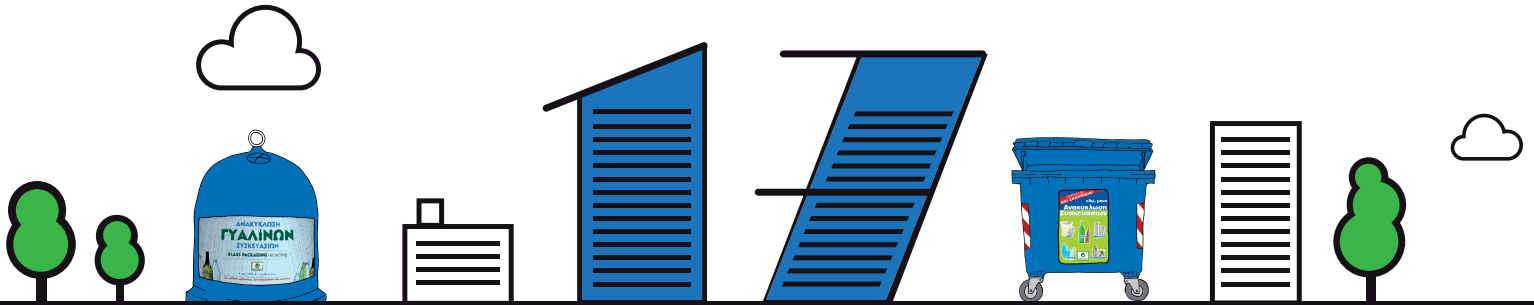


ANNUAL

REPORT



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# OPENING NOTE

Dear all,

Always guided by a greater sense of responsibility, the Hellenic Recovery Recycling Corporation (HERRCO) for one more year has continued being the most substantial force of packaging recycling in Greece. Since 2003 when we first started our operation till today, 15 years later, we have steadily achieved in making recycling a conscious value in the minds of Greek citizens, as demonstrated by clear, measurable results.

2017 was another successful year for packaging recycling via the Blue Bins, a fact that is illustrated through the related results. Despite economic adversities, the data reveals that, for a third consecutive year, packaging material recycling increased (by 5% in comparison to 2016). More specifically, about 580,000 tons of material were recycled through the activities of HERRCO in total - reaching the highest figure in the history of the organization by far.

At the same time, we focused on glass packaging recycling, with the placement of Blue Bells which proved to be more and more effective. Almost 8,800 bells have been placed by now in public and private spaces, proving in reality the special weight and the intensity of this endeavour.

The aforementioned results serve as the legacy of successful operation and the outcome of excellent collaboration with both the affiliated member-companies and the local authorities, and, thus, we continue effectively promoting the development of the system of packaging recycling in Greece, while also guarding its constant evolution.

In the following pages, the total work of HERRCO for 2017 is being depicted through qualitative and quantitative data.

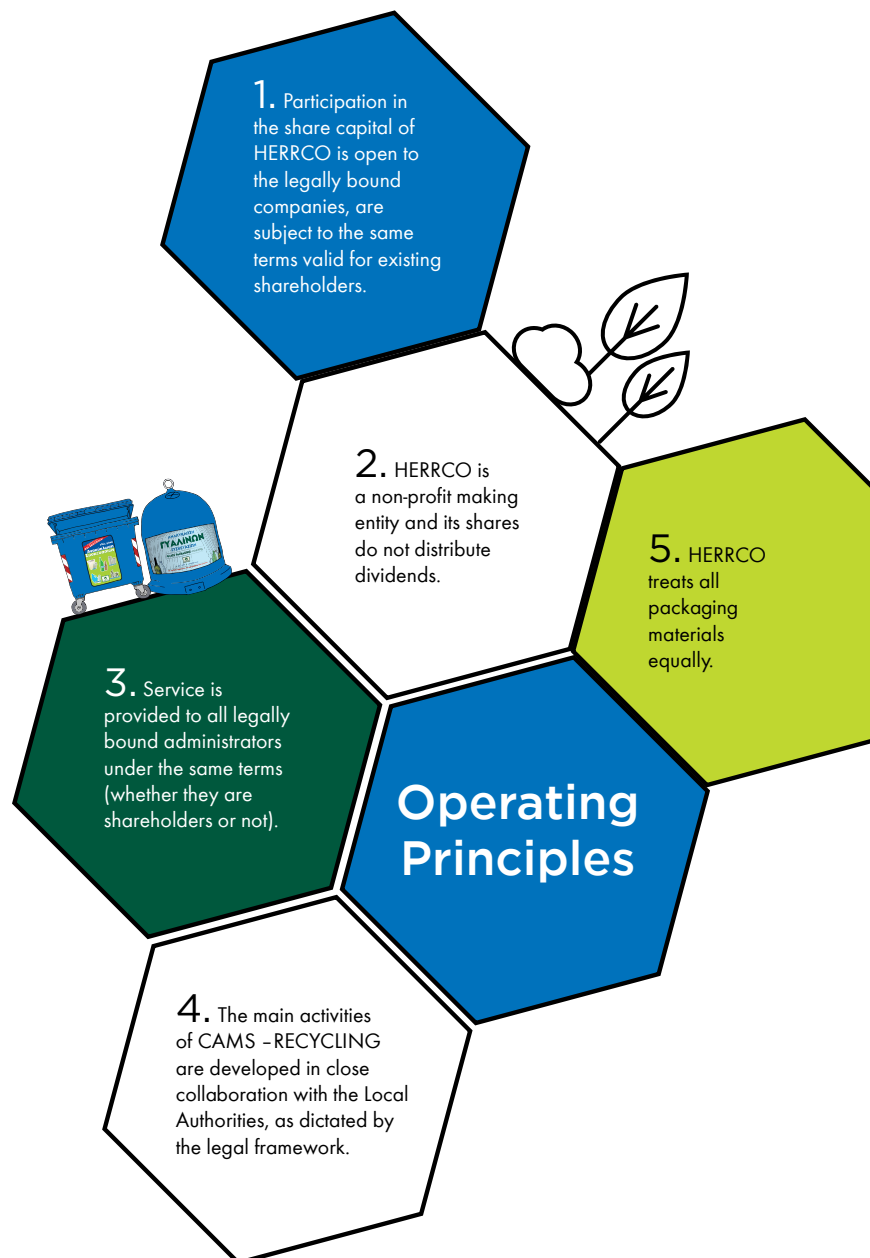
On behalf of the Board of Directors of HERRCO,  
Loukas Komis  
*President*

# Scope of HERRCO

**HERRCO aims at:**

The fulfillment of the legal obligation of its affiliated companies.

The optimal utilization of the funds available by the affiliated companies in the interest of recycling.



Dear all,



Significant changes marked 2017 regarding the handling of solid waste, in accordance with the European policy on circular economy and the international agreements on Climate Change and the Sustainable Development Goals as per the UN 2030 Agenda, as well as with the new National Waste Management Planning. During 2017, the new European strategy for waste and plastic was also formulated, to further become a plan for the sustainable handling of materials with highly demanding objectives for the future society of recycling.

In Greece, the decision of the Government Council for Economic Policy about circular economy, the adoption of law 4496/2017 regarding alternative management and the initiation of waste management projects signal the application of the new policy aiming at the substantial promotion and development of recycling and sorting at source.

It is very positive that, this year as well, HERRCO - the body of Alternative Management with the highest performance on recovery and recycling - achieved an important increase on the effectiveness of recycling, equal to 5%, thus continuing to improve the results of 2016. Of course, there are many needs and possibilities since we are losing a major part of consumer resources through waste burial and we are falling behind in

sorting at source and contemporary processing units. HERRCO's operation leaves a very strong environmental footprint in our country, along with its long experience and positive results. The fulfillment of the national objectives is undoubtedly closely related to the organization's effectiveness, along with the participation of the majority of the legally bound companies and the Central Union of Municipalities of Greece in its share capital.

The strategy of cyclical economy as well as the obligations deriving from the European and Greek legal framework demand a leap in quality for recycling and, in general, waste management in our country; a leap that needs to rely on human resources, the know-how and productive and self-governing dynamics of HERRCO, as well as on the strong technological base which has been created in Greece over the past few years.

This leap will involve the wider use and improvement of the Blue Bin, extension of specific collection streams for purer materials, placement of Blue Bells also at residential areas, targeted paper and cardboard programs, as well as awareness and educational activities by HERRCO. The prevention of waste generation, the increase in the indexes of recovery, the improvement of the quality of the materials recovered and the recycling of those materials in our country constitute the present





day requirements, which must have the active participation of citizens and companies.

Law 4496/2017 is introducing major changes to the benefit of recycling, as well as the legally bound companies and the alternative recycling systems. These changes combat contribution evasion, thus increasing revenues for recycling to the advantage of local communities and municipalities, introduce the monitoring of the systems by the legally bound parties themselves for full transparency, make the most of digital tools and data bases (Electronic Waste Registry, National Producers' Registry) and ensure healthy competition within the recycling market.

At the same time, the Waste Management Plans of the local authorities are empowered, so that the local community -through the municipal council -is able to choose the system of recycling and sorting at source. This way, the outcome is maximized, as required by the national objectives, through a contemporary and strict regulation on cleaning and a pricing policy that will benefit recycling.

