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Dear friends,

Hellenic Recovery Recycling Corporation (HE.R.R.Co) also continued its dynamic performance in 2016, achieving in fact the highest quantitative results since the beginning of its operation. Having as its main concern the achievement of the national targets for Packaging Waste, HE.R.R.Co, apart from continuing to develop and expand the Packaging Recycling System, also established sound foundations for the achievement of even higher results in the following years.

94% of the country’s population has up to now been covered by HERRCO’s collaboration with 297 Local Authorities in which 157,000 Blue Bins and more than 7,000 Blue Bells have been placed, while 493 special vehicles have been given to the Municipalities in order to execute daily itineraries to the 32 Recycling Sorting Centers (RSCs). In 2016, almost 550,000 tons of materials were recycled via all HERRCO’s activities, thus achieving a 13% increase in the Packaging Waste quantities processed in comparison to 2015.

Despite adverse circumstances, HERRCO’s activities continue to earn Greek society’s trust. Keeping in trust the positive course of the Packaging Recycling System, we dynamically move forward, always with the valuable support of the Local Authorities, the affiliated companies which keep increasing and mostly of the citizens who participate actively in the recycling projects.

In the following pages, you will find HERRCO’s total work for 2016, while qualitative and mostly quantitative data is presented for the various projects and the development of the Packaging Recycling System.

On behalf of the Board of Directors of HE.R.R.Co,
Loulas Komis
President

In fact, the 13% increase in packaging recycling in comparison to the previous year, as well as the record results in the packaging quantities which were led for recycling, prove the continuous growing trust of our fellow citizens in the large effort for raising environmental awareness in Greek society especially in the younger generation.

Moreover, it is worth mentioning that the resulting economic benefits are of particular importance as new working positions are created, resources are saved, related professional sectors are strengthened, while aesthetics and the environmental image are improved; all offering significant benefits to both Municipalities and their citizens.

The meaning of a successful implementation of a difficult project, such as packaging recycling via the partnership between the public and private sectors, demonstrates that a positive outcome is possible in Greece, as long as there is a plan with measurable targets.

On behalf of the Board of Directors of KEDE,
Georgias Patsioulis
President of the Central Union of Municipalities of Greece
Mayor of Maroussi

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HE.R.R.Co constitutes an exceptionally successful example of collaboration among the local producers or importers of products available in the Greek market, the packaging manufacturers and the Local Authorities of the country, the latter being legally bound for the collection of municipal waste. By the end of 2016, the companies affiliated with HE.R.R.Co were 1,893, while the collaborating Local Authorities reached 297 all over Greece. In relation to its shareholder structure, 35% of share capital belongs to the Central Union of Municipalities of Greece and the rest to the industrial and commercial companies bound by Law to undertake the collection and recycling of their product packaging.

HERRCO’s operation is not governed by profit, but instead for the promotion of public interest, as provided by the legal and regulatory framework in force.

Identity

As specified by the corporate statute and the terms of operation of CAMS - RECYCLING, the public scope of HE.R.R.Co involves:

- The achievement of the legal obligation of its affiliated companies.
- The optimal utilization of the funds available by the affiliated companies in the interest of recycling.
- The accomplishment of recycling, in accordance to the legally set national and European targets.
Shareholders

Central Union of Municipalities of Greece
The Central Union of Municipalities of Greece participates in the share capital of the System with 35% and is represented in the 9-member Board of Directors of H.E.R.R. Co by 3 members. The industrial and commercial companies complementing the shareholder structure of H.E.R.R. Co, via Hellenic Recovery of Packaging Materials S.A., are the following:
- ARTEMUS HELLAS S.A.
- COCA - COLA HBC GREECE S.A.
- COLGATE PALMOLIVE (HELLAS) S.A.
- CROWN HELLAS CAN S.A.
- ION S.A.
- NESTLE HELLAS S.A.
- PEPSICO – IVI S.A.
- VIVARTIA S.A.
- ATHENIAN BREWERY S.A.
- ELIAS – UNILEVER HELLAS S.A.
- ELVAL S.A.
- MEVGAL S.A.
- PAPASTRATOS CIGARETTE MANUFACTURING CO.
- PROCTOR & GAMBLE HELLAS LTD
- TETRA PAK HELLAS S.A.
- YIOULA GLASSWORKS S.A.
- FAGE S.A.
- FRIESLAND CAMPINA HELLAS S.A.
- PSIGIA THEOD. KLIAFAS S.A.

Europe

Expra (www.expra.eu)
HE.R.R. Co is a member of EXPRA (Extended Producer Responsibility Alliance), the European collective organization which incorporates the National Packaging Recycling Systems established by the legally bound packaging administrators and operating on a non-profit basis. Participation in EXPRA offers know-how on optimal packaging waste recovery, as well as the opportunity to negotiate on common issues faced by the Recycling Systems within the European Union.

