

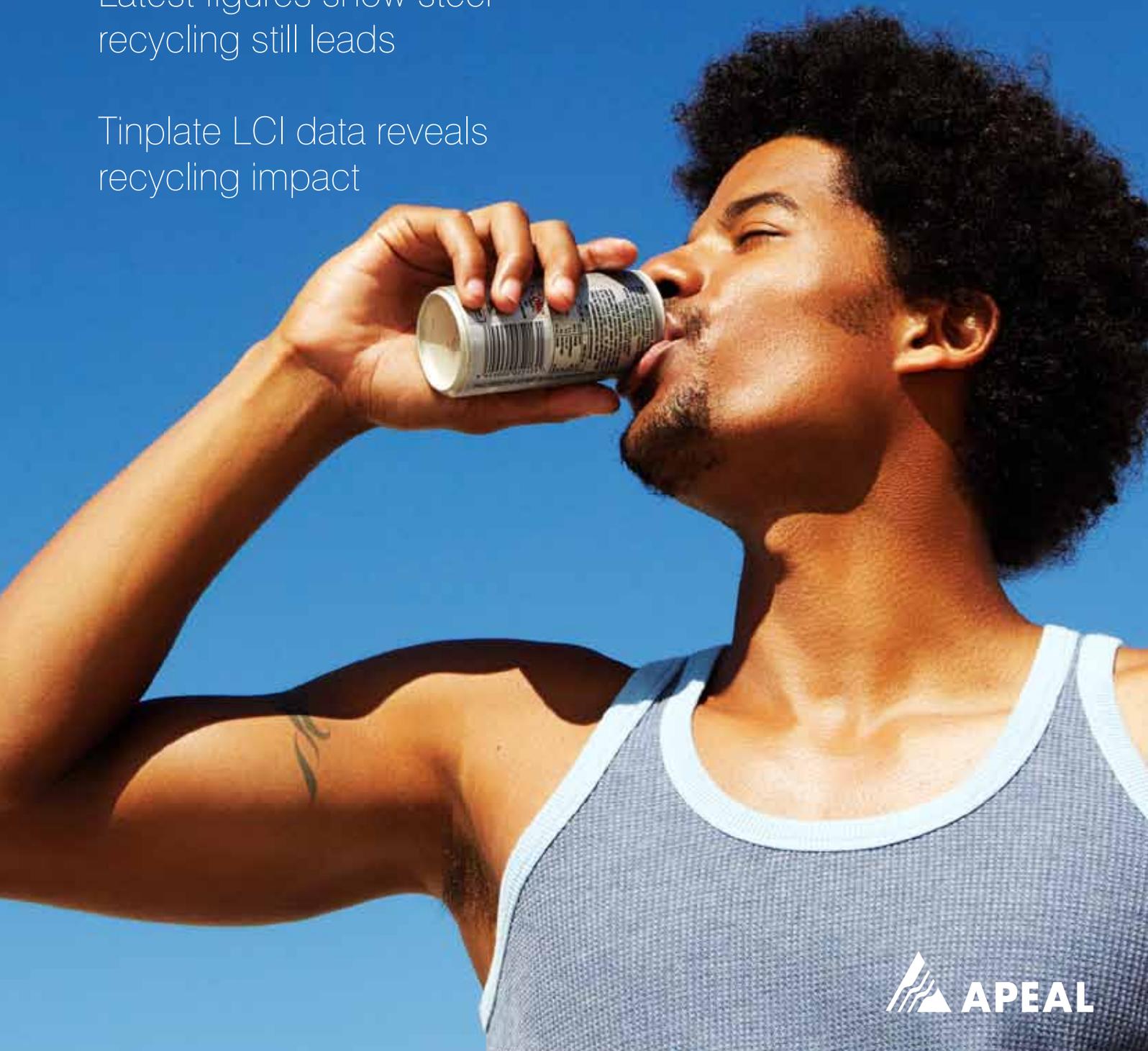
ISSUE #5
MARCH 2012

STEEL FOR PACKAGING UPDATE

The year ahead, with APEAL's
Philip Buisseret

Latest figures show steel
recycling still leads

Tinplate LCI data reveals
recycling impact



National Newsbrief



Hungary: new packaging tax proposals discriminate against steel

APEAL has filed a complaint to the European Commission against new tax proposals in Hungary that it perceives as discriminatory against steel for packaging.

On 1 July 2011, the Hungarian authorities reported to the European Commission a bill amending the environmental Product Charge law of 1995 on environmental protection product charges.

The bill proposes to tax steel cans higher than competing materials. APEAL has expressed doubts about the environmental objectives of the proposed measures as claimed by Hungary, because steel for packaging is one of the easiest materials to sort and recycle, due to its intrinsic value and magnetic characteristics.

An investigation by the Commission is underway.



metalmatters – ‘Best Communications Campaign of the Year’ 2011



The Chartered Institution of Waste Management (CIWM) is the professional body which represents waste professionals in the UK and overseas. The awards annually recognise and reward environmental excellence in the fast moving consumer goods industry.

