

Waste Management in the Exhibitions Industry

1st Edition

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Consolidated Findings Report
of the UFI Waste Management
Working Group



UFI Research
compiled by



The Global
Association of the
Exhibition Industry



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TABLE OF CONTENTS

Introduction	4
The Regulatory Landscape	6
Common challenges in waste management and solutions	8
Best practices from around the world	13
Next Steps	20
Appendices	
1. Best Practices identified by UFI 2020 Sustainable Development Award	21
2. List of contributors	22
3. Profiles of companies supporting the development of this report	23
4. Further information on European policies and legislation	24



INTRODUCTION

Waste generation and diversion is a perennial problem and remains to be a major challenge in pursuing sustainable development goals. In the exhibition industry, significant types and volumes of waste (packaging waste, wood, booth waste, food, paper etc.) are generated during events and exhibitions due to the nature of the business – multiple events in venues, fast turnaround between events, international nature of exhibitors etc. However, many events organizing companies and venues have recognized this issue and are setting goals and embedding various waste management policies in their corporate strategies.

To address waste in the exhibitions industry, UFI, The Global Association of the Exhibition Industry and its dedicated “Sustainable Development Working Group” has been taking a series of actions:

- In order to highlight best practices across the industry, the theme for the 2020 UFI Sustainable Development Award Competition was ‘Waste Management’ and sixteen cases were selected as examples of best practices by the Jury (see Appendix 1).
- In parallel, a small working group, initially focused on Europe, met to discuss the issue and possible next steps. The group agreed that this initiative would aim to understand and address waste management from two aspects: first of all the legislation which is relevant to waste management in the events industry and, secondly, identification of current and future solutions to waste management challenges. This approach was also developed in the other regions of the world (for full list of contributors please see Appendix 2).

THE REGULATORY LANDSCAPE

A top-level review of the regulatory landscape was undertaken by each group, mainly through interviews with key players from across the regions.

There is no 'one size fits all' approach to regulation but the following broad conclusions emerged from the discussions:

- **The regulatory environment varies hugely** depending on the region, country and even city where a venue is located. Regulations in Asia appear to be less onerous than those in Europe or the Americas. In addition, there may be a mix of national and local level regulations to be followed.
- **Penalties** tend to be attached to national or state level waste disposal regulations but enforcement seems to vary. Certainly, not all regulations are enforceable by penalties.
- **Targets are not the norm when it comes to waste regulations** around the world, the focus tends to be on practices. However, the EU, which seems to be leading the way in terms of its waste legislation has identified targets for municipal waste in its updated Directive in 2018 (see figure 2 and in appendix 4 further information on the European Union policies and legislation, prepared by EEIA, the European Exhibition Industry Alliance⁽¹⁾).
- **Typically waste management regulations do not relate specifically to the exhibitions industry** but are broader in scope and cover items such as sorting, recycling and removal. This can sometimes have implications in terms of a venue's ability to comply – for example if waste needs to be sorted within the venue there may not be time or space to do this.
- **The landscape is evolving fast**, especially as it relates to plastics. New regulations and laws are emerging all the time, with a particular focus on single use plastics or disposable cups, and in some areas food waste is also rising up the regulatory agenda.
- **Industry associations in some countries are responding** to the potential increase in regulation by drafting charters which members can (or in some cases have to) sign up to. In this way the industry will be ahead of the game if new laws are put in place and can take the opportunity to feed into public policies as they are being drawn up.
- **While regulation should not be the driving force behind change**, there is recognition from the groups that it can catalyse action across the sector, in particular government actions which incentivize companies to address waste management.

(1) A cooperation between the European Members of UFI and the Members of the European Major Exhibition Centres Association EMECA

THE REGULATORY LANDSCAPE

FIGURE 2: EU Waste Targets as identified in Directive EU 2018/851 amending 2008/98/EC on waste

With respect to municipal waste, Member States will have to meet the following three new targets as they increase the reuse and recycling of municipal waste:

- By 2025 a minimum of 55% by weight
- By 2030 a minimum of 60% by weight
- By 2035 a minimum of 65% by weight

Full text can be found at data.europa.eu/eli/dir/2018/851/oj

COMMON CHALLENGES IN WASTE MANAGEMENT AND SOLUTIONS

The Green Venue Report 2018⁽²⁾ identifies the key challenges in waste management in the exhibitions industry. They include:

- Improper sorting by public and event staff creates additional operational challenges to separate waste
- Limited haulers and organisations accepting materials for diversion, including composting facilities and donation organisations
- The vast range of items brought in can create sorting challenges due to the lack of education, awareness and training
- Accurately calculating total waste generated for one event
- Local regulations prohibiting or restricting waste management practices, such as waste-to-energy or food-only composting
- Certain materials, common to events, are not easily recycled by commercial and municipal haulers (e.g. foam core signage, carpet scraps). Additionally certain materials, including large scale glass recycling can be costly for venues
- Limited space to offer waste sorting programmes back-of-house.

