



This project is co-funded by the European Union and the Republic of Türkiye

## Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

EuropeAid/140562/IH/SER/TR

### Activity 2.2.2. Workshop on Roadmap on Single Use Plastics and Marine Litter

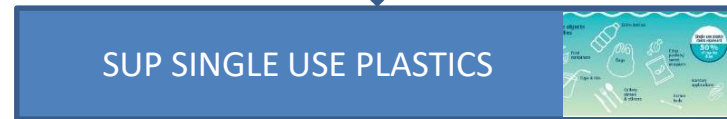
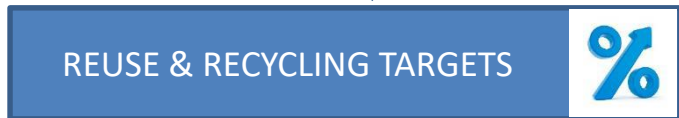
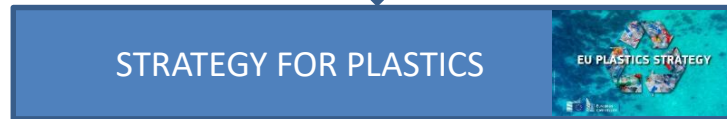
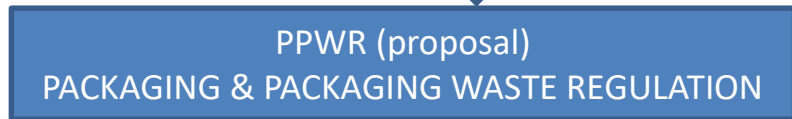
**Mr. Siem Haffmans – Strategic Consultant Circular Economy**  
**Partners for Innovation, Amsterdam, The Netherlands**  
6-8 March 2024  
Istanbul

## **Part 1. Implementation of the SUP Directive in EU countries**

- Introduction
- Step 1: Ban on specific plastic products
- Step 2: Extended Producer Responsibility
- Step 3: Consumption reduction

## **Part 2. Business opportunities and design strategies**

**Q&A**



## Directive on Single-Use Plastics (SUP)

### Objectives

EU rules on single-use plastic products aim to prevent and reduce the impact of certain plastic products on the environment, in particular the marine environment, and on human health.

The Directive also aims to promote the transition to a circular economy with innovative and sustainable business models, products and materials.



# SUP Directive

## Step 1: Ban on some single-use plastic products (July 2021)

- Market restriction for SUP, including straws, cutlery and plates, EPS cups, cotton buds

## Step 2: Extended Producer Responsibility

- SUP levy for single-use food packaging, beverage cups and containers, wrappers and light plastic bags
- 90% collection / recycling for plastic beverage bottles (deposit system)
- Awareness measures (marking)

## Step 3: Consumption reduction measures

- The directive requires an ambitious and sustained quantitative reduction in consumption of these products by 2026 (compared to a 2022 baseline).
- Monitoring

WHO WILL LEAD THE GAME  TO CURB PLASTIC POLLUTION?