Pro-Europe (www.pro-e.org)
HE.R.R. Co is also a member of PRO-EUROPE (Packaging Recovery Organization Europe), the European collective organization handling the pan-European recycling label, known as the Green Dot. The Green Dot - which is now on most product packaging available in the Greek market - clearly states that the specific piece of packaging has financially contributed to CAMS - RECYCLING, thus fulfilling its legal obligation.

National Objectives

The Collective Alternative Management System (CAMS - RECYCLING) aims at the achievement of the national targets set for packaging recycling, as outlined in the Joint Ministerial Decision 9288/469/2007.

More specifically, the national targets are as follows:
- 60% (by weight) recovery of the total of packaging waste, out of which
- at least 55% (by weight) recycling

In particular, the following percentages of recycling are anticipated per material:
- 60% (by weight) glass
- 60% (by weight) paper and cardboard
- 50% (by weight) metals
- 22.5% (by weight) plastics
- 15% (by weight) wood

Operating Principles

1. Participation in the share capital of H.E.R.R. Co is open to the legally bound companies, subject to the terms which are also valid for existing shareholders.

2. H.E.R.R. Co is a non-profit making entity and its shares do not distribute dividends.

3. Service is provided to the legally bound administrators under the same terms and conditions, whether they are shareholders or not.

4. The main activities of CAMS - RECYCLING are developed in close collaboration with the Local Authorities, as dictated by the legal framework.

5. H.E.R.R. Co treats all packaging materials in objective and equal terms.
Local Authorities – or other competent municipal bodies – and HER.R.R.Co sign collaboration agreements aiming at the most effective organization and management of packaging waste recycling, in accordance with Law 2939/01. The framework for cooperation between the Local Authorities and HER.R.R.Co includes two alternative schemes:

**Collection Scheme A**

The Collective Alternative Management System (CAMS – RECYCLING) undertakes the investment and the operational costs of the recycling projects, while the Local Authorities realize the collection of recyclable materials and the maintenance of equipment.

- **Collection Equipment** - System
- **RSC Establishment** - System
- **Collection Operation** - Municipalities
- **Sorting Operation** - System
- **Education - Promotion** - System / Municipalities

**Sorting – Education**

At the same time, HER.R.R.Co undertakes the operational - and investment where necessary - expenses of the RSCs, as well as the costs of educational activities addressed to citizens and companies, in collaboration with the Local Authorities.

**Collection Equipment**

HER.R.R.Co provides municipalities with the recycling bins, as well as with the collection vehicles. It also ensures the sorting infrastructure (RSCs) and organizes the educational activities for citizens.

**Collection, receipt and handling of residue**

Local Authorities are responsible for the collection and transfer of recyclable materials to the RSCs, as well as for the receipt and handling of the collection residue corresponding to them.

**Collaboration Scheme B**

Local Authorities are responsible for the design, organization and operation of the packaging waste recycling and recovery projects. In this case, the System covers the expenses for the collection equipment, while the financial assistance it offers to the Local Authorities is equivalent to the certified quantities of the acquired materials delivered for recovery, according to the procedures approved by the competent authorities.
The companies already affiliated to H.E.R.R.Co cover the largest part of the legal and financial obligation regarding packaging recycling in Greece. At this point, it must be clarified that the funds of the System exclusively come from the affiliated companies. The average yearly revenue from each new contract reached 500 Euros in 2016. However, the total revenues from contributions decreased by about 4% in relation to the previous year, mainly due to a decrease in consumption and the ongoing recession.

Chart 1: presents the progress of signed Agreements, starting from the foundation of the System till the end of 2016. By December 31, 2016 the companies which have signed a Collaboration Agreement with the System were 1,893 in total.

Chart 2: depicts the extent of contribution per category on behalf of the affiliates. The majority of contributions (62%) results from companies active in the food and beverage sector.

Packaging Material Quantities in the Local Market

Based on the sample of 1,200 companies which have already submitted their reports regarding the quantities of recyclable materials they have made available in the market, it is estimated that the companies affiliated with the System in total have placed in the Greek market approximately 371,000 tons of packaging material in 2016.

Still, the issue of contribution evasion (non-compliance to legal obligation) remains grave, while the competent authorities have not enforced any measures to confront this issue despite HERRCO’s repeated comments.