Tata Steel, along with its beverage can industry partners in the UK, the Beverage Can Makers Europe (BCME) and Novelis Recycling initiated a pilot programme to help change consumer behaviour and further raise the recycling rates for metal packaging. Metal packaging is the most recycled packaging material in Europe and the group is committed to raising the bar even higher.

Research found that awareness of metals value and recycling benefits needed to be better understood by consumers. The communications programme aimed to boost recycling rates

by encouraging greater consumer participation in local authority domestic kerbside collection systems throughout the UK. Research conducted, at the demographic level, identified engagement barriers to consumer recycling behaviour. To help minimise these “engagement barriers” a unique communications programme was developed to highlight the transformation of metal through its life cycle and the contribution it makes to sustainability. The pilot trial, to over 60,000 households, delivering excellent results, consumer’s behaviour and awareness changes resulted in an overall increase of 12.9% in metal packaging capture.

The award recognises the success of communications campaigns or programmes specifically designed to raise awareness or encourage change behaviour related to sustainability and waste management.

“The strength of the metalmatters programme is that its results endorse how carefully planned research and simple, clear communications can measurably impact consumer recycling behaviour.”

says Norman Lett, Project Leader metalmatters.

For more details visit www.metalmatters.org.uk

Editorial

APEAL, the Association of European Producers of Steel for Packaging brings you its latest insight into the issues impacting steel packaging across Europe today.

As the world population pulls ever-faster away from the seven billion mark, the role of sustainable packaging takes on increasing importance. In this light, Philip Buisseret is the subject of the Interview, detailing the focus of APEAL - to make the sustainable performance of steel recognized and understood across the board; in the value chain, as well as by policy makers. We recently had two great opportunities to do that, the “Metal’s contribution to a resource efficient Europe” debate in the European Parliament last January and the “Green Solutions for Central Europe” summit in September.

APEAL’s new tinplate Life Cycle Inventory (LCI) study was previewed in the last “Steel for Packaging Update”. You can now read the full story on steel for packaging’s excellent sustainability credentials on pages 12-13. The CSR initiatives of ThyssenKrupp Rasselstein GmbH take centre stage in the latest of our series focusing on the essential role of APEAL members in supporting local communities. And we follow up with more good news for steel packaging – still the most recycled packaging material in Europe in 2010.

We much appreciated your feedback concerning the previous issue, but we’d like to go further by inviting you all to participate in our online survey www.apeal.org/en/feedback. To thank you, for each of the first 100 replies, APEAL will donate 10€ for UNEP World Environment Day (www.unep.org/wed)

Patricia Mobbs
Editor



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A Green revolution

“The start of a green industrial revolution”, was how Gerben-Jan Gerbrandy described the mind shift taking place within our society on the importance of waste management “because of consumers, legislation and most importantly, resource scarcity”.



Robert Beltz (APEAL), Stéphane Arditi (EEB), William Neale(CE), Gerben-Jan Gerbrandy (MEP)

The debate, entitled “Metal’s contribution to a resource efficient Europe”, was organised by Metal Packaging Europe (MPE) in January to officially launch in Brussels the umbrella organisation of European metal packaging associations.

The objective of the debate was to establish the metal packaging sector as a permanent and valuable contributor to sustainability in public policy. “Only by working together we will be able to take a real step towards resource efficiency in Europe” said Janez Potočnik, European Commissioner for the Environment, who sent a video message (watch his full message at apeal.org).

APEAL President Robert Beltz joined the invite-only forum of EU policy makers, industry representatives, European associations and NGO’s discussing the significant challenges of creating a resource efficient Europe and the positive impact that metal packaging can make to accelerate this journey.

The importance of recycling

Recycling is a key element of the solution in the resource efficiency debate. “The scarcity of resources forces the EU to become radically more efficient, and recycling is paramount to achieve this goal,” said event host Mr Gerbrandy, MEP and Rapporteur on the Roadmap to a Resource Efficient Europe for the European Parliament’s Environment Committee. He stressed that, for economic and ecological reasons, Europe should strive for recycling percentages close to 100% for certain materials, suggesting the launch of pilot projects to show the full recycling potential of materials.

Anders Linde, Secretary General of Metal Packaging Europe, presented the sustainability objectives of the industry, notably 80% recycling by 2020 and zero metal waste to landfill. He explained how recycling has the capability to provide a key and unlimited natural asset for future generations.

“Recycling is the core of our steel strategy” added Mr Beltz, explaining how the steelmaking process requires the use of ferrous scrap. He highlighted how steel’s 72% European recycling rate average saves raw materials and reduces emissions. “Each item of recycled steel packaging saves one and a half times its weight of CO₂,” he said, “that’s 4 million tonnes of CO₂ each year.” However he acknowledged the need to apply best practices from certain countries in Europe to others, in order to expand knowledge and infrastructure. Belgium was cited as a best practice, with its steel recycling rate of 98%.

Green MEP Reinhard Bütikofer welcomed the industry’s efforts and targets but underlined that the success of the resource efficiency roadmap required higher recycling targets, a solid resource efficiency alliance across the EU and regulations that make it worthwhile to recycle.



