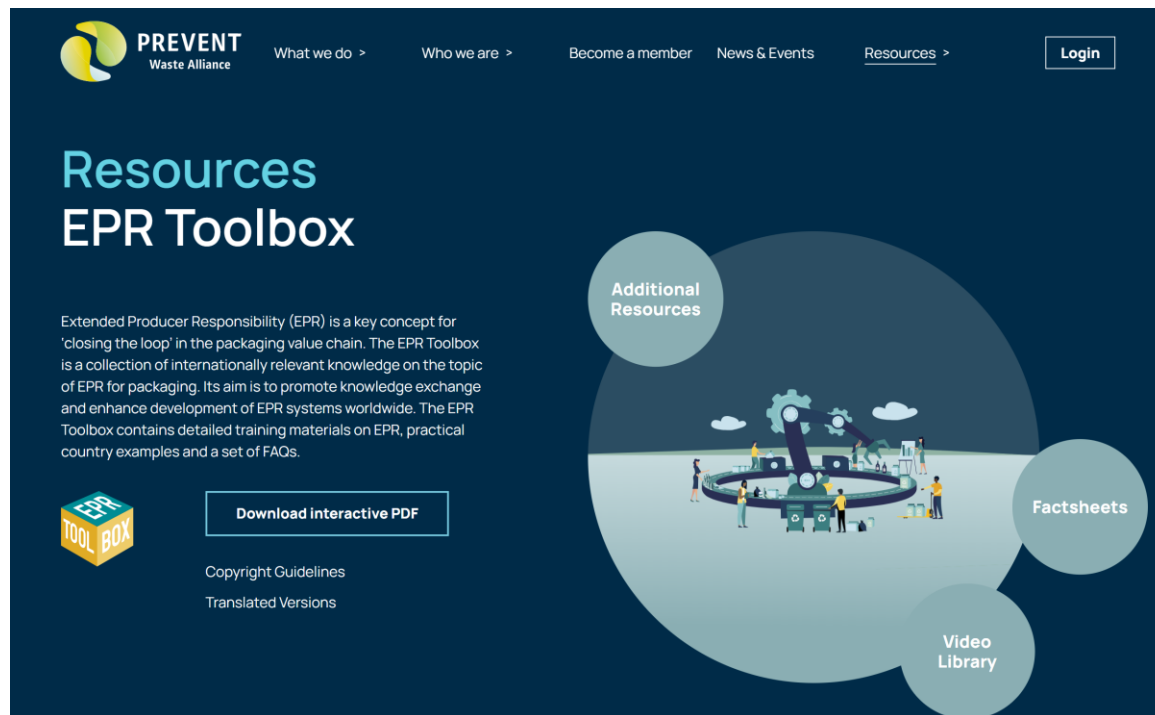




Pioneer in EPR – The Green Dot: Lessons Learned in 30 years of Operation as PRO in Germany

Ursula Denison - November 2024

GreenDot significantly contributed to this valuable tool launched by GIZ



The screenshot shows the website's 'Resources' page for the 'EPR Toolbox'. The header includes the PREVENT Waste Alliance logo and navigation links: 'What we do >', 'Who we are >', 'Become a member', 'News & Events', 'Resources >', and a 'Login' button. The main heading is 'Resources EPR Toolbox'. Below this, a paragraph explains that EPR is a key concept for 'closing the loop' in the packaging value chain and that the toolbox is a collection of internationally relevant knowledge. A 'Download interactive PDF' button is prominent. To the right, there are three circular callouts: 'Additional Resources', 'Factsheets', and 'Video Library'. At the bottom left, there are links for 'Copyright Guidelines' and 'Translated Versions'.



