

THE ITALIAN PACKAGING EPR ORGANISATION



Milan, 03/05/2022

CONAI: WHO WE ARE AND WHAT WE DO

THE FIRST EPR SYSTEM IN ITALY DEDICATED TO PACKAGING

CONAI – **Consorzio Nazionale Imballaggi** (National Packaging Consortium) – consists of over **750,000 businesses** that produce and use packaging. We are a **non-profit** consortium established by law to implement the **Extended Producer Responsibility (EPR)** principle for producers/users of packaging. The law tasks CONAI with important **assignments**.



Ensure that **targets** are met for packaging waste recovery and recycling as established by law, and oversee cooperation between the Consortia and other economic actors.



Operate according to the principle of **subsidiarity**, taking the place of waste collection service managers in the event that waste collection services run by public administrations are inadequate, in order to meet recovery and recycling targets.



Incentivise **recycling and recovery** of secondary raw materials by promoting the market for their use.



Acquire data on the flow of packaging in and out of the country and the data of relevant economic actors, and provide data and information requested by the Ministry of Ecological Transition.



Ensure compliance with the “**polluter pays**” principle for producers and users by calculating the CONAI Environmental Contribution (CAC).



Reduce packaging waste sent to landfills by promoting methods for its recovery.



Organise **information, training and awareness-raising campaigns** targeting users of packaging and consumers in particular.



Promote and **coordinate separate collection initiatives** for packaging waste, according to **efficiency, effectiveness and cost-effectiveness** criteria.



Set out a framework programme agreement at the national level with the Association of Italian Municipalities (ANCI), the Union of Italian Provinces (UPO) or with **local authorities**, to guarantee application of the principle of shared management responsibility between producers, users and public administrations (authorities).



Facilitate **prevention of the environmental impact of packaging and packaging waste**, through **studies and research** to produce **environmentally-friendly, reusable and recyclable packaging**.

EPR packaging waste management systems: CONAI Material Consortia and Autonomous Systems



CONAI directs the activities of **7 private and non-profit Material Consortia** that work to collect and recycle/recover various packaging waste materials **throughout the country**, in accordance with the principle of **subsidiarity to the market**.



There are currently **3 Autonomous Consortia** working to recover **specific types of plastic packaging** through recycling.

First ever dedicated consortium for Bioplastic Packaging recovery in EU!



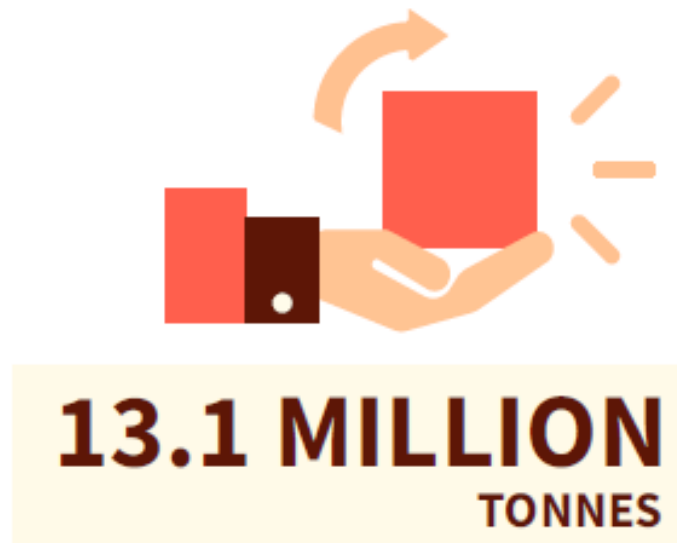
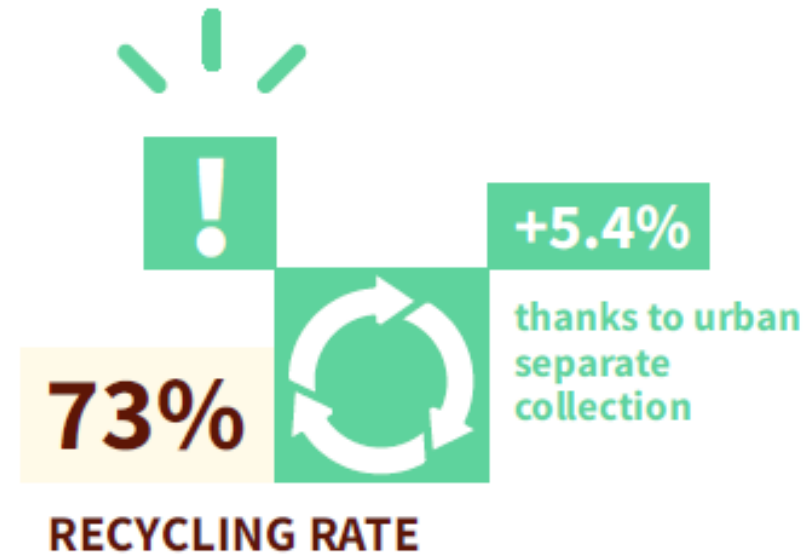
At the end of 2020, with Statute approval, the **Biorepack Consortium** became part of the Consortium System.