(2) Green Venue Report 2018 is published by Greenview and available for download at www.greenview.sg/green-venue. It is an industry-wide initiative, supported by UFI, to provide benchmarking data, catalyse best practice and stimulate competition around global convention and exhibition centre sustainability.



COMMON CHALLENGES IN WASTE MANAGEMENT AND SOLUTIONS

In addition to this, the discussions highlighted that limited time between events can add extra pressure when it comes to managing waste in a sustainable way, as well as the fact that the challenges above are compounded by the large number of stakeholders (organisers, venues, exhibitors, visitors) where often there is a lack of awareness and communication on these issues.

Three main areas of focus were identified in the discussions and they are explained in the following pages:

1. The challenge of Exhibition Stands
2. Engaging Stakeholders
3. Working with Exhibitors and Visitors

Challenge 1: Exhibition Stands

DESCRIPTION

The most pressing challenge across all the groups was that of exhibit waste and the challenge seems to be systemic, as summed up by one contributor: *“Custom stands – stands being designed and manufactured offshore, flown to our country (at times with workers to assemble the stand) and then dumped to landfill after a three-day exhibition cannot be allowed to continue and is a blight on our industry”*.

KEY FINDINGS

The key issues identified were:

- Materials used – most commonly wood which is heavy and bulky
- Lack of understanding or even basic awareness of sustainability from those commissioning exhibition stands
- Lack of awareness of sustainable options amongst suppliers
- Cost of sustainable materials
- Appropriate disposal of stands in short time frames, often responsibility for disposal is not clear (or those responsible e.g. contractors cannot be identified)

INITIATIVES

Work is being done to develop sustainable and reusable materials but the key remains the communication with exhibitors and implementation on site.

Challenge 2: Engaging Stakeholders

DESCRIPTION

The importance of addressing waste management was identified by all contributors, however the overriding barrier to achieving change, across all regions, was that of how to engage all the different stakeholder groups.

At a general level, there is a need for society as a whole to change its attitude towards and behaviour regarding waste. This feeling was particularly strong in Asia, where contributors felt that the region was behind others in terms of general attitudes.

However, a common thread across all the groups was that in order for real change to happen all the different players in the exhibitions ecosystem need to play their part if the sector is to meaningfully address waste management challenges.

REGIONAL FINDINGS

In the **Americas**, the group concluded that *“the events industry faces the challenge of developing a new culture among event organizers, attendees and suppliers on how events should be held within a sustainable perspective. The effort of implementing a waste management programme should not be exclusively the responsibility of the convention centre”*.

In **Asia** the sentiment was similar where *“all members suggested that more awareness on waste management is required amongst all the stakeholders such as event organizers, venues, exhibitors, contractors, suppliers etc.”*.

In **Europe**, the importance of the event organizer was highlighted, particularly their role in communicating with the exhibitors around sustainability. In addition, the need to better engage with the suppliers who produce stands, carpets, etc. was identified.

Challenge 3: Working with Exhibitors and Visitors

DESCRIPTION

The key to successfully addressing waste in the exhibitions industry, as identified across all the groups, is engagement with exhibitors. Understanding of sustainability tends to be low within this group, and particularly as it relates to the stand, its materials and disposal.

APPROACHES

A number of approaches were suggested namely:

1. Education and awareness raising through general exhibitor communications
2. Development of certifications to identify 'sustainable' stands
3. Rewards and incentives for embracing sustainability e.g. reduced rebooking fee for following year's event.



BEST PRACTICES FROM AROUND THE WORLD

In 2020 the annual UFI Sustainable Development award focused on waste.

A total of 16 companies (see Appendix 1) were identified for their best practices and the five focus areas below are drawn from across the activities of these organisations:

1. Embedding waste management throughout the event planning cycle
2. Engaging with delegates to reduce waste
3. Using technology and innovation to develop new solutions to waste management challenges
4. Disposal of waste in a sustainable way
5. Small things matter

For more information on the broader programmes of each of these 16 companies, please visit www.ufi.org/sdaward and select the 2020 award.

Focus 1: Embedding waste management throughout the event planning cycle

ISSUE

As discussed, engaging with the wide variety of stakeholders who make up the exhibitions industry is key to improving waste management. Here are some interesting examples of how different companies are taking on the challenge.

COMPANIES ACTIONS

IMTMA, India incentivizes exhibitors to proactively embrace 'Ecodesign' in stands via an award.

Royal Paragon Hall, Thailand builds awareness in the team and encourages behavioural change in order to reduce waste within the team, before communicating with their clients. Before each client's event, Royal has an internal meeting to prepare for it, and waste management is on the agenda to create a shared commitment and embed this topic into their DNA.

Greenbuild, USA works to embed sustainability across the event. When the show gets into full planning (about 12 months out from the Event), the entire Greenbuild Sustainability Team begins bi-weekly waste planning meetings that engage all stakeholders that will be working during the convention (i.e. show decorator, building management, catering vendors, etc.). These meetings serve as an open forum to discuss Greenbuild's requirements and hash out any questions/challenges in advance with each vendor.