The screenshot shows the interactive PDF interface for the 'EPR Toolbox'. The top left features the 'EPR TOOL BOX' logo and the text 'Know-how to enable Extended Producer Responsibility created by PREVENT Waste Alliance'. The main visual is an illustration of a robotic arm in a circular factory setting, with people working around it and a globe in the background. The PREVENT Waste Alliance logo is in the top right. A yellow banner at the bottom reads 'EPR Toolbox | Know-how to enable Extended Producer Responsibility for packaging'. At the very bottom, there is a navigation bar with icons for 'Menu', 'Step back', 'Previous Page', 'Next Page', 'Glossary', and 'Country Reports'. A note on the right states: 'Note: This is an Interactive PDF. You can use the buttons on the left to navigate, skip forward and backward and get more information.' The page number '11' is visible in the bottom right corner.

 [EPR Toolbox - Prevent Waste Alliance \(prevent-waste.net\)](https://prevent-waste.net)

What does the Berlin Wall have to do with “Der Grüne Punkt” ?

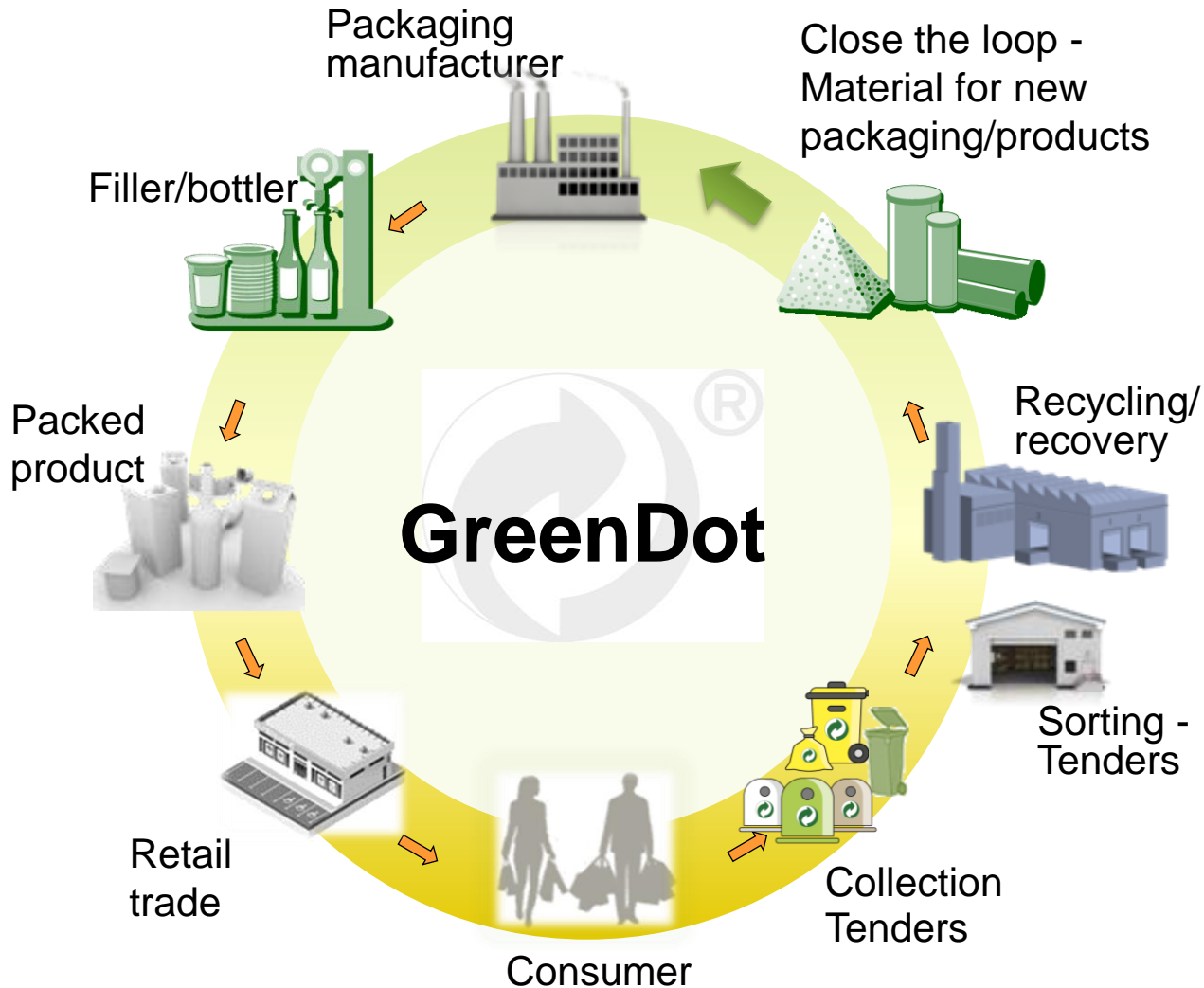
German reunification 1990 – impulse for less landfill, more recycling, and start of GreenDot EPR system!