In 2016, the new Information System of H.E.R.R.Co was completed in order to serve as a useful tool for the member-companies; the simplification of processes and the technological advancement of services gives them the chance to be continuously and fully up to date. The new Information System was developed in such a way as to be user-friendly and operational, as well as to correspond to the contemporary requirements of data security and protection.
The System

The packaging waste relevant to the Collective Alternative Management System (CAMS – RECYCLING) is derived from various sources and follows different routes after being used and discarded. Driven by the maximization of European practices, HE.R.R.Co has developed a flexible action plan aiming at the most effective utilization of the funds collected from the market’s affiliated companies. Thus, the activities of HE.R.R.Co include:

Blue Bin Project

The Blue Bin constitutes the fundamental means for the achievement of the national targets since it involves the recycling of municipal waste. The Blue Bin Project is addressed to the general public, in other words to all the inhabitants of Greece, and is developed in close collaboration with the Local Authorities, as provided by the legal framework in force.

Citizens are called to place their recyclable materials (packaging waste made of paper-cardboard, plastic, glass, aluminum and tin-plate) in the Blue Bin. Worthy of special mention is also the project of print paper recycling – a material that is also discarded in the Blue Bin – even though these quantities are not admeasured in the achievement of the packaging recycling targets.

The recyclable materials are collected and transferred by the municipalities to the Recycling Sorting Centres (RSCs) where they are sorted and dispatched for recycling. HE.R.R.Co promotes the development of the particular field in order to gradually cover the entire population of Greece and to modernize the specific infrastructure.

In special cases, such as the islands or areas where the Local Authorities choose to apply a different plan to that of the integrated stream of packaging recycling (such as the regional units of West Macedonia and Chania), the recycling projects apply more complex collection methods in cooperation with the Local Authorities (two or three collection streams).

Blue Bell Project

The Blue Bell operates exclusively for the collection of glass packaging deriving from municipal waste. It mainly addresses to large producers and venues of business activities which involve the consumption of goods in glass packaging (i.e. entertainment venues, hotel complexes, bars, cafeterias, restaurants etc). The goal of the particular project is to create a glass packaging waste stream that is as pure and unmixed as possible at its point of generation.

Special Recycling Projects

Apart from the Blue Bin and Blue Bell projects – and in general the projects realized in collaboration with the municipalities –, HE.R.R.Co has developed complementary projects such as recycling certification/recording of Industrial and Commercial Packaging Waste (ICPW), energy recovery through the use of alternative fuel, organic recycling of wood packaging, recording for wood packaging reuse, recovery of packaging waste through the treatment of common waste etc. These projects are developed in order to contribute to the achievement of the national targets through all possible sources of recovery and, thus, create the greater picture of recycling in Greece which is then brought to the attention of the competent authorities.
THE BLUE BIN

The Blue Bin constitutes by now a recognizable element of the urban and semi-urban landscape, having gained the acceptance of both citizens and businesses as the effective way for packaging recycling. The greatest proof for this is that, right now there are about 157,000 Blue Bins placed all over Greece, always in collaboration with the municipalities.

The Blue Bin Project comprises of four stages:

1. Sorting at source
After collecting their used packaging separately in their household, citizens are asked to dispose of it in the Blue Bin of their neighborhood. The Blue Bin serves for the recycling of any sort of packaging material (plastic, glass, paper-cardboard, aluminum, tinplate), thus making the process of recycling simpler for inhabitants and the placement of bins in public space more functional.

2. Collection
The packaging materials accumulated in the Blue Bins are collected on a regular basis by the specialized vehicles that H.E.R.R.Co has provided the Local Authorities with and are then transferred to the Recycling Sorting Centers (RSCs).

3. Sorting at the RSCs
Using specialized electromechanical equipment along with careful hand sorting, the packaging materials arriving at the RSCs are separated in: paper-cardboard packaging, liquid cartons, print paper, several types of plastic packaging (PET, HDPE), plastic film, glass bottles and containers, aluminum and tinplate packaging.

4. Transfer for recovery
Following their sorting, packaging materials are compressed, baled or/and placed in special cases (glass and tinplate) to be dispatched to respective industries for the development of new products.

What goes into the Blue Bin for recycling?

- Tinplate packaging (tins of condensed milk, cans, pet food, tomato paste etc)
- Glass packaging (juice bottles, sauce jars, soft drinks, alcoholic beverages, wine, food etc)
- Aluminum packaging (soft drink and beer cans etc)
- Paper and cardboard packaging (milk, juices, cereals, pizzas, biscuits, sugar, detergents, paper bags etc)
- Plastic packaging (water and soft drink bottles, yogurt, butter, oil, detergents, cleaning items, shampoos, shower gels, as well as plastic wrap, deodorants, plastic bags etc)

What becomes of recyclable packaging?

