

Challenges and solution for parallel collection of packaging waste in Romania

International workshop on the Impact of Street Collectors
on Separate Collection, Istanbul

May 22, 2015



General Country Data

Population 2011	20,12 millions
Population	urban 55,20%, rural 44,80%
Average income	1,719Lei/389EURO



General **Waste** Country Data

Waste per capita*: urban 364kg=> PW 65kg
rural 95kg => PW 49kg

Packaging placed on the market**: 1.059.557 tons

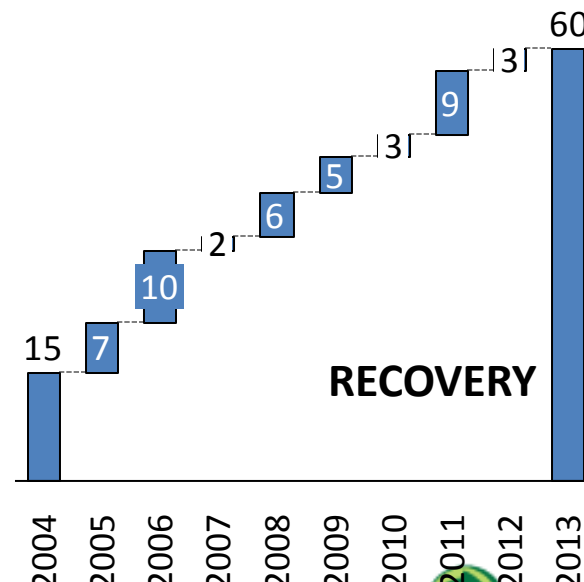
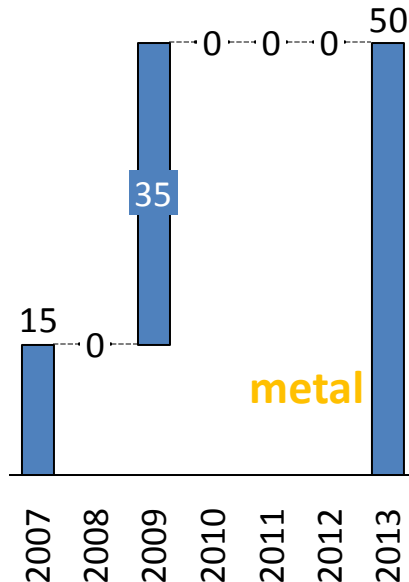
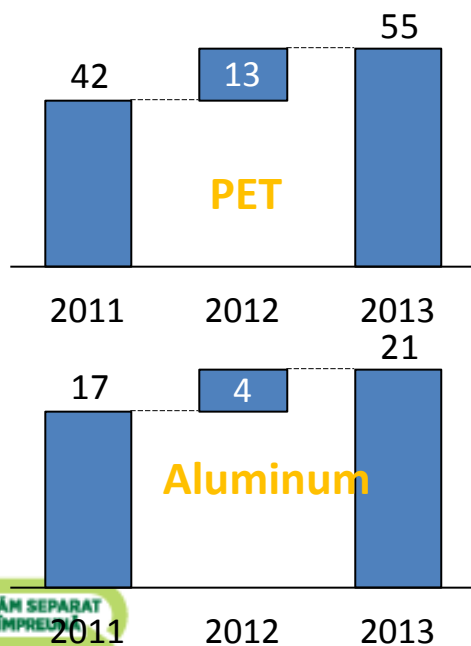
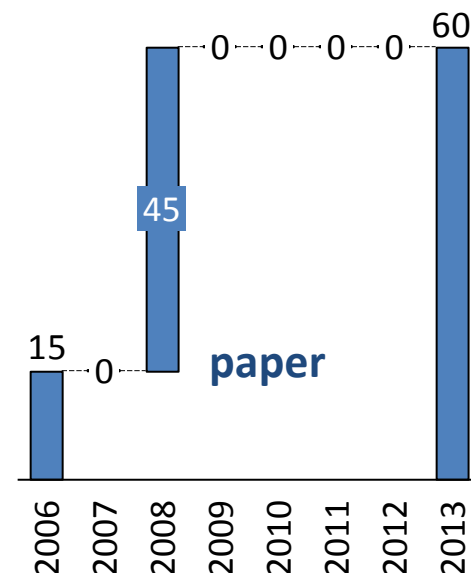
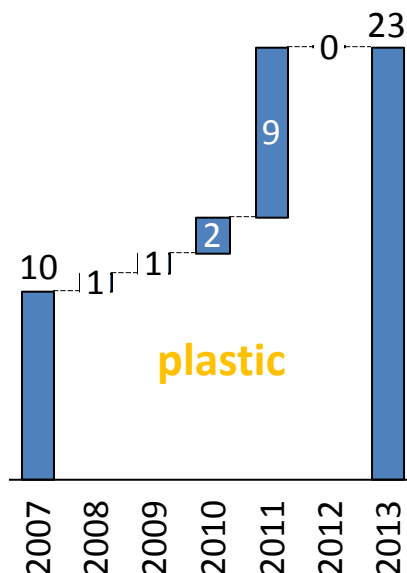
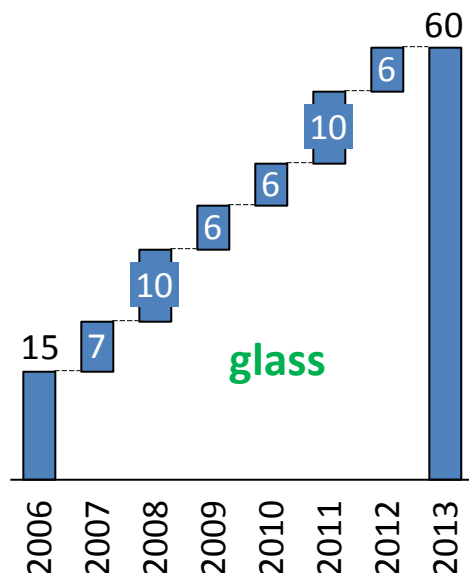
Packaging waste recycled: 601.800 tons