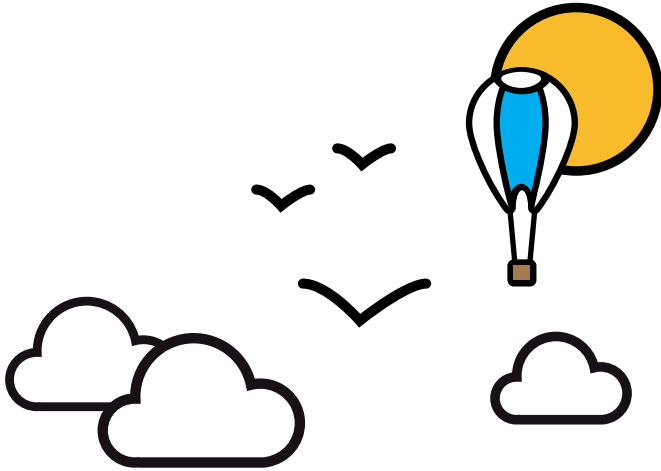
Through the new institutional framework, the local authorities become even more powerful regarding issues of waste management and substantially responsible for the performance of sorting at the source. For this reason, the optimum collaboration

with the Systems is necessary in order to make the most of the funds available. The European decisions and the National Waste Management Planning set new, higher standards. Therefore, in collaboration with HERRCO and the other systems, plans should be made for the future, such as the connection between environmental planning and the life cycle of every piece of packaging together with the contributions of the legally bound parties, the prevention of waste generation and the incorporation of the principles of circular economy.

Reuse, the support of the Greek industry of recycling and processing based on secondary resources, the enhancement of security, repair and recycling of materials and packaging and the elongation of their life cycle must be all encouraged and legally bound parties with this sort of performance should be rewarded.

Recycling is not just an environmental duty. It is a basic element of productive reconstruction. That's why cyclical economy is a major chapter of the development plan of the country for its bailout exit. Our common activities can lead to significant results; all it takes is to realize these new responsibilities and to believe in the possibility for change. As far as we are concerned, we shall support this endeavour to the advantage of citizens, the environment and the Greek economy.

**Sokratis Famellos**  
Deputy Minister of  
Environment and Energy



## Shareholder Structure

### 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 HERRCO with 3 members.

301  
LOCAL  
AUTHORITIES



The industrial and commercial companies which constitute HERRCO's shareholder structure, via **Hellenic Recovery of Packaging Materials S.A.**, are the following:

- ARTENIUS 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.
- ELAIS - UNILEVER HELLAS S.A.
- ELVAL S.A.
- MEVGAL S.A.
- PAPASTRATOS CIGARETTE MANUFACTURING CO.
- PROCTER & GAMBLE HELLAS LTD
- TETRA PAK HELLAS S.A.
- BA GLASS GREECE S.A.
- FAGE S.A.
- FRIESLANDCAMPINA HELLAS S.A.
- PSIGIA THEOD. KLIAFAS S.A.

Dear all,



**A**s President of the Central Union of Municipalities of Greece, representing the Municipalities of the country in total, I would like to express our great satisfaction as we contributed decisively, through our participation in HERRCO as partners, to the fulfillment of the objectives set out from the very beginning.

Our main goal for 2017 was to have a continuing increase in recycling of packaging material; another year in which the value of recycling would get even more established in the consciousness of local communities. And we are quite pleased, that we were able to do so..

The goal was achieved, as proved by the measurable results we have at our disposal, demonstrating an increase by 5% in the quantities of packaging materials recycled in 2017, in comparison to the previous year.

However, we are not restricting ourselves on this success. We are certain that we can perform even better and that's why we set the standards even higher. The local authorities have proved that they can serve as the driving force in this great endeavour that has started years ago, so that recycling becomes part of the daily routine of all citizens all over Greece.

Even so, our will is not enough. It requires much more. It mostly requires integrated national planning regarding the handling of waste and recycling, which will set realistic goals and will acknowledge that the local authorities should be the ones taking the decisions regarding this matter.

In essence, a contemporary legal framework is needed, which will enable, as well as give the responsibility, to the municipalities and the local communities so that they can decide themselves about the way they will manage and recover their waste, by promoting recycling; and also, about the way they will inform and motivate the citizens, based on the particularities of every local community and municipality.

The time has come for the central state to accept that it bears the main responsibility for the fact that nowadays, in Greece, we gravely fall short of the effective handling waste encountered in the rest of Europe, due to the unsuccessful model applied so far. A model which was based on a sort of bureaucratic centralism dealing with distinct situations and needs in the same way.

Last year, the Central Union of Municipalities of Greece actively participated in the public dialogue regarding the modernization of the institutional framework governing, among other things, the operation of recycling. There, we had the opportunity to express our own creative proposals in order to safeguard the correct principles of the Producer's Extended Responsibility within the operation of the Collective Alternative Management System and maintain successful models of operation, as they have been applied in previous years through the collaboration of the local authorities with HERRCO.

There is definitely area for improvement of this operating model, for the interest of all. Our goal is for the municipalities of Greece to participate in their entirety in the pattern of collaboration with HERRCO, while HERRCO contributes even more to the enhancement and upgrading of the equipment provided by them, in order to further promote recycling and fulfill the national objectives originally set. At the same time, the Central Union of Municipalities of Greece intends to actively participate in the design and implementation of targeted activities to raise awareness and educate citizens so that recycling is established as an everyday practice for all of us.

At a period that the protection of the environment for the local communities and the need for municipalities to handle their waste to the benefit of the citizens, by promoting recycling, seems more crucial than ever, we are satisfied to have contributed decisively for the achievement of the goals set by HERRCO.

**Giorgos Patoulis**  
Mayor of Maroussi  
President of the Central Union of Municipalities of Greece

# THE HELLENIC RECOVERY RECYCLING CORPORATION

## Identity

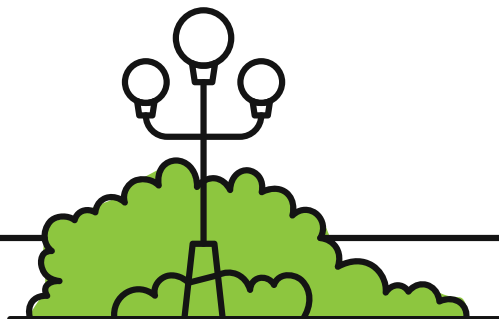
HERRCO constitutes an exceptionally successful example of collaboration among the producers or importers of products available in the Greek market, the packaging manufacturers and the Local Authorities of the country, the latter being legally bound for the collection of municipal waste. By the end of 2017, the companies affiliated with HERRCO reached 2,029 while the collaborating Local Authorities throughout Greece were 301. In relation to its shareholder

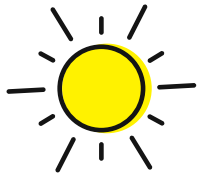
structure, 35% of share capital belongs to the Central Union of Municipalities of Greece and the remaining 65% to the industrial and commercial companies bound by Law to undertake the collection and recycling of their product packaging.

The operations of HERRCO are not governed by profit, but instead, by the promotion of public interest, as provided by the institutional framework in force.

# 2.029

affiliated  
companies





## EUROPEAN PARTNERSHIPS

### Expra ([www.expra.eu](http://www.expra.eu))

HERRCO 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 access to know-how regarding optimal packaging waste recovery, as well as the opportunity for more effective negotiations about common issues faced by the Recycling Systems within the European Union.

### Pro-Europe ([www.pro-e.org](http://www.pro-e.org))

HERRCO 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 by 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.



## THE OBJECTIVES OF HERRCO

The Collective Alternative Management System (CAMS - RECYCLING) is legally bound to achieve the recycling of 60% (by weight) of the materials of the affiliated quantities.

### More specifically, the objectives are:

- 60% (by weight) recovery of the total of packaging waste, out of which
- at least 55% (by weight) recycling

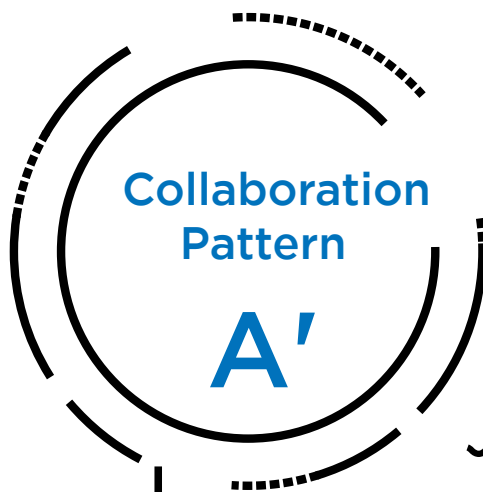
In particular, the following percentages of recycling are anticipated per material:

- 60% (by weight) glass
- 60% (by weight) paper and cardboard
- 50% (by weight) metals
- 22.5% (by weight) plastics
- 15% (by weight) wood



# LOCAL AUTHORITIES

Local Authorities – or other competent municipal bodies – and HERRCO sign collaboration agreements aiming at the most effective organization and management of packaging waste recycling, in accordance with Law 2939/01 as amended and in effect. The framework for collaboration between the Local Authorities and HERRCO includes two alternative patterns:



<b>COLLECTION EQUIPMENT</b>	<b>System</b>
<b>RSC ESTABLISHMENT</b>	<b>System</b>
<b>COLLECTION OPERATION</b>	<b>Local Authorities</b>
<b>SORTING OPERATION</b>	<b>System</b>
<b>EDUCATION - PROMOTION</b>	<b>System / Local Authorities</b>



HERRCO provides municipalities with the recycling bins, as well as with the collection vehicles. It also ensures the sorting infrastructure (Recycling Sorting Centers).