CONAI became the **1° extended producer responsibility system in Europe** to have a dedicated Consortium for bioplastic packaging recovery under its umbrella.



2020 DATA

Stable recycling volumes and an increasing recycling rate driven by separate collection, despite the reduction in products placed on the market due to the measures adopted in the wake of the health crisis.



placed on the market **- 4.6%** compared to 2019



estimated to be sent for recycling **STABLE** compared to 2019

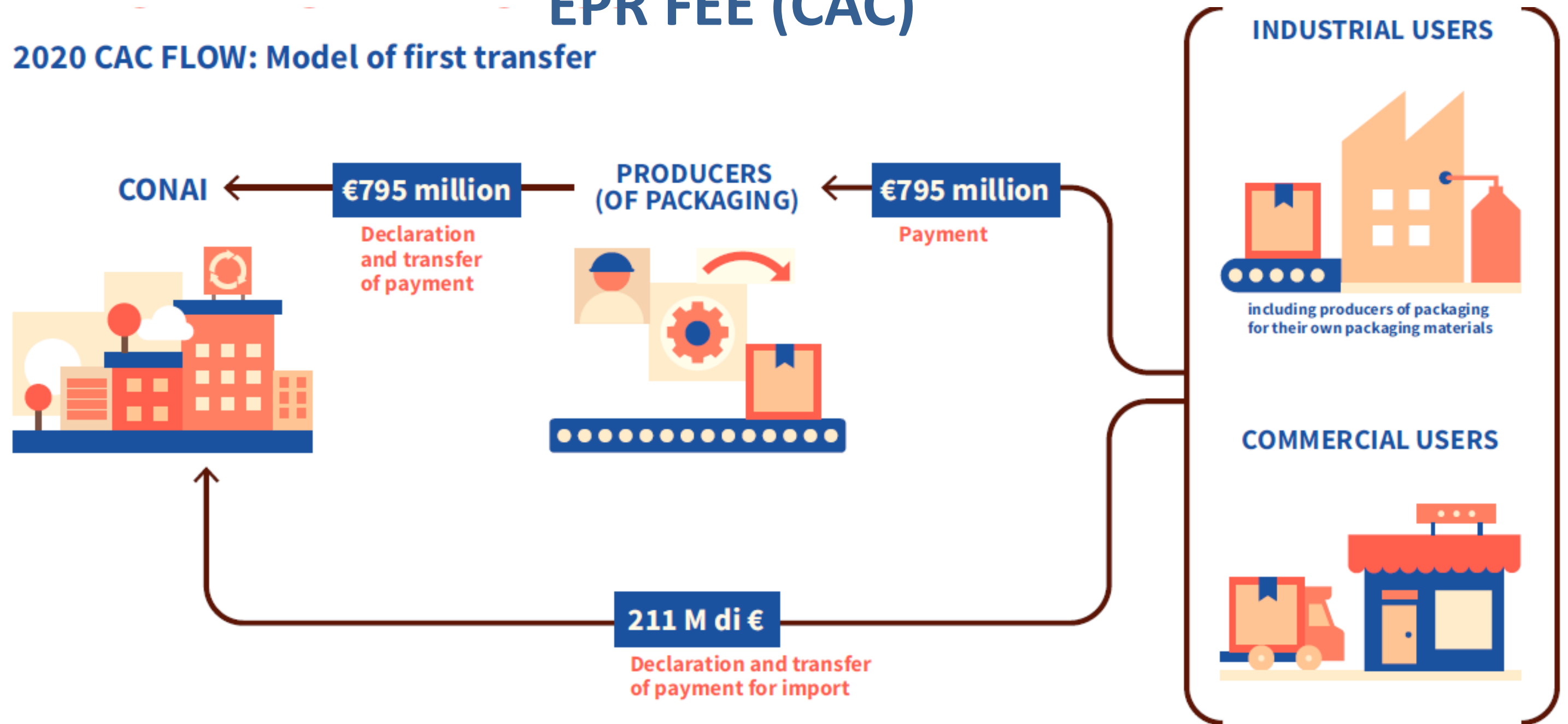


total recovery (recycling + energy recovery) **+3.3%** compared to 2019

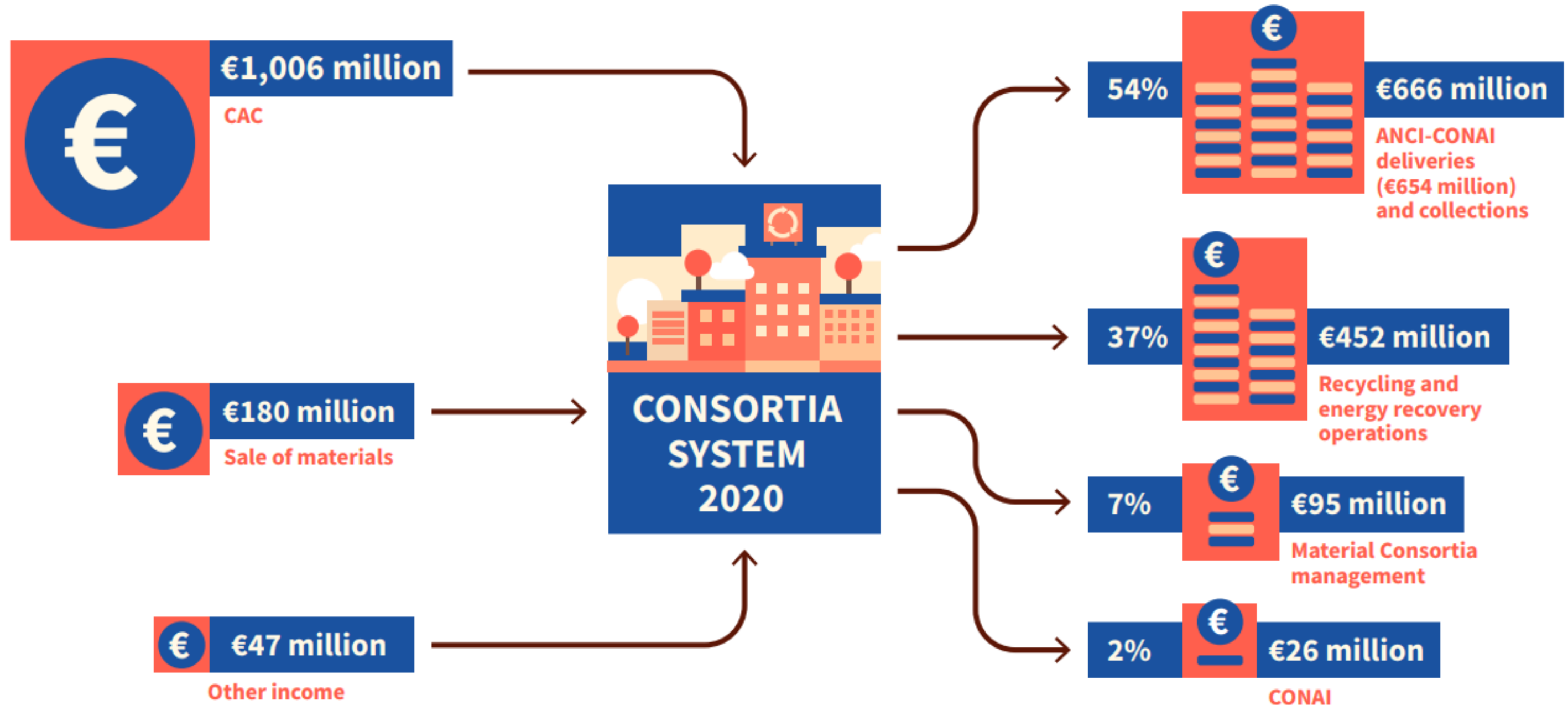
Consortia system is self-financed by the CONAI