**Waste Composition study, Eco Rom Ambalaje, 2013*

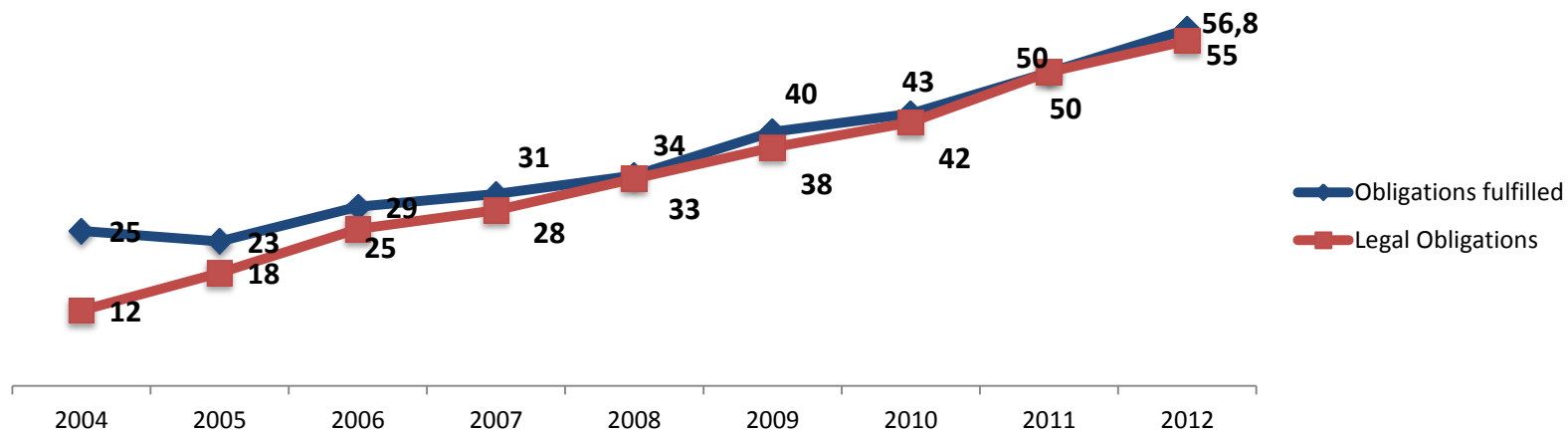
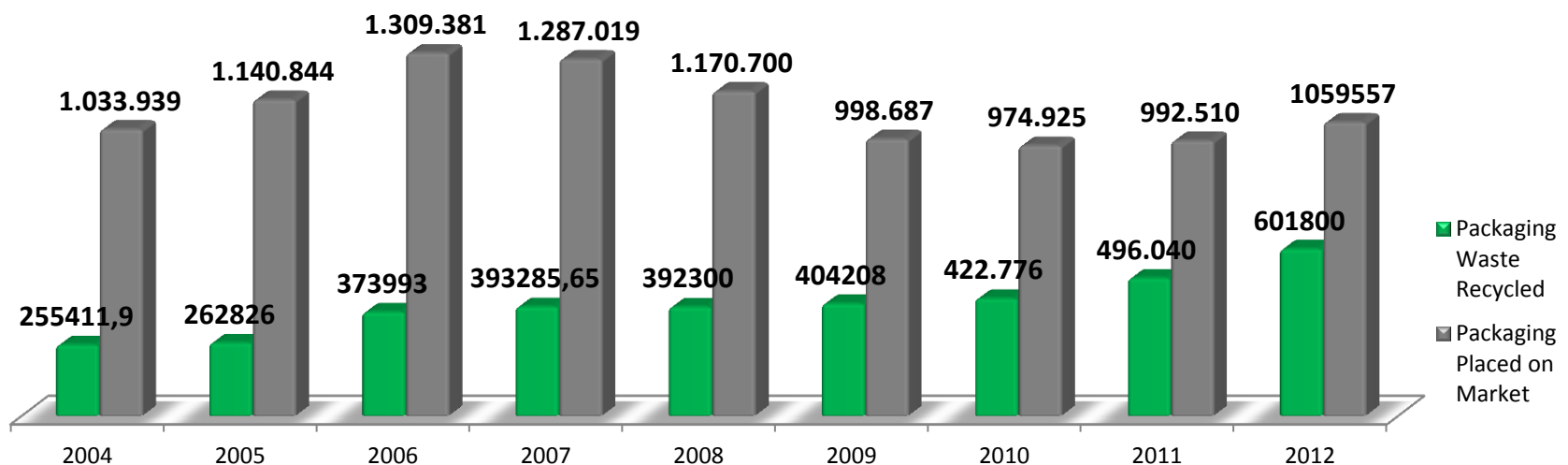
***2012, National Agency for Environment Protection*