## Step 1: Ban on some single-use plastic products (July 2021)



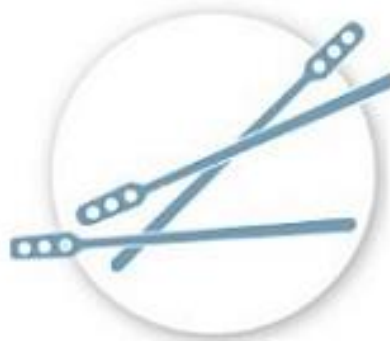
Cutlery,  
plates,  
straws



Polystyrene food  
and drink  
containers



Cotton  
buds



Drink  
stirrers



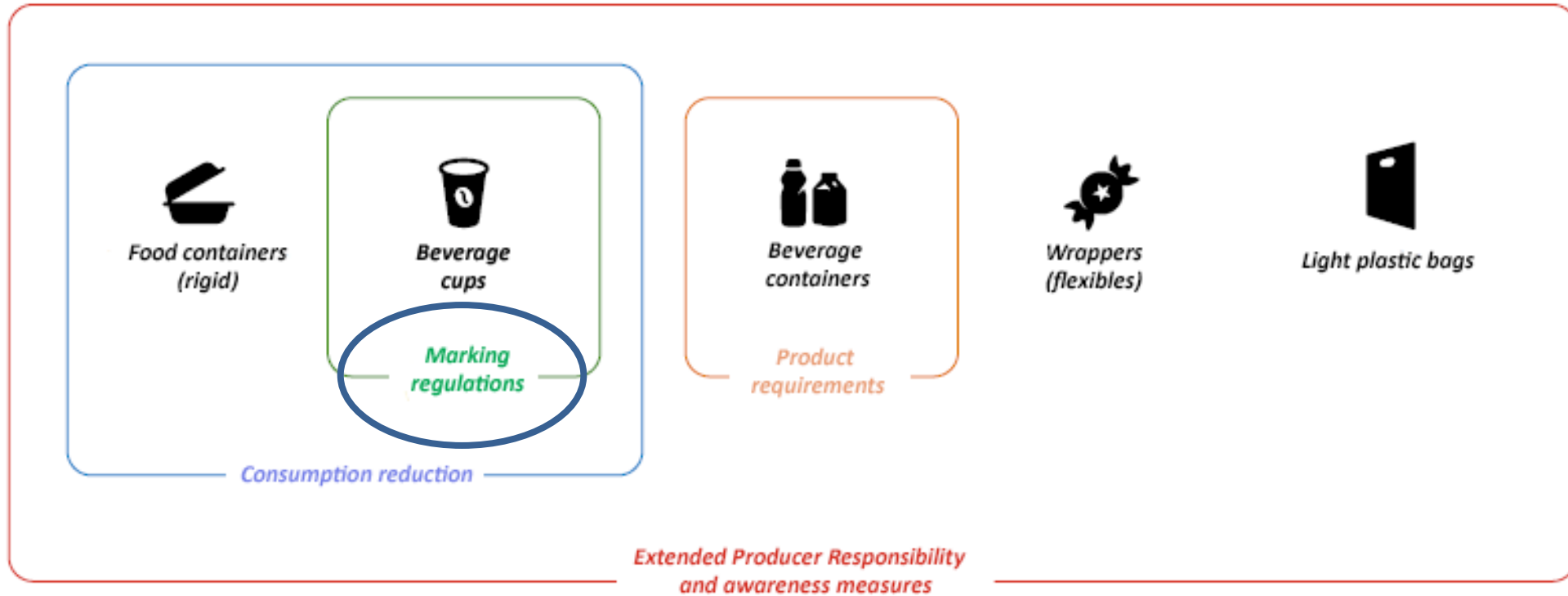
Oxo-degradable  
plastic carrier bags



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### Step 2: Extended Producer Responsibility



## Step 2: Awareness - compulsory marking (2022)

Certain disposable plastic products placed on the market must carry a visible, clearly legible and indelible marking affixed to its packaging or to the product itself. These products include:

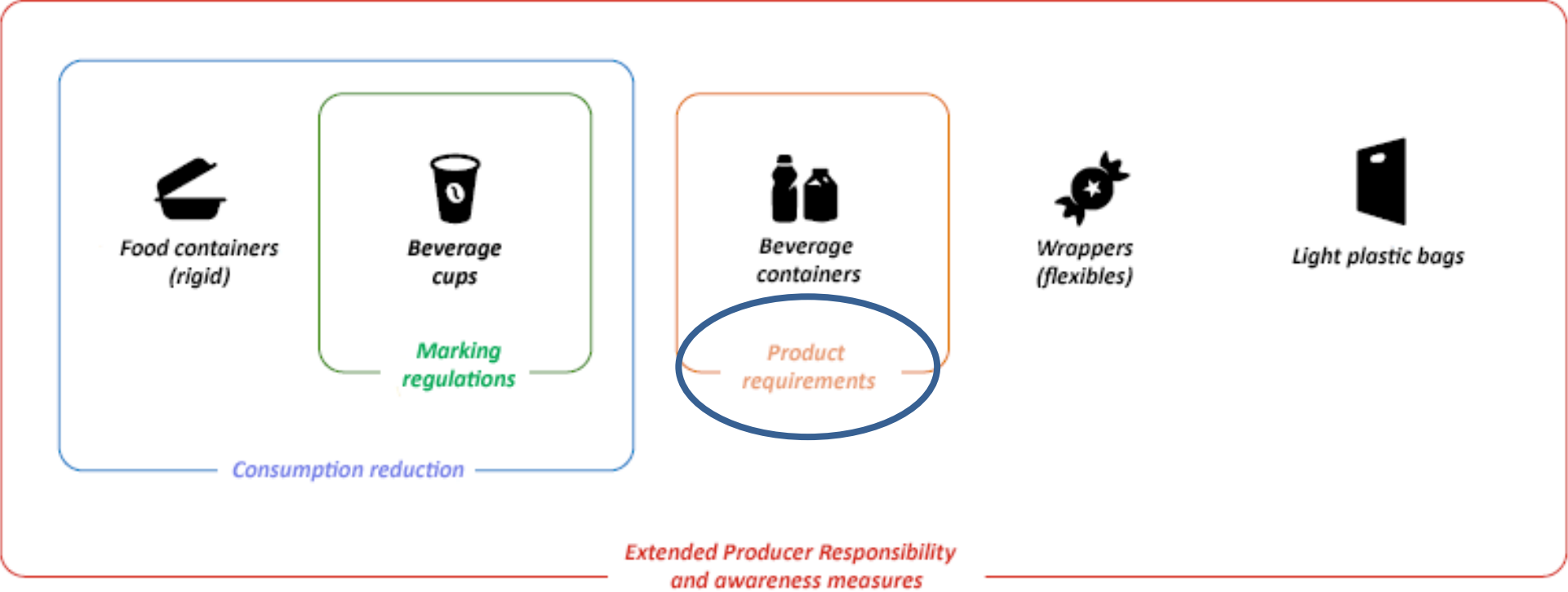
- sanitary items;
- wet wipes;
- tobacco products with filters
- cups for beverages