EPR FEE (CAC)

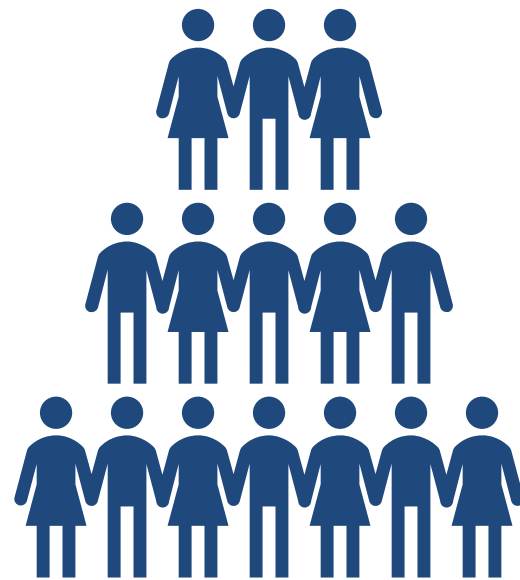
2020 CAC FLOW: Model of first transfer



CONAI EPR FEE (CAC) is mainly used to cover separate collection and recycling cost !



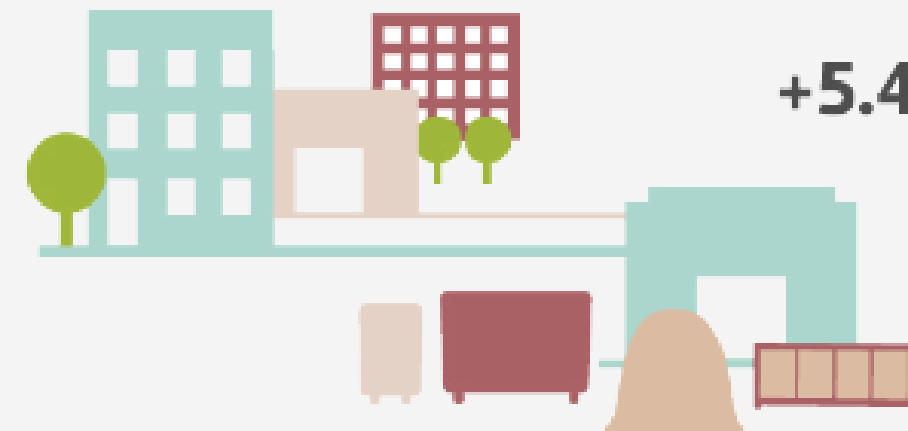
In 2020, through the ANCI-CONAI framework agreement, 97% of the population was covered!