Olympia, UK offers a comprehensive post-event sustainability report to each exhibition, free of charge.

Focus 2: Engaging with delegates to reduce waste

ISSUE

Encouraging delegates to buy in to and participate in sustainability initiatives is critical. Across the best practice examples highlighted by the awards, there were several different and innovative approaches.

COMPANIES ACTIONS

ADNEC, UAE has distributed 8 Reverse Vending Machines throughout the venue which accept plastic bottles and cans. These RVMs are used as a key promoter of recycling across the venue by increasing awareness in both employees and visitors, at the same time they support not only recycling but also segregation and cash rebates are donated to the Red Crescent.

R&C Market Research Company, Russia use or recommend hotels with proactive waste, water and energy management practices. For example, Sokos Hotels were identified an official hotel of IX Europe and Asia Event Forum as they are participants in the Green Key environmental programme and have strong food waste and energy efficiency programs.

Stockholmsmässan, Sweden has placed segregated recycling bins in all public areas so customers can sort waste in four different factions. The bins have simple symbols and clear text. Staff in the venue wear vests during entry and relocation with the text "Ask me about recycling". Custom built mobile recycling bins are available that are flexible and can be placed in the halls or exhibition where they are best suited for all different events.

Greenbuild, USA launched the Bring Your Own Bottle (BYOB) initiative 6 months prior to the show in 2019. In every pre-show communication to registered attendees, Greenbuild reminded constituents that they had to bring their own water bottle to the show. This message was reinforced via website, email, social media, throughout the show cycle. In addition a sustainability specific email and social media campaign was directed to all attendees and exhibitors, along with a dedicated sustainability section on the website and mobile app which showcased overall show goals and gave information on efforts taken to achieve waste diversion. Pre-show pledges were collected digitally from attendees to commit to Green actions onsite, and there was a reusable, magnetized Sustainability Pledge Wall on the Show Floor.

Focus 3: Using technology and innovation to develop new solutions

ISSUE

Technology and innovation offer a solution to waste management as illustrated by these two examples.

COMPANIES ACTIONS

Processes Chénel International's, France, 2019 initiative was called Drop Cake, in which the recycling of paper and stand materials were used to repurpose as furniture and other items. Drop Paper comes in various forms and uses (partition wall, lighting, furniture, ceiling), always fire-resistant. PCI recycles all of their waste into a rigid panel, a board of 1.20 m x 2.00 m that they call Drop Cake. The process is very simple and does not require any chemicals. They shred their material in small flakes and add 15% of polyethylene wastes shredded that melt to merge the different materials together.

The boards made in this process can be recycled again and again in the same way. Using no chemicals allows PCI to have this circular process. They have in house approximately 60 kg per week, 3000 kg a year for a production of approximately 100 boards 8/9 mm thick. From this material they can produce some different objects and furniture, some structures for stand construction, some accessories.

Fin Tech, Singapore, unsurprisingly, has embraced digital delivery of live events through several different means:

- **Electronic Marketing Focus:** Campaigns revolved around electronic banner ads, e-newsletters, e-promo codes as well as by leveraging on SEO/SEM.
- **Onsite Materials Gone Digital:** Instead of printing festival guides, the official SFF x SWITCH mobile app contained information for way finding through an interactive floor plan, an exhibitor's search function, as well as provide latest updates on the conference agenda and speakers. Push notifications were also sent to highlight key activities that was going on onsite, while delegates could also participate in business matching.
- **Digital Mapping for Stage Design:** Stage designs with 3D backdrops were reusable for sustainability and cost efficiency, while allowing for flexibility of deployment across events of various size. We adopted the use of digital backdrops to create a multitude of effects, which sets the mood according to the conference theme/agenda, which subsequently enhances the experience of all attendees.
- **Exhibitors** were encouraged to use recyclable materials in the construction of their booth and talk about their story at the event. They were also highly encouraged to Go Digital with their showcase through QR codes and screens, rather than traditional print media.

Focus 4: Disposal of waste in a sustainable way

COMPOSTING

Fiera Roma, Italy has developed the use of an electromechanical composter which transforms organic waste into compost, reducing the volume of the organic fraction treated up to 80%. This is an excellent example of the circular economy, which allows the reuse of organic food waste which is transformed into compost. The self-produced quality compost is used to enrich the 70,000 m² of lawn managed by Fiera Roma. The fertilizer produced in the process was donated to visitors through uniquely designed bags. In addition to sequestering stable carbon in the soil, Fiera Roma, with the smart comp initiative, sought to reduce CO₂ emissions by eliminating the transport of organic waste. 365 vehicles, every year, collect the staff from Fiera Roma and take the waste to the Roman transfer stations and then be transferred to composting plants even 600 km away from the collection site.

