

Packaging Waste Recovery Scheme Annual Report

January 2011 – December 2011

Submitted by GreenPak Cooperative Society Ltd.
December 2013

Contract Ref. WM 00003/10



**Malta Environment and Planning
Authority**
St. Francis Ravelin
Floriana
web site : www.mepa.org.mt

Tel: +356 22900000
Fax: +356 22902295



GreenPak Cooperative Society Ltd.
18, St. John Street
Fgura FOR1447
Malta
Tel : +356 21 660233
Fax: (356) 21 803363
web site : www.greenpak.com.mt

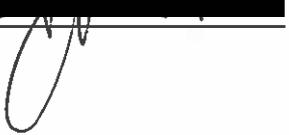
Quantities of packaging material or packaging placed on the market by each producer who participates in the Scheme (Tonnes)

Material	Packaging material or packaging placed on the market (Tonnes)
	Jan 2011 - Dec 2011
Glass	4353.14
Plastics	3578.21
Cardboard/Paper	6507.05
Metal Ferrous	555.85
Metal Non Ferrous	505.77
Wood	889.57
Other	194.29
TOTAL	16583.88

Date Submitted:

10/12/2013

Signed obo GreenPak

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	4353.14	1362.06						
PLASTIC	3578.21	1615.31						
PAPER/BOARD	6507.05	5150.51*						
METAL								
Aluminium	505.77							
Steel	555.85							
Total	1061.62	450.03						
WOOD	889.57	826.48						
OTHER	194.29					341.82		
TOTAL	16583.88	9,404.39				341.82		

* It has been agreed with MEPA that Mixed Paper Certificates include 50% non-packaging

Date Submitted:

10/12/2013

Signed

Denise Brincat

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)

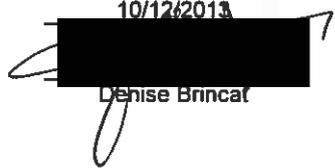
Material	Packaging waste sent to other Member States or exported outside the Community for:				
	Material recycling	Other forms of recycling	Energy recovery	Other forms of recovery	Incineration at waste incinerators with energy recovery
GLASS	6.08				
PLASTIC	1615.31				
PAPER/BOARD	5150.51*				
	Aluminium				
METAL	Steel				
	Total	497.93			
WOOD					
OTHER					
TOTAL	7178.93				

* It has been agreed with MEPA that Mixed Paper Certificates include 50% non-packaging

Date Submitted:

10/12/2013

Signed


Denise Brincat

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.

Information and Awareness Campaigns 2011

WasteServ Student Visits at GreenPak

WasteServ students visited GreenPak for educational sessions during February centered on their project theme "Care creates change in people's lives and the environment".

The students accompanied by former head of MEPA, Mr Vincent Gauci, wish to find jobs in the environmental sector. They were talked through the role GreenPak plays in the Maltese business community as well as a detailed a list of educational initiatives that GreenPak engages in and how these projects are key to creating positive change. Waste Education Officer Kurt Scerri addressed the students on the GreenPak educational stalls, work with local schools and community events, as well as door to door education to residents and how effective face to face education is in motivating people to change their routines or perspectives on waste recovery.

Some of the students were then selected and trained to partake in GreenPak's door to door pilot project to educate residents of Attard regarding the implementation of a recovery scheme changed to the collection of plastic and metal only on Tuesdays and paper and cardboard only on Thursdays. The students were very well received and engaged enthusiastically with householders.



Mr Chircop introduces GreenPak Waste Recovery to WasteServ students, February, 2011

GreenPak & WasteServ Separated Paper/Cardboard Pilot Project

March saw the launch of GreenPak's pilot project for separate paper and cardboard collections. GreenPak in partnership with WasteServ have selected three localities to trial the separate collection of paper and cardboard for the purpose of increasing tonnage collected and decreasing Recycle Tuesday collection bag contamination. Hamrun, Fgura and Attard Local Councils have successfully commenced the new systems with the collection of plastic and metal only in the Recycle Tuesday bags, and the collection of paper and cardboard only on Thursdays.