- **Fall of the Wall** in 1989: West Germany could no longer just “get rid” of household waste on East German landfills
- Reunification: widespread fear of a **landfill shortage**
- Packaging – due to its volume and visibility – an attractive segment to **divert from landfills**
- German environmental minister Klaus Töpfer developed **first EPR legislation in the world** – the Packaging Ordinance
- Developed in concert with producers and retail associations, the regulation assigned **100 % of cost and organizational control** for setting up a “dual” system for packaging to producers
- 1990 – founding of “**Der Grüne Punkt**” GmbH (GreenDot) as a **self-help organization** of producers. Owned by shareholders from the packaging value chain, non-profit
- 1991 – Packaging Ordinance takes effect, GreenDot starts operations

Germany – EPR and Circular Economy

The system works when everyone does their bit!



Legal Framework ESSENTIAL

- Clear **responsibilities** and efficient **sanctions**
- Results-driven – describes the objective, not the process
- Sets **targets and permit** requirements (coverage, performance, materials processing)

Obligated Producers/importers

- **Register** their packaging with a PRO (choice)
- **Pay** by material and tonnage

Consumers

- **Pay** for recycling via **internalized** cost of product
- **Sort** their packaging (participation >90%, comfortable system)
- **Save** fees for residual waste in PAYT scheme

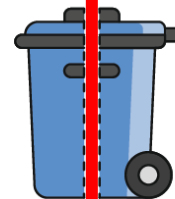
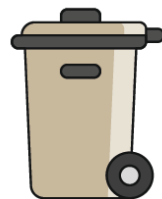
Waste management

- Collects packaging based on **tenders**
- Sorts packaging based on **tenders**
- **Recycle/recover materials** as prescribed by PROs

Collection of household packaging in Germany – the „dual“ system

Municipal
services

Dual systems, extended
producer responsibility (EPR)



Residual
waste bin

Organic waste
bin/composting

Waste paper
container/bin

Yellow bin/bag
or recyclables bin

Glass container/
iglu

Key Elements of EPR for packaging in Germany

	Germany
Coverage	Nationwide, incl. Islands, rural areas (84 mio. inhabitants)
Scope	Household packaging, kerbside collection (app. 5 Mio tons/year)
Responsibility	Full responsibility for cost and operations (app. 20 €/person/year)
DRS	Since 2003 for almost all beverage packaging, separate system (97% rec.)
Ownership	Privately owned (investors, waste management)
Business model	For-profit
Voluntary/Mandatory?	Mandatory legal framework
Competition	10 PROs competing
Permits	Operating licence upon proof of contracts, financial guarantees, participation in clearing house
Materials tracking	Annual mass-flow verification, audited, including tracing exports and type of recycling facility

Central Agency Packaging Register – ZSVR: registration for all creates transparency

Registration for packaging subject to system participation, but also for all others!



Everyone must register! No one is allowed to sell their goods unless the packaging has been registered by the manufacturer - there is a ban on distribution!



