

# READY FOR REAL RECYCLING?

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# THE REFERENCE FOR STEEL FOR PACKAGING IN EUROPE



Founded in 1986, based in Brussels  
Federation of the 4 major producers of steel for  
packaging in Europe



thyssenkrupp



**U. S. Steel Košice, s.r.o.**

A Subsidiary of United States Steel

# SUMMARY

Legislation & public debate are pushing more material circularity.

- What are the recent legislative changes?
- What needs to change in our current approach to recycling?
- What do the latest (2017) recycling rates of steel for packaging reveal?

# Since 2015 the packaging landscape has changed dramatically

# FROM A LINEAR TO CIRCULAR ECONOMY

- Circular Economy Package reviewed several directives including 3 particularly relevant for the packaging sector
  - Packaging and Packaging Waste Directive
  - Waste Framework Directive
  - Landfill Directive
- **primary legislation** adopted in May 2018
- **secondary legislation** to be adopted by the EC and validated by the Member States over the next years



# EXAMPLES OF PRIMARY LEGISLATION

- higher recycling targets for all materials
- recognition for multiple recycling
- specific legislation on Single Use Plastics
- introduction food waste targets



## EXAMPLES OF SECONDARY LEGISLATION (DELEGATED ACTS)

- food waste calculation methodology
- measurement point of recycling
- new reporting obligations

# NEWS FROM BRUSSELS! FOOD WASTE CALULATION METHODOLOGY

in addition to previously defined targets

*30 % by 2025*      *50 % by 2030*

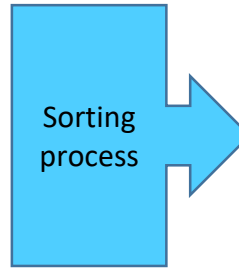
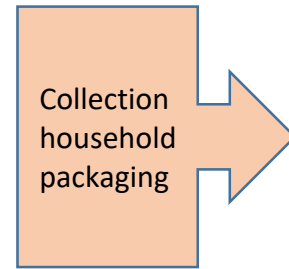
- EC in May defined a common and coherent methodology
- new Delegated Act defines *what* needs to be measured & *how* this should be carried out
- applicable end 2019



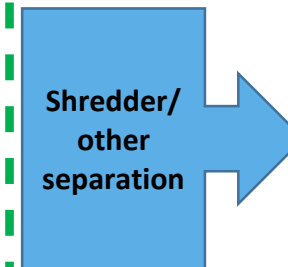
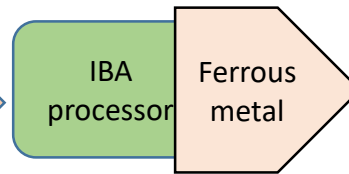
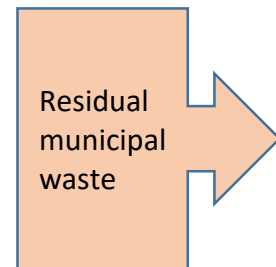


# NEWS FROM BRUSSELS! MEASUREMENT POINT OF RECYCLING

**Route 1:**  
Separate collection/  
sorting centers



**Route 2:**  
Incinerator  
Bottom ash



--- Current measurement points for recycling  
— New measurement point for recycling

# NEWS FROM BRUSSELS! NEW REPORTING OBLIGATIONS

- **Commission Implementation Decision 17 April 2019:** Implementing decision amending 2005/270/EC on calculation RR and reporting:
- Art. 6b, 2: ***“Composite packaging and other packaging composed of more than one material shall be calculated and reported per material contained in the packaging. Member States may derogate from this requirement where a given material constitutes an insignificant part of the packaging unit, and in no case more than 5 % of the total mass of the packaging unit.”***
- **applicable from 2020**

