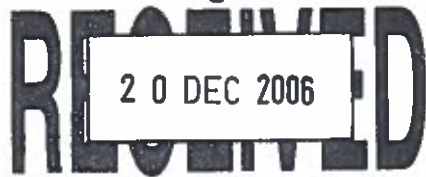


# Packaging Waste Recovery Scheme Annual Report

Submitted by GreenPak Ltd.  
December 2006

Contract Ref. WM 00021/04

Waste Management Team



Malta Environment & Planning Authority



**Malta Environment and Planning  
Authority**  
St. Francis Ravelin  
Floriana  
web site : [www.mepa.org.mt](http://www.mepa.org.mt)

Tel: +356 22900000  
Fax: +356 22902295



**GreenPak Ltd.**  
St. John Street  
Fgura PLA 13  
Malta  
Tel : +356 21 803350  
Fax: (356) 21 803363  
web site : [www.ais.com.mt](http://www.ais.com.mt)

Annex 1 - Annual Report 2006

Quantities of packaging material or packaging placed on the market by each producer who participates in the Scheme

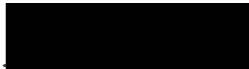
(Tonnes)

Material	Packaging material or packaging placed on the market	
		(tonnes)
Glass		28.38
Plastics		79.30
Cardboard/Paper		213.50
Metal Ferrous		3.84
Metal Non Ferrous		1.47
Wood		2.50
Other		29.51
<b>TOTAL</b>		<b>358.50</b>

Date Submitted

20<sup>th</sup> Dec 2006

Signed obo GreenPak



**Annex 2 - Annual Report 2006**

**Quantities of packaging waste generated in Malta and recovered or incinerated at waste incineration plants with energy recovery within or outside Malta**


(Tonnes)

Material	Packaging waste generated	Recovered or incinerated at waste incineration plants with energy recovery by:						Total recovery and incineration at waste incineration plants with energy recovery
		Material recycling	Other forms of recycling	Total recycling	Energy recovery	Other forms of recovery	Incineration at waste incinerators with energy recovery	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
GLASS		93		23				
PLASTIC		0		0				
PAPER/BOARD		5		5				
METAL	Aluminium	18		18				
METAL	Steel	5		5				
	Total	23		23				
WOOD		0		0				
OTHER		0		0				
<b>TOTAL</b>		<b>51</b>		<b>51</b>				

Date Submitted:

20<sup>th</sup> Dec 2006

Signed

  
 Dr Ing. Mario Schembri  
 CEO

**Notes**

- 1 *White boxes:* Provision of data is mandatory. Estimates may be used though they should be based on empirical data and explained in the description of the methodology
- 2 *Light shaded boxes:* Provision of data is mandatory, but rough estimates are acceptable. These estimates should be explained in the description of the methodology
- 3 *Dark shaded boxes:* Provision of data is voluntary
- 4 For the purpose of the Permit, the data on material recycling for plastics shall include all material recycled back into plastics
- 5 Column (c) includes all forms of recycling including organic recycling but excluding material recycling
- 6 Column (d) must be the sum of columns (b) and (c)
- 7 Column (f) includes all forms of recovery excluding recycling and energy recovery
- 8 Column (h) must be the sum of columns (d), (e), (f) and (g)
- 9 Rate of recovery or incineration at waste incineration plants with energy recovery: column h/column a.
- 10 Recycling rate: column (d)/column (a)
- 11 The data for wood shall not be used for the purpose of evaluating the minimum recycling targets for materials contained in packaging waste as specified in condition 6.1


**Quantities of packaging waste sent to other Member States or exported outside the Community for recovery or incineration at waste incineration plants with energy recovery  
(Tonnes)**

Material	Packaging waste sent to other Member States or exported outside the Community for:				
	Material recycling	Other forms of recycling	Energy recovery	Other forms of recovery	Incineration at waste incinerators with energy recovery
GLASS	0				
PLASTIC	80				
PAPER/BOARD	0				
METAL					
Aluminium	0				
Steel	0				
Total	0				
WOOD	0				
OTHER	0				
<b>TOTAL</b>	<b>80</b>				

Date Submitted:

20<sup>th</sup> Dec 2006

Signed

  
 c/o Ing. Mario Schembri  
 CEO

Notes

- 1 The data in this table refer only to quantities that are supposed to be counted under the obligations of the Permit. They are a subset of the data already provided in the table of Annex 2.
- 2 Light shaded boxes: Provision of data is mandatory, but rough estimates are acceptable. These estimates should be explained in the description of the methodology.
- 3 Dark shaded boxes: Provision of data is voluntary.