Collection of „Lightweight Packaging“

- In yellow bins or bags
- Free-of-charge to households (cost integrated in product price!)
- Curbside collection – convenient
- Frequency every 2–4 weeks
- Sorting is easy – all packaging that is not paper or glass is accepted in collection!
- Collection also from hospitals, restaurants, official buildings, administrative offices, etc.

Yellow Bags at Sorting Plant



Triplast – Joint venture of „Green Dot“ PROs from Austria and Germany



Shelf-to-Shelf Recycling - GreenDot transforms post-consumer plastic packaging into new packaging

Broad variety of qualities and application areas – available in store shelves!



SYSTALEN
LDPE

- ✓ Garbage bags
- ✓ Construction foil
- ✓ Wall sidings (ACP)
- ✓ Construction tubs
- ✓ Transport Foils/ Shrink wrap



SYSTALEN
PP

- ✓ Flower pots, boxes,
- ✓ Buckets
- ✓ Shopping baskets
- ✓ Dustpans
- ✓ Storage boxes
- ✓ Garden baskets
- ✓ Battery casings



SYSTALEN
PP Advanced

- ✓ Closures
- ✓ Caps
- ✓ Folding hinge closures
- ✓ Paint buckets



SYSTALEN
HDPE PRIMUS

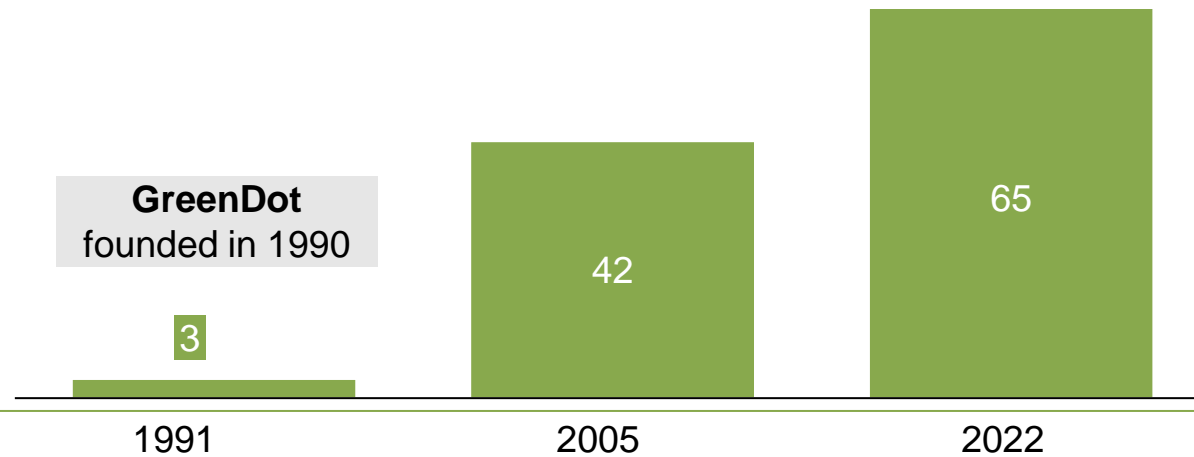
- ✓ Detergent bottles
- ✓ Shower gel bottles
- ✓ Liquid fertilizer bottles
- ✓ Tubes for hair care products

EPR works in Germany!