**Good news - no extra reporting obligations for steel packaging**



# Circular Economy legislation is provoking a shift towards real recycling

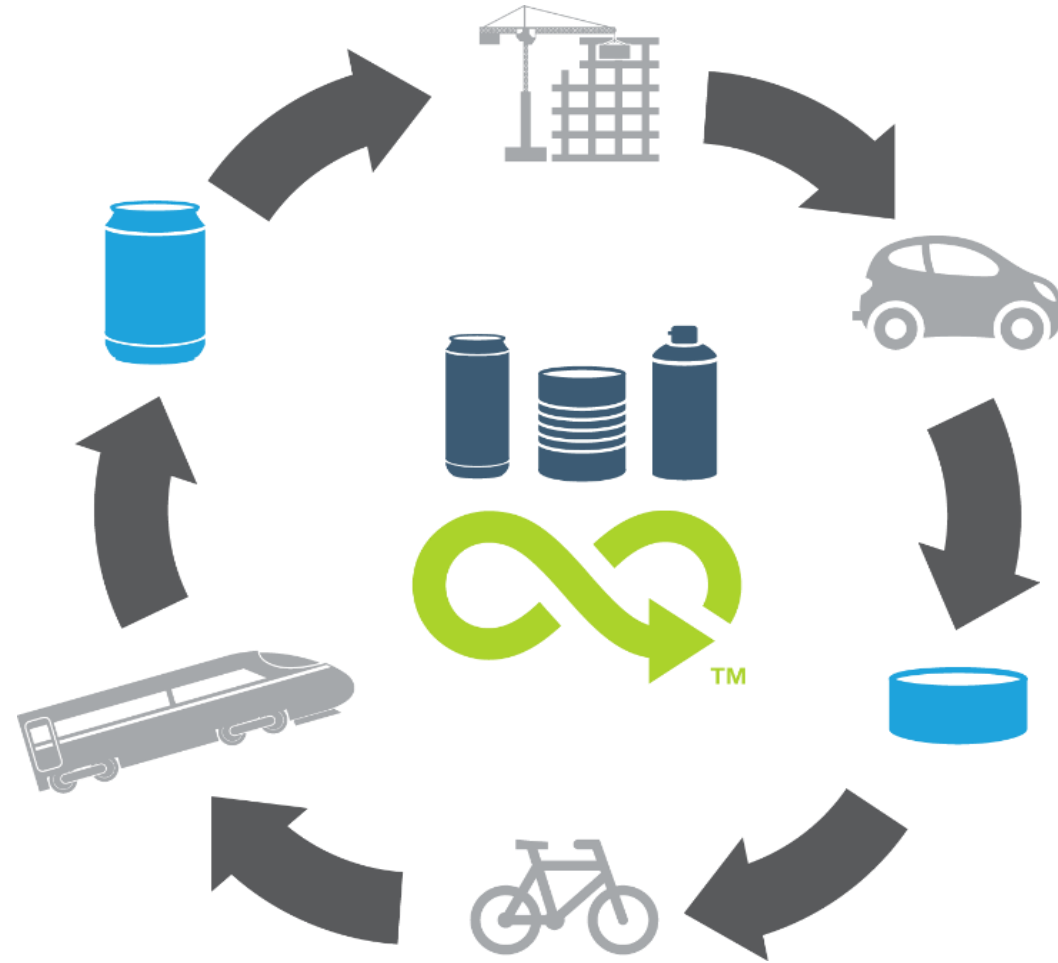
# RECYCLABLE DOES NOT MEAN REALLY RECYCLED

- When packaging is marketed as «can be recycled», is it?
- Is it recyclable in a few places or widespread?
- How easy is to separate each part / material?
- Is it entirely recyclable or are some parts difficult to recycle?
- Is it recyclable once, twice or indefinitely?
- Is it economically viable to recycle it or does it need subsidy?



# REAL RECYCLING MEANS

- Recycling integrated into product design



# REAL RECYCLING MEANS

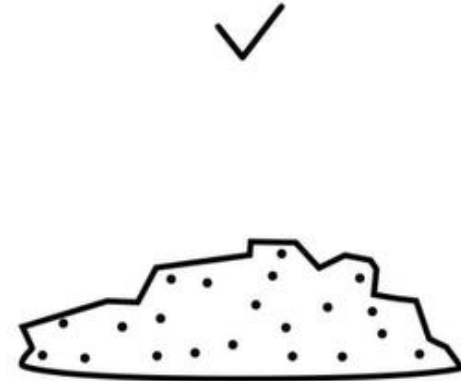
- recycling integrated into product design
- **material that can be easily collected and sorted**

## UNIQUE MAGNETIC PROPERTIES MEAN THAT STEEL IS EASY TO RECOVER FROM ANY WASTE STREAM BY USING A MAGNET.



No need for separate waste collection, meaning easier recycling.

Easy separation makes recycling of steel cost-effective.



Even steel that has been incinerated can be recovered from bottom ash.

Ready for real recycling?

STEEL<sub>FOR</sub>  
PACKAGING

# REAL RECYCLING MEANS

- recycling integrated into product design
- material that can be easily collected and sorted
- **material parts that can be easily separated or require no separation**

