is to contribute to increasing the recycling rate and the recycling share in packaging. For example, the Forum Rezyklat develops strategies and measures to promote people's awareness of the circular economy and the separation of recyclable materials by type, as well as to pay attention to reduced material use and recyclability already in the development process of new packaging.

Annex 1: Logo examples of the separation instructions and links



GLASSAMMLUNG = Packaging made of glass

PAPIERTONNE = Packaging made of paper, cardboard or carton

GELBE TONNE = Packaging that is not made of paper, cardboard, carton or glass

Website (D): www.trenn-hinweis.de

Example explanatory video (D): www.trenn-hinweis.de/gelbe-tonne-papiertonne-glassammlung/

Website (En): www.trenn-hinweis.de/?lang=en

Example explanatory video (En): www.trenn-hinweis.de/gelbe-tonne-2/?lang=en

Annex 2: Contact persons and senders (list of members)

Contacts for the working group:

Interseroh+ GmbH:

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Spokesperson of the Forum Rezyklat:

Sebastian Bayer (*sebastian.bayer@dm.de*)

List of members of the Forum Rezyklat

Company	Retailer	Consumer goods manufacturer	Packaging manufacturer	Packaging material manufacturer	Dual systems/ Recycler/Sorting plant operator	Other
Albéa Deutschland GmbH						
ALDI Einkauf SE & Co. oHG						
ALDI SÜD Dienstleistungs-SE & Co. oHG						
ALPLA-Werke Lehner GmbH & Co. KG						
ARTDECO Cosmetic GmbH						
B. Lotz Kunststoffverarbeitung						
Bakic Packaging GmbH						
Beiersdorf AG						
BellandVision GmbH						
bormannplus verpackungen GmbH & Co. KG						
Brauns-Heitmann GmbH & Co. KG Chemische Betriebe						
Bübchen Skincare GmbH						
Coca-Cola European Partners Deutschland GmbH						
cosnova GmbH						
CP GABA GmbH						
Der Grüne Punkt - DUALES SYSTEM DEUTSCHLAND GmbH						
Deutsche Gesellschaft für Abfallwirtschaft e.V. (DGAW)						
Dirk Rossmann GmbH						
dm-drogerie markt GmbH + Co. KG						
Ecover Deutschland GmbH						
EDEKA Zentrale Stiftung & Co. KG						
einhorn products GmbH						
erdbär GmbH						
Erema Group GmbH						
Essity Germany GmbH						
FH Campus Wien						
GlaxoSmithKline Consumer Healthcare GmbH & Co. KG						
GLOBUS SB-Warenhaus Holding GmbH & Co. KG						
Greiner Packaging International GmbH						
GS1 Germany						
HappyBrush GmbH						
Henkel AG & Co. KGaA						
Hipp GmbH & Co. Vertrieb KG						
Hochschule Hannover - IfBB						
INTERSEROH+ GmbH						
la marchante GmbH						
L'OREAL Deutschland GmbH						
Mann & Schröder GmbH						
Markant Deutschland GmbH						
Merz Consumer Care GmbH						
Mibelle AG COSMETICS						
Morssinkhof Plastics b.v.						
PACCOR Packaging GmbH						
PACKSYS GmbH						
Paedi Protect AG						
Polysecure GmbH						
Procter & Gamble GmbH						
RB Hygiene Home Deutschland GmbH						
Recyda GmbH						
Reifenhäuser Pro Data GmbH						
Remondis Recycling GmbH						
Sauer GmbH & Co. KG						
schäfer-etiketten GmbH & Co. KG						
share GmbH						
Smart Coloring GmbH						
Szaidel Cosmetics GmbH						
TePe D-A-CH GmbH						
Umweltbundesamt						
Unilever Deutschland GmbH						
Veolia PET Germany GmbH						
Vöslauer Mineralwasser GmbH						
WELEDA AG						
Werner & Mertz GmbH						
WWF Deutschland						