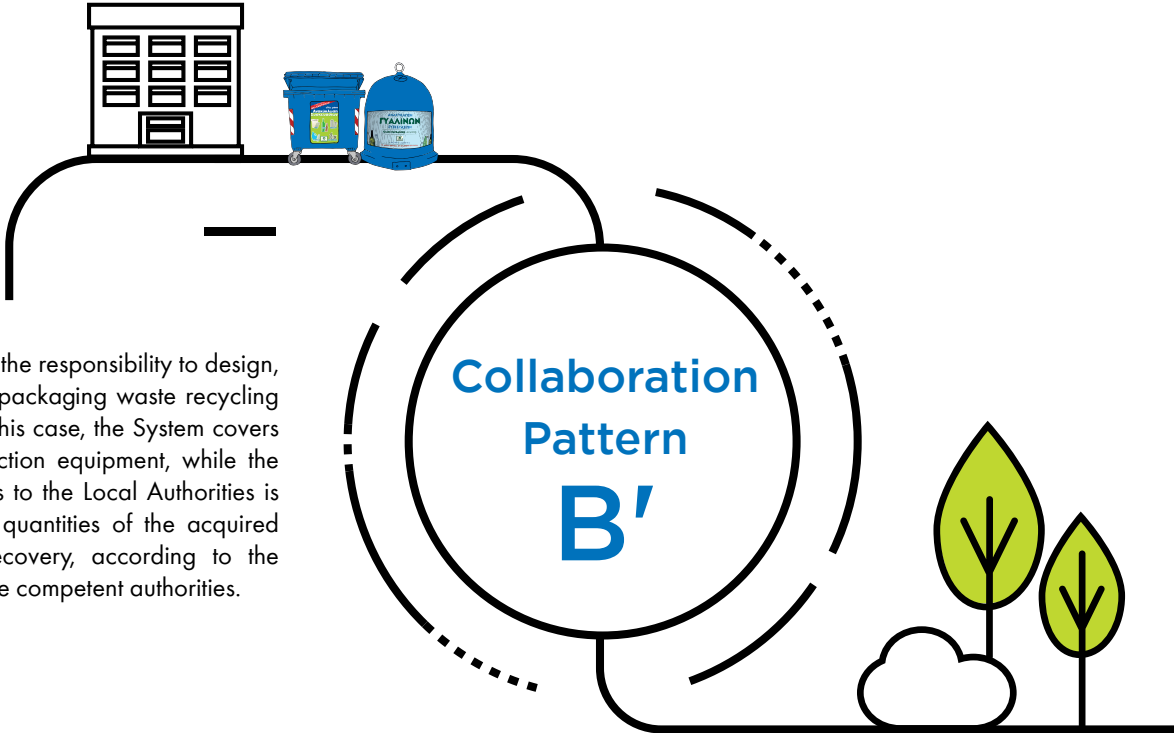
## Sorting - Education

At the same time, HERRCO undertakes the operational – and investment, where necessary – expenses of the Recycling Sorting Centers (RSCs), along with the education – awareness of citizens, in collaboration with the Local Authorities.





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.



Local Authorities undertake the responsibility to design, organize and operate 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.

- COLLECTION EQUIPMENT / SYSTEM
- COLLECTION - SORTING - SELLING OF MATERIALS / LOCAL AUTHORITIES
- FINANCIAL ASSISTANCE TO LOCAL AUTHORITIES / SYSTEM
- EDUCATION / SYSTEM & LOCAL AUTHORITIES

# AFFILIATED MEMBER COMPANIES

The companies already affiliated to HERRCO cover the largest part of the legal and financial obligation regarding packaging recycling in Greece. At this point, it must be stressed that the funds of the System derive exclusively from the affiliated companies. The average yearly revenue from each new contract reached 1,300 Euros in 2017. The total revenues from contributions increased by about 5% in relation to the previous year.

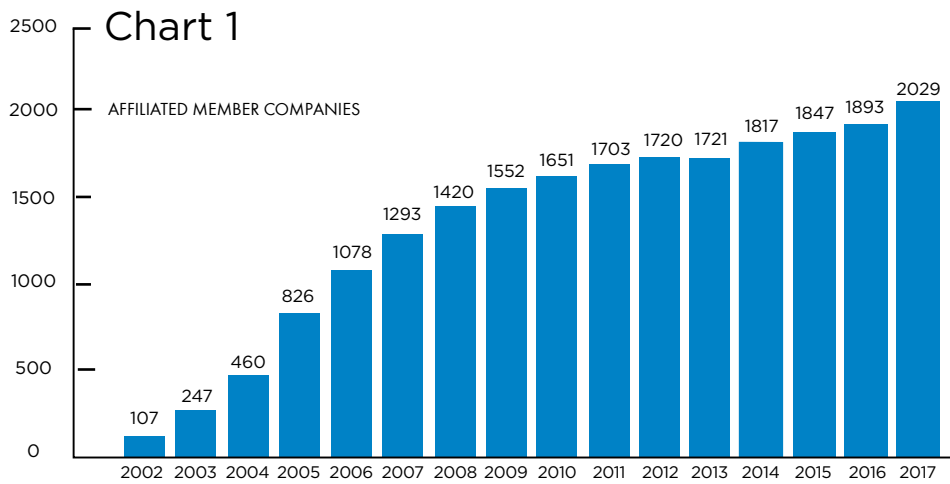
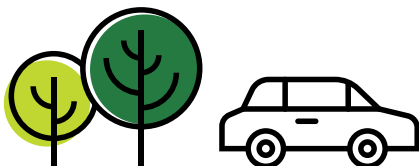
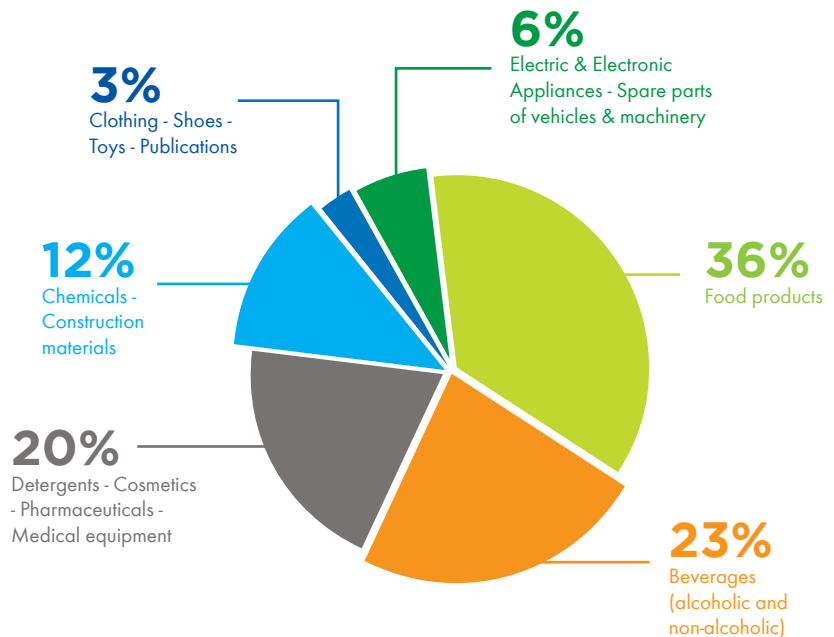


Chart 1 presents the progress of signed agreements, starting from the foundation of the System till the end of 2017. By December 31, 2017 the companies which have signed a Collaboration Agreement with the System were 2,029 in total.

## Chart 2

Chart 2 depicts the extent of contribution per category on behalf of the affiliates. The majority of contributions (60%) results from companies active in the food and beverage sector.

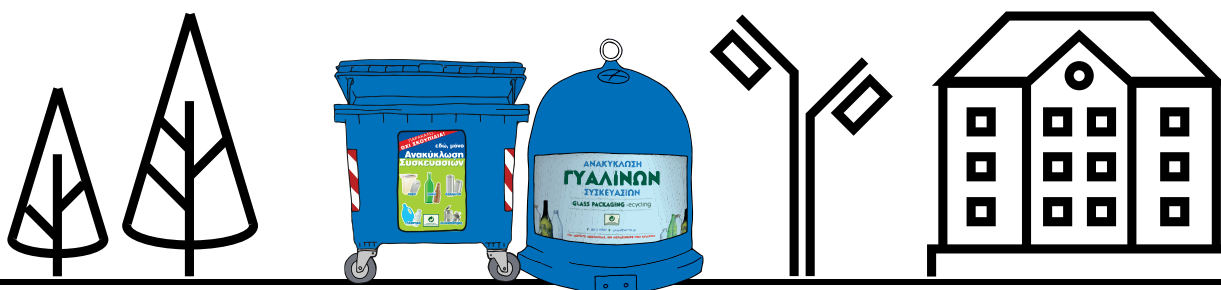




# Packaging material of affiliated companies

In 2017, approximately 387,000 tons of packaging material were made available in the Greek market by the companies affiliated with the System.