Robert Beltz



Reinhard Bütikofer



Anders Linde

Prevention and reduction

Mr Bütikofer, along with Stéphane Arditi of the European Environmental Bureau, challenged the panel by pointing out that, whilst recycling was definitely a contributor to sustainability, waste prevention, or the use of less material in the first place, must remain the top priority.

The panel backed the need for legislation to enforce greater innovation and eco-design.

Mr Beltz emphasised the continuous innovation undertaken by the steel industry to optimise the end product. He also detailed how new generation steel grades have made cans a third lighter over the last 20 years, thus using less raw material and consuming less energy.

The importance of legislation

Mr Gerbrandy joined the call for EU legislation change, notably through a revision of EU packaging & waste legislation and more ambitious recycling targets.

He deplored that EU member states were currently behaving without vision in the environmental debate, fearful of moving forward. Industry can and must play a role, he said, and qualified the MPE commitment to resource efficiency a shining example.

Mr Gerbrandy’s concrete policy recommendations on the roadmap to a Resource Efficient Europe for the European Parliament’s Environment Committee were finalised in February.



“I will bring home the possibility for coalition building ... with regard to the revision of the (waste and) packaging directive, which is important to me”

Stéphane Arditi, EEB

“Industry is very serious about getting higher recycling targets... I would like to build on that and focus on a very, very high percentage for recycling in the future in Europe”

Gerben-Jan Gerbrandy, MEP

“Excellent debate... hopefully we can build off this momentum as we move forward”

Robert Beltz, APEAL



ABOUT Metal Packaging Europe

Metal Packaging Europe is a pan-European trade body which represents the united interests of producers and suppliers of rigid metal packaging. The board is formed of chief executives from the major aluminium, steel and packaging converter companies, APEAL, BCME (Beverage Can Makers Europe), EAA (The European Aluminium Association) and EMPAC (The European Metal Packaging Association).

Steel Recycling 2010

Efficiency, not deposits

There is no clear quantifiable link between deposit systems and high recycling rates for metal packaging and it has long been the view of APEAL that greater recycling efficiency is ensured by other means.

71% of packaging steel in Europe was returned to the market in 2010.

The latest figures gathered by APEAL and indeed released before figures for any other packaging material on the market, show that steel is once again the most recycled packaging material in Europe.

Indeed, steel recycling is still going from strength to strength.

Steel's magnetic qualities make it the easiest and most economical material to sort and recover. These magnetic properties enable steel to be separated from cartons, plastic and other materials. In many European countries, well-established routes for collection and recovery have for many years ensured recycling excellence for steel.

Whilst deposit systems generally aim to increase recycling rates and reduce litter, EU experience shows that the two are by no means linked. At even countries that already achieve the highest recycling rates of steel packaging can become targets of deposit system implementation.

Germany's steel packaging rate has always been above EU-average, consistently exceeding the legal recycling target of 70% set by the German Packaging Ordinance, and this was indeed the case before compulsory deposits on beverage cans were introduced in 2003. Recycling rates are still high. On the other hand, the deposit system has created huge costs for retail, a reduction of consumer purchasing power and a disproportionate burden for the national economy. Deposits are also imposed on beverage cans in Denmark, Estonia, Norway, Finland and Sweden. Whilst Estonia clearly reports a recycling rate much lower than the EU- average, the other countries demonstrate higher than average rates

“Recycling is the most cost-effective way to save CO₂”

European Commission

Belgium recycles 93% of its post-consumer household packaging, and 98% of its metal packaging, the highest recycling rate in the EU. Despite the success of this system based on voluntary effort and incentive, the idea for introducing a mandatory deposit system for beverage cans came back on the table in the French speaking region.

but it is far from certain that high rates result from the implementation of deposit systems.

EUROPEN (The European Organization for Packaging and the Environment)¹ suggests that the deposit system in Finland would have been likely to contribute to the improvement in

2010 successes:
Germany has achieved a new all-time record in tinsplate recycling rate of 94%. Portugal now exceeds EU average with 72% and Belgium remains a stable leader with 98%.



Greater recycling efficiency is better ensured by promoting respect for the environment among citizens and ensuring efficient collection and recovery schemes.



Finland's metal packaging recycling rate which went from 58% in 2006 to 75% in 2008. This was due at least partly to increased opportunities for returning deposit-bearing cans – there were 7000 outlets and 3000 reverse vending machines accepting them in 2006, and 9500 outlets and 4000 reverse vending machines in 2008.

Similarly an increase in the metal packaging recycling in Norway from 67% in 2006 to 79% in 2008 does not appear to owe anything to an increase in the return rate for deposit bearing cans, since in 2008 the reported return rate for deposit bearing cans fell to 90% from its previous 92%.

However in Denmark, the Danish deposit system reported a constant 84% return rate for deposit-bearing cans in 2006, 2007 and 2008. So the metal packaging recycling rate increase from 63% in 2006 to 82% in 2008 can clearly be attributed to an increase in the recycling of non-beverage metal packaging.