For the purpose of the Permit, the data on material recycling for plastics shall include all material recycled back into plastics.



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## Media Schedule - Newspaper Adverts

### ADVERT TYPE

"Stop for a moment and enjoy our environment"	Cereal Bar advert
"Packaging preserves our food"	Chocolates Advert
"Packaging helps keep food fresh"	Food Advert
"Give some personal attention to our environment"	Personal Hygiene Advert
"Clean Home – Clean Environment"	Detergents Advert
"Make a good start to the day"	Breakfast Advert
"Help Us Protect the Environment"	GreenDot™ advert

### Mar-06

15	Make a good start to the day	Times - Bus Section
19	Make a good start to the day	Sun Inp
23	Packaging preserves our food	Business Weekly
26	Stop for a moment and enjoy our environment	Torca

### Apr-06

9	Clean Home – Clean Environment	Mument
13	Stop for a moment and enjoy our environment	Times - Bus Section
19	Packaging helps keep food fresh	Business Today
23	Give some personal attention to our environment	Kullhadd

### May-06

10	Packaging preserves our food	Business Today
14	Stop for a moment and enjoy our environment	Sun Inp
18	Packaging helps keep food fresh	Business Weekly
25	Give some personal attention to our environment	Times - Bus Section

### Jun-06

7	Clean Home – Clean Environment	Business Today
15	Stop for a moment and enjoy our environment	Business Weekly
22	Packaging preserves our food	Times - Bus Section

### Sep-06

	"Help Us Protect the Environment"	Flair Magazine
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## TV Program – MILL-GHATBA ‘L BARRA

GreenPak was part of the educational program ‘Mill-Ghatba l-Barra’, produced by Wasteserv Malta Ltd. The program was aired every Saturday at 6.15pm during March, April and May 2006 . The slot presented by GreenPak discussed the topics as per the schedule below and involved the children directly.

The topics were all related to the importance, usage and the different types of packaging and its disposal.

### Schedule of Programs

Prog.	Topic
1	<b>What is packaging?</b> <i>A brief explanation to children present about the importance of packaging and its disposal.</i>
2	<b>What are the different materials of Packaging?</b> <i>Discussion and explanation to children present about the different types of packaging i.e. cardboard, plastic, metal and glass.</i>
3	<b>How to distinguish between Metals (Fe and Al)?</b> <i>Explanation of what are the Ferrous Metals and Non Ferrous Metals. Children identify the difference by playing with magnets.</i>
4	<b>Examples of curious packaging.</b> <i>Children identify items which are not so clear whether these should be classified as packaging or not. Examples : clothes hanger, disposable beverage cup, plastic cutlery etc</i>
5	<b>What is packaging?</b> <i>Review of previous four programs. Children get some packaging from home and tell us what type of packaging that is according to what they were taught during the previous programs.</i>
6	<b>What packaging can we recycle?</b> <i>Discussion on which packaging is recyclable and which is not.</i>
7	<b>Waste prevention methods.</b> <i>Tips on how to use less packaging, eg to buy products in large containers instead of many small ones and many more examples.</i>
8	<b>Examples of products made from recycled domestic packaging.</b> <i>Eg plastic cups make a ruler, beer cans make a bicycle</i>

### The Competition

At the end of each program, the general public was encouraged to take part in a monthly competition whereby they were asked to send 10 wrappers of products which bear the Green Dot™ mark and suggest a slogan related to the environment.



