

Packaging Waste Recovery Scheme Annual Report

Submitted by GreenPak Ltd.
December 2007

Contract Ref. WM 00024/06



**Malta Environment and Planning
Authority**
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Annex 1

Annex 1 : 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)
	Period Total : Jan 07 to Dec 07
Glass	909.02
Plastics	537.91
Cardboard/Paper	1037.91
Metal Ferrous	106.21
Metal Non Ferrous	82.29
Wood	83.3
Other	51.57
TOTAL	2808.21

Date Submitted: 15/1/2008

Signed obo GreenPak 


Annex 2

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	909.02	729				0		
PLASTIC	537.91	324				0.425		
PAPER/BOARD	1037.91	260				1.76		
METAL Aluminium	106.21					0		
METAL Steel	82.29					0.075		
METAL Total	188.5	62				0.075		
WOOD	83.3	0				14.32		
OTHER	51.57	0.00				0		
TOTAL	2808.21	1,375.00				16.58		

Date Submitted:

15/1/2008

Signed

Ing. Marjo 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.

Annex 3

**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	729				
PLASTIC	324				
PAPER/BOARD	260				
	Aluminium				
METAL	Steel				
	Total				
WOOD					
OTHER					
TOTAL	1,313.00				

Date Submitted:

15/1/2008

Signed

Ing. Maria 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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15th January 2008

Malta Environment and Planning Authority
St. Francis Ravelin
Floriana

Attn. Mr. Vincent Gauci

Dear Sir,

Subject : **Statement of Compliance**

We, GreenPak Ltd. are complying with the conditions set by our permit ref. WM 00024/06 on behalf of our participating members in the attached list.

Yours faithfully
GreenPak Ltd.



Ing. Mario Schembri
CEO

COMPANY REG. NO.: C33694 VAT REG. NO.: MT17129025

GreenPak Information and Awareness Campaigns

NEWSLETTERS



18, St. John Street, Fgura FGR 1447 – MALTA Tel: (356) 21 660 233 Fax: (356) 21 803 363 URL: www.greenpak.com.mt

GreenPak Newsletters

Newsletter Issue 8 – January 2007

1. Implementation of the Packaging Waste Directive
2. GreenPak helps clean up seabed of Wied iz-Zurrieq as part of the Clean Up the World Campaign 2006
3. Launch of GreenPak Mascot

Newsletter Issue 9 – February 2007

1. Companies need to Register with Mepa
2. Review of GreenPak's Operations in 2006

Newsletter Issue 10 – May 2007

1. GreenDot Media Campaign Launch
2. Product Registration – The GreenDot trademark
3. Registered Packaging in the Scheme Increases
4. One Year of Greenpak Newsletters
5. Latest News

Newsletter Issue 11 – July 2007

1. Ongoing Public Campaign 'Buy Products with the GreenDot Mark'
2. Product Registration – The GreenDot trademark
3. Latest News

Newsletter Issue 12 – October 2007

1. ProEurope General Managers' meeting in Malta
2. Registration of Producers
3. GreenDot Campaign Continues
4. Award of Supermarkets Campaign Competition Prizes

Newsletter Issue 13 – December 2007

1. A Special Thanks from GreenPak
2. GreenPak Goes Online
3. Making Christmas a GreenDot Christmas
4. Latest News



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Public Campaign May - July '07

Advertising on local media

"Recycling Made Easy! No need to pay extra....simply buy products with the Green Dot!"

"Recycling Made Easy! No fuss, no bother, no more excuses.....simply buy products with the Green Dot!"

"Recycling Made Easy! The smart way to help the environment..simply buy products with the Green Dot!"

May-07

14	Recycling Made Easy! No need to pay extra...(Canon printer)	Gwida Magazine
14	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	Antenna Magazine
21	Recycling Made Easy! The smart way to help the environment..(Lavazza)	Gwida Magazine
22	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	The Malta Independent
28	Recycling Made Easy! The smart way to help the environment..(Colgate)	Antenna Magazine
30	Recycling Made Easy! No fuss, no bother, no more excuses (Bankok)	The Times
30	Recycling Made Easy! No fuss, no bother, no more excuses (Bankok)	L-Orizzont
30	Recycling Made Easy! No need to pay extra...(Canon printer)	The Times
30	Recycling Made Easy! The smart way to help the environment..(Colgate)	L-Orizzont