In conclusion, there is no clear quantifiable link between deposit systems and high recycling rates for metal packaging. Greater recycling efficiency is better ensured by promoting respect for the environment among citizens and ensuring efficient collection and recovery schemes.

¹ Packaging and Packaging Waste Statistics in Europe: 1998-2008, An analysis of official EU data by EUROPEN

ThyssenKrupp Rasselstein and CSR

– a long-standing tradition



ThyssenKrupp Rasselstein

ThyssenKrupp Rasselstein's history goes back to 1760 when the company was founded by Heinrich Wilhelm Remy. In the following years, ThyssenKrupp Rasselstein made a name for itself in Andernach-Neuwied in the Middle Rhine region of Germany as a pioneer in iron and steelmaking. Today – 252 years later – ThyssenKrupp Rasselstein is a subsidiary of ThyssenKrupp Steel Europe and operates the world's largest production site for packaging steel. The company has developed very close links with the region and its people.



Heinrich Wilhelm Remy

This traditional commitment to the welfare of the community and the future viability of the location is expressed in many different ways at ThyssenKrupp Rasselstein, whether as initiatives for people at the production location or as contributions to shaping pleasant surroundings for the wider community. Today, this kind of commitment is generally termed corporate social responsibility (CSR). But for ThyssenKrupp Rasselstein, CSR is much more than a buzz word – it is lived out daily and is embedded in the company's ethos.

In 2003 ThyssenKrupp Rasselstein launched the model project "Der gesunderhaltende Betrieb" (The health-promoting enterprise), a wide-ranging programme designed to achieve lasting improvements in the health and performance capability of its employees. It was one of the first projects in Germany to take such

In addition, health check-ups have been introduced and a training centre with exercise machines and a range of keep-fit courses was set up with a view to preventing chronic illnesses and lack of exercise among employees.

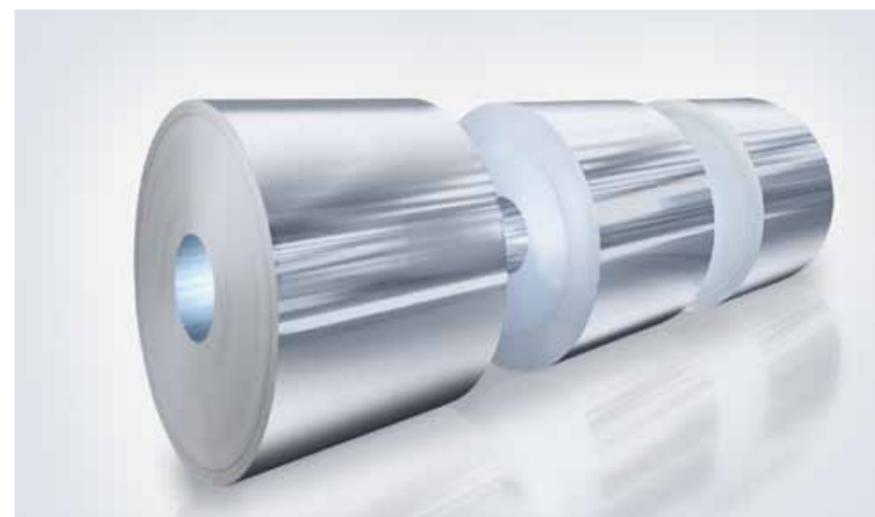
Another aspect of health management in the facilities is the effect of light and colour on employees. A concept specially designed for ThyssenKrupp Steel Europe uses bright, friendly colours and lighting with the aim of promoting health and wellbeing among employees. An employee survey showed that their subjective perception of their own state of health had risen almost 100% by the end of the project. Since a time-limited project was not sufficient to firmly establish patterns for the future, health management has been integrated into corporate structures and is now a permanent feature of CSR activities at ThyssenKrupp Rasselstein.¹

For ThyssenKrupp Rasselstein, CSR is much more than a buzz word – it is lived out daily and is embedded in the company's ethos.

a systematic and all-encompassing approach to health management, including mental, physical and social aspects of health.

One important element of this project was providing healthy food for employees in the works canteen and for shift workers in the production shops. With the help of a nutrition expert, the range of dishes was reviewed and adjusted. Meals are now prepared using less fat, and menus include more fresh salads, fish and meat as well as vegetarian dishes.

ThyssenKrupp sees education as an area of major importance for the future. ThyssenKrupp Rasselstein's social commitment in this respect focuses on helping young people to build the foundations for their later careers. This takes the form of vocational training leading to a high level of qualifications, internships and thesis support programs that help students to gain work experience of jobs with a future, and partnerships with schools and universities. By introducing young people to technology and innovation, the hope is to



inspire them to choose a technical trade or course of study in science and engineering. The company's engagement in this area also includes sponsoring of sports activities that help young people to develop an appreciation of performance.