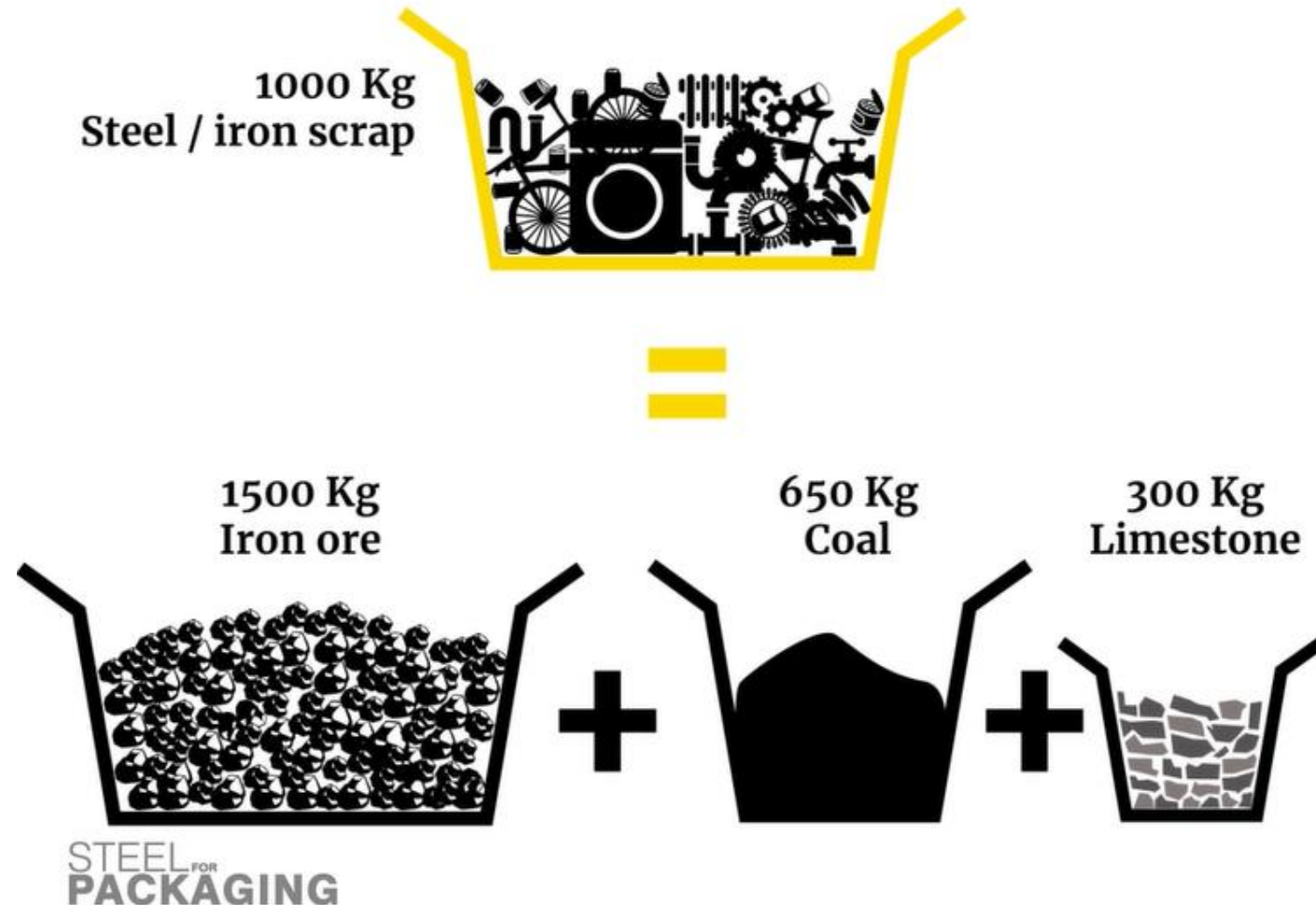
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# REAL RECYCLING MEANS

- recycling integrated into product design
- material that can be easily collected and sorted
- material parts that can be easily separated or require no separation
- **recycling process that brings environmental benefits**

## THE RECYCLING OF ONE TONNE OF STEEL/IRON SCRAP SAVES THE FOLLOWING RAW MATERIALS:

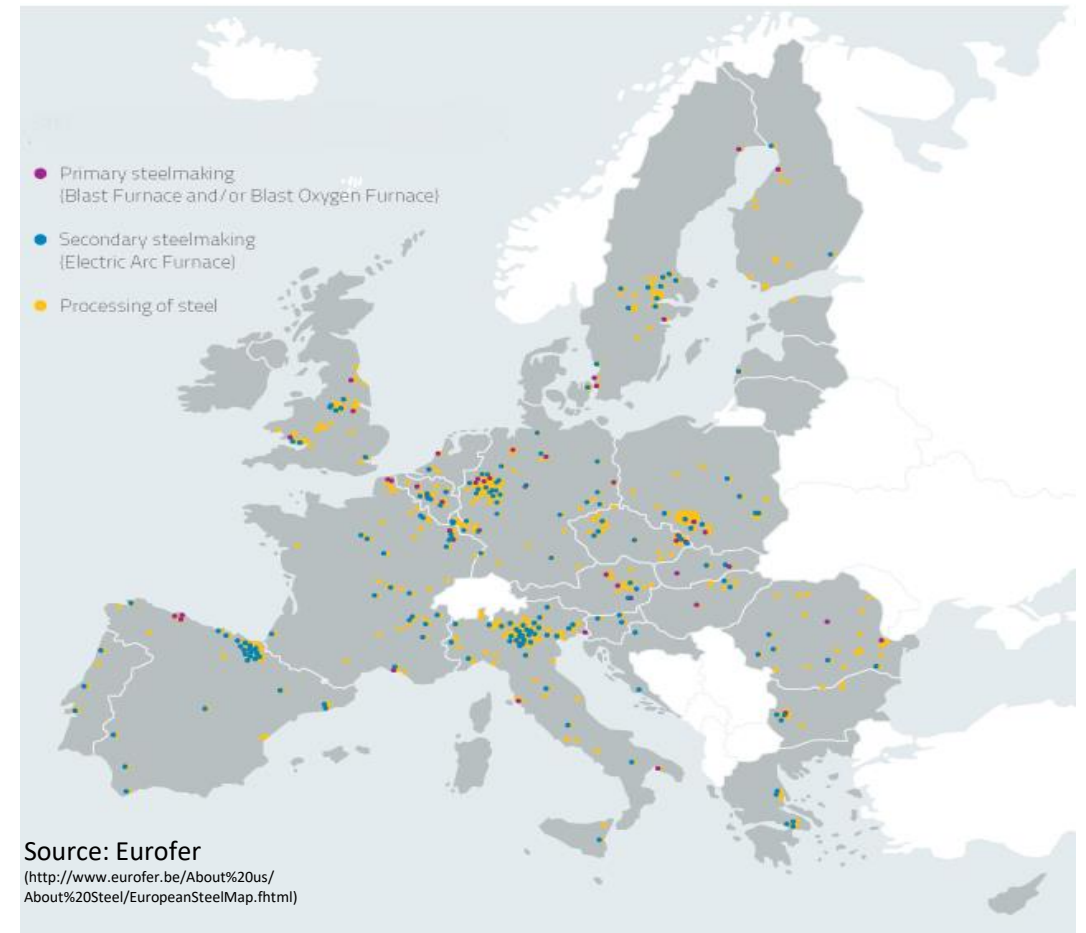


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# REAL RECYCLING MEANS

- recycling integrated into product design
- material that can be easily collected and sorted
- material parts that can be easily separated or require no separation
- recycling process that brings environmental benefits
- **output material that has value**