Jun-07

1	Recycling Made Easy! No need to pay extra....(Belcando)	The Times
1	Recycling Made Easy! No need to pay extra....(Body Shop)	Gwida Magazine
4	Recycling Made Easy! No need to pay extra....(Body Shop)	Gwida Magazine
5	Recycling Made Easy! The smart way to help the environment (Fuji)	The Times
5	Recycling Made Easy! No need to pay extra...(Canon printer)	L-Orizzont
6	Recycling Made Easy! The smart way to help the environment..(Colgate)	In-Nazzjon
7	Recycling Made Easy! The smart way to help the environment..(Lavazza)	The Times
7	Recycling Made Easy! The smart way to help the environment..(Colgate)	L-Orizzont
11	Recycling Made Easy! No fuss, no bother, no more excuses (Bankok)	Antenna Magazine
12	Recycling Made Easy! No need to pay extra...(Canon printer)	In-Nazzjon
13	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	L-Orizzont
13	Recycling Made Easy! No fuss, no bother, no more excuses (Huggies)	The Times
15	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	The Times
15	Recycling Made Easy! No fuss, no bother, no more excuses (Huggies)	L-Orizzont
18	Recycling Made Easy! No fuss, no bother, no more excuses (Huggies)	Gwida Magazine
19	Recycling Made Easy! The smart way to help the environment..(Colgate)	The Times
19	Recycling Made Easy! The smart way to help the environment..(Lavazza)	L-Orizzont
21	Recycling Made Easy! No need to pay extra...(Canon printer)	The Times
21	Recycling Made Easy! The smart way to help the environment (Fuji)	L-Orizzont
22	Recycling Made Easy! The smart way to help the environment (Fuji)	In-Nazzjon
25	Recycling Made Easy! The smart way to help the environment (Fuji)	Antenna Magazine
26	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	In-Nazzjon
27	Recycling Made Easy! No need to pay extra....(Body Shop)	The Times
27	Recycling Made Easy! No need to pay extra....(Belcando)	L-Orizzont
29	Recycling Made Easy! No fuss, no bother, no more excuses (Kinder Bueno)	The Times
29	Recycling Made Easy! No fuss, no bother, no more excuses (Bankok)	In-Nazzjon
29	Recycling Made Easy! No need to pay extra...(Canon printer)	L-Orizzont
30	Recycling Made Easy! No need to pay extra....(Belcando)	Antenna Magazine

COMPANY REG. NO.: C33694 VAT REG. NO.: MT17129025



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Public Campaign 'Buy products with the GreenDot mark'

Since May of this year, GreenPak has been running a continuous campaign aimed at consumers and general public. The campaign targeted consumers on the significance of the Green Dot mark and how it helps in recycling of packaging.

Every weekend, information stands were setup at leading supermarkets across Malta. Whilst shopping, consumers were informed on the importance of packaging recycling and how buying products that show the Green Dot mark help reduce waste going to landfill.

Operating on Fridays and Saturdays from six supermarkets each week, GreenPak representatives gave information to the consumers on how one could contribute to the recycling of packaging by buying products that carry the Green Dot. Leaflets with lots of information about packaging recycling, the GreenPak scheme and the importance of protecting the environment explaining were given out.

As part of this promotion, the public was asked what they understood about waste recycling and whether they had already started sorting their waste. Most said they did very little although they understood the importance of sorting for the environment. Most acknowledged they could do more and once sorting became part of the daily habit, it was not that difficult to sort packaging after all.

To encourage children's participation GreenGary - GreenPak's mascot – made surprise visits at all supermarkets. Handing out small gifts, balloons and Green Dot stickers, GreenGary played and entertained the children which very often were crowding him. The young ones particularly enjoyed GreenGary's company and many wanted to take him home!

As part of this promotion, a competition ran concurrently with these events and included a number of attractive prizes including Canon photo printers and Fuji Digital cameras amongst others.

This supermarket promotion lasted for a period of six weeks.

In conjunction with the promotion running at leading supermarkets, GreenPak ran a printed media campaign in leading newspapers and magazines, cumulating in an exclusive interview with the Times of Malta which can be viewed directly from the newspaper website at: <http://timesofmalta.com/core/article.php?id=267371>



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GreenPak Radio Adverts Schedule Sep/Oct 2007

September 07

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17 One, XFM, 101, Capital, Bay	18 101, Capital, Magic.	19 One. XFM, Capital, Bay	20 XFM, 101, Magic. Bay	21 One. XFM, Capital, Magic	22 One. Bay, 101, Magic. Capital.	23
24 101. XFM, Magic	25 One, Capital. Bay	26 101, XFM, One, Magic	27 One, Capital, Magic	28 101, XFM, Capital, Bay	29 One. Magic. Capital. XFM,	30