Conserving resources and protecting our natural environment through responsible business practices are important to ThyssenKrupp Rasselstein. Both when developing new products (e.g. new material grades) or even thinner packaging steels and in the operation of its production facilities, ThyssenKrupp Rasselstein takes care to minimize all possible impacts on the environment and climate. Improving environmental protection at the local level – especially in the areas of waste and recycling; air quality; noise; energy and climate; soil, water and nature conservation – is a prime objective at ThyssenKrupp Rasselstein.

The Andernach-based company and the entire ThyssenKrupp group are committed to acting responsibly across the entire supply chain. In 2010 ThyssenKrupp Rasselstein signed up to the Code of Conduct of the German Association of Materials Management, Purchasing and Logistics e.V. (BME) – whose aims include the anchoring of ethical principles such as fairness, integrity and corporate responsibility in business relationships. This includes aspects such as protecting human rights through sustainable purchasing practices and ensuring health and safety – at ThyssenKrupp Rasselstein, its suppliers, and their suppliers as well. Given that sustainability is an integral component of ThyssenKrupp's mission and corporate strategy, the group also joined the Global Compact of the United Nations in 2011. The Global Compact asks businesses to embrace and enact ten principles

ThyssenKrupp Rasselstein's social commitment focuses on helping young people to build the foundations for their later careers.

in the areas of human rights, labour standards, the environment and anti-corruption – not just within their own companies but throughout their sphere of influence. ThyssenKrupp Rasselstein actively lives the Global Compact, e.g. when purchasing tin for producing packaging steel.

One of the main company goals is a zero accident rate. Health and safety in the workplace are therefore top priorities at ThyssenKrupp Rasselstein. All members of the workforce have a responsibility towards themselves and their co-workers, and play as active a part in industrial health and safety as possible. Team leaders act as role models in terms of preventing accidents, eliminating work-related health hazards and creating a safe working environment. Health and safety awareness is continuously improved and encouraged through regular training courses and briefing sessions.

Not only ThyssenKrupp Rasselstein, but the entire ThyssenKrupp Group, is strongly committed to the communities in which it operates. It supports initiatives close to its locations through donations, sponsorships and other means. Long-term and trusting partnerships with various groups in society are central to this successful co-operation.



At Group level, ThyssenKrupp has for many years supported major projects such as its "Discovering Future Technology" initiative, co-operation with the "Jugend forscht" youth science competition and membership of the Knowledge Factory or "Initiativkreis Ruhr", while Group companies like ThyssenKrupp Rasselstein provide similar support at their locations. In addition to the many projects, voluntary work carried out by employees is also expressly welcomed and supported.

¹Source: Publication by Dieter Kroll / Jürgen Dzudzek (eds.): Neue Wege des Gesundheitsmanagements „Der gesunderhaltende Betrieb“ – Das Beispiel Rasselstein“, Wiesbaden 2010 [New approaches to health management: "The health-promoting enterprise" – the Rasselstein example"], Wiesbaden 2010

The Interview

Philip Buisseret, APEAL



Philip Buisseret joined APEAL as Managing Director in February 2011. He has played a pivotal part in shaping the new APEAL team, and holds positions on the Executive Committees of EMPAC (the association of European rigid metal packaging producers) and Metal Packaging Europe (MPE). Philip shares his thoughts after a first year with APEAL and anticipates what is ahead for Steel for Packaging in 2012.

What is the strategy of APEAL for the coming years?

APEAL is the voice of steel for packaging in Europe. And we are committed to maintaining steel as the material of choice for packaging. In order to fulfill that mission APEAL needs to ensure that the sustainable and competitive advantages of steel for packaging are recognized and supported across the board, and that policy makers ensure us a level-playing field in Europe. I have a remarkable team of young and dynamic colleagues and, with the support of our members, we will proactively develop the ambitious strategy of APEAL to facilitate the optimal regulatory conditions for steel for packaging and enhance the strong, safe and environmental friendly image of steel.

What is APEAL expecting in the coming 12 months?

APEAL has fixed a major objective this year that is to show the sustainability benefits of packaging steel over its entire life cycle, beginning with our life cycle data set but also all the way down to the recycling rates.

And for the sustainability message to be heard APEAL understands visibility is vital. We must reinforce steel for packaging's strengths – recyclability, lifecycle approach and reinforce the sustainability credentials. We had a great opportunity to do that at our recent summit in the Slovak Republic (see article page 15.)

Is APEAL also active within MPE?

APEAL is a part of MPE because we believe that by involving all parties in the chain - producers and suppliers - we can contribute more effectively to the sustainable development of steel for packaging. A unified industry can make more commitments, particularly when it comes to recycling, where metals (steel and aluminium) have a common EU target. Metals are permanent, infinitely recyclable and demonstrate the highest industry rates for end-of-life management within an open loop recycling system. By supporting these common messages together, we can have greater impact on their translation into concrete legislative initiatives. The recent event on "Metal's contribution to a resource efficient Europe" (see article page 4) is a perfect example of that.

What is APEAL doing concretely to help metal packaging reach its target of 80% recycled metal packaging by 2020?

