

Plastic recycling in Norway

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Responsible for materials and technology

Green Dot Norway



Grønt Punkt Norge

History and background



Reliable,
transparent and
innovative return
systems



**Owned by
business**

Non-profit

**Driving force for
source sorting
and recycling of
packaging**

**5 600
members**

**Industry
agreements**

1994 - 2017

Regulations

2018



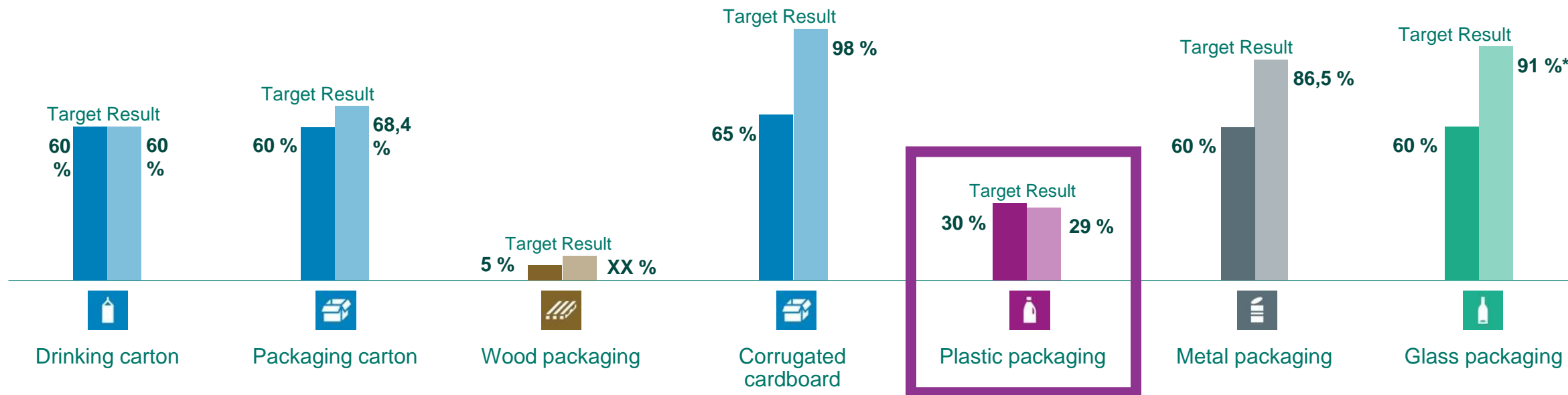
Grønt Punkt Norge/Green Dot Norway



*When all companies
take their
**environmental
responsibility**,
the cost is distributed
fairly*

- We **finance** the return system for packaging, by ensuring that members pay a fee for their use of packaging.
- We **recruit** new member companies.
- We **guide** members with packaging design through expertise and tools to ensure recyclable packaging, avoid overpackaging and increase the use of recycled raw materials.
- We **report** on waste prevention and packaging optimization on behalf of the member companies.
- We **influence** and motivate consumers and businesses to sort as much as possible.
- We **collaborate** with the environmental authorities to ensure good framework conditions for packaging.
- Producer responsibility for **EE and batteries** can also be covered in the Grønt Punkt Norge system.

441 292 tons packaging waste Recycled in 2021





Household plastic

- Many different types of plastic and laminates
- Everyone in Norway has a return scheme, but how you sort the plastic can vary.
- Collection and recycling is operated by Plastretur. The municipalities “owns the plastic” until it is collected
- All collected plastic packaging is sent for recycling.
- The plastic is sorted in Germany and the material is recycled in Europe.
- Environmentally friendly transport by train or return transport.



Plastic from business

- Mainly film, rigid plastic, EPS and PP bags.
- Collection and recycling is operated by Plastretur, which provides financial support to collectors who send the plastic to approved recyclers.
- Agricultural plastics is also collected
- There are 120 collectors of commercial plastics across the country.

Total results for plastic packaging from businesses and households

(including beverage packaging, not including agricultural plastic and EPS)

	2022	2021
Put on market by members (tonnes)	130 286	138 518
Sent for material recovery (tonnes)	52 266	54 206
Material recovered, after deduction for moisture and process loss (tonnes)*	39 385	40 217
Material recycling rate	30.2 %	29.0 %

**Moisture and process losses were 24.6% in 2022 and 25.8% in 2021*

Material recycling target 2022: 30%

Material recycling target 2025: 47% (+ 3% from deposit system)



From soap bottle to soap bottle



1. source sorted at home
2. collected municipally
3. sorted in Germany at Kedenburg
4. material recovered at Suminco

Granules from the process at Suminco are purchased by the packaging manufacturer for Nivea.

