

HELLENIC RECOVERY
RECYCLING CORPORATION

2 0 1 9 ANNUAL REPORT



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ADDRESS BY LOUKAS KOMIS PRESIDENT OF HE.R.R.CO

Dear all,

Completing its tenth year of operations, Hellenic Recovery Recycling Corporation keeps serving Greece responsibly as its **reliable and effective body for packaging recycling**. From the very beginning of our activity till today, more and more citizens are becoming aware of the need for recycling and, thus, we have managed gradually to convey the value of recycling in citizens' consciousness.

2019 is the fifth year in a row which presents an upward trend in the results of HE.R.R.Co. The quantities recycled last year through the activities of HE.R.R.Co in total have reached 553 thousand tons of recyclable materials.

The Local Authorities collaborating with HE.R.R.Co are by now 305, thus covering the country almost in its entirety as the packaging recycling projects are addressing the needs of 96% of the population. By the end of 2019, the blue bins placed throughout the neighbourhoods of Greece exceeded 166,000 and HE.R.R.Co has equipped the Local Authorities with 524 packaging material collection vehicles in total, which realize itineraries to the 34 collaborating Recycling Sorting Centers (RSCs).

For one more year, HE.R.R.Co has focused on the further development of the separate stream of glass packaging recycling. More than 10,000 bells have been placed in total throughout 252 municipalities and private business venues (hotels etc.), corresponding to 22,000 businesses which are generating glass packaging waste (restaurants, bars, clubs, hotel complexes etc.)

So, thanks to the decisive collaboration of the Local Authorities, the Blue Bin and the Blue Bell have by now become a synonym of recycling, as until today they constitute the main means of recycling for citizens.

Apart from their obvious environmental benefits, the activities of HE.R.R.Co are also characterized by a growth orientation as, since its foundation in 2003 to date, more than 360 million Euros have been invested in bins, vehicles, Recycling Sorting Centers and project operations. The affiliated companies in 2019 were about 2,600.

However, in 2019 too, it was not only measurable results and quantitative objectives that were of interest to HE.R.R.Co. We keep designing and implementing new and targeted activities, both for informing and raising awareness among citizens – and especially the young ones – and for addressing the upcoming requirements of the European Legislation. This aspect is particularly important, as currently there is an unprecedented need to minimize the environmental footprint by all human-related activities.

In the pages that follow, then, you will find out about the work of HE.R.R.Co in 2019 through qualitative and quantitative data. Enjoy the read!

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





ADDRESS BY KOSTIS HATZIDAKIS MINISTER FOR THE ENVIRONMENT & ENERGY

One of the main priorities of the Ministry of Environment & Energy is recycling and the promotion of circular economy.

In this respect, we have already proceeded with legislative interventions, while the introduction of the Bill for waste management in Greece is imminent, which, apart from incorporating the Community Directives in our national legislation, it provides for the brave decisions necessary for our country to increase significantly its performance in recycling.

In Greece, the driver behind the achievement of the packaging recycling quantitative goals, as set by the European and national legislation, is the Hellenic Recovery Recycling Corporation (HE.R.R.Co) – the Blue Bin system. Through its multi-faceted collaboration with the Local Authorities and the participation of the Central Union of Municipalities of Greece in its management, it has undoubtedly achieved significant results.



However, the time has come for HE.R.R.Co to move into a new era. The recent approval of its new business plan by the Board of Directors of the Hellenic Recycling Agency signals new investments and new equipment for recycling in Greece, in order to satisfy the new objectives and obligations of our country and the Local Authorities.

The new business plan of HE.R.R.Co safeguards that, in the following six years, the resources for the rational management of waste from the contributions of the industry and commerce will actively promote awareness among citizens and effectively enhance and expand the collection equipment of the Local Authorities, while introducing new activities that will enrich the citizens' consciousness regarding recycling, within the framework defined by the directives of the European legislation.

The Ministry of Environment and Energy, HE.R.R.Co and the municipalities of Greece share common goals; to prevent waste that can be recycled from ending up in landfills and to boost circular economy. I am sure we can make it.

Kostis Hatzidakis
Minister for the Environment & Energy



ADDRESS BY DIMITRIS PAPASTERGIOU PRESIDENT OF THE CENTRAL UNION OF THE MUNICIPALITIES OF GREECE

Dear all,

In Greece, Hellenic Recovery Recycling Corporation constitutes the most important body for the recycling of packaging waste, which is of considerable quantities. Its contribution is significant in relation to the national objectives, as stipulated by the European Union for the recycling percentages that need to be achieved.