# STEEL IS A MODEL OF CIRCULARITY THAT WORKS

**STEEL IS A PERMANENT MATERIAL  
THAT CAN BE INFINITELY RECYCLED  
WITHOUT ANY LOSS OF QUALITY.**

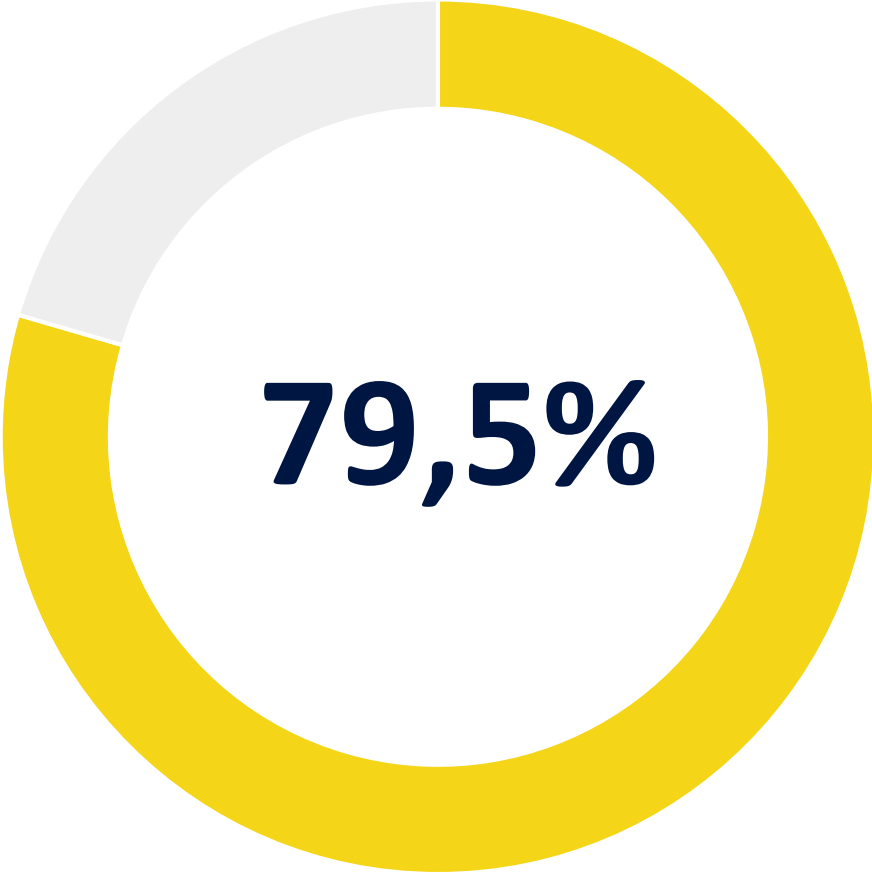


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THAT'S WHY STEEL

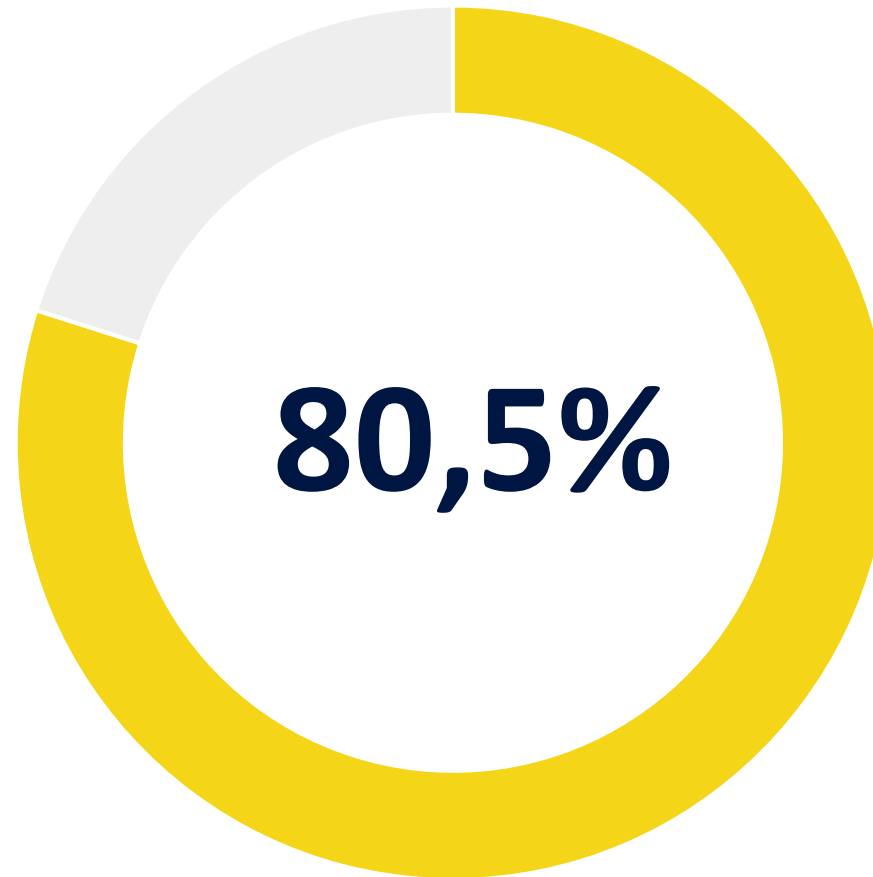
**is the most recycled  
material in the world**