Beiersdorf / Nivea has launched shower soap in 96% recycled plastic.

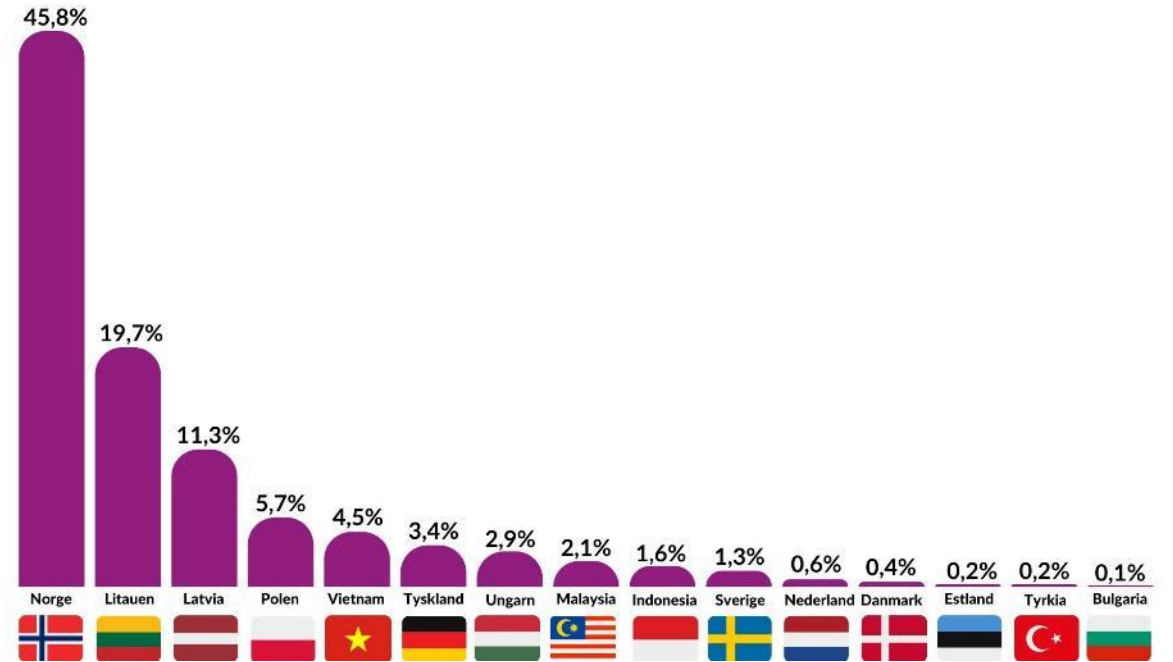
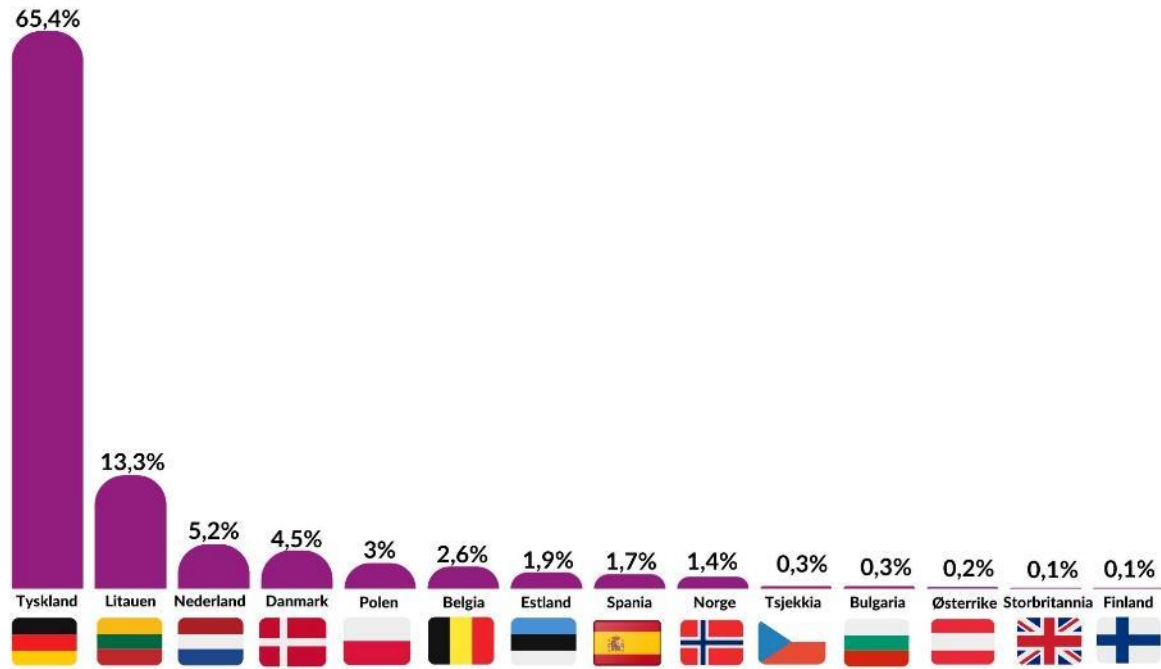
Recycling results 2022