Implementing Regulation (EU) 2020/2151 includes the rules on the marking specifications for these items.





# Step 2: Extended Producer Responsibility



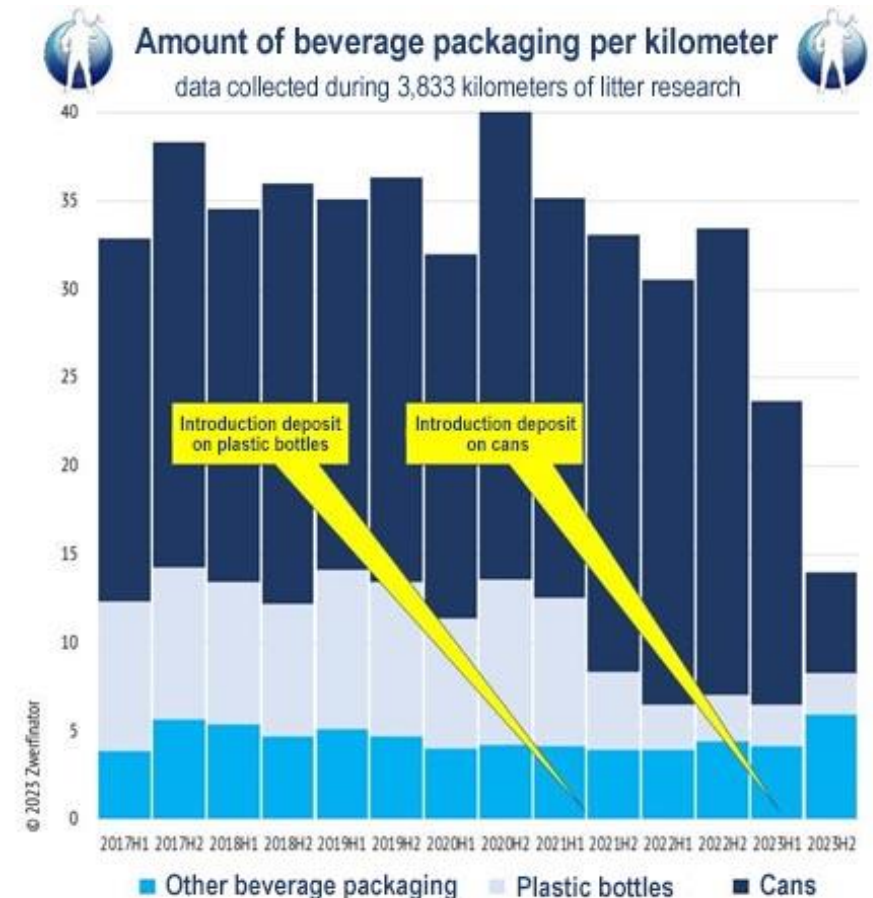
## Step 2: Beverage containers

### Specific requirements for plastic beverage containers:

- 90% collection / recycling for plastic beverage bottles in 2029 (interim target: 77% in 2027)
- PET bottles should contain at least 25% recycled plastic by 2025, and 30% by 2030 (for all beverage bottles).
- Caps and lids made of plastic have to remain attached to the containers (July 2024)

### Deposit system is reducing amount of litter:

- According to 'the Zwerfinator' the amount of plastic bottles and cans is reduced 50-70% since deposit systems are introduced.