COMMUNITY BENEFIT

Beyond donation programmes there are some good examples of how venues can provide benefit to local communities.

PS Bedi, India aimed to repurpose 100% of paper waste from Indian exhibitions and create a sustainable business model (closed economy) whereby the sale of repurposed waste was sufficient to fund initiatives, aide a local charitable organization, and transform lives. Over 2,000 tonnes of paper waste has been processed and repurposed to produce paper goods. This has generated over \$100,000 annually which supports the operation of the paper plant as well as funding treatments for former drug addicts, who are also employed by the plant.

Focus 4: Disposal of waste in a sustainable way (continued)

DONATION PROGRAMMES

Donation of leftover items and food is a common practice amongst venues in order to reduce waste.

ICC Sydney, Australia instigated a formalized donation programme and 26 tons of leftover items have been donated to community groups to date. From one consumer trade show alone in 2019, 4 tons of materials were donated to local charities. In 2019, across the venue nearly 8,000kg of food (the equivalent of 23,610 meals) was donated to local charities.

RAI Amsterdam, The Netherlands has identified four flows within its donation programme each with its own approach:

- Continuous – where there are continuous residual streams that can be donated on a regular basis, they develop relationships with appropriate charities – e.g. regular supply of three course meals to the Salvation Army where 50 people eat lunch each day.
- Spontaneous – when products are left over or replaced in an ad hoc fashion, they have developed a local network to link them to local social initiatives that can benefit.
- Project based – when approached by a charity for a specific need they assess that need and how they can best help.
- Event specific – a donation room programme to repurpose usable items left after events.



Focus 5: Small things matter

ISSUE

And finally ... sometimes even seemingly small actions can make a difference.

COMPANIES ACTIONS

At **ICC Sydney** complimentary mints were removed, resulting in 520,000 individual plastic wrappers avoiding landfill each year.

NEXT STEPS

UFI already plays an important role in raising awareness of the importance of waste management in the exhibitions sector, and the particular challenges and solutions the sector faces. This is supported by identifying and sharing best practices across the industry so that different players can learn from each other and better understand what works well and how it can be applied to them.

The discussions which fed into this report, combined with findings from the Green Venue Report and the information from the best practices case studies have led to the identification of a number of potential focus areas – specific challenges/solutions which may be addressed in the future.

This includes:

1. Circular economy – avoidance, collection and treatment of waste to reduce waste to zero
2. Engaging with exhibitors and visitors to promote minimisation of waste, recycling and responsible disposal of waste
3. Measurement of different materials, amounts generated, diversion rates etc. to enable tracking and monitoring

4. Solutions which address practical issues such as space/time constraints, where waste is sorted etc.
5. Donation or community programmes where excess waste can be reused or repurposed
6. Developing technological solutions such as sustainable materials or digital delivery

Those topics will be further discussed within the UFI Sustainable Development Working Group, as well as longer term objectives. Those include the possible development of “Good Practice Guidance” to cover the measurement of waste or the means of addressing / reducing waste and, ultimately integration into the UFI accreditation.

In line with UFI’s objective to provide vital data and best practices to the entire exhibition industry, this report can be downloaded at www.ufi.org/research.

Questions and additional contributions in relation to this report can be submitted to UFI by email to research@ufi.org.

Appendix 1 – Best Practices identified by UFI 2020 Sustainable Development Award

Company	Country
ADNEC (Finalist)	UAE
Consumer Technology Association	USA
Fiera Roma	Italy
Greenbuild (Finalist)	USA
ICC Sydney  Winner of the Sustainable Development Award 2020	Australia
IMTMA	India
Olympia (Finalist)	UK
Procédés Chénel International	France

Company	Country
PS Bedi Group	India
RAI Amsterdam (Finalist)	The Netherlands
R&C Market Research Company	Russia
Royal Paragon Enterprise Company Limited	Thailand
Singapore FinTech Festival	Singapore
SingEx Holdings	Singapore
Specialty Coffee Association, Freeman and Honeycomb Strategies	USA
Stockholmsmässan (Finalist)	Sweden

Companies are listed in alphabetical order - detailed entries are available at www.ufi.org/sdaward.

Appendix 2 – List of contributors

Company	Country
ADNEC	UAE
AUMA	Germany
Bangalore International Exhibition Centre	India
Corferias	Colombia
Febratex	Brazil
Fiera Milano	Italy
Fira Barcelona	Spain
GL Events	France
Greenview	India
Hong Kong Convention and Exhibition Centre	Hong-Kong
Impact0	Mexico
Informa Asia	China
Informa EMEA	UK

Company	Country
La Rural SA	Argentina
Marina Bay Sands	Singapore
Melbourne Convention and Exhibition Centre	Australia
Messe München	Germany
Palexpo	Switzerland
RAI Amsterdam	The Netherlands
Relx	UK
Shanghai New International Expo Centre	China
Stockholm Massan	Sweden
Thai Exhibition Association	Thailand
UNIMEV	France
Viparis	France
WTC Ciudad de México	Mexico

Appendix 3 – Profiles of companies supporting the development of this report

The Global Association of the Exhibition Industry: UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.