At the same time, in collaboration with the Central Union of the Municipalities of Greece and the municipalities, HE.R.R.Co plays a crucial role in making recycling a conscious decision for citizens. This way, it helps boost their active involvement in other recyclable materials, making them understand that recycling is not a luxury but an important everyday obligation. Within 2019, along with HE.R.R.Co, we took steps towards a circular economy. By now, along with the municipalities and Solid Waste Management Bodies, we have transformed the Blue Bin into a daily "meeting point" for citizens throughout the country. However, the organization and preparation for this "meeting", on behalf of both the local government administration and citizens, must improve significantly. Having acquired useful experience, we have the will, capacity and people's trust to enhance recycling on a quantitative and qualitative level.

The past year, we tried, as first tier local government, to prove that the design of three or four bins of different colours cannot be implemented in our cities. We believe that we have achieved it.

And we will continue to fight towards a better quality of life and the protection of the environment. Ahead of us – along with the Ministry of Environment & Energy – lie important goals that we have to fulfill so that, within 2020, the business plan of HE.R.R.Co is approved and the market of recyclable materials is regulated in order for reliable bodies to be able to operate within it on equal terms, applying legal and transparent procedures. There are several challenges to be confronted in the ever-changing global market. We don't turn our back to the problems that have emerged in relation to the availability and processing of recyclable materials. Being a shareholder of HE.R.R.Co and recognizing it as a valuable partner, the Central Union of the Municipalities of Greece will continue supporting the municipalities, citizens and the environment.

Dimitris Papastergiou
Mayor of Trikala
President of the Central Union of the
Municipalities of Greece



ADDRESS BY
MANOLIS GRAFAKOS
SECRETARY-GENERAL FOR WASTE
MANAGEMENT COORDINATION OF THE MINISTRY
OF ENVIRONMENT & ENERGY

Dear all,

HE.R.R.Co was the one that, in collaboration with the local government administration of Greece, introduced the Blue Bin in our daily lives several years ago.

It was the first attempt for recycling, the first action that signaled the distinct waste streams, the first essential effort to avoid the land burial of part of the municipal solid waste.

Several years have passed by since then. The Blue Bin has become part of our everyday life for good; however, the low recycling percentages of our country in total demonstrate that we still have a long way to go. At the same time, the requirements are increasing. The recycling goals as set by the European Union/Community are high and the need for the separate collection of materials is expanding. The time has come, then, for HE.R.R.Co –the largest system of alternative waste management in Greece –to take a step further. The fact that the goals in packaging recycling are achieved through HE.R.R.Co and that it has successfully introduced new methods of separate collection streams (such as the Blue Bells for glass) establish it as a main pillar in the efforts that Greece is putting in order to increase

the recycling quantities. The state is ready to take the leap towards this direction.

The Secretariat-General for Waste Management looks forward to a more substantial collaboration with HE.R.R.Co, as well as with all other alternative waste management systems operating in Greece, so that we can all together – each one in its field – do our part so that we can increase the waste quantities that will be eventually recycled and reused in the market, within the framework of an environmentally and financially virtuous circle.

I hope that the new business plan of HE.R.R.Co, which was recently approved by the Board of Directors of the Hellenic Recycling Agency, will be implemented in its entirety, so that both the goals are fulfilled and the resources are used in the best possible way –that are weighing on citizens after all –for packaging recycling.

Manolis Grafakos
Secretary-General for Waste Management
Coordination of the Ministry
of Environment & Energy





IDENTITY

HE.R.R.Co constitutes an exceptionally successful example of collaboration among the producers and 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 2019, the companies affiliated to HE.R.R.Co reached 2,586 and the collaborating Local Authorities throughout Greece were 305.

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 HE.R.R.Co are not governed by profit, but instead, by the promotion of public interest, as provided by the institutional framework in force.



SCOPE

- HE.R.R.Co 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.



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 HE.R.R.Co by 3 members.

The industrial and commercial companies complementing the shareholder structure of HE.R.R.Co, via **Hellenic Recovery of Packaging Materials S.A.**, are the following:

• HELLENIC RECOVERY OF PACKAGING MATERIALS S.A.

- ATHENIAN BREWERY S.A.
- BA GLASS GREECE S.A.
- ELAIS - UNILEVER HELLAS S.A.
- ELVALHALCOR S.A.
- ION S.A.
- MEVGAL S.A.
- PAPASTRATOS CIGARETTE MANUFACTURING CO.
- PROCTER & GAMBLE HELLAS LTD
- TETRA PAK HELLAS S.A.
- FAGE S.A.