The 2020 data are the demonstration of an Framework Agreement rooted throughout the country



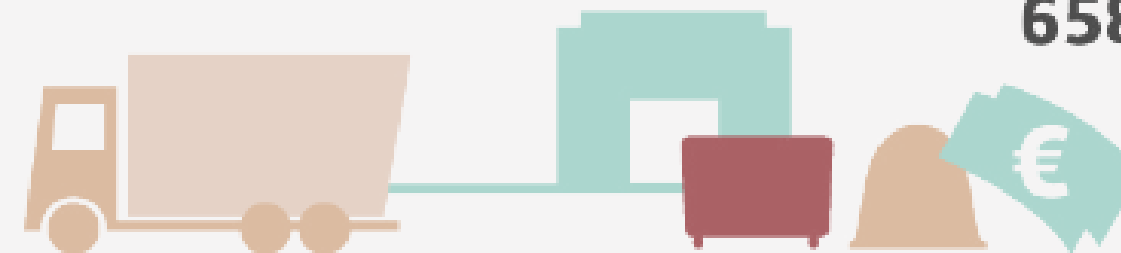
7,436
Municipalities served



+5.4% Packaging waste sent to **Packaging Material Consortia**



97%
Population covered

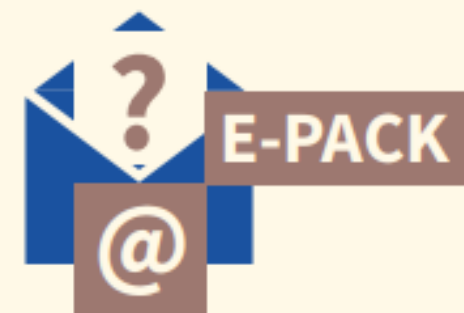


658 million euros for **separate collection**

PENSARE FUTURO

(“IMAGINING THE FUTURE”)

Eco-design for
increasingly sustainable
and recyclable packaging.