The European Exhibition Industry Alliance is a cooperation between the European Members of UFI, the Global Association of the Exhibition Industry and the Members of the European Major Exhibition centres Association EMECA. Its aim is to represent the common interests of the European exhibition industry towards the European Union Institutions and other relevant stakeholders in Brussels. It promotes the impact of the sector, monitors EU issues and advocates the sector's common interests in order to maintain a favourable operating environment within the EU and globally.



Greenview is a sustainability consulting and research firm that helps organizations with their strategy, programs, measurement, and reporting. In addition, Greenview provides technology solutions to make calculation and monitoring of data and best practices easy through its Greenview Portal. Greenview's clients include many of the hotel industry's leading chains, as well as cruise lines, event organizers, venues, destinations, trade associations, and research institutions to catalyze sustainability as the industry's thought leader. With offices in Singapore and the United States, Greenview works with hotel companies to develop and implement strategies, programs, and data measurement platforms. Greenview has also launched several innovative industry initiatives including the Green Lodging Trends Report, the Cornell Hotel Sustainability Benchmarking Index, the Hotel Footprinting Tool, the Hotel Owners for Tomorrow coalition, and the UNWTO's sustainable cruise development benchmarking for South-East Asia.



At Impact0 we integrate sustainability strategies and programs into the organizing process of any event in accordance with the international standard of ISO 20121 - Event Sustainability Management Systems. contacto@impact0.org | www.impact0.org



Appendix 4 – Further information on European policies and legislation

Regulatory Landscape in Europe – EU Environmental Policies and Legislation

The panorama is complex being made up of a legislative package (the Circular Economy Package) that affects several directives (known as the waste package), and also by two flagship policies (European Industrial Strategy and Green Deal). The waste legislation itself is multilayer as well, because it sets out targets, adds new definitions, changes “cease-to-be-waste” conditions/requirements. Both, the pieces of legislation and the policies of the Commission are closely interrelated, this is why we explain the relationship between the legislative actions and the policies of the European Commission on a sustainable Economy:

1. The Circular Economy Package was presented by the EU Commission in December 2015 to support the transition to a circular economy, and this action included the so-called “Waste package”, which consists of four legislative proposals to revise the existing legislation on waste. These Directives were adopted in 2018, and its transposition into national law was due by 5 July 2020.

- Directive 2018/851 on waste
- Directive 2018/852 on packaging waste
- Directive 2018/850 on the landfill of waste
- Directive 2018/849 on ELV/Batteries/WEEE.

2. The European Green Deal was presented in December 2019, and is the flagship of the new EU Commission, and the roadmap to make the economy sustainable. The importance of the Circular Economy legislative package to achieve the objectives of the Green Deal is evident.

3. The new Industrial Strategy was presented by the Commission on 10 March 2020 and contains a package of initiatives to maintain European Industry’s global competitiveness, making Europe climate-neutral and shaping Europe’s digital future.

The slides that follow have been prepared by EEIA (European Exhibition Industry Alliance) - a cooperation between the European Members of UFI and the Members of the European Major Exhibition Centres Association EMECA

Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

1. Background

The European Commission presented a revised circular economy package on 3 December 2015, including the so-called waste package which consists of four legislative proposals: Directive on waste, Directive on the landfill of waste, Directive on ELV/Batteries/WEEE and Directive on packaging waste.

It addresses environmental problems with transnational implications covering the impact of inappropriate waste management on greenhouse gas emissions, air pollution and littering, including in the marine environment.

It ensures that valuable material embedded in waste is effectively re-used, recycled and re-injected into the European economy, and thereby helps to move towards a circular economy and to reduce the EU's dependence on the import of raw materials by promoting the prudent, efficient and rational use of natural resources.

The Council gave in 2018 its approval to the revised legislation, which sets out new rules for waste management and establishes legally binding targets for recycling.

European Commission – Internal Market, Industry, Enterprises and SMEs – Circular Economy

ec.europa.eu/growth/industry/sustainability/circular-economy_en

European Commission – Environment – EU Waste Legislation

ec.europa.eu/environment/waste/legislation/

Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

2. Aim of the waste package

The waste package will lead to more recycling of waste and so contribute to the creation of a circular economy. It will encourage the use of recyclable packaging and reusable packaging and will improve the way waste is managed.