Key to the project's success to date, has been the implementation of door to door education to advise residents of their system's change and to encourage them to place out more separated waste for their environmental benefit. Local Council Green Wardens have also assisted in the campaign with initial monitoring to ensure the appropriate materials are being set out on the correct days. Greenpak is in the process of analyzing the participation results of the project over these first few months to determine if we can successfully mitigate the soiling of recovered paper.



GreenPak Recycling Advisor educating a Fgura resident to separate paper/cardboard from plastic and metal, March 2011

Three Wise Words: Reduce, Reuse, Recycle

GreenPak in conjunction with Balzan, Attard and Lija Local Councils launched a Three Wise Men Campaign with the aim of assisting local charities and educating residents about recycling at the same time.

Residents were made aware of the campaign in the lead up to Christmas. In early January, "Three Wise Men" were located outside three of the localities' churches with receptacles to both educate, and collect used Christmas Cards, envelopes and Christmas wrapping.

Christmas cards and stamps were donated to local charities for reuse in local projects and envelopes and wrapping paper were recycled. The purpose of the campaign was to heighten people's awareness of the need to reduce the amount of Christmas packaging they consume, to reuse cards, wrapping paper and envelopes where possible and where not, to recycle them rather than disposing of them in the general waste.



Balzan resident wise to recycling her Christmas cards, January, 2011

Gudja Primary School Recycling Challenge

GreenPak Waste Education Officer Kurt Scerri joined by Dr Chris Said, Parliamentary Secretary for Consumers, Fair Competition, Local Councils and Public Dialogue revisited St. Benedict College Gudja Primary School in April. Alongside Gudja Deputy Mayor, Mr. Romeo Baldacchino and Greenpak Mascot Green Gary, they congratulated 95 green minded youths that, after having been educated by Mr Scerri, managed to collect 323 bags full of recyclable waste during their one month challenge. Of the 10 classes that took on the competition, Year 5 came out as the overall winners by collecting the most paper and plastic of the 1220kg! The children were presented with books, tokens and pens/pencils made from recycled material.



Official GreenPak Award ceremony to the students St Benedict College Gudja Primary School

GreenPak – Chicco Baby Bottle Recycling Scheme

GreenPak has teamed up with Vivian Corporation Ltd to assist them in commitment to the recovery of packaging of their saleable products.

From April through to September 2011, consumers of Chicco baby products are encouraged to deposit empty talcum, shower, and bath foam bottles at: Vivian Corporation Offices, Birkirkara Smart Supermarket, and Qormi Pavi Supermarket. In Gozo, the bottles can be deposited at Baby Metro and Pitter Patter. In reward for returning the bottles that will be recycled by GreenPak, customers earn points that can be exchanged for a number of Orchard Games, ranging from +18 months to +3 years. The games are promoted as being manufactured using thick, durable recycled boards. Senior Manager Mrs Denise Vassallo launched the GreenPak-Chicco baby products gift scheme in April.



GreenPak Chicco Launch at Smart Supermarket Birkirkara with Ms Mariebelle Muscat of Vivian Corp, Mrs Denise Vassallo, GreenPak Senior Manager and Mr Joe Grech, Director, Smart Supermarkets

Education to Self-Compliant Importers

Throughout this quarter, GreenPak, under national law and the guidance of MEPA instruction, has increased awareness amongst importers and subsequently, its membership. GreenPak has utilised media channels such as newspapers and website, as well as trained Recycling Advisors to provide on hands assistance via telephone and door to door consultancy to shop owners.

Consultation and support is being provided with the express aim of alerting all importers that they are required by law to join a packaging recovery scheme. The potential members are taken step by step through the process of how to go about calculating and registering their packaging waste and how it can be recovered by GreenPak for the purpose of assisting them in contributing directly to the sustainability of their national environment.