Continue increasing obligations for packaging waste

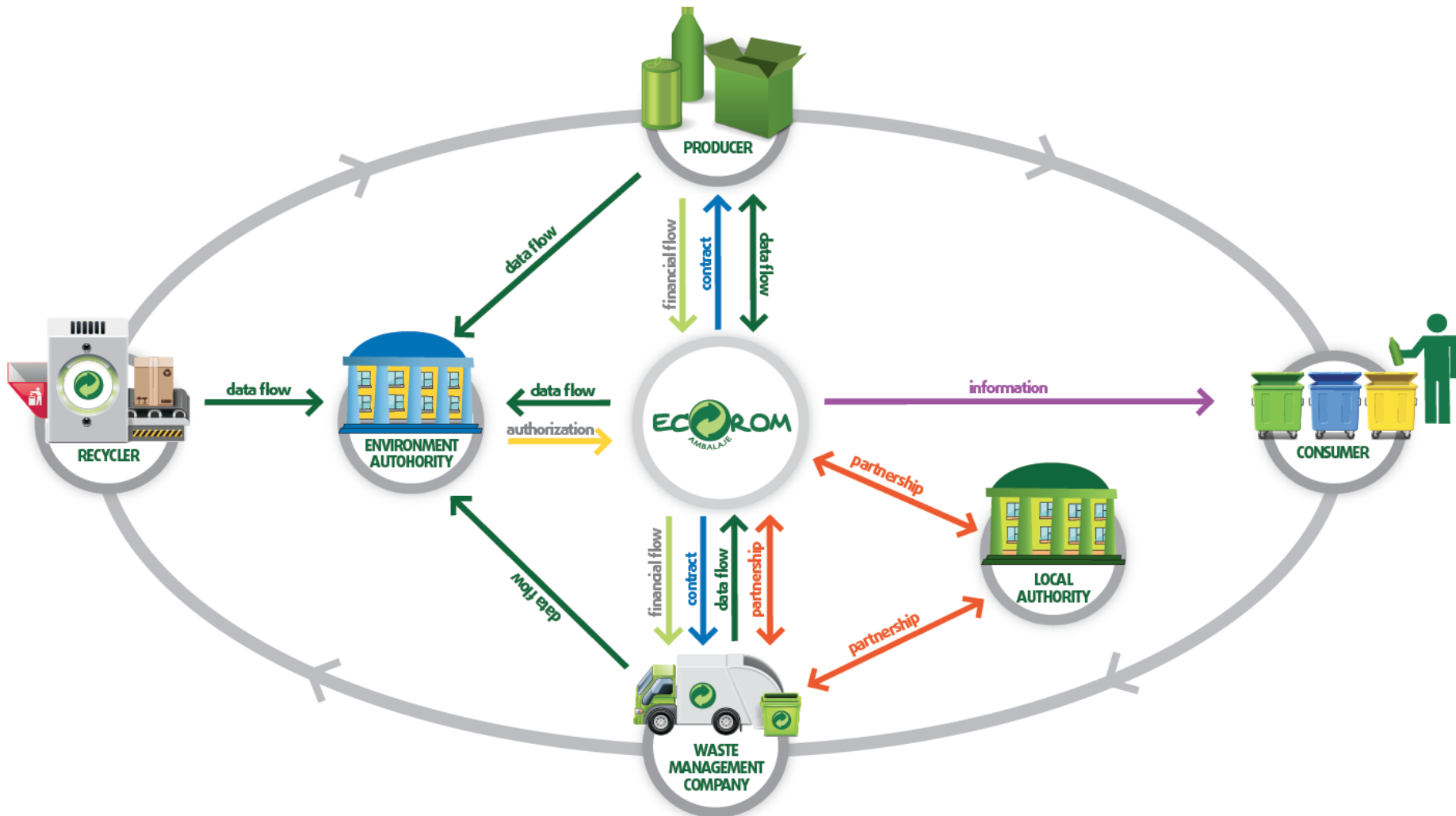


National Packaging Waste obligations fulfilled by Romania

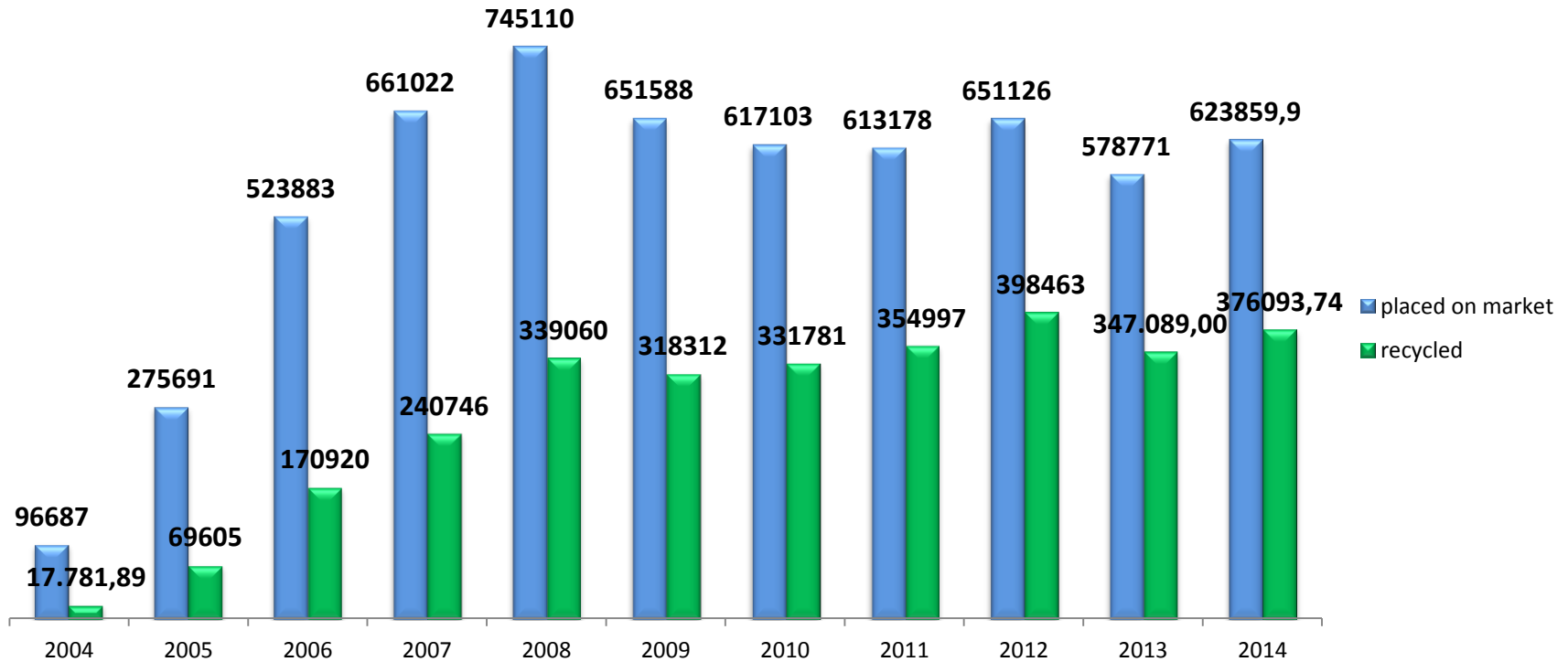


Eco-Rom Ambalaje

Design a business model of excellence for commercial and household flows



Contribute to national targets and increased results for 2014



**2012: Eco-Rom
Ambalaje: 66%
of national
target**



Challenges related to Parallel Collection



Parallel collection run by waste collectors

- Started by homeless people.
- Waste collectors identify the opportunity of waste material from the household – PET and aluminum.
- Low interest in separate collection and recycling from local authorities and sanitation companies.
- Stealing from containers is an “organized” business of waste collectors.