- PAPER packaging
carton box
- GLASS packaging
new bottle
- ALUMINUM packaging
new tin
- TINPLATE packaging
new tins or steel products
- PLASTIC packaging
bags, barrels, bottles, thread for fleece cloth etc
THE BLUE BIN IN 2016

Despite the general adverse circumstances, the System continued evolving in 2016 and new areas were incorporated into the packaging recycling project.

94% of the total population has access to recycling

91% of Local Authorities are collaborating with the System

Approximately 157 thousand Blue Bins are being used, while more than 206 thousand have been delivered to the Local Authorities (cumulative total)

2,300 working positions

547 thousand tons of packaging material and print paper were recycled in 2016 (including ICPW quantities)

32 Recycling Sorting Centers are operating throughout Greece

More than 115 thousand collection itineraries of recyclable materials have been realized by the Local Authorities

A look at HERRCO’s overall presence

POPULATION SERVED 10.1 mil

RECOVERY (TONS) 365.285

BINS (ACTIVE) 157,000

BELLS 7,123

VEHICLES 493

POPULATION SERVED
<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
<th>Vehicles</th>
<th>Bins (active)</th>
<th>Recovery (ton)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IONIAN ISLANDS</strong></td>
<td>207,655</td>
<td>14</td>
<td>2,876</td>
<td>8,468</td>
</tr>
<tr>
<td><strong>NORTH AEGEAN</strong></td>
<td>153,075</td>
<td>10</td>
<td>3,135</td>
<td>2,090</td>
</tr>
<tr>
<td><strong>SOUTH AEGEAN</strong></td>
<td>145,062</td>
<td>22</td>
<td>4,533</td>
<td>12,100</td>
</tr>
<tr>
<td><strong>CRETE</strong></td>
<td>512,730</td>
<td>43</td>
<td>13,047</td>
<td>26,420</td>
</tr>
</tbody>
</table>

Islands with active recycling projects in 2016:

- Aegina
- Agistri
- Alonnisos
- Ammouliani
- Amorgos
- Anafi
- Andros
- Antikythera
- Antiparos
- Chios
- Corfu
- Crete
- Folegandros
- Kea
- Kefalonia
- Kos
- Kythera
- Kythnos
- Lefkada
- Lemnos
- Leros
- Lesvos
- Lipsi
- Milos
- Mykonos
- Oinousses
- Paros
- Paxi
- Poros
- Psara
- Samothraki
- Sifnos
- Skiathos
- Skyros
- Spetses
- Syros
- Thasos
- Thira
- Zakynthos
THE BLUE BELL

As there were significant quantities of glass bottles at specific business venues, HE.R.R.Co has established since 2013 a separate stream for glass recycling in order to serve the needs of businesses such as hotels, catering companies, event halls, bars, restaurants, cafeterias and others. The basic means for the separate collection of glass is the Blue Bell.

2016 proved to be a positive year for glass recycling as HE.R.R.Co managed to expand substantially this stream and to address to numerous local businesses by placing Blue Bells in public spaces in collaboration with the municipalities.

More than 7,200 Blue Bells are by now placed in private and public premises with the collaboration of 213 Local Authorities, serving 16,024 businesses. The results of glass packaging recycling via the Blue Bell increased significantly (by 43%) in comparison to 2015.

Of great importance in this endeavour forms the regular update of businesses through visits by representatives of HE.R.R.Co and the distribution of related informational material. Specifically, more than 53,000 informational visits were realized in 2016, corresponding to an average of 3-4 visits per business.

The total progress of the Blue Bell project is illustrated on the following table:

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities served</td>
<td>163</td>
<td>213</td>
<td>31%</td>
</tr>
<tr>
<td>Blue Bells in place</td>
<td>5,210</td>
<td>7,123</td>
<td>37%</td>
</tr>
<tr>
<td>Businesses served</td>
<td>13,010</td>
<td>16,024</td>
<td>23%</td>
</tr>
<tr>
<td>Quantities recovered</td>
<td>8,044</td>
<td>11,509</td>
<td>43%</td>
</tr>
</tbody>
</table>
ICPW

Industrial and Commercial Packaging Waste (ICPW) constitutes the most important other source of recycling and involves mostly private, that is non-municipal (outside the collection mechanism of the Local Authorities) pre-existing recycling accruing from third parties. This recycling is certified by H.E.R.R.Co on behalf of the competent authorities and according to agreements and procedures approved by the competent authorities. Controls, recording and certifications organized by H.E.R.R.Co are realized by specialized audit companies. The recorded results of ICPW are in direct association with the local and international market situations, as they partially illustrate the business activity of the industrial and commercial companies. In 2016, H.E.R.R.Co certified 266 thousand tons of ICPW (paper, plastic and aluminum packaging).