Committed to Recycle Seal offered to GreenPak scheme members to place on their stationery/products illustrating commitment to national sustainability through compliance with the packaging recovery scheme

GreenPak's Recycling Advisors visit Zabbar, Zebbug and Hamrun Shops

During this past quarter GreenPak's Recycling Advisors visited all the shops in Zabbar, Zebbug and Hamrun in order to inform them regarding the services provided by GreenPak for the collection of their recyclable packaging. Shop owners who import the goods themselves, and hence are considered as producers, they were informed about their packaging obligations. GreenPak continued to enhance its operations with regards to collections, in order to cater for these shops. The shop owners were made aware of the substantial amounts of waste which they generate and how they could now use GreenPak's system to recycle their packaging.



GreenPak Hospitality Industry Awareness-Phoenicia

GreenPak has continued to collect separated waste from several MHRA member hotels including Phoenicia Hotel. Several training sessions in waste separation and minimization to hotel staff members was administered in conjunction with the placement of GreenPak receptacles within the hotel's various departments and back end for collections. During such training GreenPak's Education officer, Kurt Scerri, introduced a new system for the housekeeping department where recyclable waste was also being collected from the rooms.



GreenPak Waste Separation training session to staff of Phoenicia Hotel

Floriana Skola Sajf

GreenPak's Waste Education Officer was invited to conduct a talk during a special event of one of the classes attending the Floriana Skola Sajf. These students visited one of the gardens present in Floriana where they organized a cleanup activity. During the talk Kurt Scerri gave an outline presentation on how they can do their part for the environment by encouraging recycling at home and at school. The students were also very keen to know more about what happens once the material is collected and how can such waste really turn itself into a valuable resource.



Integrating Waste Management in feasts

Summer in Malta is surely characterized by the feasts which are celebrated in every locality. It is widely agreed that during such events substantial amounts of beverages are consumed by those attending. Thus GreenPak visited numerous shop owners in several localities who were celebrating their feast and explained to them the importance of sending all plastics, glass and metal for recycling. In order to make such recycling easier for the bars and clubs, GreenPak provided bins for plastic, metal and glass.



Lotterija GreenPak-Tirbah int...jirbah l-ambjent

There may be a number of reasons why people do not recycle more, but there is an added reason why they should: now it can also be directly beneficial for their own pocket.

GreenPak's campaign lottery "*Tirbah int ... Jirbah l-ambjent*", which was launched in October 2011, seeks to encourage more residents to recycle their packaging material, by rewarding them for their efforts with a weekly cash prize. Such items include empty bottles and jars, carton packets, cans and tins. Every household can dispose these at GreenPak's bring-in-sites (B-I-S) or in the recycling bag that is collected by GreenPak from doorsteps every week.

To take part in this completion one has to write down the respective telephone or mobile number on such items before disposing them. So far, €3,000 have been won from various localities across Malta and Gozo, including Vittoriosa, Żebbuġ, Floriana, Attard, Birżebbugia, Marsa, Pembroke, Fgura, Xewkija, Tarxien, Sannat, Kalkara and Mqabba. The Lottery will continue until Easter 2012.



1,500,000 plastic caps for Irricikla għall-Istrina

The effort of 52 schools and organizations participating in *Irricikla għall-Istrina* effort helped raise € 5,000 for the Malta Community Chest Fund. From November until December 2011 students in these schools were asked to bring to school plastic bottle caps. For each kilo of caps GreenPak committed itself to donate Euro1 to Istrina. GreenPak has also supplied these primary schools with recycling containers into which students had to place any plastic caps they brought to school.



His Excellency, the President of Malta, Dr. George Abela had many words of thanks to all the children who through their recycling and contribution in this GreenPak initiative, were helping charitable institutions in the care of the Community Chest Fund. The picture below shows Green Gary and the children, together with GreenPak officials presenting a €5,000 donation to the President.

GreenPak's Recycling Advisors visit Paola & Pieta'

During November and December teams of Recycling Advisors led by Kurt Scerri, GreenPak's Waste Education Officer, distributed GreenPak recycling bags to residents in Pieta and Paola.

To ensure that the good education initiatives put in place are maintained and improved upon, the recycling advisors visited local recycling facilities to reinforce the educational message they provide to the public.

Amongst other things, this message included a more extensive list of materials that can be put in the green recycling bag. Residents were also reminded that by recycling they could win Euro 200 every week in the Lotterija GreenPak.