- FRIESLANDCAMPINA HELLAS S.A.
- PSIGIA THEOD. KLIAFAS S.A.
- CHIPITA S.A.
- COCA-COLA HBC GREECE S.A.
- COLGATE PALMOLIVE (HELLAS) S.A.
- CROWN HELLAS CAN S.A.
- NESTLE HELLAS S.A.
- PEPSICO - IVI S.A.
- VIVARTIA S.A.



EUROPEAN PARTNERSHIPS

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 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)

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 – 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.

Quantitative goals

The goals set by the EU (Directive 2018/852 of the European Parliament and the Council) for packaging recycling to be achieved until 31.12.2025 are as follows:

- 65% by weight recovery of the total of packaging waste and of per material:



LOCAL AUTHORITIES

Local Authorities –or other competent municipal bodies –and HE.R.R.Co 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 of collaboration between the Local Authorities and HE.R.R.Co includes two alternative patterns:

COLLABORATION PATTERN A’

Collection Equipment

HE.R.R.Co 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, HE.R.R.Co undertakes the investment (where necessary) and operational expenses of the Recycling Sorting Centers (RSCs), along with the education - awareness of citizens in collaboration with the Local Authorities.

Collection, transfer, receipt and handling of remnants

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 remnants corresponding to them.

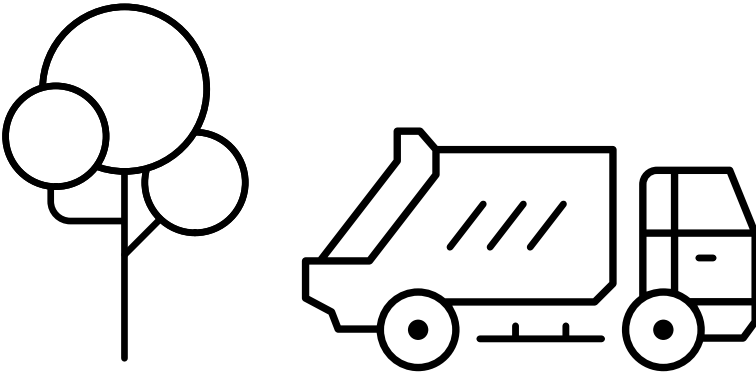
COLLECTION EQUIPMENT:	System
RSC: System	
COLLECTION OPERATION:	Local Authorities
SORTING OPERATION:	System
EDUCATION –PROMOTION:	System / Local Authorities

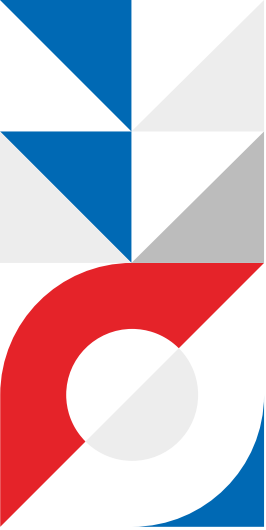


COLLABORATION PATTERN B’

The 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 –PROMOTION:	System / Local Authorities





AFFILIATED MEMBER-COMPANIES

The companies already affiliated to HE.R.R.Co 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 €500 in 2019. The total revenues from contributions increased by about 3.7% in relation to the previous year.

Chart 1 PROGRESS OF SIGNED AGREEMENTS

Chart 1 presents the progress of signed agreements, starting from the foundation of the System till the end of 2019. By December 31, 2019, the companies which had signed a Collaboration Agreement with the System were 2,586 in total.