Material delivery to recycling industries

In 2016, an additional quantity of recycling of 649 tons of tin cans and 10 thousand tons of glass bottles was recorded, in collaboration with HELLENIC ALUMINIUM INDUSTRY S.A. (ELVAL S.A.) and YIOULA GLASSWORKS S.A.

Organic recycling of wood packaging

Given the lack of an end recipient for the recovery of wood packaging in Greece, H.E.R.R. Co implemented in 2016 as well the alternative solution of dispatching wood packaging (mostly wooden pallets) for the production of soil improver - humus (compost) which is used for the making of compost through the creation of porosity, offering better insulation and as an additional source of carbon for the organic functions developed therein. At the same time, the recording for the preparation of wooden packaging reuse was continued. In 2016, H.E.R.R.Co certified 11 thousand tons of wood packaging for recycling.

Energy recovery through alternative fuel production

Another way for the recovery of packaging waste is through the production and use of alternative fuel. In 2016, the packaging quantity in the form of alternative fuel which was dispatched to the cement industry for energy recovery reached 8.4 thousand tons.

Recovery of Packaging Waste through the processing of mixed waste

In 2016, an agreement was concluded between H.E.R.R.Co and EDSNA for the certification of packaging material recovered via the Factory of Mechanical Recycling operated by EDSNA within the 1st Integrated Facility of Waste Handling in Western Attica. In 2016, 6,8 thousand tons of packaging waste were certified.

PILOT PROJECTS

Aiming at the optimization of the Blue Bin project and the extrapolation of useful results regarding the increase in recyclable material quantities and decrease in remnant quantities, H.E.R.R.Co effected a pilot recycling project in the municipalities of Pendeli, Eleftharia and Aliartos, in collaboration with the Local Authorities. The design of this pilot project was based on the optimal placement of the network of the Blue Bins in relation to that of the Green Bins for common waste (1 Blue: 1.5 Green in proportion), as well as on the regular collection of waste, with each Blue Bin being served 3 times per week.

To achieve the above, the appropriate equipment was delivered and extensive informational activities took place in the specific municipalities. The first results seemed to be encouraging and, thus, the pilot projects will continue being applied in 2017. In addition, H.E.R.R.Co – in order to better organize the operations of the recycling project – develops upon occasion, in collaboration with selected municipalities and municipal bodies, various projects with separate collection at source adapted to the local circumstances. These are known as the multiple streams of packaging waste, mainly found on the islands, and which contribute significantly to the results of recovery and recycling of materials accruing from municipal waste. Projects of this sort operate at the municipalities of Ierissos and Sparta, as well as in collaboration with the Local Authorities of the regional units of Rodopi, Evros, Western Macedonia (Waste Management System of Western Macedonia), Chania (Municipal Company of Solid Waste Management) and others.
14 YEARS HE.R.R.CO: RESULTS

Participation of Companies

Participants in the system have significantly increased over the years, reaching 857 by 2016.

Participation of Local Authorities

A total of 297 Local Authorities have concluded collaboration agreements with the System over the years.

Population Coverage

By the end of 2016, over 547 thousand tons of recyclable materials were recovered from municipal waste, representing 99% of the population.

Quantities recovered

The quantities of recyclable materials recovered from municipal waste have shown significant increases over the years, reaching 547 thousand tons in 2016.

PROJECT RESULTS

2016 is the year with the greatest increase in recycling results, despite the adverse circumstances.

- There was a 13% increase in package waste recycling in comparison to 2015. The total amount of package waste (including ICPW) which were recycled in 2016 reached 489 thousand tons, the highest up to now.

- There was also an increase of 12% in overall recycling in comparison to 2015 (547 thousand tons of recyclable materials, including paper and other non-packaging material).

- At the same time, there was an increase (8%) in packaging recycling deriving from the Blue Bin project - the main project of HE.R.R.Co - in comparison to 2015.

- There was a 4% increase in per capita recycling (of packaging waste) through the Blue Bin project, proving the quality upgrading of the projects.

- There was an increase of 29% in glass packaging waste collected and recovered in 2016 (in comparison to 2015) reaching 32 thousand tons. It should be mentioned that glass is only material falling short of the National Targets.

- In 2016 HE.R.R.CO showed an economic deficit after taking into consideration their financial requirements and obligations, which was covered by the reserve formed over the first few years of the System’s operation and which has been decreasing since 2007.

- HE.R.R.CO has spent almost 326 million Euros in investments (bins, vehicles, RSCs) and in operational expenses of recycling projects since the establishment of the System till today.