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### Deposit Return Systems

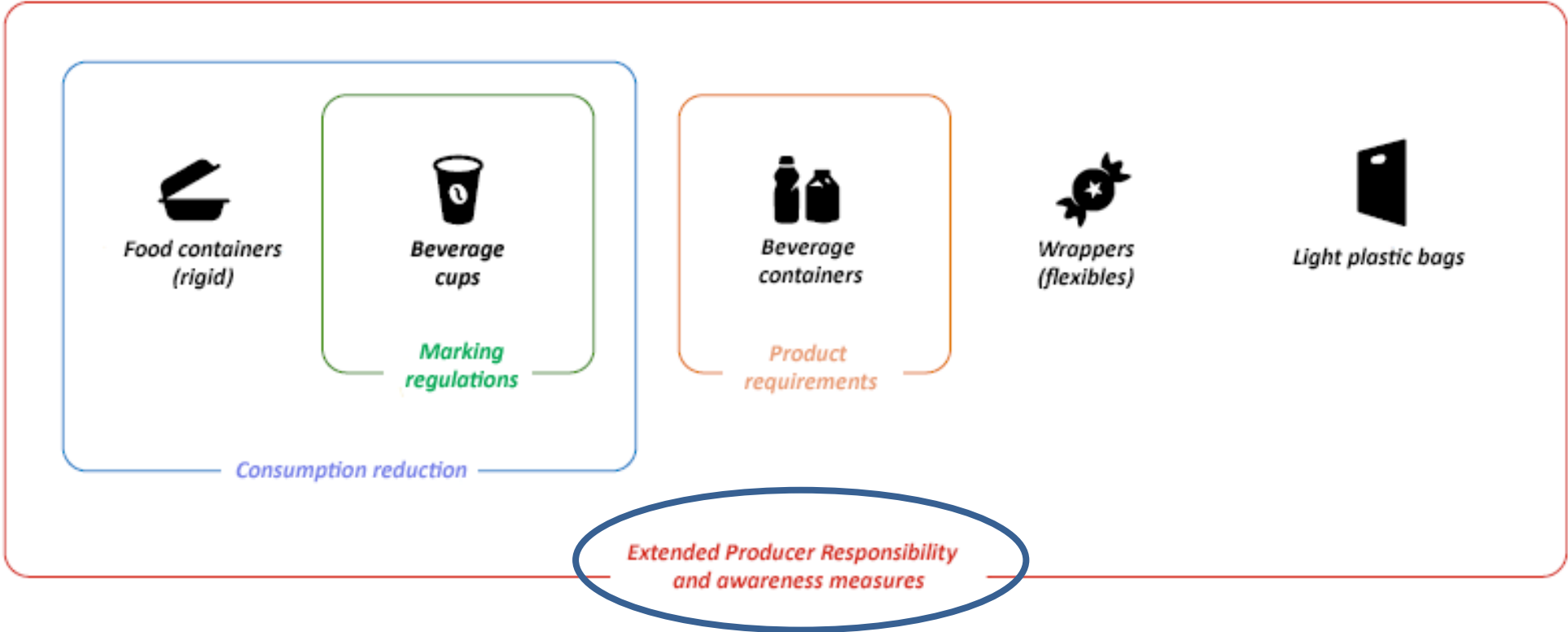
The current state of DRS implementation among European countries can be divided mainly based on three factors:

- countries with DRS already **implemented**,
- countries that have **adopted the legislation**, and
- countries with **ongoing discussions** about DRS implementation.



Source: <https://sensoneo.com/waste-library/deposit-return-schemes-overview-europe/>

# Step 2: Extended Producer Responsibility



## The Netherlands - EPR

Verpact (Packaging Waste Fund) governs the EPR (Extended Producer Responsibility): a financial contribution for cleaning up litter caused by SUP products/packaging (**€ 2,30 / 1000 SUP units**).

The total payment is divided amongst these area managers based on the definitions of areas defined by the Minister (for example, number of inhabitants, surface area or kilometres of road/water).

More information: Verpact ([www.verpact.nl](http://www.verpact.nl))



## Germany – EPR

From 2024 onwards, producers of certain single-use plastic products will be obliged to bear certain costs for disposal and cleaning in public spaces, which were previously financed by the general public.