Decrease impact of obliged industry investment and government policies on separate collection

- ❑ **Stealing from separate collection containers increased in the last 4 years due to:**
 - Increasing the number of facilities for recycling in Romania.
 - Market of waste price material.
 - Increasing the separate collection of PW in Romania – easy access to clean material.

- ❑ **Decrease reputation of separate collection might change the public policies:**
 - Created distortions in the market among collectors and operators.
 - Decrease the interest of local authorities in separate collection.
 - Decrease quantities reported as recycle from municipal waste: 2013 - Romania 4%.

- ❑ **Eco-Rom Ambalaje affected:**
 - The only EPR which invested in separate collection since 10 years.
 - Investments on containers – number of containers destroyed per year – 3%.
 - Decreased of quantities impact the relation with operators and local authorities.

Solution offered by Eco-Rom Ambalaje:

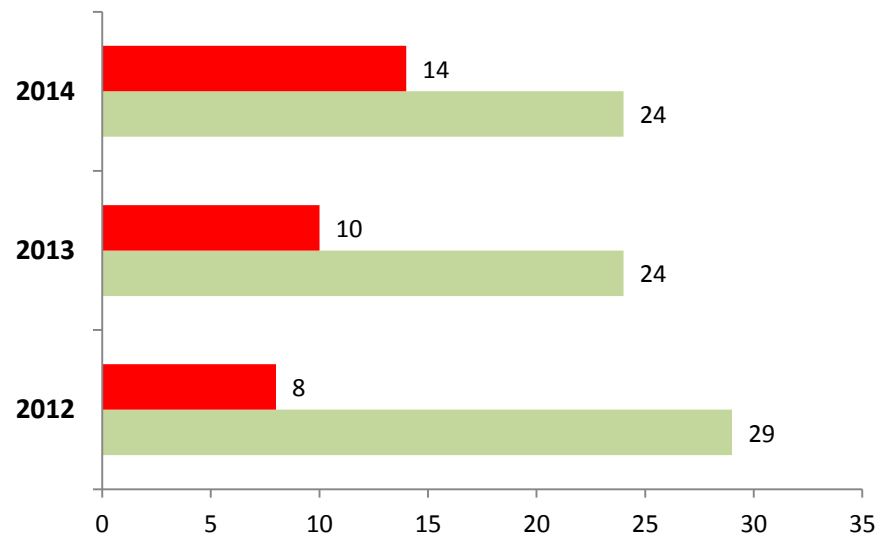
- Identify instruments: changes in the legislation of waste collection – penalties for stilling packaging waste from separate collection system.
- Enforcement of applying the penalties.
- Increase separate collection and decrease “acquisition from population” from collectors.
- Support exchange experience among best practices identify at local level



Operational solutions of Eco-Rom Ambalaje

- ☐ Extend the partnership with local authorities.
- ☐ Increase technical assistance to local authorities – dedicated round table and dedicated projects.
- ☐ Encourage operators and NGOs to work with low income families – social economy projects.