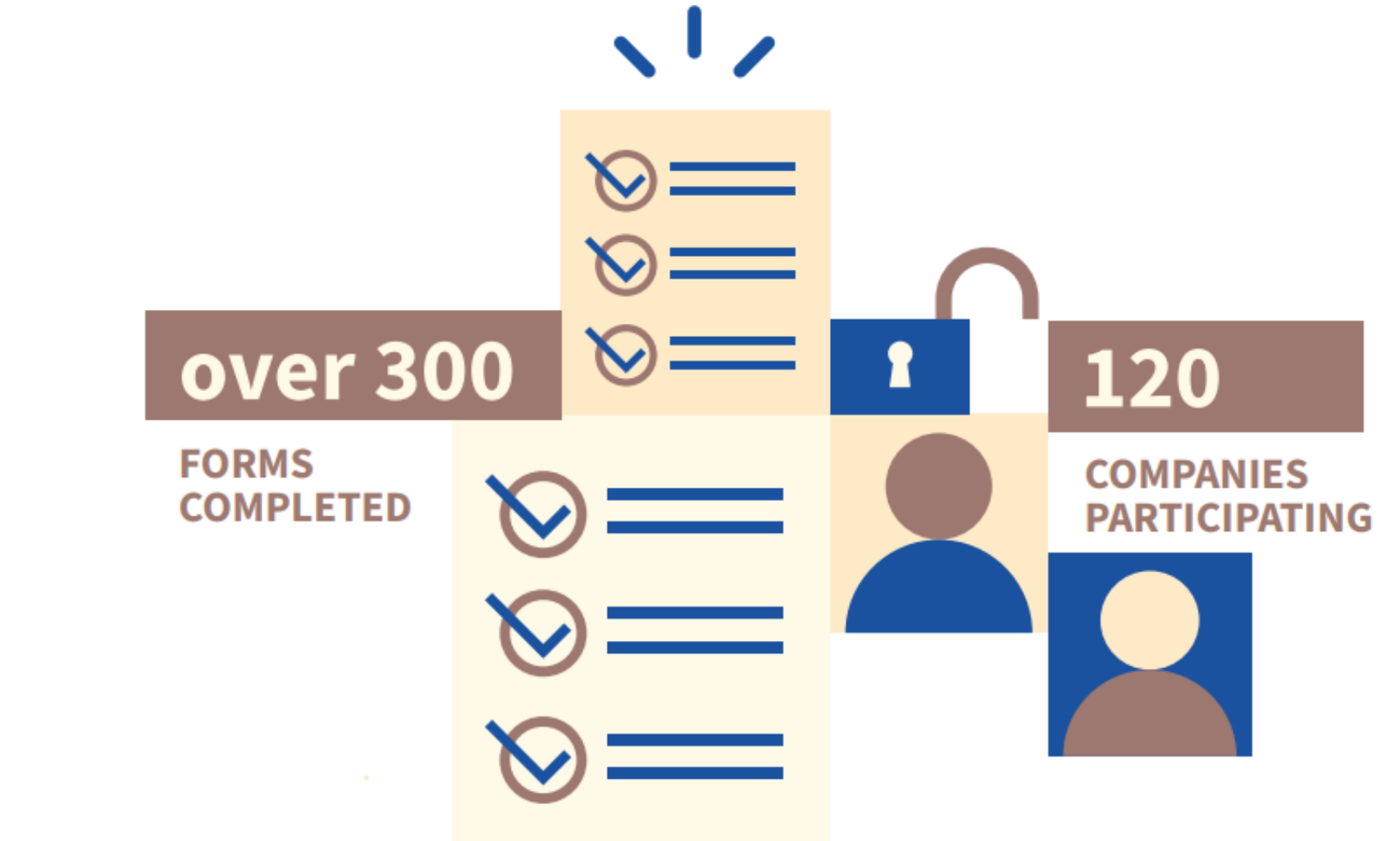




ECOD TOOL

Simplified LCA and eco-design tool for packaging.

- **Perform** an environmental check-up of the packaging.
- **Suggest** possible eco-design improvements.
- **Compare** packaging re-design plans.



In 2022 the tool will be upgraded to enhance existing indicators and improve accessibility.



BANDO CONAI AWARDS FOR ECODESIGN

Recognition for the most sustainable packaging solutions.



2021 edition



This initiative represents a unique vantage point for staying up to date with the latest innovations from companies in the packaging world.

■ **326 studies** submitted **+13%**

■ **109 winning** companies

■ **185 projects** incentivised **+16%**

compared to 2020

■ **Utilisation of recycled material** has doubled

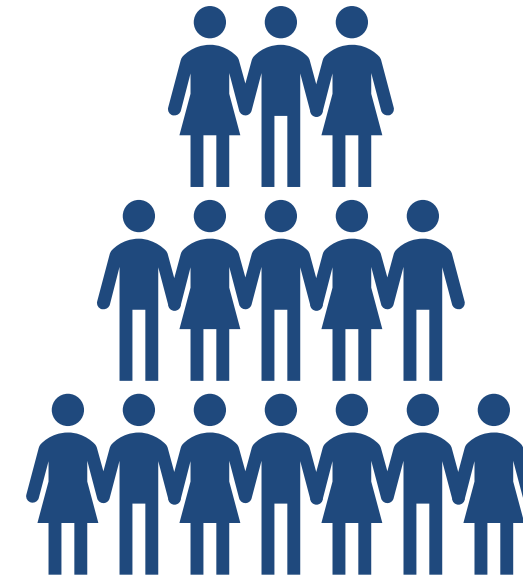
■ **Raw material savings** have decreased

■ **Reuse** has tripled

★ **Legambiente** has given a special mention to one of the five winners for circular innovation

The role of Environmental Communication in CONAI

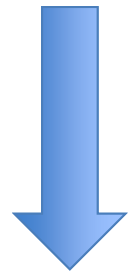
At the heart of CONAI's work is the role of **raising awareness among citizens** about creating a culture and environmental education that focus on the importance of **separate waste collection, recycling and the recovery of packaging materials.**



Citizens have a **key role** in the recycling process. They are **essential players** since **without their help** in correctly sorting out household waste, the entire material collection and recovery system **would not be able to run smoothly.**

“Riciclo di Classe” by CONAI

Recycling is an activity for children too: with teaching materials, CONAI and Corriere della Sera guide them to discover that behind this their activities there are **rules to know** in order to protect themselves, the community and the environment .