The German Environment Agency (UBA) manages the Single-Use Plastics Fund (SUPFund) for this purpose. The SUPFund platform DIVID is used to register companies, to manage payments of special levies into the SUPFund and to disburse the funds collected to public-authority beneficiaries.

A tax of 1.236 euros/kg is foreseen for disposable plastic cups; according to the UBA, manufacturers would even have to pay 8.972 euros/kg into the disposable plastic fund for cigarette filters containing plastic.

More information:

- Digital Platform: DIVID registration and payment of levy ([www.einwegkunststoffonds.de](http://www.einwegkunststoffonds.de))





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### Additional bans:

- **France and Portugal** also adopted a ban on SUP packaging for fresh fruits and vegetables, as of January 2024, with exceptions and with several deadlines running until 2026 for certain fruits and vegetables. France also banned bottled water in public administrations and events as of 2022, confettis, tea and herbal tea bags except for biodegradable ones, plastic wrap for press publications and advertisements.
- **Spain** adopted an additional ban on single-use plastic packaging for fresh fruits and vegetables under 1.5kg, albeit with an exemption for easily damaged products.
- **Belgium** introduced a ban for all plastic cups as of 2022 as well, albeit with an exemption for paper cups with a plastic lining.



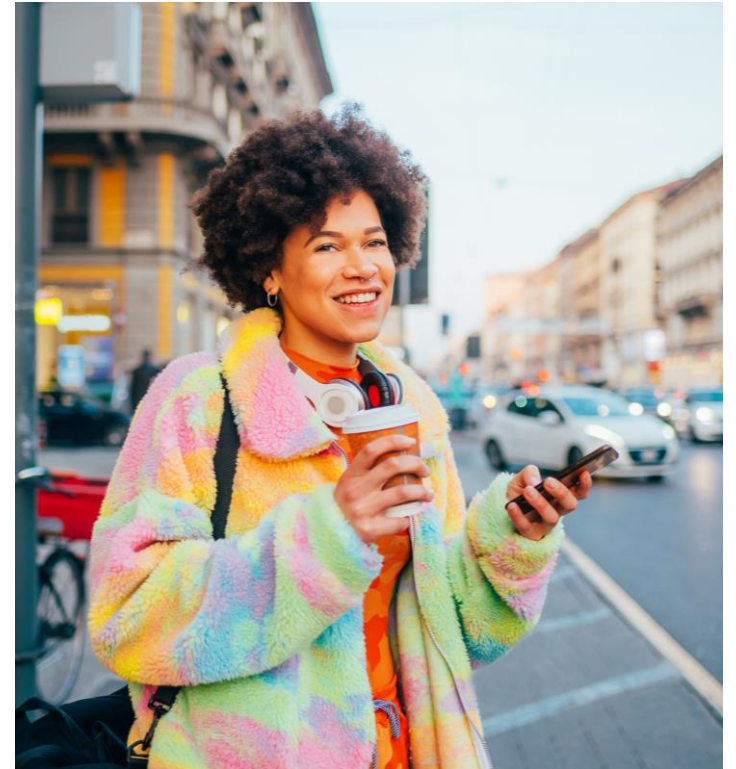
Source: Single Use Plastics Directive Implementation Assessment Report September 2022

## Step 3: Consumption reduction

- The directive requires an ambitious and sustained quantitative reduction in consumption of these products by 2026 (compared to a 2022 baseline).
- Monitoring

Some EU countries have already set ambitious reduction goals:

- **The Netherlands** has the goal to reduce the amount of plastic food containers and beverage cups with 40% in 2026.
- **France** set a 20% reduction target for plastic packaging in 2025 and a 50% reduction target for plastic bottles placed on the market by 2030.
- **Greece** has set a 30% national reduction target by 2024 and a 60% reduction target by 2026 for all SUP beverage cups and food containers, mainly targeting the takeaway sector in its reduction strategy.
- **Spain**: 50% reduction by 2026 and 70% by 2030