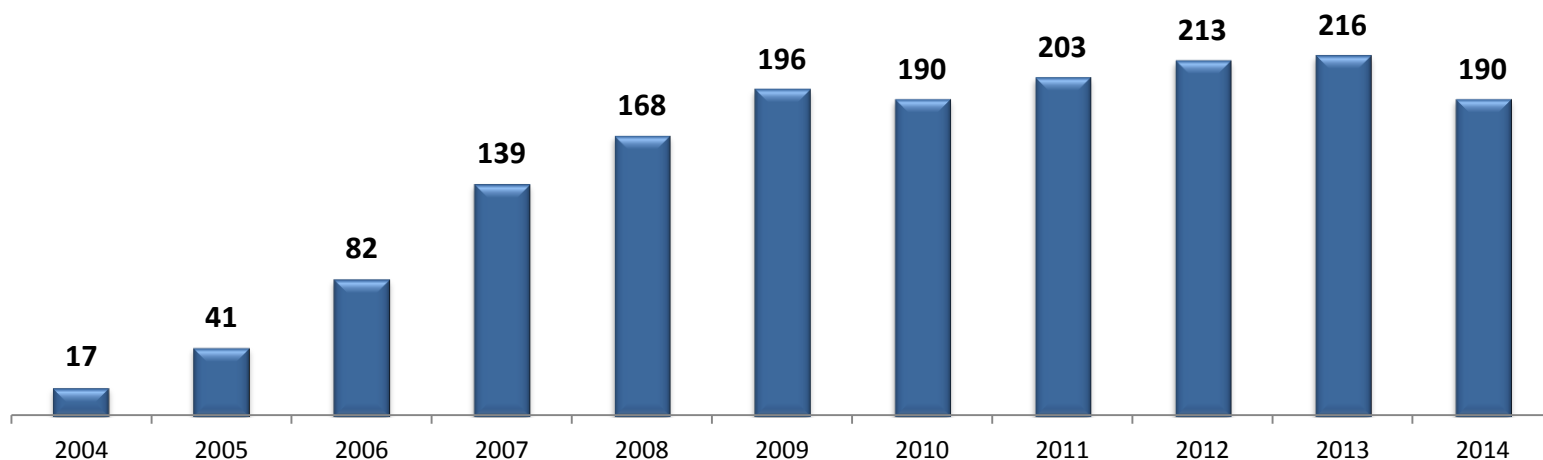
Increase % of total recycled by ERA 2012-2014



■ Separate collection (incl. sorting plans)
% of total recycle
■ Acquisition from population % of total recycle

Waste management companies: partnership and traceability

- Increase number of operators vs collectors.
- Annually monitor of the companies.
- Improve traceability – requires high control of documents.
- Annual open selection of industrial contractors.