Packaging material	Quantities by affiliated companies (in thousand tons)
Paper - Cardboard	141
Paper packaging of liquids	12
Plastic	100
Aluminum	17
Tinplate	20
Glass	77
Wood	18
Others	2
<b>TOTAL</b>	<b>387</b>



# The System

The packaging waste relevant to the Collective Alternative Management System (CAMS - RECYCLING) derives from various sources and follows different routes after being used and discarded. Driven by the optimal European practices, HERRCO has developed a flexible action plan aiming at the most effective utilization of the funds placed in the market by the affiliated companies for packaging recycling. Thus, the activities of HERRCO include:

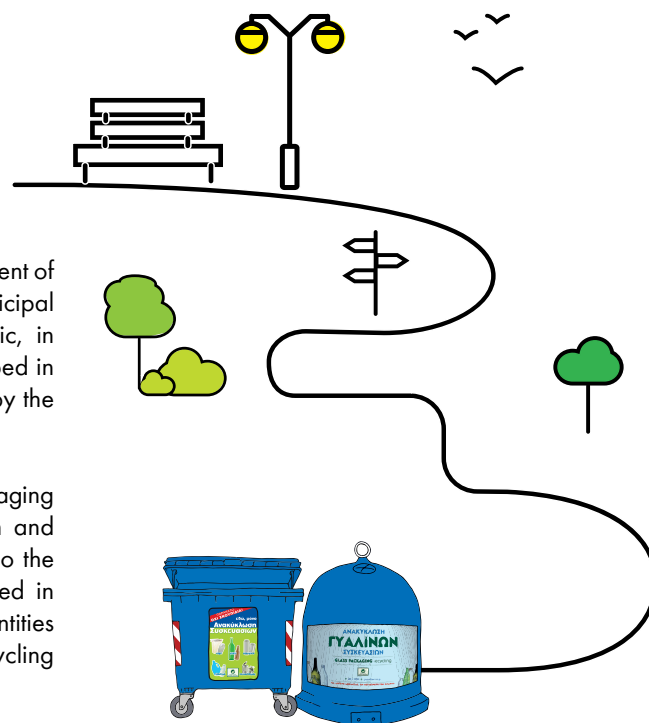
## Blue Bin Project

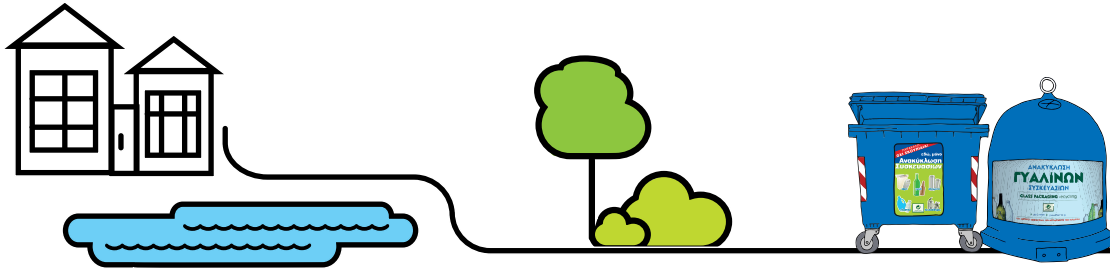
The Blue Bin constitutes the fundamental means for the fulfillment of the national objectives since it involves the recycling of municipal waste. The Blue Bin Project addresses the general public, in other words to all the inhabitants of Greece, and is developed in close collaboration with the Local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

Citizens are called to place their recyclable materials (packaging waste made of paper-cardboard, plastic, glass, aluminum and tinplate) in the Blue Bin. Worthy of special mention are also the quantities of print paper - a material that is also discarded in the Blue Bin and recycled - despite the fact that these quantities are not admeasured in the fulfillment of the packaging recycling objectives.

The recyclable materials are collected and transferred by the municipalities to the Recycling Sorting Centres (RSCs) where they are sorted and dispatched for recycling. HERRCO promotes the development of the particular field in order to gradually cover the entire population of Greece and modernize the existing 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, three or four collection streams).



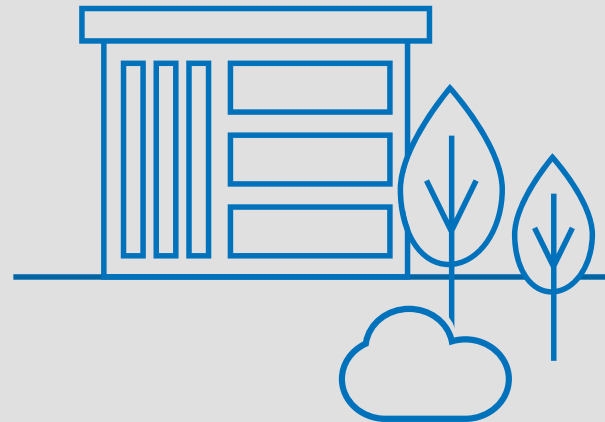


## Blue Bell Project

The Blue Bell operates exclusively for the collection of glass packaging deriving from municipal waste. It is mainly addressed 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 clear and unmixed as possible, close to 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 –, HERRCO 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 fulfillment of the Objectives through all possible sources of recovery and, thus, create the complete picture of recycling in Greece then to be brought forth to the attention of the competent authorities.



# THE BLUE BIN

The Blue Bin constitutes by now an identifiable 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 162,000 Blue Bins placed all over Greece, always in collaboration with the municipalities.

## The Blue Bin Project comprises of three stages:

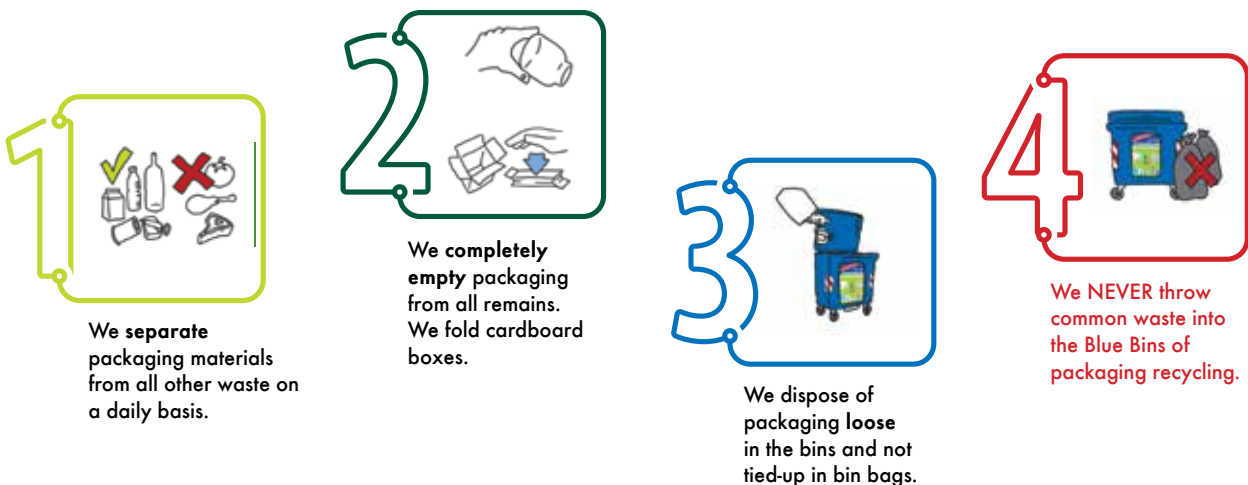


After collecting its used packaging separately in their household, citizens are asked to dispose of it in the Blue Bin of their neighborhood. The Blue Bin serves for the recycling of every sort of packaging material (plastic, glass, paper-cardboard, aluminum, tinplate), thus making the process of recycling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

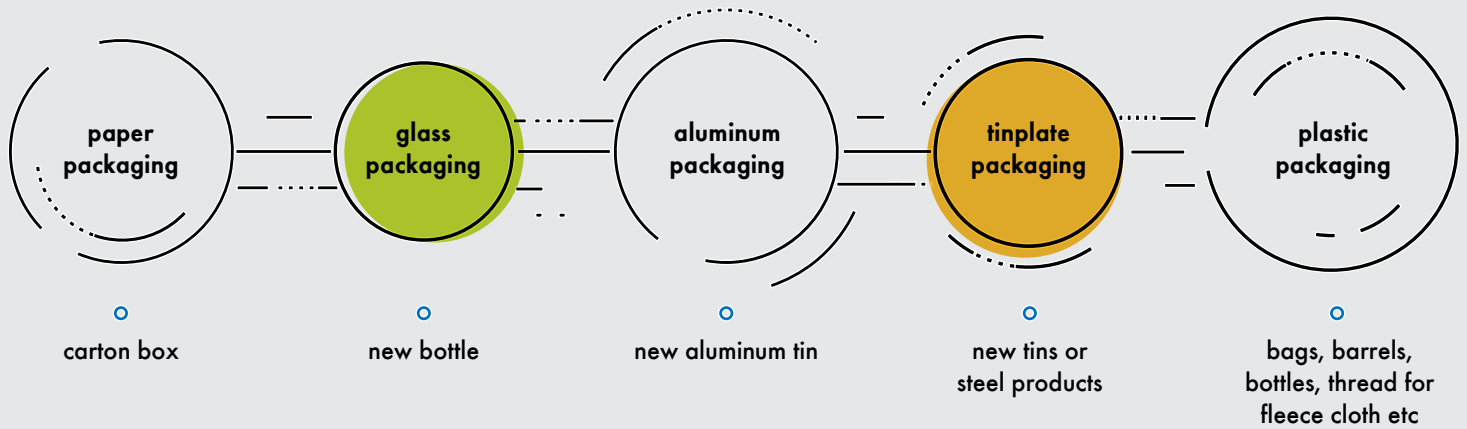
The packaging materials accumulated in the Blue Bins are collected on a regular basis by the specialized vehicles that HERRCO has provided the Local Authorities with and are then transferred to the Recycling Sorting Centers (RSCs).

Using specialized electromechanical equipment along with careful hand sorting, the packaging materials arriving at the RSCs are separated among more than 15 categories of material such as: paper-cardboard packaging, liquid cartons, print paper, several types of plastic packaging (PET, HDPE and others), plastic film, glass bottles and containers, aluminum and tinplate packaging.