From Open Landfill to 65 % Plastic Recycling

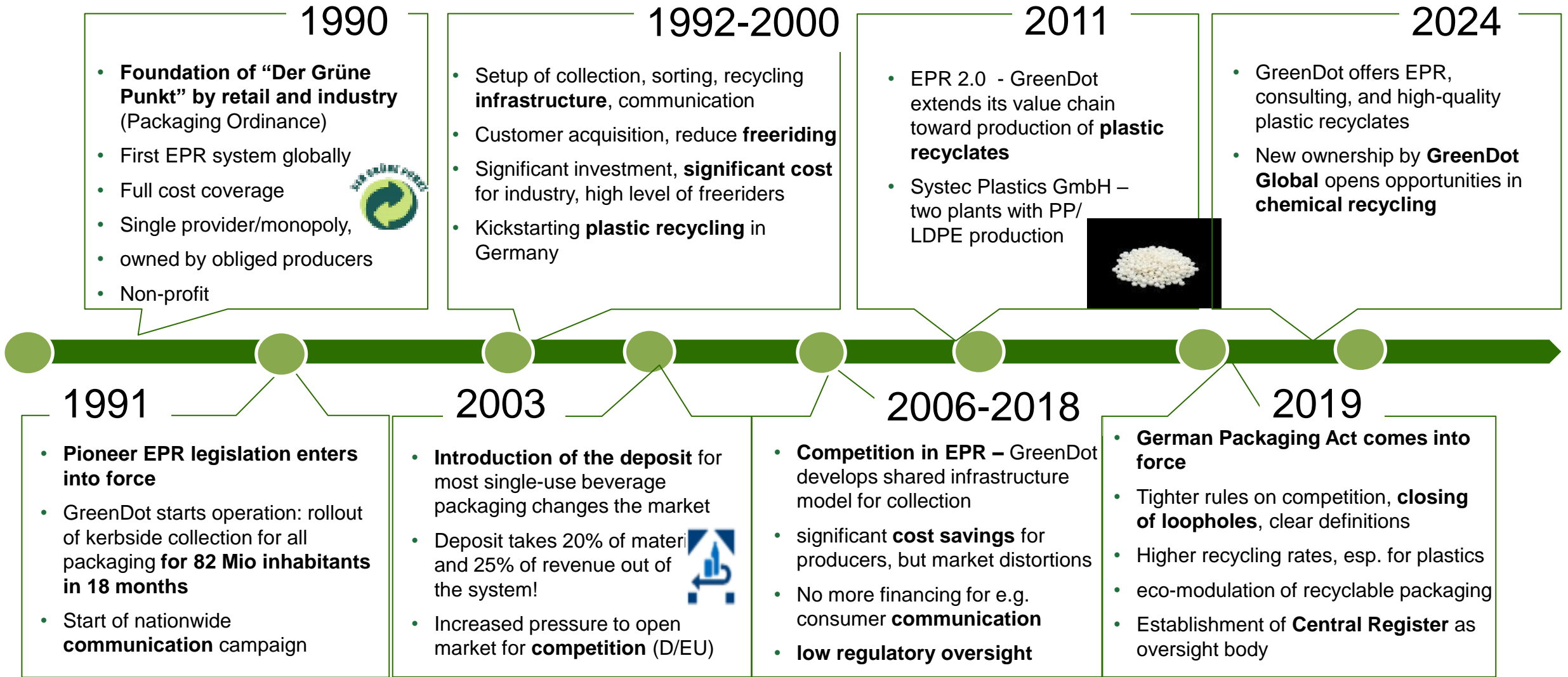


Germany: Household plastic packaging recycling rates in %



Three Decades of GreenDot – Challenges and Opportunities

Flexibility and expertise ensure continued success and growth



GreenDot Today – more than „just EPR“

One-stop-shop for our customers for more circularity

EPR Licensing

- EPR system with the **most experience** in Europe (34 years)
- Competitive prices
- Strong **reputation**
- **Customer service** for highest demands



Consulting

- Ensuring **producers' legal compliance** with packaging waste obligations in Germany and the EU
- Optimization of packaging for **recyclability** and
- use of **recycled content**



Mechanical Recycling

- Access to high-quality **post consumer recyclates** (PP and LDPE) from our own Systalen® plants
- HDPE from our **JV with Forplast** (Italy)
- competent **support** in application technology and sorted packaging materials from **Austria and Italy**



Chemical Recycling

- **Access** to contingents from chemical recycling - also for food packaging



Solutions from
one source