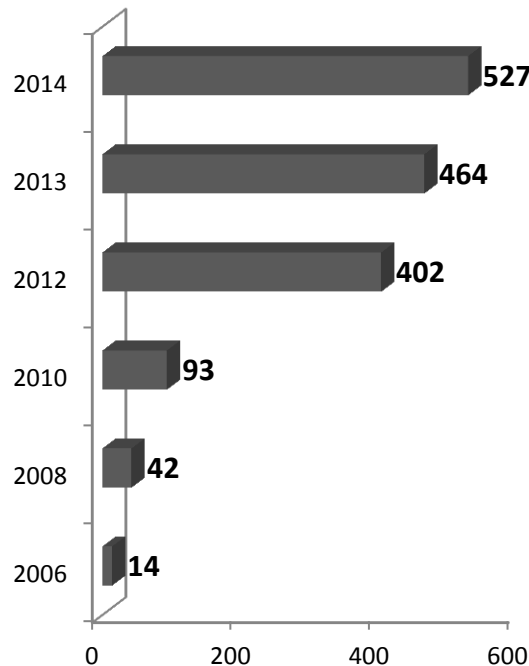


101 operators

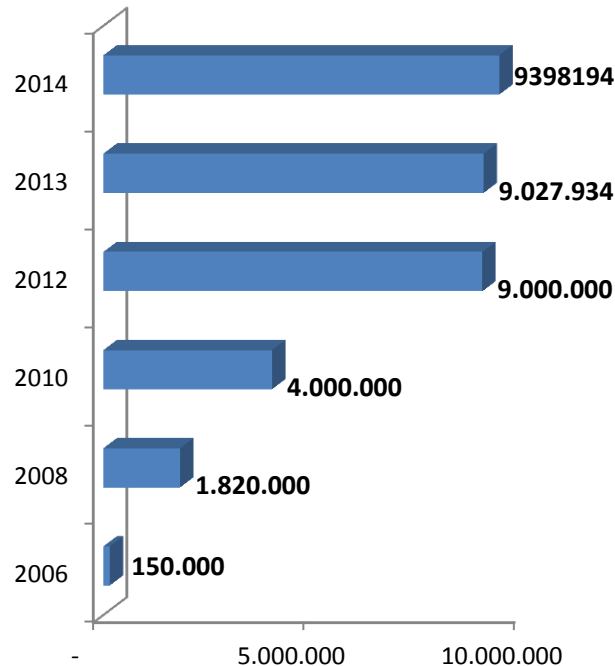
89 collectors and recyclers

Extend partnerships and investment in separate collection in HH

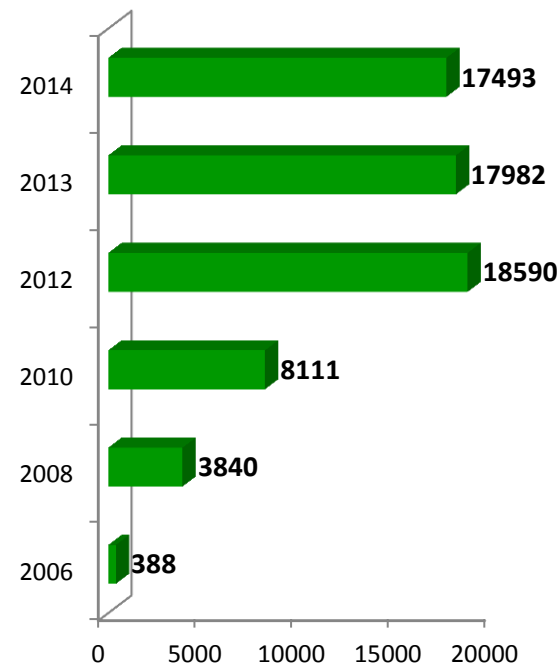
Local administrations



Population



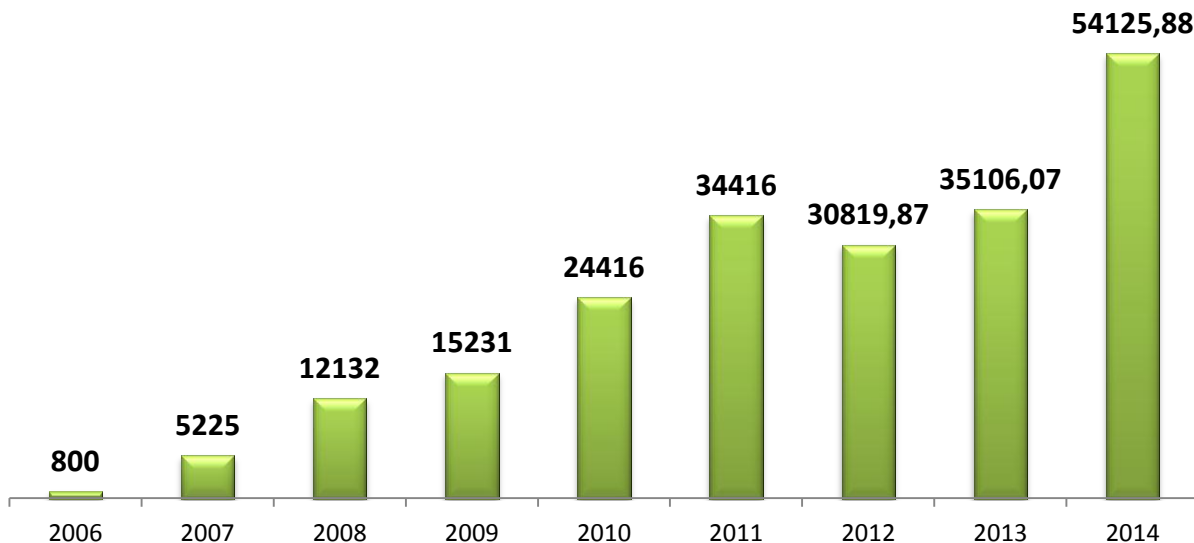
ERA Containers



Cover 45% of Romania population – urban and rural

Increased quantities from HH schemes

Quantities Recycled from separate collection HH



Eq. 14% of
total
recycled
ERA 2014



Continue investing in relation with local authorities: CITY of RECYCLING

- Organize a competition among local authorities to increase quality services and quantities.
- 46 municipalities participate – covering access to separate 45% of Romanian population.
- Local assistance, monitoring and solution for decrease of street collectors.