## What is the proper way for recycling?



## What becomes of recyclable packaging?



## What goes into the Blue Bin for recycling?

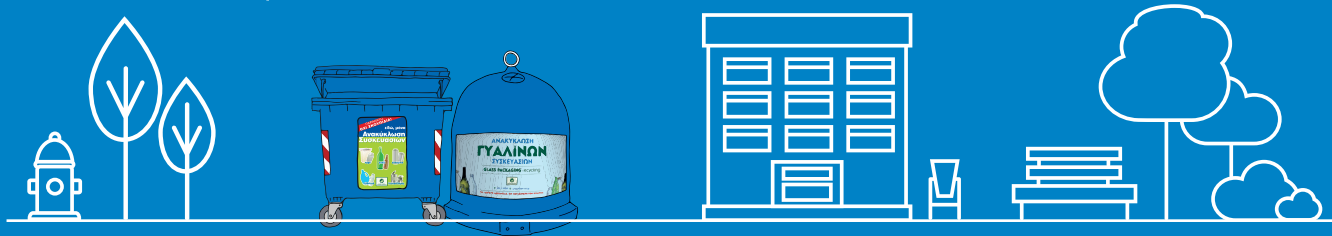


# THE BLUE BIN IN 2017

Despite the general adverse circumstances, the System continued evolving in 2017 and new areas were incorporated into the packaging recycling project.

**95%**  
of the total  
population has  
access to recycling

**93%**  
of Local Authorities  
are collaborating  
with the System



about  
**162.000**  
Blue Bins are in their place, while more than  
**221.000**  
have been delivered to the Local Authorities  
(cumulative total)

## Overall presence of HERRCO



POPULATION SERVED

**10,3εκ.**



BINS (ACTIVE)

**162.000**



BELLS

**8.800**



VEHICLES

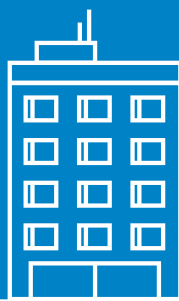
**505**

**33**

Recycling  
Sorting Centers are  
operating throughout  
Greece

**2.300**

working positions



**576.000**

tons of packaging material and  
print paper were recycled in 2017  
(including ICPW quantities)

More than

**120.000**

collection itineraries of  
recyclable materials have  
been realized by the  
Local Authorities



# THE BLUE BIN PER REGION

## Mainland Greece ▶

### WEST MACEDONIA

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
283.689	4	5.437	3.754

### EPIRUS

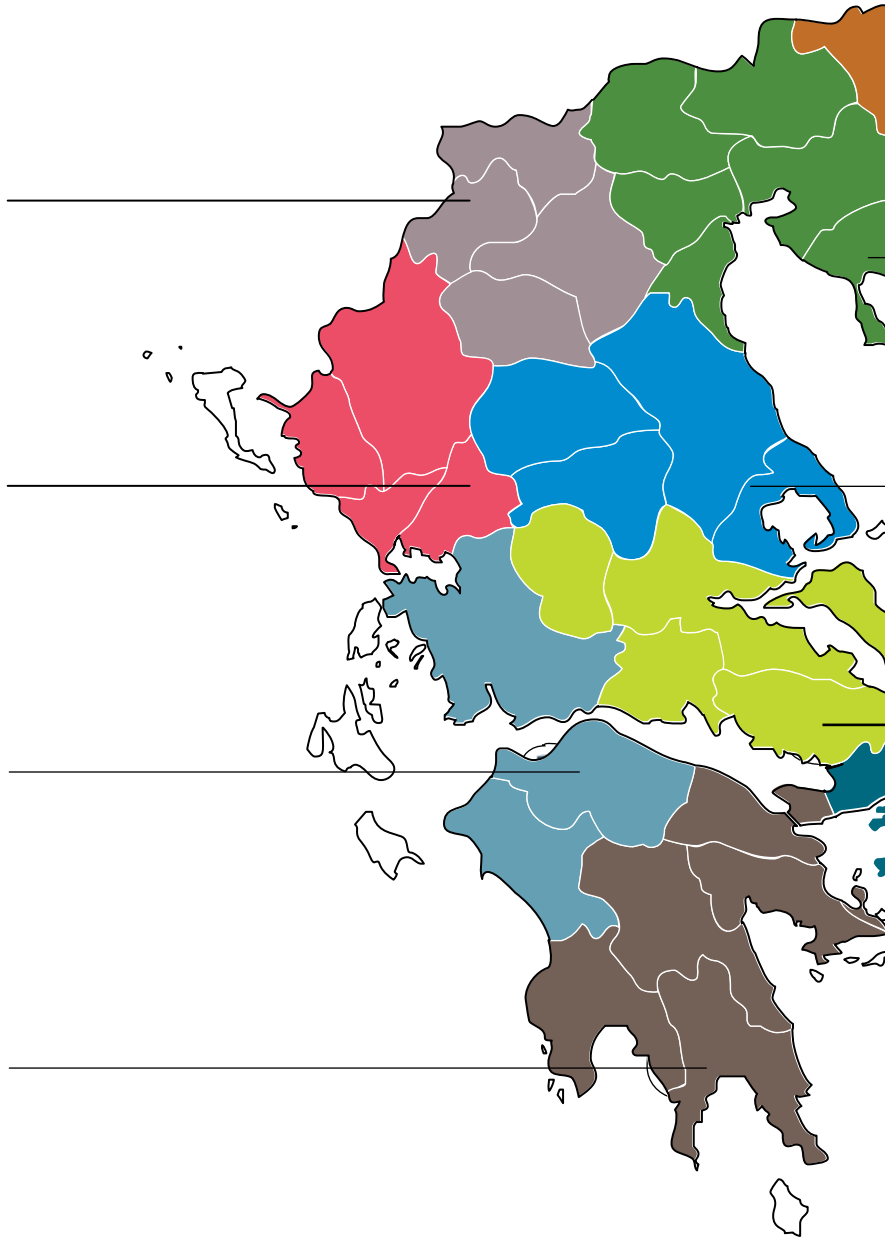
POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
275.845	11	2.909	5.505

### WESTERN GREECE

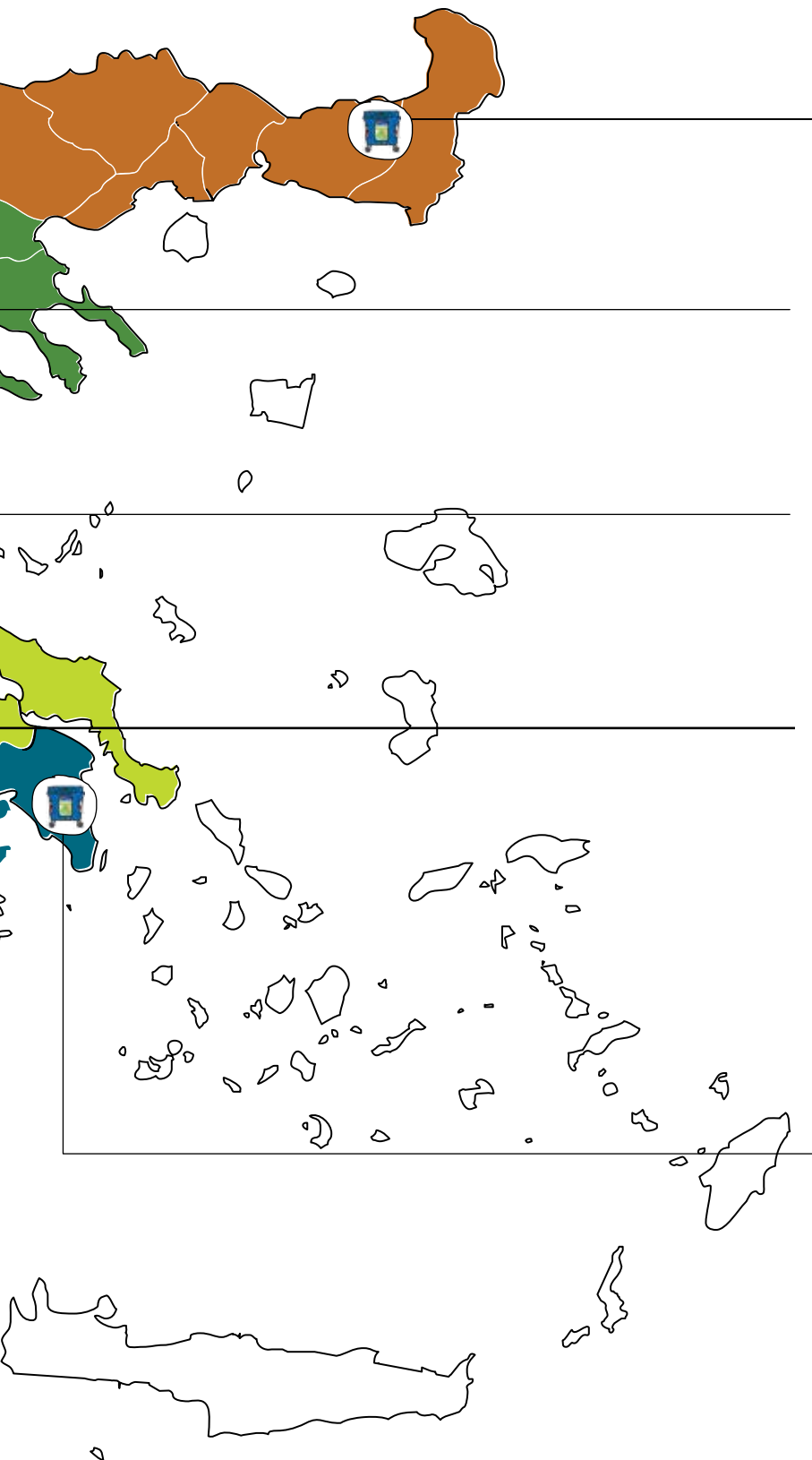
POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
573.002	23	8.533	5.702