Steel packaging has the highest recycling rate of packaging metals but we still aim to improve performance. We plan to do this in three ways. First, by understanding what percentage of steel is lost in material recovery facilities, and what we can do about it. Secondly, by improving national information flows between EU members and understanding where non-recycled steel goes. Finally, by working together with other stakeholders in the chain, such as national authorities, to increase understanding of the environmental benefits of steel for packaging.

As a relative newcomer to this industry, what has been the most interesting discovery for you about steel for packaging as a material?

We've passed the 7 billion mark of people on this planet and we'll be 9 billion by 2050. This will impact the way people produce and consume, and the key words will become "save" and "share". We will have to learn to adapt our consumption and resource use in order to ensure that our children can all eat, drink and reap benefit from world resources. As a packaging material, steel contributes to preserving natural resources. Steel's excellent material properties means it protects our food, ensures its long shelf life, can be transported and stored with no energy or cooling and is infinitely recyclable and recycled. Most importantly, steel is abundantly available for us all to use, now.

Philip Buisseret

- 3 years as Secretary General of the Belgian Brewers Association
- 12 years in Public Affairs for the Royal Federation of Belgian Notaries
- 5 years in legal regulation of banking and financial services
- Masters in Law, from University of Leuven, in Belgium

"APEAL needs to ensure that the sustainable and competitive advantages of steel for packaging are recognized and supported across the board"



Season's Greetings out of a can APEAL donates canned food to a Brussels homeless centre

Christmas is indeed a time of giving. So for the second year in a row, instead of buying and sending cards, APEAL decided to donate the equivalent of the sum saved in canned food to "Chez Nous/Bij Ons".

"Chez nous/ Bij Ons" is a Brussels-based homeless centre that works actively with the most marginalized groups in the Brussels region. It offers a number of services (food, used clothing, hygiene products, storage space...) as well as practical and customised support.

APEAL's Philip Buisseret and Joris Nachtergaele met with volunteers and visitors as hundreds of cans of soup, fish and vegetables were delivered to the centre. The homeless visitors to the centre were able to cook and eat tasty and nutritious meals. And APEAL's contacts... they received Christmas wishes via e-mail.



APEAL's full story

Tinplate LCI



APEAL has released the first comprehensive LCI dataset for tinplate packaging steel¹. This new dataset provides the most up to date and accurate information on the environmental profile of steel for packaging; both the environmental gains made over the last few years, and the benefits of recycling.

Life cycle thinking for steel for packaging is based on the Life Cycle Assessment (LCA) of the resources, energy and emissions from the steel production stage to its end-of-life stage (disposal or recycling). However, because tinplate has so many different applications, downstream processing with manufactured products and their use has not been included.

WorldSteel Association definitions:

Life Cycle Assessment (LCA): a tool to assist in the quantification and evaluation of environmental burdens and impacts associated with product systems and materials.

Life cycle inventory phase (LCI): the collection and calculation of data to quantify the material, energy and emissions associated with a functional system (for example, the manufacture of 1kg of steel for packaging.)

Life cycle impact assessment phase (LCIA): the classification, characterisation and evaluation of these data in relation to ecological impacts.

Recycling

Recycling of steel is beneficial, because it saves raw materials and other resources. As such, the benefits of recycling tinplate are provided in the APEAL LCI data, incorporating the end of life management of the product. The EU recycling average for tinplate, 72% in 2009, is the reference rate used in this study.

Methodology

Tinplate LCI data was originally collected for 1994/1995 production as part of the WorldSteel LCI Study of steel products. Updates were undertaken for 1999/2000 data and most recently for 2005/2006 data. For this APEAL tinplate LCI update, data were collected from APEAL member companies, based on a year of production from between 2008/2009. The data collection has been subject to an extensive amount of quality control in order to provide tinplate LCI for use both internally and externally in the global steel packaging industry. Both data collection and LCI report preparation were carried out by PE International according to the WorldSteel LCI methodology, and reviewed by an independent panel of specialists.

Scope

In total, 8 sites (in France, Germany, the Netherlands, Slovakia and Spain) operated by the 4 APEAL member companies participated in the study. These sites cover over 97% of European tinplate production and are among the largest of the European principal producer countries. This level of coverage provides a solid basis for LCA studies requiring a European tinplate dataset.

For more information, or to obtain the full report, please contact **Evelyne Frauman** from APEAL (e.frauman@apeal.be)