Align contribution to EU funding projects for integrated waste development

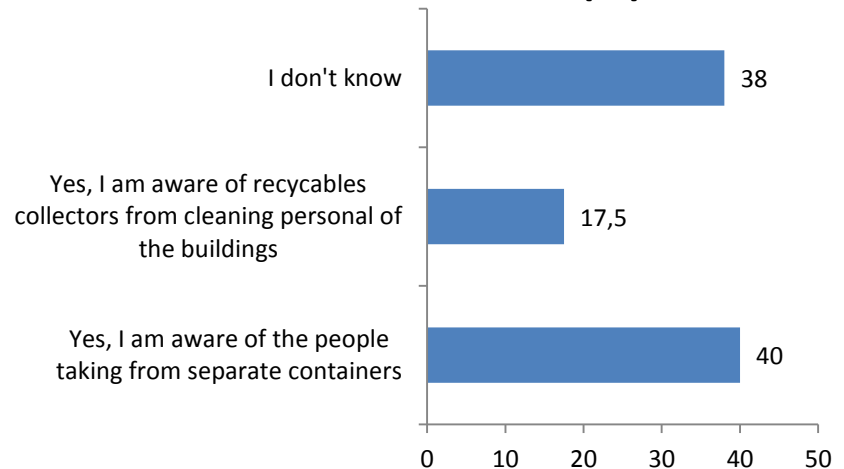
- Develop partnerships with association of intercommunity development for waste (association of all municipalities from administrative county level).
- Organize workshops to exchange best practices.
- Promote best practices in media.



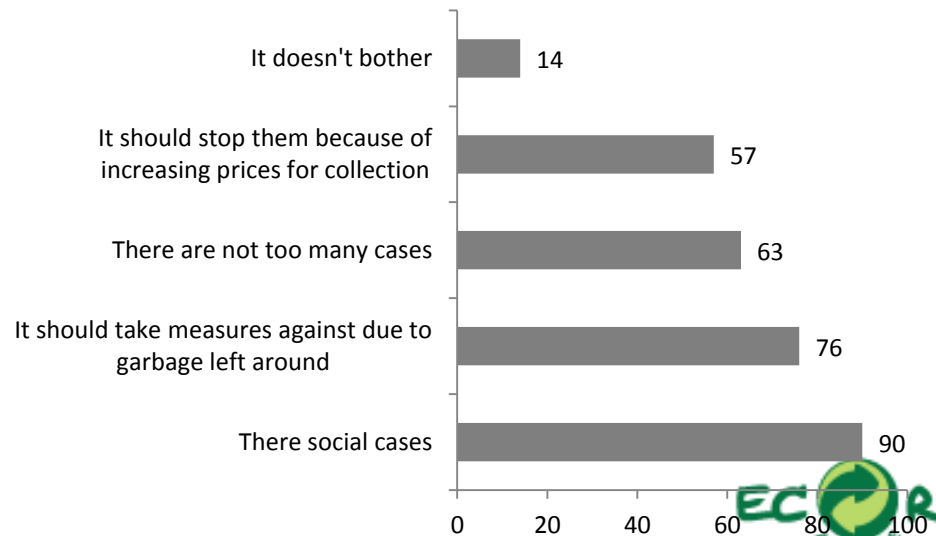
Public opinion on street collectors

- **40% of citizens aware on the phenomenon.**
- **69% of people not aware are living in the rural areas.**
- **90% considered them social cases.**
- **76% are not satisfied by the packaging left around the containers.**
- **The city hall, police and sanitation companies should be in charge.**

Awareness (%)



Opinion (%)



Conclusions

- Continue to build the system and increase the performance of separate collection by defining clear roles and traceability of waste. Stick with the rules.
- Local authorities should take the lead to mobilize the operators and communities in order to increase the recycling rate up to 50% for 2020 as European Directive requested.
- Parallel collection is disturbing the reporting and roles of each player in the system.
- Solutions exist - should be put in practice, multiplied and continue.

Thank you for your attention.

Lorita Constantinescu
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ECO-ROM AMBALAJE