3. Amending Directive (EU) 2018/851 on Waste

Directive (EU) 2018/851 makes amendments to Directive 2008/98/EC on waste (The Waste Framework Directive) which provides the legislative framework for the collection, transport, recovery and disposal of waste. eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32018L0851

- It sets minimum operating requirements for “extended producer-responsibility schemes”. This can also include organisational responsibility and a responsibility to contribute to waste prevention and to the reusability and recyclability of products.
- It strengthens rules on waste prevention. On waste generation, EU countries must take measures to:
 - support sustainable production and consumption models;
 - encourage the design, manufacturing and use of products that are resource efficient, durable, repairable, reusable and capable of being upgraded;
 - target products containing critical raw materials to prevent those materials becoming waste;
 - encourage the availability of spare parts, instruction manuals, technical information, or other means enabling the repair and re-use of products without compromising their quality and safety;
 - reduce food-waste generation as a contribution to the United Nations Sustainable Development Goal to reduce by 50% the per capita global food waste at the retail and consumer levels and to reduce food losses along production and supply chains by 2030;
 - promote the reduction of the content of hazardous substances in materials and products;
 - stop the generation of marine litter.

Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

- It also sets new municipal-waste-recycling targets: by 2025, at least 55% of municipal waste by weight will have to be recycled. This target will rise to 60% by 2030 and 65% by 2035.
- The Directive also highlights examples of incentives to apply the waste hierarchy, such as landfill and incineration charges and pay-as-you-throw schemes.
- It changes cease to be waste conditions and requirements;
- It updates record keeping requirements

With respect municipal waste, Member states will have to meet the following three new targets:

- By 2025, the preparing for re-use and the recycling of municipal waste shall be increase to a minimum of 55% by weight;
- By 2030, the preparing for re-use and the recycling of municipal waste shall be increased to a minimum of 60% by weight; and

- By 2035, the preparing for re-use and the recycling of municipal waste shall be increased to a minimum of 65% by weight.

(Preparing refers to sorting, checking, cleaning or repairing recovery operations, by which products or their components that would have become waste are prepared in a way so that they will be recycled or reused without any other pre-processing).

Furthermore, EU countries must meet the following targets:

- establish, by 1 January 2025, separate collection of textiles and hazardous waste generated by households;
- ensure that, by 31 December 2023, biowaste is collected separately or recycled at source (for example, by composting).

This is in addition to the separate collection which already exists for paper and cardboard, glass, metals and plastic.

Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

4. Amending Directive (EU) 2018/852 on Packaging and Packaging waste

Directive (EU) 2018/852 makes amendments to Directive 94/62/EC on managing packaging and packaging waste.

eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32018L0852

The directive as amended requires EU countries to take measures, such as national programmes, incentives through extended producer responsibility schemes and other economic instruments, to prevent the generation of packaging waste and to minimise the environmental impact of packaging.

EU countries must ensure that the packaging placed on the market meets the essential requirements contained in Annex II of the directive, to limit the weight and volume of packaging to a minimum adequate; to minimise the content of hazardous substances; and to design reusable and recoverable packaging

Specific recycling targets for packaging by weigh:

	By 2025	By 2030
All packaging	65%	70%
Plastic	50%	55%
Wood	25%	30%
Ferrous metals	70%	80%
Aluminium	50%	60%
Glass	70%	75%
Paper and cardboard	75%	85%

Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

Producers responsibility: producers of products covered by these schemes must take responsibility for the management of the waste stage of their products, and will be required to contribute financially. Mandatory extended producer responsibility schemes for all packaging have also been introduced. Member states shall endeavour to ensure that as of 2030, all waste suitable for recycling or other recovery, in particular in municipal waste, shall not be accepted in a landfill.

- By end of 2024, EU countries should ensure that producer responsibility schemes are established for all packaging. Producer responsibility schemes provide for the financing or financing and organisation of the return and/or collection of used packaging and/or packaging waste and its channelling to the most appropriate waste management option, as well as for reuse or recycling of the collected packaging and packaging waste.

- These schemes should help incentivise packaging that is designed, produced and commercialised in a way that promotes packaging reuse or high quality recycling and minimise the impact of packaging and packaging waste on the environment.

5. Entry into Force

Member States (MS) shall bring into force the laws, regulations and administrative provisions necessary to comply with both Directives by **5 July 2020**.

6. Next steps

MS have discretion over different issues, for example for example whether to establish producer responsibility schemes for many materials, and also MS may decide that the costs of waste management are to be borne partly or wholly by the producer of the product from which the waste came and that the distributors of such product may share these costs.



Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

7. New Circular Economy Implementation – more to come... Tracking Tables:

A Sustainable Product Policy Framework		Key Product Value Chain	
Legislative proposal empowering consumers in the green transition	2020	Circular Electronics Initiative, common charger solution, and reward systems to return old devices.	2020/2021
Legislative proposal on substantiating green claims	2020	Proposal for a new regulatory framework for batteries.	2020
Legislative proposal for a sustainable product policy initiative	2021	Review of the Directive on the restriction of the use of certain hazardous substances in electrical and electronic equipment and guidance to clarify its links with REACH and Ecodesign requirements.	2021
Legislative and non-legislative measures establishing a new “right to repair”	2021	Review of the rules on end-of-life vehicles.	2021
Mandatory Green Public Procurement (GPP) criteria and targets in sectoral legislation and phasing-in mandatory reporting on GPP	as of 2021	Review to reinforce the essential requirements for packaging and reduce (over) packaging and packaging waste.	2021
Review of the Industrial Emissions Directive, including the integration of circular economy practices in upcoming Best Available Techniques reference documents	as of 2021	Restriction of intentionally added microplastics and measures on unintentional release of microplastics	2021
Launch of an industry-led industrial symbiosis reporting and certification system	2022	Policy framework for bio-based plastics and biodegradable or compostable plastics.	2021
		EU Strategy for Textiles.	2021
		Strategy for a Sustainable Built Environment.	2021
		Initiative to substitute single-use packaging, tableware and cutlery by reusable products in food services	2021
		Mandatory requirements on recycled plastic content and plastic waste reduction measures for key products such as packaging, construction materials and vehicles	2021/2022



Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

7. New Circular Economy Implementation – more to come... Tracking Tables:

Less Waste, More Value		Crosscutting Actions	
Methodologies to track and minimise the presence of substances of concern in recycled materials and articles made thereof.	2021	Improving measurement, modelling and policy tools to capture synergies between the circular economy and climate change mitigation and adaptation at EU and national level.	as of 2020
Harmonised information systems for the presence of substances of concern.	2021	Mainstreaming circular economy objectives in the context of the rules on non-financial reporting, and initiatives on sustainable corporate governance and on environmental accounting.	2020/ 2021
Scoping the development of further EU-wide end-of-waste and by-product criteria	2021	Reflecting circular economy objectives in the revision of the guidelines on state aid in the field of environment and energy.	2021
Revision of the rules on waste shipments	2021	Regulatory framework for the certification of carbon removals.	2023
Waste reduction targets for specific streams and other measures on waste prevention.	2022		
EU-wide harmonised model for separate collection of waste and labelling to facilitate separate collection.	2022		



Appendix 4 – Further information on European policies and legislation

WASTE MANAGEMENT AND RECYCLING NEW EU RULES

7. New Circular Economy Implementation – more to come... Tracking Tables:

Leading Efforts at Global Level		Making the Circular Economy work for People, Regions and Cities	
Leading efforts towards reaching a global agreement on plastics.	as of 2020	Supporting the circular economy transition through the Skills Agenda, the forthcoming Action Plan for Social Economy, the Pact for Skills and the European Social Fund Plus.	as of 2020
Mainstreaming circular economy objectives in free trade agreements, in bilateral, regional and multilateral processes and agreements, and in EU external policy funding instruments.	as of 2020	Supporting the circular economy transition through Cohesion policy funds, the Just Transition Mechanism and urban initiatives.	as of 2020
Proposing a Global Circular Economy Alliance and initiating discussions on an international agreement on the management of natural resources.	as of 2021	Monitoring the Progress	
		Updating the Circular Economy Monitoring Framework to reflect new policy priorities and develop further indicators on resource use, including consumption and material footprints.	2021

Appendix 4 – Further information on European policies and legislation

THE EUROPEAN GREEN DEAL

The Green Deal is the flagship of the new EU Commission and the roadmap to make the economy sustainable. Climate change and environmental degradation are an existential threat. To overcome these challenges Europe needs to transform the entire economy to become carbon-neutral, but retaining Europe's market competitiveness and technological innovations.

ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

Key initiatives are:

- Increasing to 50-55% the EU's existing commitments to cut CO₂ by 2030.
- Becoming climate-neutral by 2050.
- Emission Trading System (ETS) will be revised in line with the 50-55% objective.
- Member States are expected to increase their existing renewable energy and energy efficiency objectives.
- The State aid rules will be revised to reflect the Green Deal objectives.
- Emission standards for vehicles will be significantly strengthened.
- The “circular economy” will become a central pillar of the EU's Industrial Policy, presenting new challenges in particular for the plastic industry. A new Circular Economy Action Plan (adopted on 11 March 2020) is based on the progressive roll-out of a sustainable product policy framework, and would promote the sustainable use of resources, especially in resource-intensive sectors with high environmental impact, such as textile and construction.
- The sustainable finance initiative will be reinforced: According to guidelines, record amounts of public funds should be invested in advanced research and innovation, complemented by strategy for green financing.

Appendix 4 – Further information on European policies and legislation

THE EUROPEAN GREEN DEAL

The European Green Deal Investment Plan

This requires significant investments from the EU and national public sector, as well as the private sector. It is based on three dimensions and facilitates funding across all regions.

- Financing: the EU will devote a greater proportion of its budget to climate and environmental actions. The Commission seeks to mobilise €1 trillion of sustainable public investments over the next decade and help to unlock private funds through EU financial instruments, notably InvestEU.
- Enabling: incentives will facilitate public and private sustainable investment. The Commission seeks to encourage green budgeting and procurement and design procedures that enable the approval of State Aid for just transition regions.
- Practical support to public bodies and promoters in the planning, design and execution of sustainable projects.