# 2016 AVERAGE RECYCLING RATE IN EUROPE WAS



(EU 28+2)  
Source: APEAL

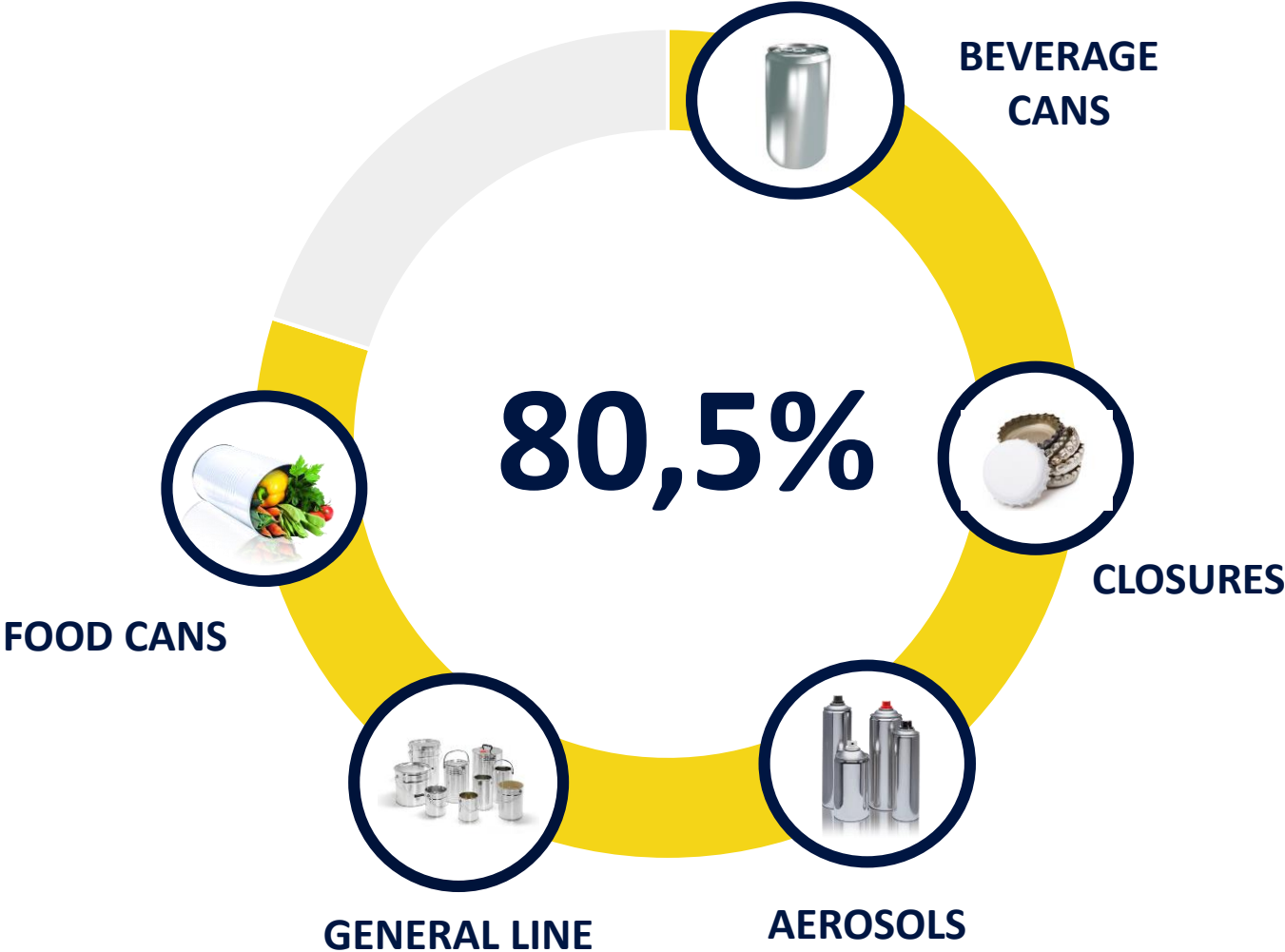
# 2017 AVERAGE RECYCLING RATE IN EUROPE IS



reaching our own  
industry target  
3 years early

(EU 28+2)  
Source: APEAL

# ALL STEEL PACKAGING SEGMENTS ARE HIGHLY RECYCLED



not just best performers

(EU 28+2)  
Source: APEAL

# WHY DO WE USE RECYCLING RATE AND NOT RECYCLED CONTENT TO MEASURE STEEL SUSTAINABILITY?

**Recycled content focuses on a product's previous life. It does not guarantee the current product is designed to be recycled at end of life.**