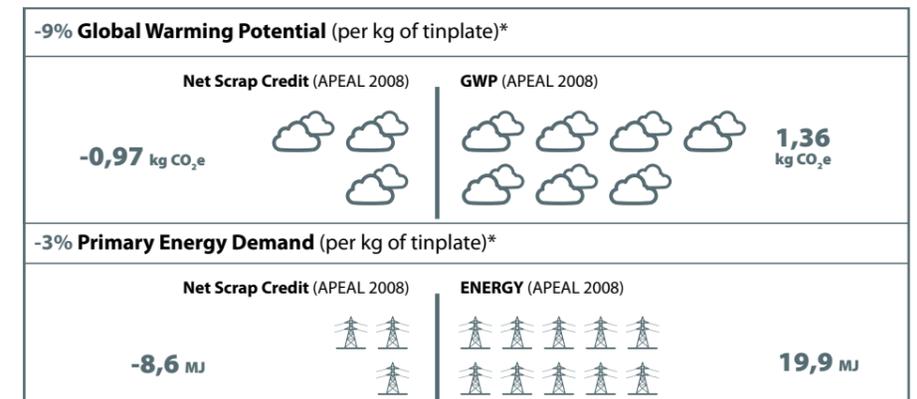
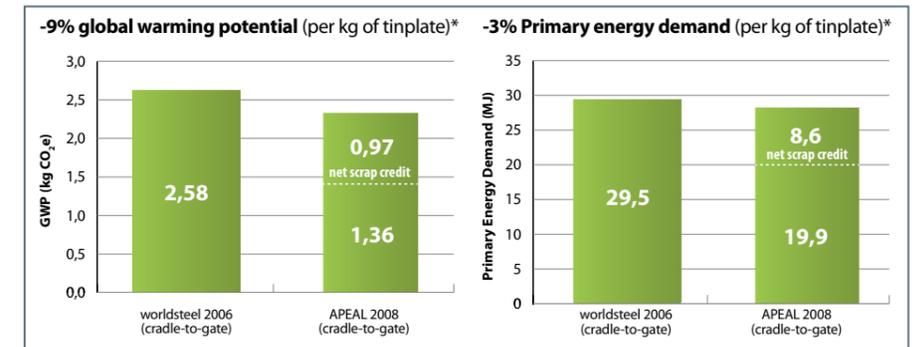
Results - Key impact indicators

The LCI data have been assessed according to their impact on the following indicators:

Indicator	APEAL 2008 data (compared to WorldSteel 2006 data)
•Primary Energy Demand of renewable and non-renewable resources	-3%
•Global Warming Potential (GWP 100 years), which is mainly caused from CO ₂ and CH ₄ emissions that account for around 98% of GHG emissions from the steel industry.	-9%
•Acidification Potential (AP): A measure of the acidifying potential of substances.	-6%
•Eutrophication Potential (EP): A measure of the potential for the enrichment of nutrients, leading to abnormally rapid algae growth in water courses and damage to soils.	-11%
•Photochemical Oxidant Creation Potential (POCP): A measure of the potential for the creation of low-level ozone and other air pollutants, also known as "summer smog".	+6%*

*does not necessarily represent a worsening of the environmental performance of tinplate manufacturers, as a number of factors, such as the sites/ companies included in the data collection or changes in production volumes between sites can affect the environmental profile of steel products.

Net scrap credit: recycling benefits reduce environmental impact even further



*compared to WorldSteel 2006 data

¹ There exist two types of packaging steel. The most common is tinplate, meaning steel that has been coated with a layer of tin to prevent corrosion, which was analysed in this study. "Tin Free Steel" (TFS) or "Electrolytic Chromium Coated steel" (ECCS) is not included in this study).

Grenelle Law Impact on green dot cost structure in France

A new scale of green dot charges was implemented in France on 1st January 2012. The new system has been set up with two aims: to comply with the 2009 Grenelle Law objective of reaching a 75% recycling rate for all packaging, and to support 80% of the collection and sorting costs borne by communities for the management of household packaging waste. Differentiated increases will be introduced according to packaging materials. These will be smoothed out between 2012 and 2016 according to the packaging material, with an average increase of 10% in 2012 (4.8% for steel for packaging).

With a recycling rate of 64% for all packaging materials in 2010 (meaning 3 million tonnes of household packaging waste) approximately 60% of the cost of household waste management in France is currently subsidised by eco-organisations(*). Contrary to popular belief, the more collecting and sorting there is, the higher the management costs. Added to this increase will be the significant increase in the amount of support paid to communities to help them reach the 75% objective. The ambitious objectives of the Grenelle Law will therefore result in a substantial increase in costs for the management of household packaging waste.

Aside from the prices paid to communities for the recovery-in of waste for valorisation and/or recycling, the main financial support given to local communities for the management of household packaging waste comes from eco-organisations, through the green dot system paid by the brand owners for the commercialisation of any packaged product aimed at household consumption. With this contribution, the fast-moving consumer goods companies contribute to the valorisation and/or recycling of the household consumption products which they market.

Under the Grenelle Law's ambitious targets, green dot fees will need to increase by 25% in relation to 2011 costs. It therefore became necessary for the eco-organisms to completely overhaul the procedure for calculating the green dot so that the additional costs can be met. One major issue was to keep a fair and mutual beneficial system shared by all packaging.

Representatives of the contributors (approximately 50,000 businesses) and producers of the materials and packaging (steel, aluminium, glass, paper/ cardboard and plastics) have jointly drawn up a new formula based on 3 criteria:

- weight of the packaging: reflecting both the net base cost(**) and the recycling rate of each material upon reaching the 75% recycling rate (all materials included)
- number of component units in the packaging: closures are therefore now considered as units in their own right
- Eco-modulation with a system of bonuses/ surcharges also now applies. Packaging which is difficult to recycle for instance will receive a 50% surcharge whilst packaging which is eco-friendly due to its reduced weight or volume will receive a 2% bonus.