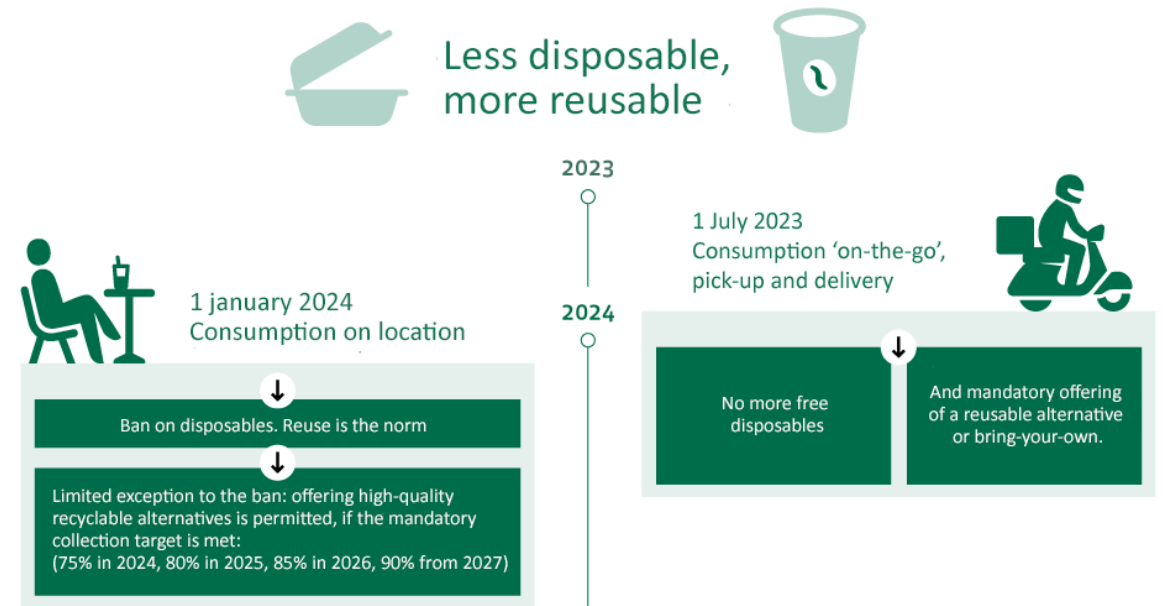


## Step 3: Consumption reduction

**The Netherlands** has the goal to reduce the amount of plastic food containers and beverage cups with 40% in 2026.

- Consumption on the go > no more free disposables and mandatory offering of reusable alternative
- Consumption on location > ban on disposables

**Germany** mandated for restaurants and take away establishments over 81 square metres and 6 employees to use reusable cups and food containers by January 2023.



## **Part 2. Business opportunities and design strategies**

There are different strategies to react on EU SUP regulations?

- 1. Zero waste > no packaging**
- 2. Reusable packaging**
- 3. Plastic-free alternatives**
- 4. Recycling / Design for recycling**



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## Technical Assistance for Assessment of Turkey's Potential on Transition to Circular Economy

### Business opportunities and design strategies

#### 1. Zero waste > no packaging

Every packaging unit must be reduced to a minimum size in terms of weight, volume and packaging layers without compromising safety and functionality.

#### Example: Nature&More - Natural Branding

*“Natural Branding makes a very gentle mark on the upper surface of the fruit skin with a laser. In some cases, this mark creates a depigmentation of the skin. In other cases, it causes a reaction that changes the skin’s color,”*



## Business opportunities and design strategies

### 2. Reusable packaging

SUP and PPWR regulations will support reusable packaging options instead of disposables.

#### **Example: MacDonalDs – France**

*To comply with local laws mandating that restaurants with more than 20 seats must offer reusable and washable serving containers. McDonald's France has developed a range of reusable tableware to be used at its fast food restaurants.*

*Note: McDonald's International stated that the company "doesn't want France to be the template because we strongly believe that this doesn't work".*



## Business opportunities and design strategies

### 3. Plastic-free alternatives

Plastic-free disposable items and packaging are not subjected to SUP regulations. Be aware that paper cups and packaging with a plastic coating and bioplastics are also subjected to SUP regulations.

#### **Example: Bagasse and paper board**

There are many plastic-free alternatives available on the market.

Note that SUP regulations are very strict on the definition of plastic-free!



## Business opportunities and design strategies

### 4. Recycling / Design for recycling

Recycling is not a solution for SUP regulations. PPWR regulation will set higher minimum targets on recycling for EU countries.

#### **Example: Paper cups in the Netherlands**

Recycling of plastic coated paper cups used on location, is only allowed with a mandatory collection and recycling rate of minimum of 75% in 2024 and 90% in 2029.



# Questions?



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# Thanks for your attention.



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