# WHATEVER THE RECYLED CONTENT OF THIS CAN

if it isn't recycled, the  
embedded resources &  
energy go to waste





# DIFFERENT METRICS FOR DIFFERENT MATERIALS



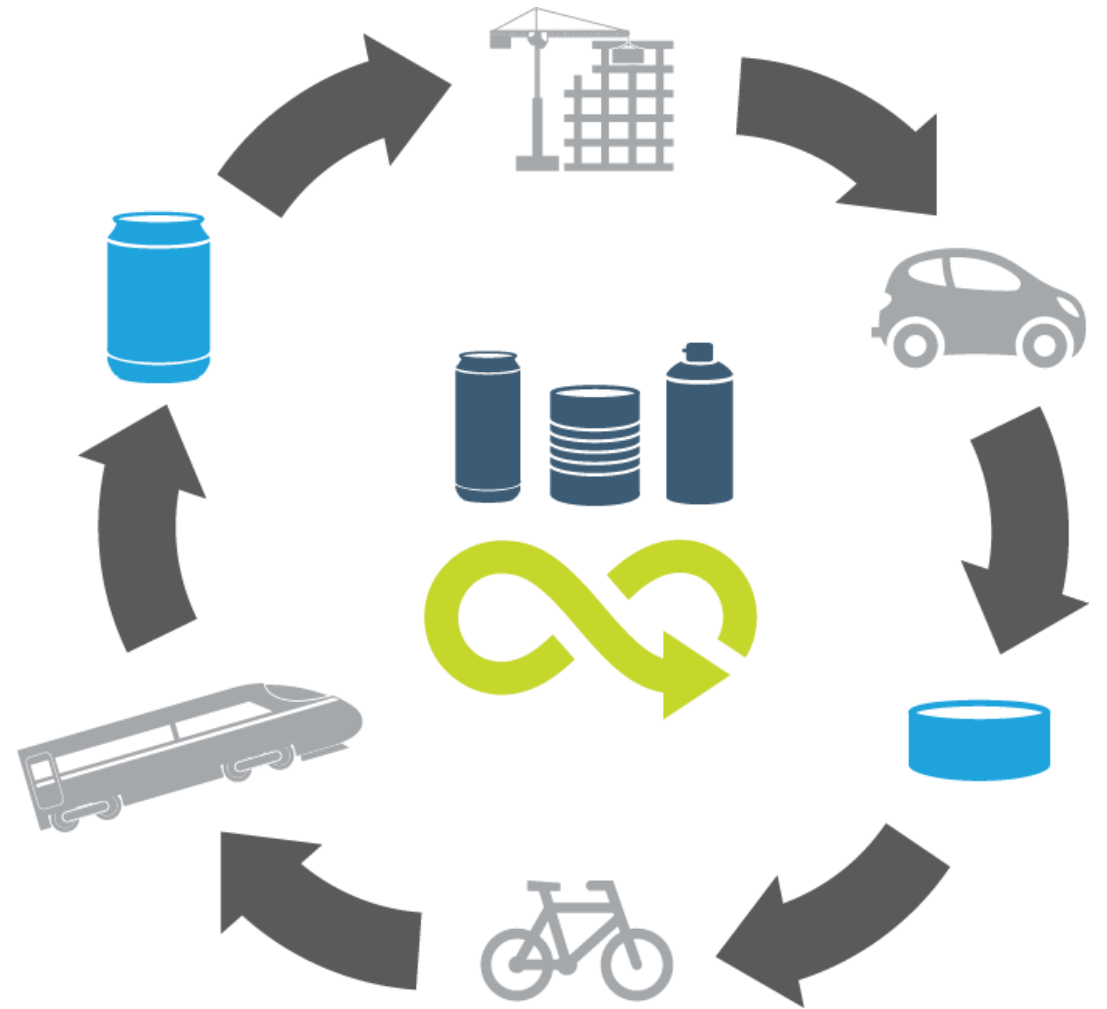
waste supply > demand  
**recycled content**  
helps reduce waste