### PELOPONNESE

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
543.162	28	13.300	10.740







### EAST MACEDONIA & THRACE

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
608.182	4	9.061	6.541

### CENTRAL MACEDONIA

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
1.858.391	91	28.591	26.270

### THESSALY

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
709.008	28	10.972	11.237

### CENTRAL GREECE

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
522.257	31	8.777	7.461

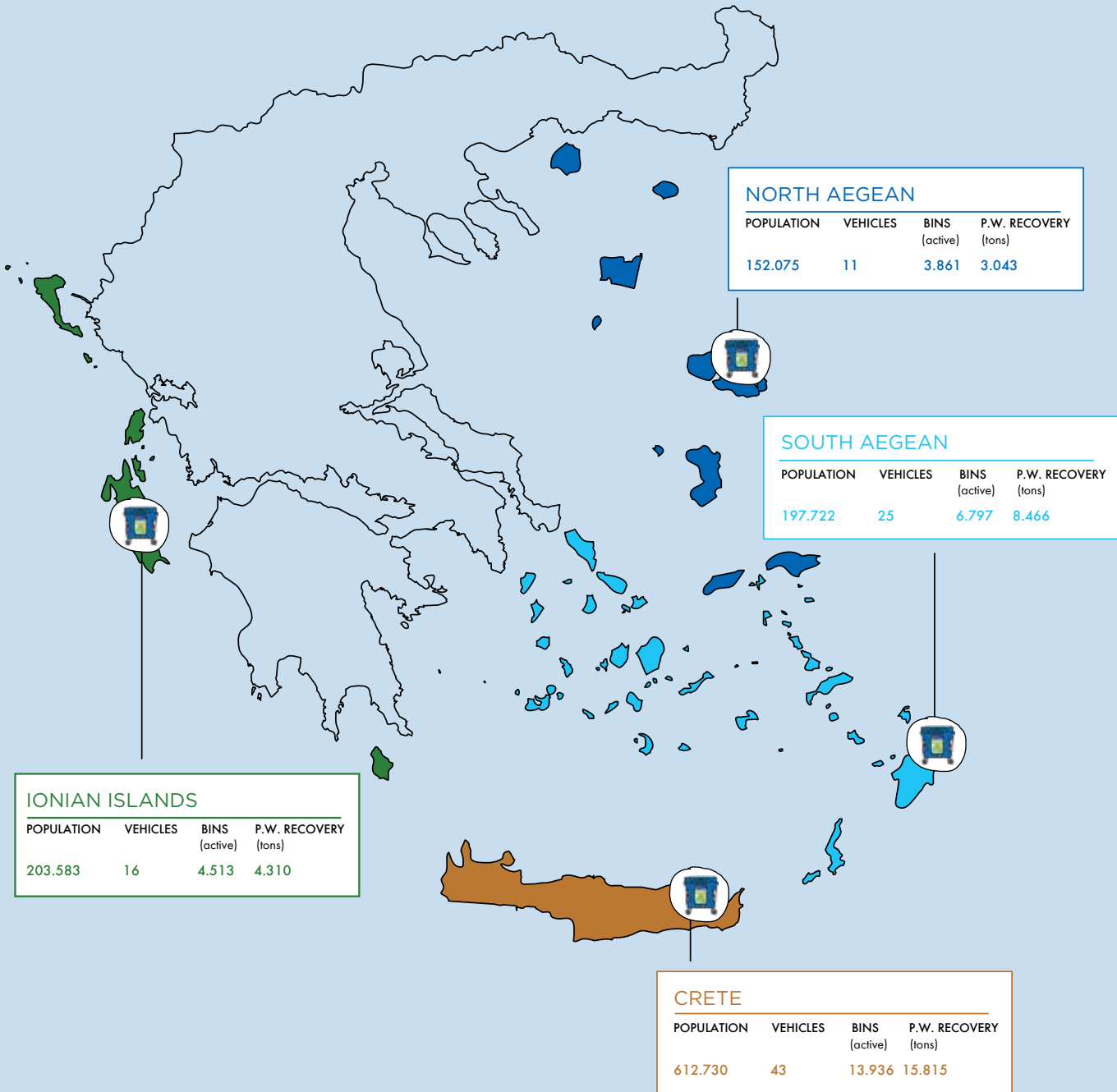
### ATTICA\*

POPULATION	VEHICLES	BINS (active)	P.W. RECOVERY (tons)
3.756.595	190	45.318	49.697

\* Including the Saronic islands.

# THE BLUE BIN PER REGION

## The Islands ▶



## Islands with active recycling projects in 2017

AGISTRI  
AEGINA  
ALONNISOS  
AMORGOS  
ANAFI  
ANDROS  
ANTIKYTHERA  
ANTIPAROS  
ZAKYNTHOS  
THASOS  
THIRA  
IOS  
KEA  
CORFU

CEPHALONIA  
CRETE  
KYTHERA  
KYTHNOS  
KOS  
LIPSI  
LEROS  
LESVOS  
LEFKADA  
LEMNOS  
MILOS  
MYKONOS  
OINOUSSES

PAROS  
PATMOS  
POROS  
RHODES  
SAMOTHRAKI  
SIFNOS  
SKIATHOS  
SKYROS  
SPETSES  
SYROS  
FOLEGANDROS  
CHIOS  
PSARA



# THE BLUE BELL

As significant quantities of glass bottles are accruing from specific business venues, HERRCO 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.

2017 proved to be a positive year for glass recycling as HERRCO managed to complete the establishment of the network which serves almost all local businesses, by placing Blue Bells in public spaces in collaboration

with the municipalities. More than 8,800 Blue Bells are by now placed in private and public premises with the collaboration of 235 Local Authorities, addressing the needs of almost 19,000 businesses. The results of glass packaging recycling via the Blue Bell increased significantly (by 26%) in comparison to 2016.



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

	2016	2017	Μεταβολή %
Municipalities served	213	235	10%
Blue Bells in place	7.123	8.762	23%
Businesses served	16.000	18.800	17%
Quantities recovered (tons)	11.500	14.500	26%

Of great importance in this endeavor takes place with the regular updates of businesses through visits by representatives of HERRCO and the distribution of related informational material. In particular, more than 53,000 informational visits were realized in 2017, corresponding to 3-4 visits per business on average.

**Εθνική Επιτροπή Αρμόδιας Ανοίκλισης (ΕΕΑ)**

Η ΕΕΑ αποτελεί πρωταρχικό οδήγημα υποστήριξης των δραστηριοτήτων στην περιοχή ανακύκλισης και την εναρμόνιση συστημάτων πρόληψης με όποιον οργανωτικό φορέα προτιμάται από τοπικά ή κεντρικά οργανισμούς που ασχολούνται με την προώθηση της ανακύκλισης και την εκπαίδευση των πολιτών για την επίτευξη των στόχων της πράξης. Η ΕΕΑ αποτελεί τον κύριο φορέα στην Ελλάδα για την ανάπτυξη και την προώθηση της ανακύκλισης.

Η ΕΕΑ αποτελεί τον κεντρικό φορέα υποστήριξης των δραστηριοτήτων στην περιοχή ανακύκλισης και την εναρμόνιση συστημάτων πρόληψης από τη μόλυνση και τη βλάστηση της ανακύκλισης (ΕΕΑ από τη Δ.Ε.Ε. ή από άλλα τα κράτη μέλη της ΕΕΑ όπως από Heros). Χάρη στην ΕΕΑ (ΕΕΑ) Η ΕΕΑ τον λειτουργεί υποστηρίζοντας όλα προς φύσει του εθνικού συστήματος, τους φορείς από το εθνικό κέντρο και ανατολικό οδόπλοιο.

**Το Σύστημα του Μπλε Καδωνά**

Ο μπλε κάδο είναι ουσιαστικά ένα παλιό δοχείο ανακύκλισης γυάλινων εμφιαλωμένων ποτών μπιρίων, παραγόμενο από το εργοστάσιο της Αλυσίας. Είναι κατασκευασμένο από πλαστικό και διαθέτει ένα ειδικό σχέδιο για την απορρόφηση των ποτών μπιρίων. Η ΕΕΑ διαθέτει στον καταστάσια της ανακύκλισης του γυάλινου καδών και τον παραγωγή τους για την υλοποίηση της πράξης. Επισκεπτόμενοι, μια ειδική συνεργασία μεταξύ της ΕΕΑ και των επιχειρήσεων που καλύπτει περίπου τον αποκλειστικό πεδίο της ανακύκλισης της αλάτις ανακύκλισης.