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</thead>
<tbody>
<tr>
<td>Inhabitants served (cumulative sums, mil.)</td>
<td>7,6</td>
<td>8,1</td>
<td>8,1</td>
<td>8,9</td>
<td>9,4</td>
<td>9,4</td>
<td>9,9</td>
<td>10,1</td>
</tr>
<tr>
<td>Percentage of population coverage (%)</td>
<td>74%</td>
<td>79%</td>
<td>79%</td>
<td>82%</td>
<td>87%</td>
<td>87%</td>
<td>92%</td>
<td>94%</td>
</tr>
<tr>
<td>KAAT (cumulative sums)</td>
<td>22</td>
<td>28</td>
<td>27</td>
<td>29</td>
<td>30</td>
<td>32</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Bins delivered to municipalities (cumulative sums, thousands)</td>
<td>98</td>
<td>111</td>
<td>126</td>
<td>138</td>
<td>153</td>
<td>184</td>
<td>187</td>
<td>206</td>
</tr>
<tr>
<td>Bins delivered to municipalities (cumulative sums)</td>
<td>327</td>
<td>359</td>
<td>370</td>
<td>387</td>
<td>406</td>
<td>430</td>
<td>473</td>
<td>493</td>
</tr>
</tbody>
</table>

(1) It includes collaborating Local Authorities or other bodies handling municipal waste. The population figures for 2012-2015 are based on the 2011 Census by the National Statistical Service of Greece (while the population figures for 2009-2011 are based on the 2001 Census by the National Statistical Service of Greece).

(2) The ongoing recording of bins shows that the existing network currently includes approximately 157,000 active Blue Bins.
ACHIEVEMENT OF NATIONAL TARGETS

HERRCO’s results correspond to the National Targets. The achievement of the National Target for the total of packaging waste is depicted on the following diagram:

HERRCO results – National Targets for Packaging Waste

It is demonstrated that:

- The National Targets in terms of paper/cardboard, plastic, aluminum and wood in 2016 continue being achieved, while in 2015 the overall National Target was also achieved.

- However, the real issue in relation to the achievement of the National Targets remains to be glass packaging. The System will keep working towards this direction to enhance the network’s effectiveness. Still, in order to promote participation in glass recycling, the institutional intervention and activation of all related parties is necessary (state, municipalities, related businesses).

- The manner in which HERRCO targets its activities in relation to the overall National Targets stems, not from its legal obligation, but from the System’s voluntary development as depicted in its Operational Plan of 2015-2020 submitted to the competent authorities in December of 2014. HERRCO’s legal obligation relates exclusively to packaging waste quantities affiliated to HERRCO. In addition, the Blue Bin project, developed by HERRCO in collaboration with the Local Authorities, recovers an additional quantity of approximately 58 thousand tons of materials which is not packaging (mostly print paper and other material) and for which the corresponding producers are not contributing due to lack of legal framework; thus, this quantity is not calculated in the achievement of the targets by the System.

CONTROL PROCEDURES

HERRCO applies specialized measurement, control and monitoring procedures in order to safeguard the reliability of the results of packaging recycling. These procedures have been brought to the attention of the competent authorities or have been instructed by the latter. More specifically:

Blue Bin project (Recycling Sorting Centers)
- Weighing, recording and controls of incoming quantities:
  - Delivered by the Local Authorities directly to the RCS
  - Transferred via reloading premises
  - Accumulating from the Local Authorities of islands
- Sample verification of load weights recorded during parallel measurements on third parties’ weighbridges.

Quantities recovered
- Measurements for the identification of the anticipated quantities of recovered materials and remnants.
- Full weighting and recording of recovered materials.
- Measurements of packaging that might be lost in residue.
- Control on mass balances.

Quantities sold
- Verification of data based on sales invoices of packaging material dispatched to the secondary market.
- Control on mass balances so that the certified sold quantities do not exceed the certified recovery.

Blue Bell Project
- Recording and control of collection itineraries.
- Recording and control of collected quantities upon their entrance to the consignees of glass bottles.
- Controls on mass balances based on sales invoices.

ICPW
- Recording and control on ICPW loading or unloading at collaborators’ facilities.
- Analysis of packs in order to identify the percentage of packaging.

It is demonstrated that:

- The results correspond to the National Targets. The achievement of the National Target for the total of packaging waste is depicted on the following diagram.

- HERRCO’s legal obligation, but from the System’s voluntary development as depicted in its Operational Plan of 2015-2020 submitted to the competent authorities in December of 2014. HERRCO’s legal obligation relates exclusively to packaging waste quantities affiliated to HERRCO. In addition, the Blue Bin project, developed by HERRCO in collaboration with the Local Authorities, recovers an additional quantity of approximately 58 thousand tons of materials which is not packaging (mostly print paper and other material) and for which the corresponding producers are not contributing due to lack of legal framework; thus, this quantity is not calculated in the achievement of the targets by the System.