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## Media Schedule - Press Releases

### Mar-06

3	Launch of Media Campaign
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### Apr-06

9	Buy Products with the GreenDot™ mark
11	Ixtri Prodotti bil-marka GreenDot™ mark
11	Ixtri Prodotti bil-marka GreenDot™ mark
13	Buy Products with the GreenDot™ mark
16	Ixtri Prodotti bil-marka GreenDot™ mark

### May-06

21	GreenDot™ guarantees packaging recycling
21	GreenDot™ guarantees packaging recycling
21	Il-marka GreenDot™ tiggarrantixxi r-riciclagg tal-packaging
25	GreenDot™ guarantees packaging recycling

*Full details reported in the Packaging Waste Recovery Scheme Quarterly Report September 2006*

### Sep-06

14	Encouraging Citizens to Embrace Sustainability
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### Oct-06

10	Launch of GreenPak Kids Website
11	Making Consumers Aware of Producer Responsibility

### Dec-06

15	Implementation of the Packaging Waste Directive - TAIEX Seminar 4 Dec 06
15	Green Gary meets with the Children
15	GreenPak helps clean up sea bed of Wied iz-Zurrieq as part of the Clean Up the World 2006

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## Media Schedule - Advertorials

### Jan-06

19	Adopting New Concepts	The Malta Business Weekly
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### Feb-06

9	GreenPak - promoting environmental awareness, motivating	The Malta Business Weekly
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### Apr-06

30	Dealing with packaging waste: The producers' responsibility	The Malta Independent on Sunday
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### May-06

7	What's behind the GreenDot™ mark	The Malta Independent on Sunday
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*Full details reported in the Packaging Waste Recovery Scheme Quarterly Report September 2006*

### Aug-06

10	GreenDot Competition and Information	BOV Young Savers Publication
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### Dec-06

1	I'm Dreaming of a Green Christmas.....with GreenDot	Fair Deal - Consumers Division
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## GreenPak Newsletters

### Newsletter Issue 1 – March 2006

1. Launch of Media Campaign
2. Appointment of Waste Contractors
3. Environmental Education
4. Product Registration

### Newsletter Issue 2 – April 2006

1. Chamber seeks Solutions
2. The Effect of Eco Tax on Plastic Bag Market
3. Buy Products with the  mark
4. Mill-Ghatba l'Barra TV Programme
5. GRTU against Deposit Systems
6. FOI speaks out on Packaging Waste

### Newsletter Issue 3 – May 2006

1. Eco-contribution exemption/refund mechanism
2. Launch of GreenPak's new website
3. 3<sup>rd</sup> International Pro Europe Congress, Paris
4. Increase in GreenPak's Compliance Scheme Participation
5. Registration of Products : The GreenDot <sup>TM</sup>
6. Mill-Ghatba l'Barra TV Program – Producer Responsibility
7. Pro-Europe General Managers' Meeting in Athens
8. The GreenDot Competition

### Newsletter Issue 4 – June 2006

1. Eco-contribution exemption/refund mechanism
2. GreenPak assists companies in the calculation of their packaging
3. Communication Directors' meeting held lately by Pro Europe
4. Registration of Products : The GreenDot <sup>TM</sup>
5. Update on Website

*Full details reported in the Packaging Waste Recovery Scheme Quarterly Report  
September 2006*

#### **Newsletter Issue 5 – October 2006**

5. Update on GreenPak Presentation – October 06
6. Waste Management Audit
7. Update on Website – Kids' Section
8. Back to School Competition
9. BOV Young Savers

#### **Newsletter Issue 6 – November 2006**

7. 'Implementation of Packaging Law' TAIEX Seminar 4<sup>th</sup> December 2006
8. Guidelines on how to apply for Eco-contribution refund.
9. 'Recovery and Recycling of Packaging Waste' GreenPak Seminar 11<sup>th</sup> October 2006
10. Packaging Declaration Form 2007
11. The Chamber of Commerce urges companies to take up Producer Responsibility
12. The Benefits of Joining GreenPak's Compliance Scheme
13. Launch of New Media Campaign

#### **Newsletter Issue 7 – December 2006**

9. New Legislation on Packaging Waste
10. I'm dreaming of a Green Christmas.....with GreenDot™

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