**Το αποπλύνσιμο της ΕΕΑ με μη γινά**

**351 κάδοι με πλύνσιμο** με όχημα με άξονα τροχίσκου  
**250.000** λειτουργούν στην Ελλάδα ανακύκλιση Ανακύκλισης  
**140.000** Μπλε Καδών που κατατίθενται στις πόλεις και χωριά  
**1.200** Μπλε Καδών που κατατίθενται στα επαγγελματίες και στα οικιακά σημεία από τους επαγγελματίες κλάους και εξοπλισμού ΤΣΕΚ συστήματα  
**470** ειδικά οχήματα πλύνσης ανακύκλισης αλάτις στον εθνικό οδόπλοιο  
**23** Κέντρα Διάθεσης Ανακυκλωμένων Ποτών (ΚΔΑ) λειτουργούν σε όλη την Ελλάδα  
**από 500.000** έως αλάτις αλάτις αλάτις κλάους προς ανακύκλιση από το εθνικό κέντρο της Ανακύκλισης της ΕΕΑ

**Τρόπος συμμετοχής**

• Διαμορφώνει καθημέρα τα γυάλινα ανακύκλιση  
 • Απορρίπτει εντός της γυάλινης συσκευασίας από τα απορρίμματα  
 • Απορρίπτει και τα απορρίμματα στην κάδο  
 • Δεν μεταφέρει στον μπλε κάδο υγρά που δεν είναι γυάλινα  
 • Απορρίπτει ο.κ. κλάους, κλάους κλάους στον οδόπλοιο  
 Η επισκευή και μεταφορά του αλάτις γίνεται με ειδική της ΕΕΑ μηχανή με τη βοήθεια της ΕΕΑ που είναι εργασία σε αριθμική φέρει. Το αλάτις οδηγείται για περαιτέρω επεξεύση και ανακύκλιση στην κλάους Ελλάδα.

**Χρήσιμες Πληροφορίες**

• Ένας μπλε κάδος (1,3 κλάους) μπορεί να χωρέσει 100-150 φιάλες με ποτά μπιρίων (1,5 κλάους περίπου 150-200 φιάλες)  
 • Κάθε κάδος οδεύεται κάθε 10-15 ημέρες φέρει αποκομιδή σε κάδο διαρρομαγίου ανάλογα με τη ανάγκη  
 • Η αποκομιδή γίνεται από ειδικά οχήματα – φορείς, φέρει υγρά – το οποίο ομαίνει τον κάδο, τον οδηγεί και τον επιστρέφει στο ίδιο σημείο  
 • Τα χρησιμοποιημένα δοχεία απορρίπτονται στο ίδιο δοχείο ο οποίος εργασία και τα ποτά τοποθετούνται τον κάδο  
 • Η διακίνηση από τον κάδο στην εναρμόνιση από ασφαλή απόρριψη κλάους απορρίμματα και με γυάλινα ανακύκλιση

**Γιατί είναι σημαντικό να συμμετέχουν στην Ανακύκλιση Επισκευών**

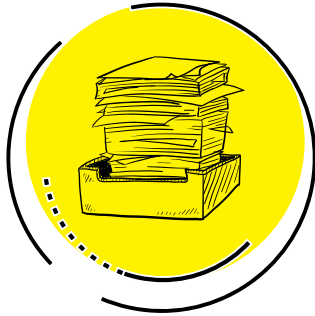
• Συμβάλλουν να μπει το ποτήρι στην ανακύκλιση και να μην πάει στην αποκομιδή  
 • Συμβάλλουν στην «φρακάρση» κλάους και στην επεξεύση κλάους στην ανακύκλιση κλάους  
 • Συμβάλλουν στην ανακύκλιση κλάους στην ανακύκλιση κλάους





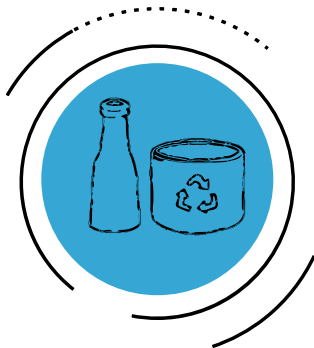
# SPECIAL RECYCLING PROJECTS

Apart from the Blue Bin and Blue Bell Projects, HERRCO engages in activities of recycling recording and certification from external sources. More specifically:



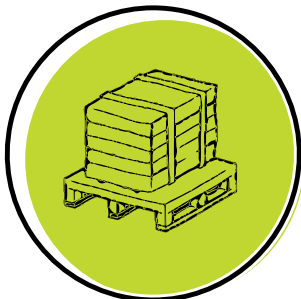
## ICPW

Industrial and Commercial Packaging Waste (ICPW) constitutes the most important external 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 HERRCO on behalf of the competent authorities and according to agreements and procedures approved by the competent authorities. Controls, recording and certifications organized by HERRCO are realized by specialized audit companies. The recorded results of ICPW are in direct association with the local and international market circumstances, as they actually illustrate in part the business activity of the industrial and commercial companies. In 2017, HERRCO certified 284 thousand tons of ICPW (paper, plastic and aluminum packaging).



## Material delivery to recycling industries

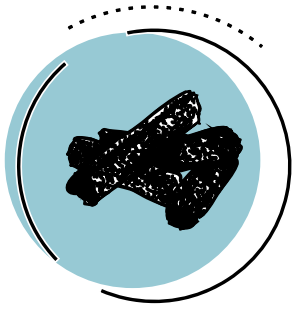
In 2017, an additional quantity of recycling of 518 tons of tin cans and 6 thousand tons of glass bottles was recorded, in collaboration with HELLENIC ALUMINIUM INDUSTRY S.A. (ELVAL S.A.) and YIOULA GLASSWORKS S.A.



## Organic recycling of wood packaging

Given the lack of an end recipient for the recovery of wood packaging in Greece, HERRCO also implemented in 2017 the alternative solution of dispatching wood packaging (mostly wooden pallets) for the production of soil improver - mulch (compost).

At the same, the recording for the preparation of wooden packaging reuse was continued. In 2017, HERRCO certified 11 thousand tons of wood packaging for recycling.



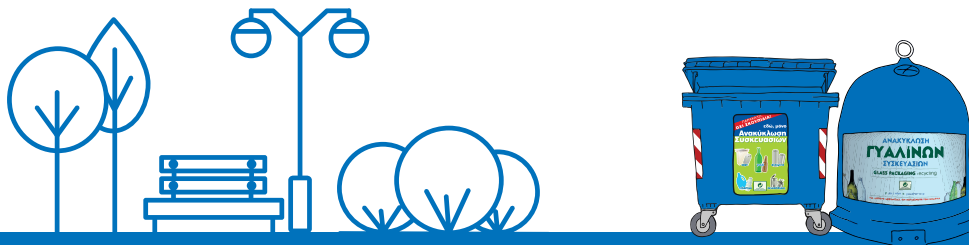
## Energy recovery through alternative fuel production

Another way for the recovery of packaging waste is through the production and use of alternative fuel. The packaging quantity in the form of alternative fuel which was dispatched to the cement industry for energy recovery reached 23 thousand tons in 2017.



## Recovery of Packaging Waste through the processing of mixed waste

In 2017, an agreement was concluded between HERRCO 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 2017, the recovery of 8.6 thousand tons of packaging waste was 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 residue quantities, HERRCO realized a pilot recycling project in the municipalities of Pendeli, Elefsina and Aliartos, in collaboration with the Local Authorities. The design of this pilot project was based on the optimal spatial planning 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.

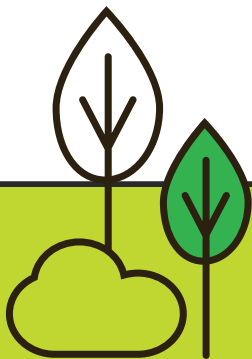
In order to achieve the above, the appropriate additional equipment was delivered and extensive informational activities took place in the specific municipalities. The first results were

encouraging and, thus, the pilot projects continued throughout 2017. In addition, HERRCO –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 several islands and the municipalities of Larissa, Sparta, Chalandri, 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.

# PROJECT RESULTS

2017 is the year with the greatest performance of packaging waste recycling, from 2003 to date.

- There was a 5% increase in packaging waste recycling in comparison to 2016. The total quantities of packaging waste (including ICPW) which were recycled in 2017 reached 513 thousand tons; this constitutes the highest figure up to now.
- There was also an increase of 5% in overall recycling in comparison to 2016 (576 thousand tons of recyclable materials including print paper and other non-packaging material).
- At the same time, there was an increase of 2% in packaging recycling deriving from the Blue Bin project in comparison to 2016.
- A steady increase of 4% was noted in the per capita recycling (of packaging waste) through the Blue Bin project.
- There was an increase of 29% in glass packaging waste collected and recovered in 2017 (in comparison to 2016) reaching 33 thousand tons. It should be mentioned that glass is the only material falling short of the National Objective.
- 8,762 Blue Bells (glass stream) have been placed by the end of 2017 in 230 municipalities and 1,751 in private spaces. In total, this project serves 19,000 businesses generating glass packaging waste (restaurants, bars, entertainment venues, hotel complexes etc).
- HERRCO has spent almost 340 million Euros in investments (bins, vehicles, RSCs) and in the operational expenses of recycling projects, from the establishment of the System to date.





## YEARS 2009 - 2017 AT A GLANCE

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Inhabitants served</b> (cumulative sums, millions) <sup>(1)</sup>	7,6	8,1	8,1	8,9	9,4	9,4	9,9	10,1	10,3
<b>Percentage of population coverage (%)</b>	74%	79%	79%	82%	87%	87%	92%	94%	95%
<b>RSCs (cumulative sums)</b>	22	28	27	28	29	30	32	32	33
<b>Bins delivered</b> (cumulative sums, thousands) <sup>(2)</sup>	98	111	126	138	153	164	187	206	221
<b>Collection vehicles delivered</b> (cumulative sums)	327	359	370	387	406	430	473	493	505

(1) It includes collaborating Local Authorities or other bodies handling municipal waste. The population figures for 2012-2016 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 bins' inventory statement shows that the existing network currently includes about 162,000 active Blue Bins.