For all the projects of the System, a total of 45,000 hours of controls were realized in 2016 by external collaborators and specialized organizations (TÜV AUSTRIA, BUREAU VERITAS, EUROCERT).
COMMUNICATION & EDUCATION

For one more year, HE.R.R.Co developed and implemented a series of specialized communication programs aiming at the awareness and activation of citizens for their proper participation in packaging recycling. In detail, the activities in 2016 per target group included the following:

1. General Public
   - Ambient media campaign via branding on the interior of metro trains (panels and lintels).
   - Social media campaign via Facebook social ads, sponsored stories, e-game and special Christmas e-contest under the theme of proper recycling in the Blue Bin via the fan page of HE.R.R.Co.
   - Infomercials with specialized news stories on TV programs and news bulletins at Star, Ant1, Alpha and Skai channels.

CAMPAIGN DURATION: December 2016
CAMPAIGN CONTENT:
- Print campaign on Sunday newspapers
- Internet campaign (Banners, skins and in-screen videos) at high-traffic informational websites and portals.

2. Local Media Campaign: Communication of Proper Use of the Blue Bin
   CAMPAIGN DURATION: August – September 2016
   CAMPAIGN CONTENT:
   - Radio program in CRETE, ZAKYNTHOS, THASSOS, THIRA, CORFU, KEFALONIA, KYTHRA, KOS, LEVOS, LERKADA, LEMNOS, MYKONOS, PAROS, PIRAEUS, SYROS and CHIOS.

3. Public Relations Campaign: via full informational material in the form of brochures and electronic means
   CAMPAIGN DURATION: March - December 2016
   CAMPAIGN CONTENT:
   - HE.R.R.Co prepared and distributed a full journalist’s kit with rich informational material regarding the Blue Bin and its proper use, the route of the recyclable materials after the Blue Bin, the operation and the results of the System, as well as with a series of latest news about HE.R.R.Co. At the same time, this material was addressed to the media in a targeted way to achieve effective coverage.

Activation results:
Dynamic presence of HE.R.R.Co via articles on various media, leading to the dissemination of useful information and educational material to the target audience. The publications on print and electronic media with references to HE.R.R.Co and the Blue Bin system reached 1.246 in total in 2016.
4. PROMOTIONAL ACTIVITIES

Communication of Proper Use of the Blue Bin

Promotional Activities at:

- Large supermarket chains in Athens and Thessaloniki during the Christmas period.
- Department stores in Attica.
- Shops and restaurants/bars/cafeterias to inform owners and their customers for the proper use of the Blue Bin.
- Public buildings and banks.
- Promos at the entrance of metro stations in Attica during the Christmas period.
- Popular beaches in Attica and Chalkidiki.

Distribution:

Info pack to the households of the 6 new Local Authorities which recently joined the packaging recycling project, including: the well-known recycling bag, a special brochure with useful information about packaging recycling and each Mayor’s letter addressed to citizens. Last year, 40,580 info packs of this sort were distributed to corresponding households.

General info brochure, as well as specially designed reminder’s brochure for the Christmas period.

Especially for the Blue Bell recycling project, info visits to restaurants/bars/cafeterias were realized in 200 municipalities throughout the country to promote glass packaging recycling.

CONCERT ORGANIZATION:

“Glass Music”, special music performance with musical instruments made of glass packaging. The well-known percussionist, Nikos Touliatos, and his band improvise and set the rhythm through glass items used on a daily basis, such as bottles, jars and others, inviting people to join a different music event with improvised music instruments.

Communication Collaboration: SKAI Group

With the motto, “Recycle – Make it a way of life”, H.E.R.R.Co realized a dynamic info campaign about the benefits of packaging recycling and the proper use of the Blue Bin. This was done in collaboration with SKAI media group, with messages and special programs communicated via SKAI TV and the radio stations of SKAI FM, MELODIA and SPORT FM, as well as via skai.gr; while, at the same time, related info events were organized in various municipalities throughout Greece.

- TV PRESENCE: spots, news pieces and specials on TV programs and main news bulletins.
- RADIO PRESENCE: spots, interviews and references on radio shows.
- INTERNET PRESENCE: banners, articles and press releases.
- EVENTS AT MUNICIPALITIES THROUGHOUT GREECE: events organized at the municipalities of Thessaloniki, Aigaleo, Athens, Lamia, Maroussi, Irakleio, Lefkada, Larissa, Kavala, Pyrgos and Kavala.
1. **Educational/Entertainment Activities for Children**

Fun-educational events, like the Fun Fair of Recycling. In 2016, 61 events took place in municipalities in Attica and all over Greece with great success among citizens and the wider local communities. It is estimated that more than 18,000 children attended these events.