It is a new original **play-creative path** made freely available to the primary school classes: promotes legality and citizenship from a practical theme such as proper waste collection and recycling of packaging waste that children are commonly found in home protection of foodstuffs or other products: **steel, aluminum, paper, wood, plastic and glass.**



“Something born of something else” by CONAI

A strong motif of re-birth was used in the **CONAI tv commercial**, aiming to focus on the recycling of packaging materials. The idea was to encourage the re-use of **steel, aluminium, paper, wood, plastic** and **glass** through the virtuous engagement to protect the environment and conserve precious resources.



[Lo spot tv - YouTube](#)



“Beyond the appearances” by CONAI & Biorepack

The latest campaign conceived by **CONAI and Biorepack** has been made in order to raise awareness among citizens on how not to be deceived by appearances, exactly in the same way when we make the mistake of putting **compostable bioplastic** with **plastic** instead of in the organic waste collection!

The goal of this campaign is to improve the separate collection of organic materials thanks to the correct disposal of **bioplastic, biodegradable and compostable packaging**.

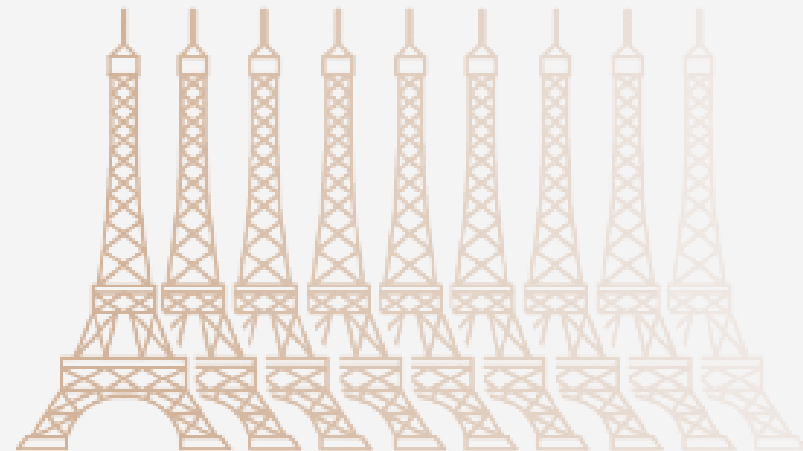
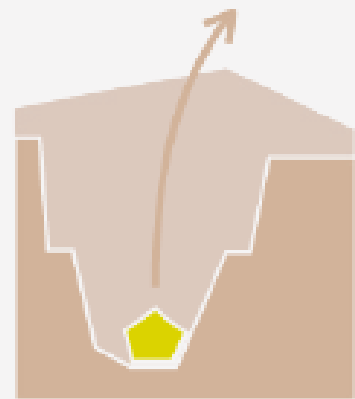


Giving a second life !



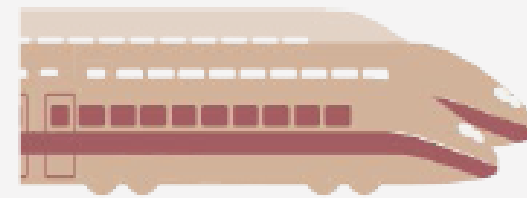
CONAI's contribution to the Italian circular economy

In 2020, packaging waste sent for recycling by the CONAI EPR Organization meant approx. **4.6 million tonnes of virgin primary material did not need to be used**, equivalent to the weight of **460 Eiffel towers**.



Primary material saved equal to the weight of **460** Eiffel towers

Approximately 8 entire medium-sized-landfills-worth of waste was avoided each year, preventing increasing quantities of materials from ending up in landfill each year.