Through this new system, eco-organisations and public authorities are committing manufacturers to prevention and the design of eco-friendly packaging, areas in which steel for packaging already demonstrates consistent technological developments.

(*) eco-organisations: Eco-Emballages and Adelphe

(**) net base costs, assessed on the optimized collection and sorting costs of household packaging upon reaching 75%

For more information, visit:
www.ecoemballages.fr/entreprises/actualites/nouveau-bareme-2012 (French only)



Green Solutions for Central Europe

The objective was clear; that ministers, policy makers, customers and steel producers present strategies, exchange ideas and communicate their visions for steel as a sustainable packaging solution for Central Europe.

Representatives of the steel industry joined APEAL last September in Košice, Eastern Slovakia, to demonstrate the environmental credentials of steel for packaging to national, regional and local authorities. Endorsed by the Ministry of Economy of the Slovak Republic, the conference was co-hosted by U. S. Steel Košice.

"This Summit offers an excellent opportunity for steel producers, steel packaging producers and all stakeholders, to tackle pertinent issues in the Central European Region and enhance the long term viability of this important industry" stated the President of U. S. Steel Košice, David J. Rintoul, during his opening speech. "The Summit offers all of us an opportunity to improve the process of keeping Central Europe green."

Sustainability

The extent to which the sustainability benefits of steel for packaging are real and visible was made clear by Philip Buisseret from APEAL. He showed how steel for packaging demonstrates the highest recycling rate in Europe and released the latest figures from APEAL's tinplate life cycle inventory.

The unique preservation qualities of steel for packaging and their vital contribution to the prevention of food waste in today's economies was a key message from the customer's debate.

Legislation

The need for simpler environmental legislation and a change to current regional regulation on recycling funds in order to improve the recycling rates in the region was highlighted by national, regional and local policy-makers during a final debate.

Looking forward

U. S. Steel Košice will be partnering the town of Košice throughout its year in the spotlight as the European Capital of Culture 2013. Progress is already underway on a series of projects aimed at increasing environmental awareness among the younger generation, and teaching the values of reuse and recycle that are so integrally a part of the steel for packaging message.

For APEAL, this summit is the first of several forthcoming initiatives toward the central European region aiming to improve general awareness of the benefits of steel as a packaging material, improve recycling and ensure that steel for packaging's sustainability message, and record, is heard.

Said Philip Buisseret after the event, "APEAL has received positive reactions from the countries involved, both from customers and media. APEAL is being invited to events in Brussels to increase our visibility and reinforce the sustainability credentials of steel for Packaging in Central Europe. Our customers greatly appreciated our support of Central European countries and market".



Philip Buisseret (APEAL), Jozef Maršala (USSK), David J. Rintoul (USSK), Jan Bača (USSK)

U.S. Steel Košice expects growth in the packaging steel markets of the Slovak and Czech Republics, Hungary and Poland, where per capita consumption of tinplate is still only 5kg, compared with an EU average of 11kg or US average of 15 kg, as demonstrated in the presentation by U. S. Steel Košice V.P. Commercial, Robert Beltz.

The packaging performance and environmental benefits of steel for packaging, were emphasised by APEAL's member companies during a panel debate. They reinforced the importance of recycling steel, for the industry and for the environment. They highlighted the importance of effective collection streams in the region, where recycling rates of steel packaging are still low relative to the European average of 72%¹.

¹ The Slovak Republic recycles 72% of steel packaging. 70% is recycled in Hungary, 48% in Poland and 47% in the Czech Republic.

Through this new system, eco-organisations and public authorities are committing manufacturers to prevention and the design of eco-friendly packaging, areas in which steel for packaging already demonstrates consistent technological developments.

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and celebrate UNEP World Environment day.



LIST OF FORTHCOMING PACKAGING EVENTS AND EUROPEAN PARLIAMENTARY SESSIONS

DATE	EVENT	LOCATION
6-7 March	Pack & Emballage 2012	Oslo, Norway
7-8 March	Packaging Innovations 2012	Barcelona, Spain
8-9 March	Aerosol Forum	Paris, France
12-15 March	European Parliament Plenary	Strasbourg, France
14-15 March	Packaging Innovations	Warsaw, Poland
28-29 March	European Parliament Plenary	Brussels, Belgium
28-30 March	"Save the Planet" South-East European Conference	Sofia, Bulgaria
17-20 April	European Parliament Plenary	Strasbourg, France
18-19 April	Pack & Emballage Öresund 2012	Malmö, Sweden
24-25 April	Verpackung Schweiz 2012	Zurich, Switzerland
9-10 May	European Parliament Plenary	Brussels, Belgium
23-24 May	Package Innovations 2012	Frankfurt, Germany
11-14 June	European Parliament Plenary	Strasbourg, France
13-14 June	Verpackung Austria 2012	Wien, Austria
2-5 July	European Parliament Plenary	Strasbourg, France

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