Just Transition Mechanisms (JTM)

The transition to a climate-neutral economy must occur in a fair manner. The JTM tool will ensure it is leaving no one behind with the transition to climate neutrality. JTM will mobilise €100 billion between 2021-2027, to help alleviate the impact of the transition on the most affected regions (workers and communities that rely on the fossil fuel value chain).

Therefore, the EU will also provide financial support and technical assistance to help those that are most affected by the move towards the green economy. This is called the Just Transition Mechanism. A legislative proposal has been presented by the Commission at this regard. It will help mobilise at least €100 billion over the period 2021-2027 in the most affected regions.

ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu/just-transition-mechanism_en

Appendix 4 – Further information on European policies and legislation

EUROPEAN INDUSTRIAL STRATEGY

In March 2020, the Commission presented a new strategy to help Europe's industry lead the twin transitions towards climate neutrality and digital leadership. The strategy aims to drive Europe's competitiveness and its strategic autonomy at a time of moving geopolitical plates and increasing global competition.

ec.europa.eu/commission/presscorner/detail/en/ip_20_416

Three drivers will transform the EU's industry, support small and medium-sized enterprises (SMEs) and keep Europe sustainable and competitive.

- The Green transition, supported by the European Green Deal
- The Digital transition, supported by the EU's digital strategy
- Competitiveness on the global stage, where Europe must leverage the impact of its single market to set global standards.

ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-industrial-strategy_en

The potential of SMEs: Small and medium-sized enterprises are essential to Europe's competitiveness and prosperity. Based on the new SME strategy, the EU will support SMEs by:

- encouraging innovation through new funding and digital innovation hubs as part of the sustainable and digital transitions
- cutting red tape by reducing barriers within the Single Market and opening up access to finance
- allowing better access to finance by setting up an SME Initial Public Offering Fund (with investments channelled through a new private-public fund) and the ESCALAR initiative (a mechanism to boost the size of venture capital funds and attract more private investment).

Appendix 4 – Further information on European policies and legislation

EUROPEAN INDUSTRIAL STRATEGY

Industrial Transformation: the following are fundamental factors in making Europe's industrial twin transformation happen:

- Investing and financing the transition
- A deeper and more digital Single Market
- Upholding a global level playing field
- Supporting industries toward climate neutrality
- Building a more Circular Economy
- Embedding a spirit of industrial innovation
- Skilling and reskilling

Initiatives of the European Industrial Strategy:

The package of initiatives outlines a new approach to European industrial policy that is firmly rooted in European values and social market traditions. It sets out a range of actions to support all players of European industry, including big and small companies, innovative start-ups, research centres, service providers, suppliers and social partners.

Appendix 4 – Further information on European policies and legislation

EUROPEAN INDUSTRIAL STRATEGY

The Strategy proposes a comprehensive set of **future actions**, including:

- An Intellectual Property Action Plan to uphold technological sovereignty, promote global level playing field, better fight intellectual property theft and adapt the legal framework to the green and digital transitions.
- As competition brings the best out of companies, the ongoing review of EU competition rules, including the ongoing evaluation of merger control and fitness check of State aid guidelines, will ensure that our rules are fit for purpose for an economy that is changing fast, increasingly digital and must become greener and more circular.
- Comprehensive measures to modernise and decarbonise energy-intensive industries, support sustainable and smart mobility industries, to promote energy efficiency, strengthen current carbon leakage tools and secure a sufficient and constant supply of low-carbon energy at competitive prices.

- Enhancing Europe's industrial and strategic autonomy by securing the supply of critical raw materials through an Action Plan on Critical Raw Materials and pharmaceuticals based on a new EU Pharmaceutical Strategy and by supporting the development of strategic digital infrastructures and key enabling technologies.

In addition to a comprehensive set of actions, the Commission will systematically analyse the risks and needs of different industrial ecosystems. In doing this analysis, the Commission will work closely with an inclusive and open Industrial Forum, consisting of representatives from industry, including SMEs, big companies, social partners, researchers, as well as Member States and EU institutions. Where needed, experts from specific sectors will be called upon to share their knowledge. The Commission's annual Industry Days will continue to bring all players together.

UFI Headquarters / European Office

17, rue Louise Michel
92300 Levallois-Perret
France

T: +33 146 397 500
F: +33 146 397 501
info@ufi.org

Web: www.ufi.org

Blog: blog.ufi.org



@UFILive



www.facebook.com/ufilive



www.UFI.tv



www.linkedin.com/company/660846/admin/

UFI Asia / Pacific Regional Office

Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China

T: +852 2525 6129
F: +852 2525 6171
asia@ufi.org

UFI Middle East / Africa Regional Office

Info Salons Middle East Office
Sheikj Zayed Rd
City Tower 2, Office 2001A
PO Box 58580
Dubai
United Arab Emirates

T: +971 4331 7180
mea@ufi.org

UFI Latin American Regional Office

Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota, Colombia

T: +571 3445 486
latam@ufi.org

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