# 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 requested by the latter. More specifically:



## Blue Bin project (Recycling Sorting Centers)

Weighing, recording and controls on incoming quantities:

- Delivered by the Local Authorities directly to the RSCs
- Transferred via reloading premises
- Accruing from the Local Authorities of islands

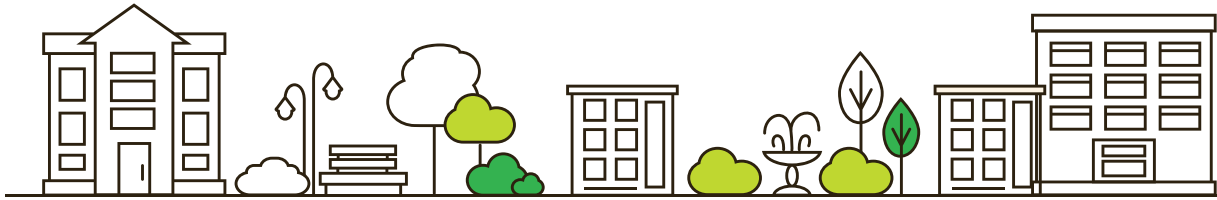
Sample verification of load weights recorded during parallel measurements on third parties' weighbridges.

## Quantities recovered

- Measurements for the identification of the anticipated quantities of recovered materials and residue.
- Full weighting and recording of recovered materials
- Measurements of packaging that might be lost in residue.
- Measurements for quality identification of recovered materials.
- 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 quantities sold 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 bundles in order to identify the percentage of packaging.
- Control on sales invoices in order to avoid the double entry of quantities from RCSs to ICPW and vice versa.

### Wood Packaging

- Quality recording in the presence of inspectors to verify that the material being broken down into pieces is actually wood packaging.
- Sample recording of material loading at the collector's - processor's unit.
- Sample recording of material unloading at the end recipients' facilities.
- Extrapolation of percentage of used wood packaging used for the production of new products (preparation for reuse).

### Alternative Fuel

- Regular monthly material control and analysis at power supply to define the content of the end product (alternative fuel) in packaging waste.
- Recording of some incoming loads (raw material) at the facilities of RDF producers and of outgoing loads to the cement industry.

- In the case of wooden debris loads for energy recovery, a sample recording of loadings as well as sample taking for the extrapolation of packaging percentage in the specific loads are being realized.
- Confirmation of use by end recipients.

### Green Bin Recovery Projects

- Sample recording upon loading of packaging waste intended for sale.
- Analyses of packs of final products for the determination of packaging percentage.

For all the projects of the System, a total of 50,000 hours of controls were realized in 2017 by external collaborators and specialized organizations (TÜV AUSTRIA, BUREAU VERITAS, EUROCERT).



# EDUCATION - AWARENESS & COMMUNICATION

For one more year, HERRCO 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 2017 per target group included the following:



**Record of successes for Recycling!  
Packaging Recycling; the real champion!**

Campaign duration: May 2017

Campaign content:

- Print campaign on Sunday newspapers
- Internet campaign (banners, skins and in-screen videos) at high-traffic informational websites and portals
- Social media campaign via Facebook social ads, e-game and Facebook contest
- Infomercials with specialized news stories on TV programs and the main news bulletins at Alpha channel



## 2. LOCAL MEDIA CAMPAIGN

Communication of proper use of the Blue Bin

Campaign duration:  
August - September 2017

- Campaign content:
- Radio program at Chania and Rhodes.
  - Print campaign at Rhodes.



### 3. PROMOTIONAL ACTIVITIES

Communication for the proper use of the Blue Bin

Promotional activities at:

- Large supermarket chains in Athens and Thessaloniki during the Xmas period.
- Department stores and restaurants/bars/cafeterias, using the HERRCO mascot to inform owners and their customers for the proper use of the Blue Bin.
- Public buildings and banks
- At the entrance/exit of metro stations during the month of December

Distribution:

- Info pack to the households of the 2 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 the citizens.

Last year, 47,680 info packs of this sort were distributed to corresponding households.

General info brochure, as well as specially designed reminder's brochure for the Xmas period.

- Especially for the Blue Bell recycling project, info visits to restaurants/bars/cafeteria were realized in 230 municipalities throughout the country to promote glass packaging recycling.

### 4. RECYCLING & MUSIC

Concert: Jazz with recycled material, for kids and grown-ups

"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.



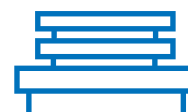
# 5. TV CAMPAIGN

## Content:

Driven by the motto, "Recycle - Make it a way of life", HERRCO realized a dynamic info campaign about the benefits of packaging recycling and the proper use of the Blue Bin, in collaboration with SKAI media group, through messages and special programs communicated via SKAI TV and SKAI, MELODIA and SPORT FM radio stations, as well as via skai.gr. 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 organized at municipalities throughout Greece and more specifically at: Thessaloniki, Maroussi, Chalandri, Chania, Herakleion, Rhodes, Thermi, Larissa, Ioannina, Komotini, Agrinio.







- Fun-educational events, like the Fun Fair of Recycling. In 2017, 66 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 20,000 children attended these events.
- Concert: "Jazz for kids and grown-ups". An event with a mainly musical profile, where recyclable packaging is transformed into musical instruments and people are invited to learn through music about recycling in the Blue Bin. The event took place at Nea Smyrni, Thessaloniki, Pallini, Schimatari, Nea Ionia, Themi, Ilioupoli and Kifissia (Villa Kazouli).

- Implementation of the program "Recycling at School: Changing Attitudes" involving the placement of a Blue Bin of 360lt capacity within the school community along with educational presentations aiming at the awareness of students. In 2017, 1,503 presentations took place at 227 schools in Attica and Thessaloniki. About 37,930 students and instructors were informed about the benefits of recycling and the proper use of the Blue Bin, while 300 bins were placed at schools. The program is in progress throughout the current school year.
- 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 schools contains the following: time plan and program of packaging recycling classes, detailed curriculum along with aids, informational brochure about packaging recycling, poster and educational video. Moreover, a specialized webpage was developed for additional material.
- Visits of students at RSCs of HERRCO, offering them the opportunity to attend the entire recycling process in person. In 2017, 60 visits of this type were realized throughout Greece.
- Participation - Support of the environmental education network at primary and secondary educational institutions in Thessaloniki regarding recycling.





## 7. LOCAL AUTHORITIES & OTHER BODIES

# 1

### Placement of permanent informational material at central spots in the municipalities of Attica and throughout Greece:

- Stands with info brochures
- Posters

# 3

### Pilot training seminars for the employees in the cleaning service at the municipalities of Kalamaria, Pilea, Thermi and Thermaikos.

### Participation in related events/conferences

- Participation in environmental events organized by certain municipalities with info material (participation in the event STYRA WE RUN of the municipality of Karystos).
- Participation in and support of special conferences, such as: City Connect Forum, Water & Waste, the conference of the Central Union of Municipalities of Greece, 4th Corporate Waste & Recycling Conference, Island & Blue Economy, the conference of HSWMA, 27th Conference of the Panhellenic Network of Environmental Organizations, the Conference of Urban Environment –Digital Transformation, the 5th Conference of HSWMA at the historic buildings of the National Technical University of Athens.
- Participation in the Thessaloniki's 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.

# 2

# 4

### Double distinction at the Waste & Recycling Awards 2017

HERRCO won important awards at this year's Waste & Recycling Awards 2017 event, both for its work on packaging recycling as such and its educational/awareness activities addressed to youth and the educational community.

## 8. AFFILIATED COMPANIES

1. Distribution of info material to the employees of companies affiliated with HERRCO and organization of info presentations.

2. Organization of special info activities in the premises of companies affiliated to HERRCO.

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



9.  
OTHER INFO  
& SUPPORT  
ACTIVITIES

Creation of a new, modern and functional webpage, designed from scratch and featuring renewed aesthetics ([www.herrco.gr](http://www.herrco.gr)). Maintenance of the HERRCO fan page on Facebook titled "Blue Bin Packaging Recycling -RECYCLE" with more than 100,000 members. Publication of annual report titled "Packaging Recycling: A project for all of us".

Creation of electronic newsletters presenting the activities of HERRCO and addressed to central bodies, public administration, Local Authorities and affiliated companies. Production of specialized communication tools (i.e. info brochures, posters and stands). HERRCO responded to 280 written messages by citizens either via its webpage or via its e-mail address or via its Facebook page, while it answered to more than 1,540 queries of citizens over the phone.

## HERRCO placed Blue Bins at event venues such as:

ATHENS HALF-MARATHON	EJEKT FESTIVAL 2017
8TH POSEIDON HALF-MARATHON	ROCKWAVE FESTIVAL 2017
FASMA FESTIVAL	AMITA MOTION 2017
2ND ATHENS STREET FOOD FESTIVAL	THESSALONIKI INTERNATIONAL TRADE FAIR 2017
DEPECHE MODE CONCERT	RESISTANCE FESTIVAL
1ST STYRA WE RUN	AUTHENTIC MARATHON 2017
RELEASE FESTIVAL 2017	PLISSKEN FESTIVAL 2017
STAVROS NIARCHOS FOUNDATION	PEPPER RADIO EVENT (GAZARTE)
CONCERT: 40 YEARS VASILIS KARRAS	

HERRCO, in collaboration with HELMEPA, collected the recyclable materials which accrued from the cleaning of shores in the area of Shinias. HERRCO participated in the 35th Athens Authentic Marathon through the collection and recovery of recyclable materials which accrued from the event. The result of this organized activation was the collection of about 9.6 tons of recyclable materials.



High-quality paper was used  
for this publication.





**[www.herrco.gr](http://www.herrco.gr)**

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