

EMPM

European Media Packaging Manufacturers

Newsletter II

August 2004

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(This newsletter is for internal EMPM use only.)*

European Content

Regulatory Affairs

- Update on: "The Packaging and Packaging Waste Directive"
- REACH > The new Chemical approach in Europe
- Update on: "Thematic Strategy on Prevention and Recycling of Waste"
- Directive on Environmental liability

Economics and Trade

- Generalised System of Preferences (GSP)
- Media Industry

Interesting Conferences & Expositions

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-

Regulatory Affairs

❖ Packaging Directive:

- According to the revised art. 6 of the Packaging Directive a study commissioned by the European Commission to "ECOLAS" and "PIRA" (EuPC was invited to participate to the expert meetings in the Commission and presented a document expressing our concerns) is currently being carried on; it is related to the environmental, economic and social aspects of the directive.
 - ECOLAS will focus on the economic aspects
 - PIRA on the environmental aspects; the social aspects will be dealt only marginally by PIRA
- One of the topics that is currently being studied is the "PEI" (packaging Environment Indicator", which is a major concern to the Packaging Division members.

❖ REACH:

▪ European Council:

- Ad-hoc Working Party on Chemicals (REACH) 24-25 May 2004
- It was clear that there is a lot of further work to be done by the WP on prioritisation, registration, and data requirements.
- The UK's "one substance, one registration" proposal will be considered as soon as it is ready (expected sometime in June);
- decisions must be made on the "duty of care" principle, which lays the basic responsibility for safe handling of substances on industry, into the text of the Proposal, and further discussion of the role of the Agency is pending.
- Although the discussions are at an early stage, it seems that the kinds of questions that could be put to Environment Ministers may concern:
 - Authorisation - Scope and exemptions -
Prioritisation - Substitution - Restrictions -
Substances in articles

❖ Thematic Strategy on Prevention and recycling of Waste:

- In April three one day expert and stakeholder meetings were held.
 - The groups will be on the topics of:
 - Waste prevention
 - Common standards for recycling facilities/ the extension of IPPC (Integrated Pollution Prevention and Control) to recycling facilities
 - Aspects related to the Waste Framework Directive
- Later on, another stakeholder meeting will resume the results of the expert groups.
- The European Council:
 - While approving the Commission's approach on waste prevention, environment ministers have avoided the thorny issues of targets. Market-based instruments have been left to Member States to decide.
 - Next steps:
 - Commission services indicated that more impact assessments on the full range of policy options would be undertaken this year.
 - The final proposal has been rescheduled from end 2004 to spring 2005.
 - A stakeholder Internet Consultation has been proposed by the Commission; the industry has until 24th of September to send comments.

❖ Environmental Liability:

▪ Directive 2004/35/CE entered into force on 21/04/2004

- Main principles:
 - PREVENTION - REMEDYING
- The above should be implemented through the “POLLUTER PAYS PRINCIPLE”, indicated in the Treaty and in line with the principle of SUSTAINABLE DEVELOPMENT
- Purpose of the Directive:
 - “An operator whose activity has caused environmental damage or the imminent threat of such damage is to be held financially responsible, in order to induce operators to adopt measures and develop practices to minimise the risks of environmental damage so that their exposure to financial liabilities is reduced”.
- Conditions of applicability:
 - It should apply to occupational activities which present a risk for human health and the environment.
 - The damage should be concrete and quantifiable;
 - The polluter identifiable;
 - Casual link between the identified polluter’s action and the damage.

Economics and Trade

• Generalised System of Preferences (GSP)

- The European Commission has adopted a Communication setting out the principles that will guide the EU system of trade preferences for developing countries, the Generalised System of Preferences (GSP) for the next ten years.

The GSP is a key instrument to help developing countries reduce poverty by generating revenue through international trade. The Commission proposes to improve the current system. The Communication proposes:

- Target the GSP on the countries that most need it: Least Developed Countries (LDCs) and the most vulnerable developing countries (small economies, land-locked, small islands and low income countries)
- A simple GSP system: the Commission proposes to reduce the current five GSP arrangements to three: a general arrangement, the “Everything but

Arms”, giving duty-free and quota free access to the EU market to the world 50 poorest countries; and a new GSP+ giving tariff preferences to countries with special development needs.

- A transparent GSP: focus graduation – i.e. withdrawal of GSP - only on the most competitive products from those beneficiaries that are highly competitive on the Community market and no longer need the GSP to boost their exports to the EU. In addition, small beneficiaries would not face graduation, and in addition special consideration will be given to the countries most in need in designing the graduation mechanism.
- A new incentive to encourage sustainable development and good governance is proposed to replace the former drugs, social and environment schemes by a new category – the GSP+- providing special incentives for countries that accept the main international conventions on social rights, environmental protection and governance, including the fight against drugs production and trafficking.
- Improving rules of origin: adapt rules of origin to enhance regional cooperation

- **Media Industry:**

- In U.S. and EU market competition has become every year more and more fierce; media packaging have to face the reality that **pack design** is becoming increasingly more important in order to “sell” the product. More and more companies are starting to invest resources in three fields of the media packaging:

- I. Design
- II. Color
- III. Logo

The computer game “Hitman 2” sold 20% more thanks to the futuristic and persuasive new design. Ability to recognize a certain product above all the others on a shelf becomes a pre-requisite of success; color also becomes a sign of recognition of certain brands: i.e. green for Xbox or black for GameCube.....etc); another area moving is the logo – very known brands use always their logo in order to be recognized.

Conferences:

- ❖ **Media-Tech >>>> August 30 – September 1 – Hollywood, U.S.A.**