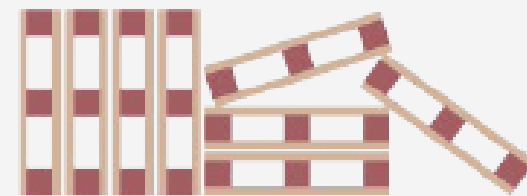
278,000 tonnes of steel
equivalent to **722** high-speed trains



16,000 tonnes of aluminium
equivalent to **1.5 billion** cans



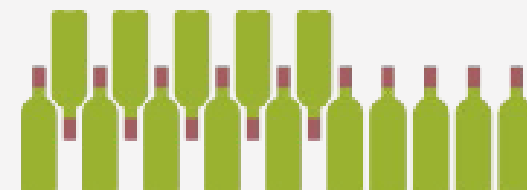
1,233,000 tonnes of paper
equivalent to **494 millions** reams
of A4 paper



830,000 tonnes of wood
equivalent to **38 million** pallets




470,000 tonnes of plastic
equivalent to **10 billion** one-litre PET
detergent bottles and the like



1,804,000 tonnes of glass
equivalent to **5 billion** 0.75 litre wine bottles

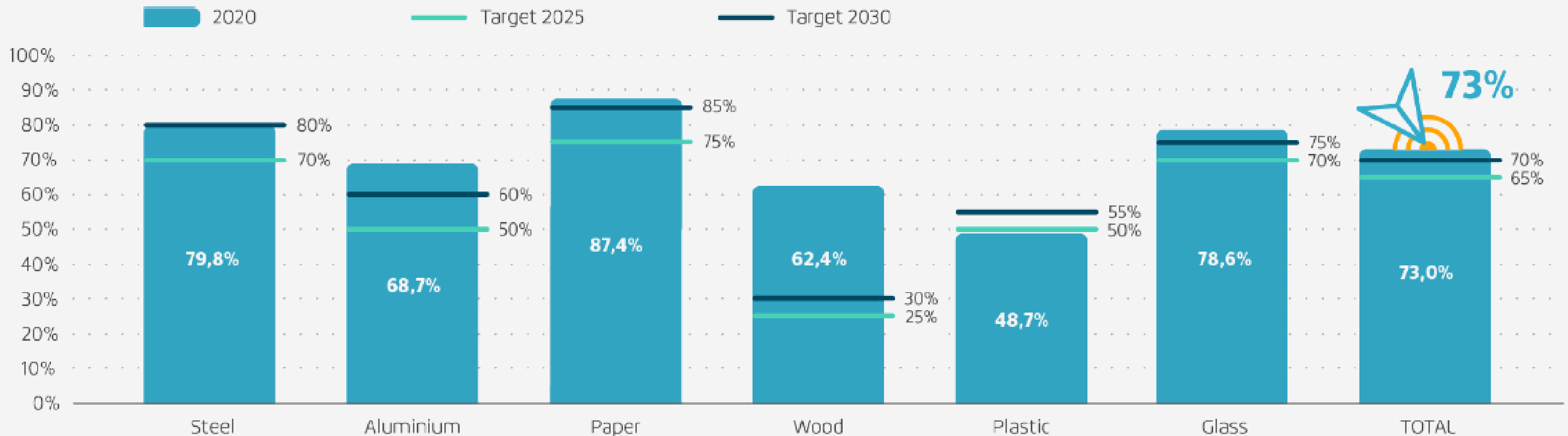
In the last 25 years, thanks to the CONAI's commitment, we have :

- ✓ Avoided the emission of approximately **56 million tons of carbon dioxide (CO₂)** into the atmosphere;
 - ✓ Avoided the construction and filling of approximately **183 new medium-sized landfills**;
 - ✓ Saved more than **63 million tons of raw materials**.
- 

CONAI has already achieved the European recycling targets for 2025 & 2030!



Recycling rates of packaging waste by Packaging material consortia in 2020 in relation to the 2025 and 2030 European targets Source: CONAI



CONAI is one of the founder of the Extended Producer Responsibility Alliance (EXPRA)

EXPRA's mission

- 1) to promote **Extended Producer Responsibility (EPR)** for packaging waste in Europe.
- 2) to promote a sustainable and efficient, not-for-profit / profit-not-for-distribution EPR scheme, driven by the obliged industry and offering a service of public or collective interest.
- 3) to promote its packaging **EPR Best Practices** and to promote these Best Practices with **European and international institutions, associations and federations**, as well as national authorities and other stakeholders.



Exp^{ra}

Extended
Producer
Responsibility
Alliance



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