October 07

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 101. XFM, Capital	2 One, XFM, Magic, Bay	3 101, One, Capital, Magic	4 101. One. Capital, Bay	5 101, One. XFM, Magic	6 Bay. 101, Capital, XFM,	7
8 One, XFM, Capital, 101. Magic	9 101, One, Magic. Bay	10 One, XFM, Capital	11 101, XFM, Magic. Bay	12 101. One. Capital, Magic. Bay	13 One, Bay, 101, Magic, XFM,	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

GreenPak Radio Advertising Script 1

Mummy: X'inti taghmel tilghab bil-makeup bag tieghi??!!

Yasmin: Le, ma, qed naghmel "project" tal-iskola! Qed infittex il-marka greendot

Mummy: Greendot x'inhi?

Yasmin: Il-GreenDot hija din il-marka tonda b'zewg vleggeq go fiha. Biha l-kumpaniji juru li qed jghinu fir-riciklar.

Mummy: Mela issa nibda nixtri prodotti bil greendot halli nkun qed nghin fir-riciklar!

Aghti sehemhek !
Ixtri prodotti bil-marka greendot!

GreenPak Radio Advertising Script 2

Little Girl: 'sound of wrapper'. Ma, xi' inhi din il-marka tonda b'zewg vleggeq go fiha li hawn' fuq ir-wrapper tal-helu?

Mummy: Dik hija l-marka 'GreenDot' u ssibha fuq l-ippakkjar. Biha l-kumpaniji juru li qed jghinu fir-riciklar. Jien naghti sehem billi nixtri prodotti bil-Green Dot.

Little Girl : Issa nghid lill-shabi, halli jixtru prodotti bil-GreenDot u jghinu fir-riciklar ukoll!

Mummy : Basta ma tixtrux hafna helu imma!!!

Little Girl : 'laughs'

Aghti sehemek!
Ixtri prodotti bill-marka GreenDot!

GreenPak Radio Advertising Script 3

Janet: Meta nigi nixtri lanqas inkun naf x'prodotti se naqbad naghzel

Mary: Ghamel bhali, ixtri prodotti bil-marka GreenDot

Jane: Il-Green Dot X'inhni?

Mary: Il-Greendot hija din il marka tonda b'zewg vleggeg go fiha li ssibha fuq l-
ippakkjar. Biha l-kumpaniji juru li qed jghinu fir-riciklar.

Jane: Mela issa nibda nixtri prodotti bil-greendot halli nghin fir-riciklar jien ukoll...u
b'hekk l-ghazla tieghi tkun AKTAR specjali !!

Aghti sehemek!
Ixtri prodotti bil-marka greendot!



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Public Campaign May - July '07

Advertising on local media

Smart Companies are beating the deadline'

Avoid paying fines enrol with GreenPak'

Be Smart - claim back your eco-tax'

Be eligible for eco-tax refunds'

Start 2008 hassle free'

Recycling made Easy'

Focus on Your Business'

Sep-07

18	Smart Companies are beating the deadline	The Times of Malta
18	Be Smart - claim back your eco tax	The Malta Independent
18	Avoid paying fines enrol with GreenPak	Orizzont
19	Avoid paying fines enrol with GreenPak	The Times of Malta
19	Smart Companies are beating the deadline	The Malta Independent
19	Smart Companies are beating the deadline	Nazzjon
20	Be Smart - claim back your eco tax	The Times of Malta
20	Avoid paying fines enrol with GreenPak	The Malta Independent
20	Be Smart - claim back your eco tax	Orizzont
20	Be Smart - claim back your eco tax	Nazzjon
20	Be Smart - claim back your eco tax	Business Weekly
21	Smart Companies are beating the deadline	The Times of Malta
21	Be Smart - claim back your eco tax	The Malta Independent
21	Avoid paying fines enrol with GreenPak	Nazzjon
22	Avoid paying fines enrol with GreenPak	The Times of Malta
22	Avoid paying fines enrol with GreenPak	The Malta Independent
22	Smart Companies are beating the deadline	Orizzont
23	Be Smart - claim back your eco tax	Sunday Times of Malta
23	Smart Companies are beating the deadline	The Malta Independent on Sunday
23	Avoid paying fines enrol with GreenPak	Torca
23	Be Smart - claim back your eco tax	Kullhadd
23	Smart Companies are beating the deadline	Mument
24	Smart Companies are beating the deadline	The Times of Malta
24	Avoid paying fines enrol with GreenPak	The Malta Independent
24	Be Smart - claim back your eco tax	Nazzjon
25	Avoid paying fines enrol with GreenPak	The Times of Malta