Difference between households and business





	Households (at home, SEA and recycling stations)	Business (not including agricultural plastic and EPS)
Put on market by members (tonnes)	81 515	48 771
Sorted (tonnes)	38 545	N/A
Sent to material recovery (tonnes)	28 892	23 374
Material recovered, after deduction for moisture and process loss (tonnes)*	20 515	18 870
Material recycling rate	25.2 %	38,7 %

The plastic was recycled here



Plastic packaging from business, per fraction 2022

Fraksjon	Put on market by members	Material-recovered share of membership amount
 Film	29 008	43,0 %
 Rigid	12 944	8,9 %
 PP-bag («big-bag»)	6 820	77,1 %
 EPS from fishing industry	5 530	91,8 %

Results for EPS-packaging

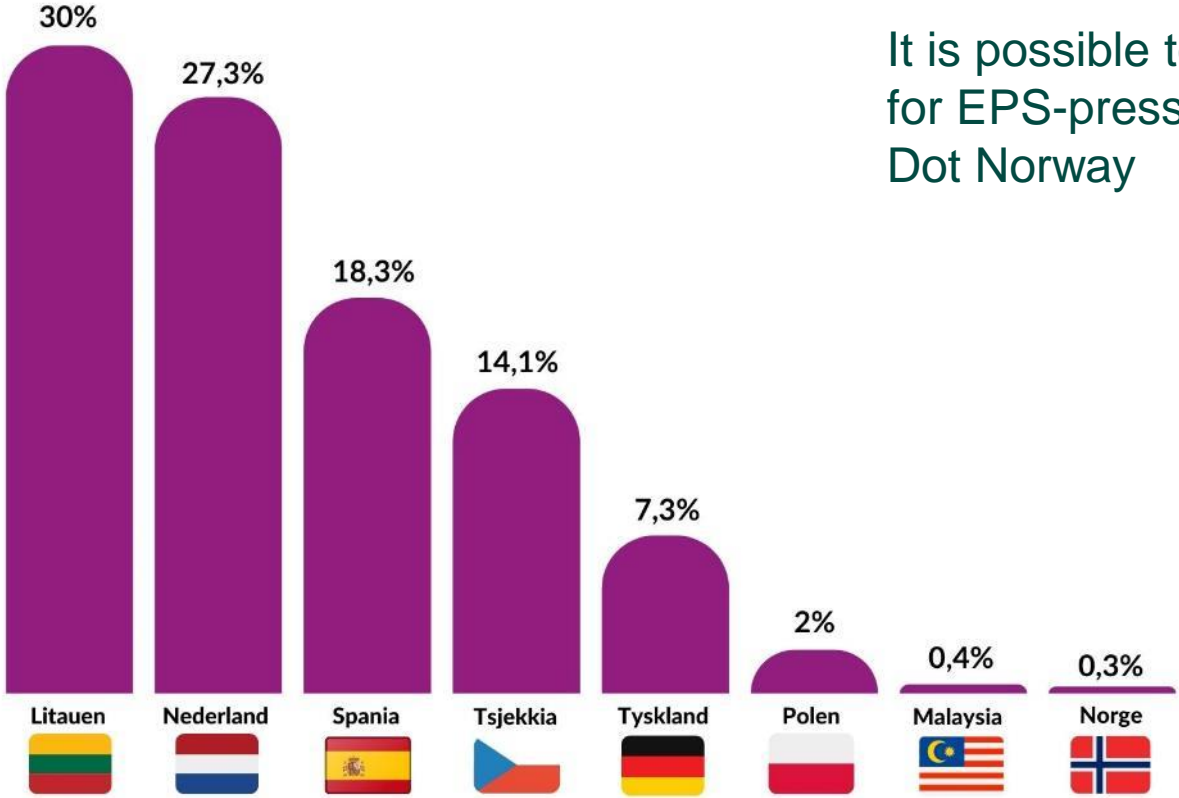
The recycling rate is lower than on previous slide, because the collection of EPS outside the fishing industry is lower