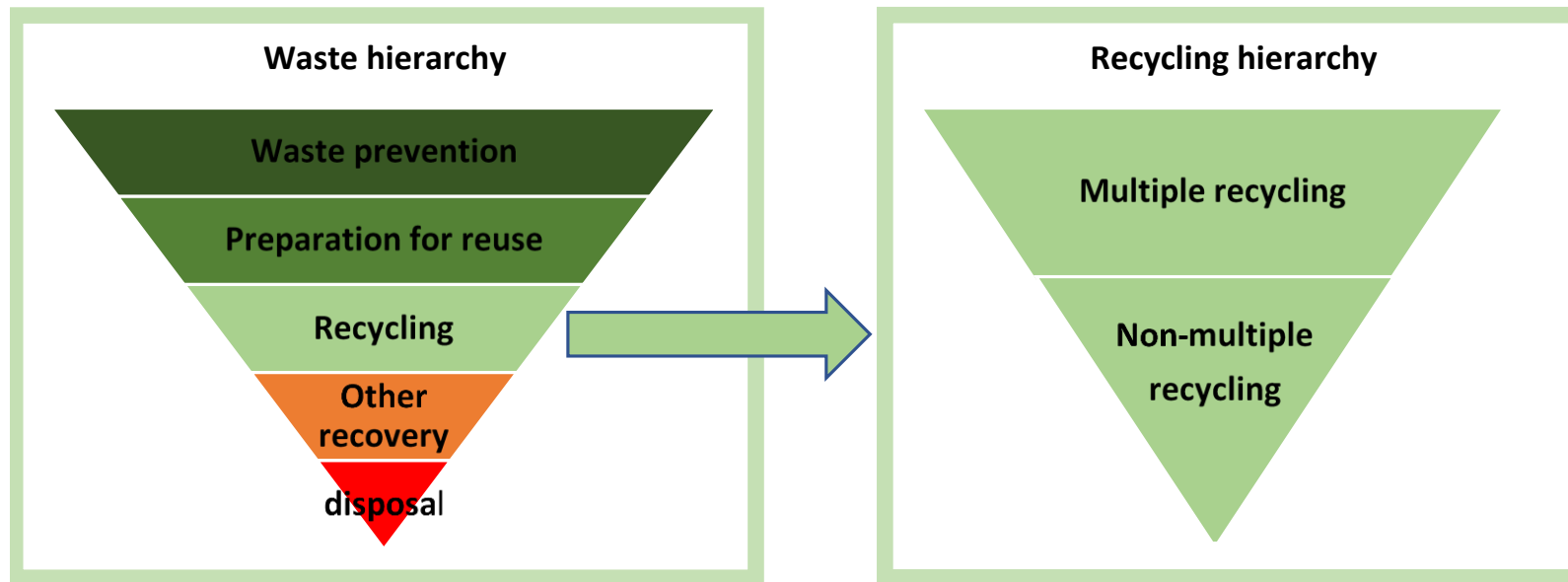
scrap supply < demand  
**recycled rate**  
helps increase scrap

# TRUE CIRCULARITY MEANS MULTIPLE RECYCLING

- permanent materials such as steel are used, not consumed
- they can be recycled, over and over again, without loss of properties = **multiple recycling**
- **multiple recycling is true circularity**