Sep-07

25	Be Smart - claim back your eco tax	The Malta Independent
25	Avoid paying fines enrol with GreenPak	Orizzont
26	Be Smart - claim back your eco tax	The Times of Malta
26	Smart Companies are beating the deadline	The Malta Independent
26	Smart Companies are beating the deadline	Nazzjon
27	Smart Companies are beating the deadline	The Times of Malta
27	Avoid paying fines enrol with GreenPak	The Malta Independent
27	Be Smart - claim back your eco tax	Orizzont
27	Smart Companies are beating the deadline	Business Weekly
28	Avoid paying fines enrol with GreenPak	The Times of Malta
28	Be Smart - claim back your eco tax	The Malta Independent
28	Avoid paying fines enrol with GreenPak	Nazzjon
30	Avoid paying fines enrol with GreenPak	The Sunday Times of Malta
30	Be Smart - claim back your eco tax	The Malta Independent on Sunday
30	Be Smart - claim back your eco tax	Torca
30	Avoid paying fines enrol with GreenPak	Kullhadd
30	Avoid paying fines enrol with GreenPak	Mument

Oct-07

31	Be eligible for eco-tax refunds	The Times of Malta
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Nov-07

1	Be eligible for eco-tax refunds	The Times of Malta
6	Be eligible for eco-tax refunds	The Times of Malta
8	Be eligible for eco-tax refunds	The Times of Malta
12	Be eligible for eco-tax refunds	The Times of Malta
15	Be eligible for eco-tax refunds	The Times of Malta
20	Be eligible for eco-tax refunds	The Times of Malta
22	Be eligible for eco-tax refunds	The Times of Malta
28	Be eligible for eco-tax refunds	The Times of Malta
29	Be eligible for eco-tax refunds	The Times of Malta

Dec-07

6	Be eligible for eco-tax refunds	The Times of Malta
11	Be eligible for eco-tax refunds	The Times of Malta
13	Be eligible for eco-tax refunds	The Times of Malta
17	Start 2008 Hassle Free	The Times of Malta
20	Recycling Made Easy	The Times of Malta
24	Start 2008 Hassle Free	The Times of Malta
27	Recycling Made Easy	The Times of Malta
1-31	Focus on Your Business	The Executive
1-31	Recycling Made Easy	Commercial Courier



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Pro Europe General Managers Meeting held in Malta

18th and 19th October 2007

GreenPak, the company responsible for a compliance scheme to recover packaging waste, hosted the General Managers Meeting of Pro Europe. Pro Europe is the umbrella organisation for recycling schemes which use the GreenDot trademark as a financing symbol.

This Pro Europe General Managers Meeting brought together various packaging recovery scheme organisations with the aim to share their expertise and experiences so as to build on each others success. Such organisations are responsible for diverting millions of tonnes of packaging waste from landfills towards recycling.

In fact in a recent European Commission the positive contribution that recycling of packaging waste has had towards the environment has been recognized. Due to the diversion of packaging waste from landfill or incineration towards recycling the commission has noted a reduction of 25million tonnes of CO₂ emitted and a resource savings of around 10million tonnes of oil equivalent.

For this meeting several representatives of schemes from around Europe were present namely from Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Rep, Finland, France, Germany, Hungary, Iceland, Ireland, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Serbia, Slovak Republic, Slovenia, Spain, The Netherlands, Turkey, UK and Ukraine. Also one must note the participation of the representative from the Italian system CONAI. Local guest speakers could also share their experiences during one of the sessions, these being Dr. Chris Ciantar, Director of Policy within the Ministry of Environment and Mr. Martin Seychell, Director within MEPA.



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GreenPak Christmas Card Competition for Kids

GreenPak firmly believes that children play a vital role to help in the recovery and recycling of packaging waste. With this in mind GreenPak launched the Christmas Card Competition with the aim to create awareness among children on the importance of recovering and recycling of packaging waste. Children aged between 6-10 years were invited to send Christmas cards made from packaging waste to GreenPak,

- | The Christmas Card Competition launch in conjunction with Junior News was a great success with many readers sending in their Christmas cards. Green Gary, Green Pak's Mascot, will award the first ten entries with a participation gift while a winner and a runner up have also been selected and will be given their prizes during the presentation which will take place on the 23rd of January 2008.