	2022	2021
Put on market by members (tonnes)	6 662	6 404
Sent for material recovery (tonnes)	6 159	6 412
Material recovered, after deduction for moisture and process loss (tonnes)*	5 363	5 596
Material recycling rate	80.5 %	87.4 %



**Moisture and process losses were 12.7% in 2022 and 2021*

EPS packaging material was recycled here



It is possible to get support for EPS-presses from Green Dot Norway



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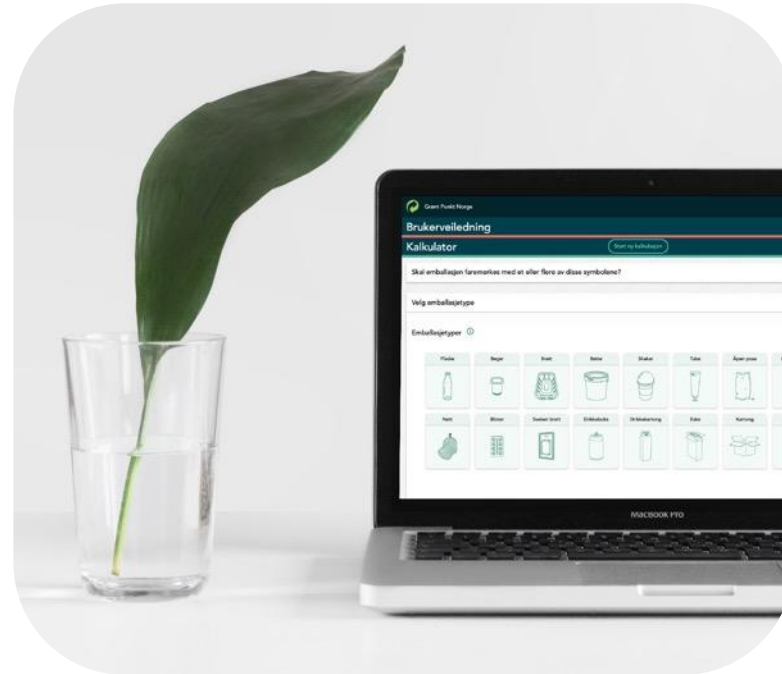
We can
improve
recycling
together