# MATERIALS COALITION TO PROPOSE A MORE RESOURCE EFFICIENT RECYCLING HIERARCHY TO EC CONSULTATION

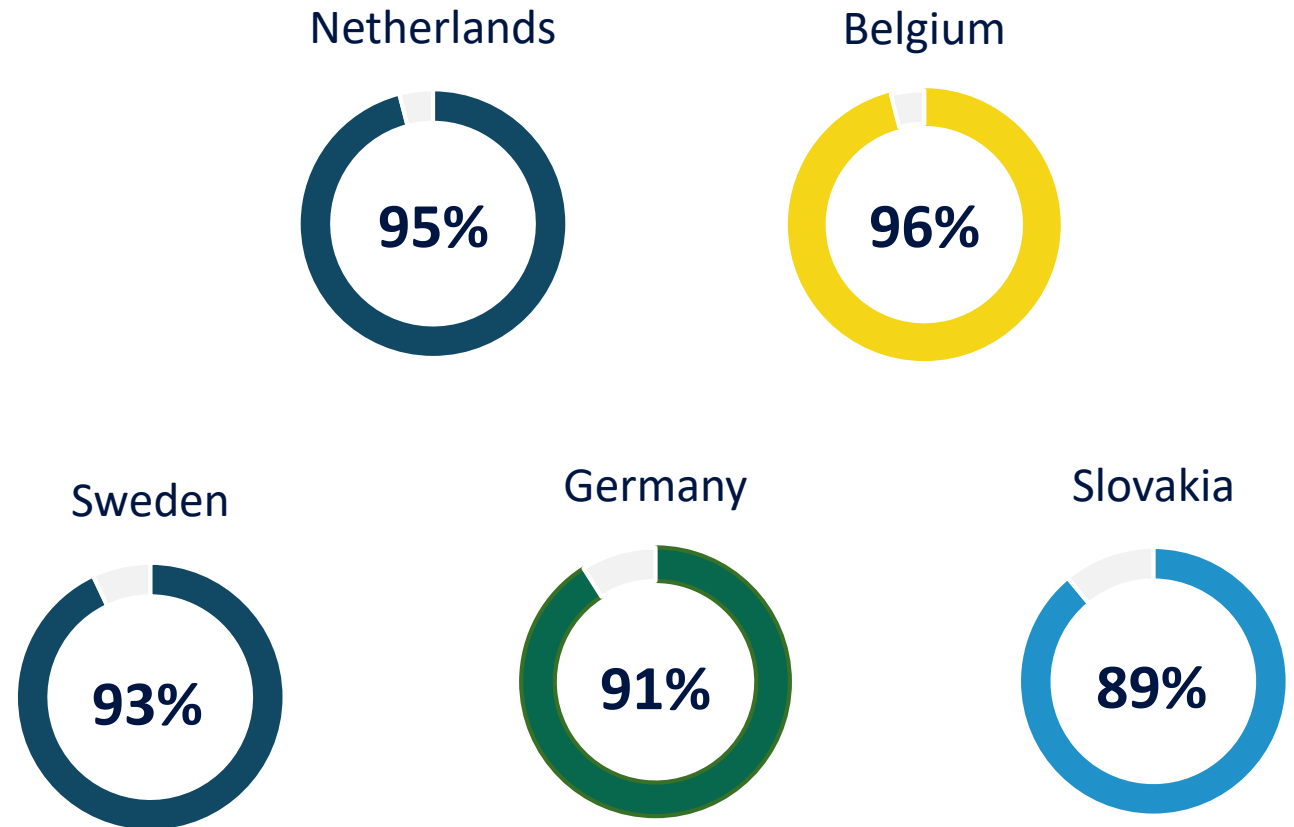


THANKS TO MULTIPLE RECYCLING,  
WORLDSTEEL ESTIMATES THAT

**75% of steel  
products ever made  
are still in use today**

# BEST PRACTICES SHOW THAT HIGHER RECYCLING IS POSSIBLE

top 5 EU steel packaging recyclers are near to closing the recycling loop



# HIGHER RECYCLING FOR ALL REQUIRES A HOLISTIC APPROACH



Source: Tata Steel  
Good practices in separate collection, sorting and recycling of steel for packaging

- working together and sharing best practices
- launched “Good practices in separate collection, sorting and recycling of steel for packaging”
- reference point to learn more about a real and successful recycling story
- 4 key recommendations to increasing recycling:

# 1. ENCOURAGEMENT OF SOURCE SEPARATION AND SEPARATE COLLECTION



- achieves higher quality scrap collection
- no recyclable packaging to landfill
- regulation of incineration route

## 2. ESTABLISHMENT OF A QUALITY STANDARD FOR STEEL PACKAGING SCRAP

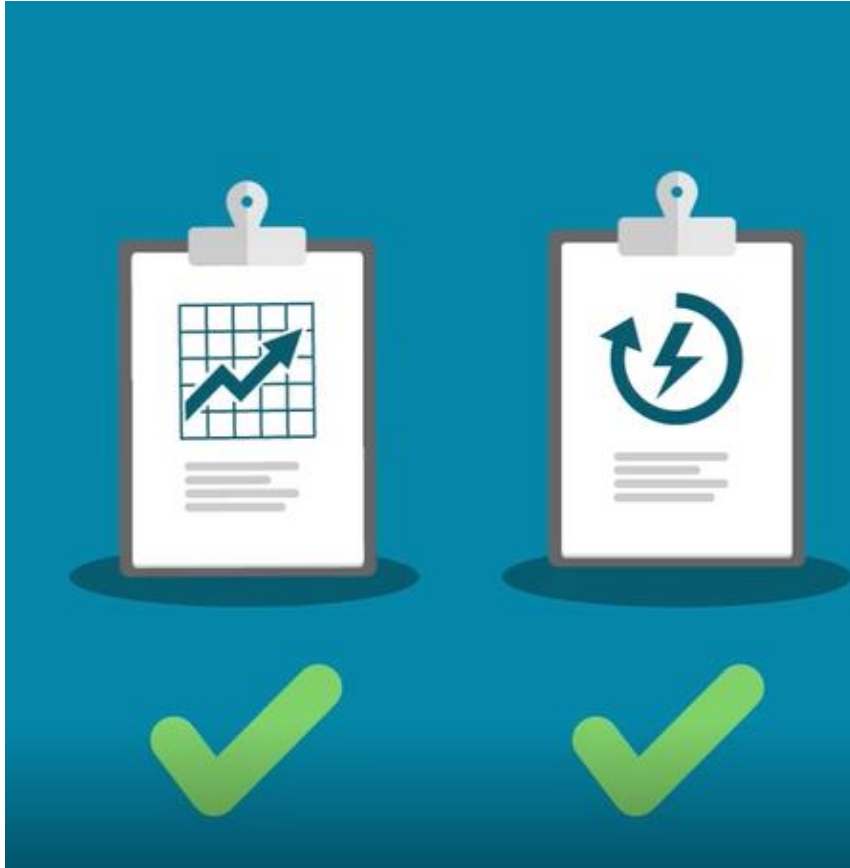


Source: BMRA

- key to delivering high quality packaging scrap and ensuring traceability
- quality control must start at sorting facility
- national standards systems must be set



### 3. TRANSPARENT VERIFICATION AND REPORTING OF RECYCLING



- measurement of “real recycling”
- guidelines, definitions and strict reporting formats for EU member states
- tracking & tracing systems for scrap

# 4. AWARENESS RAISING CAMPAIGNS AND ACTIVITIES



- recycling starts at home
- having the right bin – infrastructure
- choosing the right bin – education



# JUST ONE EXAMPLE OF GOOD PRACTICE

Industry coalition

- Albert Heijn (retailer)
- SKB (metal packaging manufacturers association)
- Ardagh group (canmaker)

Instore & digital campaign to promote can recycling

#ikrecycleblik



Ready for real recycling?

Deze fiets is óók gemaakt met gerecycled blik!



Amsterdam, 24<sup>th</sup> June 2019

# FOR MORE INFORMATION



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by an Association with a Secretariat with 10 or less people

Ready for real recycling?

Amsterdam, 24<sup>th</sup> June 2019

**STEEL FOR PACKAGING**

ITS TIME FOR  
REAL RECYCLING.

IN LEGISLATION,  
FOR CONSUMERS,  
FOR OUR PLANET,

ARE YOU READY?



THANK YOU.  
QUESTIONS?

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AWARDS 2018**

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**STEEL FOR  
PACKAGING**