Concert: “Jazz for kids and grown-ups”, event with music being the main element, where recyclable packaging is transformed into musical instruments, thus inviting people to learn about recycling in the Blue Bin. The event took place at Kifisia, downtown Athens and Lefkada.

2. **Educational Programs at Schools**

Implementation of the educational program “Discover how you can properly recycle through the Blue Bin”, under the license of the Ministry of Education. It consists of 5 modules along with numerous educational methods such as games, exercises and role playing. The educational kit delivered to all schools contains the following: time plan and program of packaging recycling classes, detailed course guide along with aids, informational brochure about packaging recycling, poster and educational video. Moreover, a specialized webpage was developed for additional material.

Student visits at RSCs of HE.R.R.Co offering the opportunity to see the entire recycling process in person. In 2016, 80 visits of this sort were realized throughout Greece.

Participation - Support of the environmental education network at primary and secondary educational institutions in Thessaloniki regarding recycling.

Implementation of the educational program “Discover how you can properly recycle through the Blue Bin”, under the license of the Ministry of Education. It consists of 5 modules along with numerous educational methods such as games, exercises and role playing. The educational kit delivered to all schools contains the following: time plan and program of packaging recycling classes, detailed course guide along with aids, informational brochure about packaging recycling, poster and educational video. Moreover, a specialized webpage was developed for additional material.

### Affiliated Companies

1. Distribution of info material to the personnel of companies affiliated to HE.R.R.Co and organization of info presentations.

2. Organization of special info activities in the premises of companies affiliated with HE.R.R.Co.

### Local Authorities and other Bodies

1. Placement of permanent informational material at central spots in the municipalities of Attica and throughout Greece:
   - Stands with info brochures
   - Posters

2. Participation in related events/conferences
   - Participation in environmental events organized by certain municipalities with info material and/or organization of related activities, for example, at the municipalities of Katerini, Drama, Porea and Aigaleo.
   - Participation in summer cultural events, such as the creation and realization of an innovative floating stage made of recyclable materials at the municipality of Lefkada.
   - Participation in and support of special conferences and events related to recycling through presentations and placement of info booths.
   - Participation in the Thessaloniki International Trade Fair with a specially designed booth, along with the municipality of Thessaloniki, and through an enriched program of info activities for visitors.
   - Participation in the Recycling Festival organized by the municipality of Thessaloniki through an info booth, the Fun Fair of Recycling and other activities related to recycling.

3. Pilot Training seminars for the employees in the Municipalities’ Department of Cleanliness
   - At the municipalities of Kalamaria, Pilea, Thermi and Thessaloniki.

3. Presentation to the wider public of the great support provided by the affiliated companies with specific ads on print media.
GENERAL
ACTIVITIES

Administration of the HE.R.R.Co fan page at Face-
book titled “Blue Bin Packaging Recycling – RECY-
CLE” with more than 90,000 members.
Publication of annual report titled “Packaging Recy-
cling: A project for all of us”.
Creation of electronic newsletters presenting the ac-
tivities of HE.R.R.Co and addressed to central bodies,
public administration, Local Authorities and affiliated
companies.
Production of specialized communication tools (i.e.
info brochures, posters and stands).
HE.R.R.Co responded to 330 written messages by citi-
zens either via its webpage or via its e-mail address or
via its Facebook page, while it answered to more than
1,320 queries of citizens over the phone.
HE.R.R.Co in collaboration with HELMEPA, collected
the recyclable materials which were gathered from
beach cleanups in the areas of Kavouri, Peace and
Friendship Stadium and Shinias.
HE.R.R.Co participated in the 34th Athens Authentic
Marathon through info activities via a specialized
booth, as well as through the collection and recovery
of recyclable materials which accrued from the event.
The result of this organized activation was the collec-
tion of about 13 tons of recyclable materials.

HE.R.R.Co placed Blue Bins at event venues such as:

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Activity</th>
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<tbody>
<tr>
<td>ATHENS HALF-MARATHON</td>
<td>STAVROS NIARCHOS FOUNDATION</td>
</tr>
<tr>
<td>BONJOUR ATHENES</td>
<td>EJEKT FESTIVAL 2016</td>
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<tr>
<td>7TH POSEIDON ATHENS HALF-MARATHON</td>
<td>OLYMPIC STADIUM RUN 2016</td>
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<tr>
<td>1ST ATHENS STREET FOOD FESTIVAL</td>
<td>AUTHENTIC MARATHON 2016</td>
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<td>RELEASE FESTIVAL 2016</td>
<td>RUSSKEN FESTIVAL 2016</td>
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<td>ROCKWAVE FESTIVAL 2016</td>
<td>PEPPER RADIO EVENT</td>
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