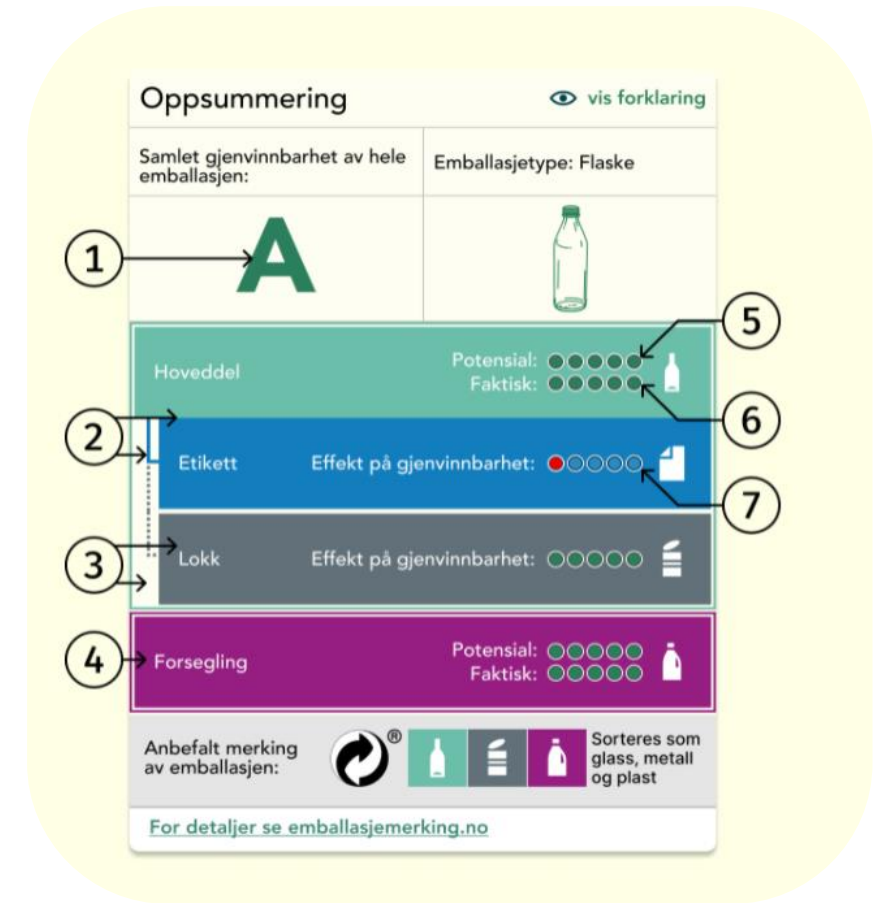
Our design for recycling calculator

Calculates the recyclability of your packaging.

You can find the calculator on our website <https://kalkulator.grontpunkt.no/#/login>



Developed in collaboration with Prosit.
The expertise we gather is used to ensure that the factors are as up-to-date as possible



1. Overall grade for the entire packaging
2. The influence of the label
3. The influence of the lid
4. The effect of the seal

5. Potential for improvement
6. Actual score
7. Scale

Packaging labels

New sorting labels increase collection

- Compliance with waste can
- Motivational
- 57% understand what the symbols mean
- 53% believe they help to sort correctly
- 32% say they are easy to see on the packaging

(Kantar)

<https://www.grontpunkt.no/emballasjemerking>



84%

says that clearer
labeling will make
sorting easier

Design for source separation

The biggest loss of packaging that could have been recovered is due to it being sorted as residual waste. That is why we have developed a guide to Design for source separation

Download:

www.grontpunkt.no/design-for-kildesortering

It shall be easy to sort correctly

Design for kildesortering



Merk emballasjen riktig

Unngå kombinerte materialer hvis mulig



Gjør det enkelt å skille kombinerte materialer

La materialene føles og se ut som det de er



Motiver til kildesortering

Gjør det enkelt å fjerne produktrester



Gjør det enkelt å komprimere emballasjen

Tenk av og sortér emballasjen som plast

Design against littering

- Webpages will be available soon

Design mot forsøpling

The infographic consists of seven dark green rectangular boxes with white text, each accompanied by a circular illustration. The tips are: 1. 'Bytt til ombruksemballasje der det er mulig' (Switch to reusable packaging where possible) with an illustration of two coffee cups on a tray. 2. 'Bruk kun emballasje som er nødvendig' (Use only necessary packaging) with an illustration of a cardboard box. 3. 'Reduser antall smådeler' (Reduce the number of small parts) with an illustration of a coffee cup with a lid and a spoon. 4. 'Fest løse lokk og korker' (Secure loose lids and caps) with an illustration of a hand screwing a cap onto a jar. 5. 'Unngå fliker som rives av ved åpning' (Avoid flaps that tear off upon opening) with an illustration of hands opening a paper bag. 6. 'Bruk materialer som ser ut som det de er' (Use materials that look like they are) with an illustration of a paper bag with a question mark. 7. 'Synlig og tydelig informasjon til forbruker' (Visible and clear information to the consumer) with an illustration of a hand holding a bottle with a question mark on its label.

Bytt til ombruksemballasje der det er mulig

Bruk kun emballasje som er nødvendig

Reduser antall smådeler

Fest løse lokk og korker

Unngå fliker som rives av ved åpning

Bruk materialer som ser ut som det de er

Synlig og tydelig informasjon til forbruker

HOLD NORGE RENT

mepex

www.grontpunkt.no/design-mot-forsøpling

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- 1 Increased use of recycled plastic
- 2 Avoid unnecessary use of plastic
- 3 Design for recycling



Results from Plastløftet 2021

- **20 415 tonnes** use of recycled plastic.
- **1 140 tonnes** reduction of plastic
- **638 tonnes** plastic is replaced
- **3 263 tonnes** plastic is designed for recycling

73 companies
*completed Plastløftet in
2021*

*They are responsible
for **41 prosent** of all
the plastic packaging*





New, national sorting facility for household plastics in 2025

- Construction start 2023, in Indre Østfold
- Capacity of 90,000 tonnes per year
- NOK 600 million in investment
- Can fine sort both source-sorted and coarse-sorted plastic
- Can increase the credibility of the return system and thus increase collection





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Thank you