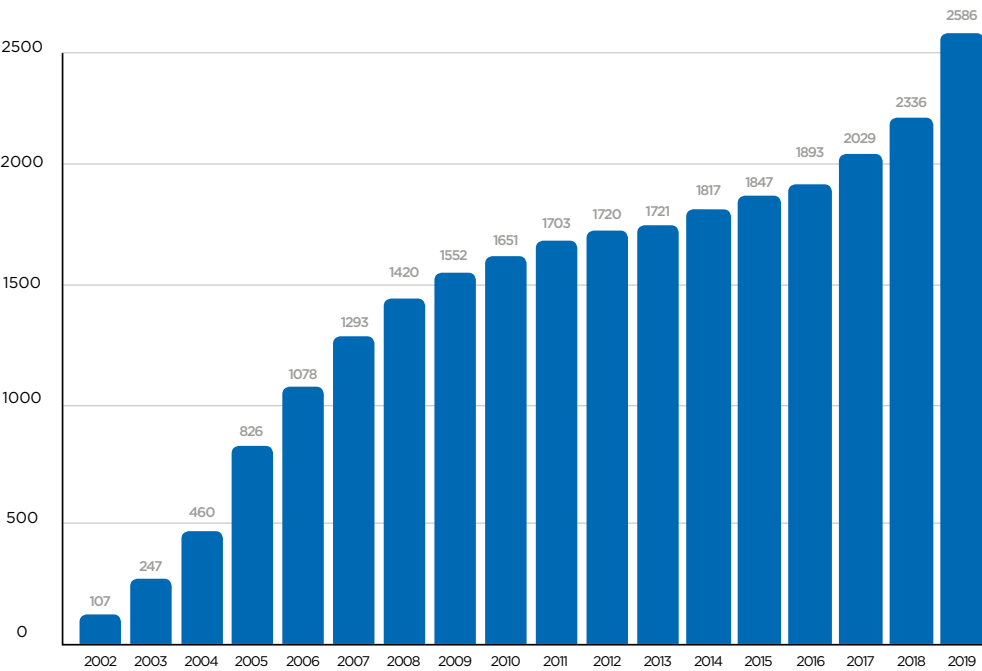
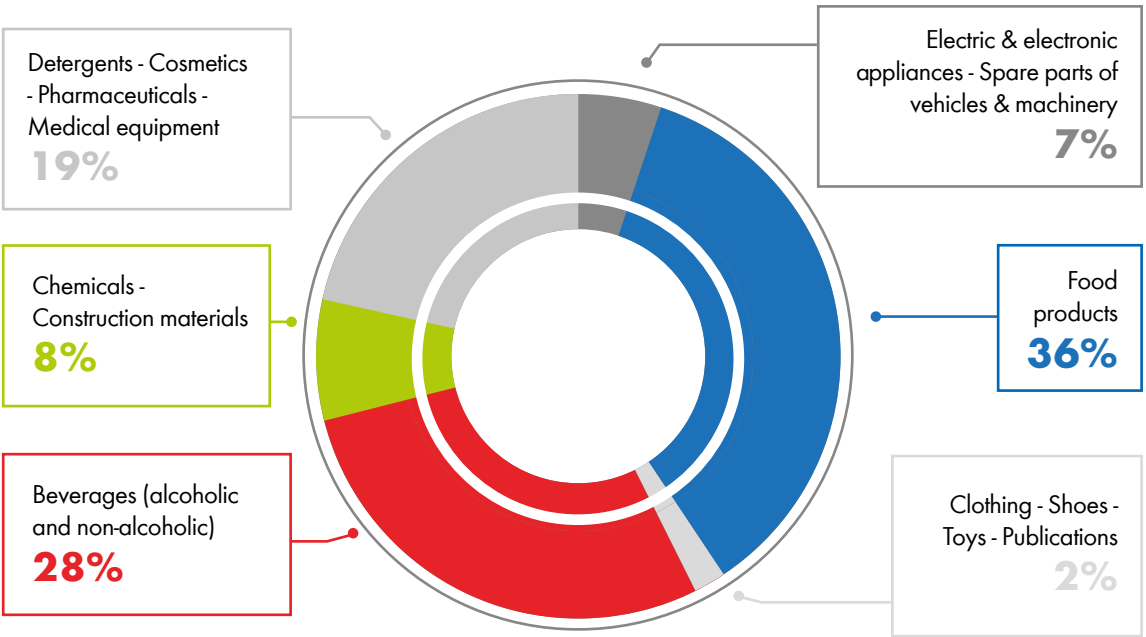


Chart 2

Chart 2 depicts the extent of contribution per category on behalf of the affiliates. The graph proves that, for one more year, the largest part of contributions (60%) results from companies active in the food and beverage sector.

% OF CONTRIBUTION PER CATEGORY BY THE AFFILIATED COMPANIES



PACKAGING MATERIALS BY AFFILIATED COMPANIES

PACKAGING MATERIAL	QUANTITIES BY AFFILIATED COMPANIES (IN THOUSAND TONS)
Paper - Cardboard	149
Paper packaging of liquids	11
Plastic	107*
Aluminum	17
Tinplate	20
Glass	77
Wood	20
Other	2
TOTAL	403

(*) includes "plastic shopping bag"

In 2019, approximately 403,000 tons of packaging material were made available in the Greek market by the companies affiliated with the System.





THE SYSTEM

The packaging waste related 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, HE.R.R.Co 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 HE.R.R.Co include:

Blue Bin Project

The Blue Bin constitutes the main method applied by HE.R.R.Co for the fulfillment of the national objectives and 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 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 Centers (RSCs) where they are sorted and dispatched for recycling. HE.R.R.Co promotes the development of the particular method in order to gradually cover the entire population of Greece and continue modernizing 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 (like in 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

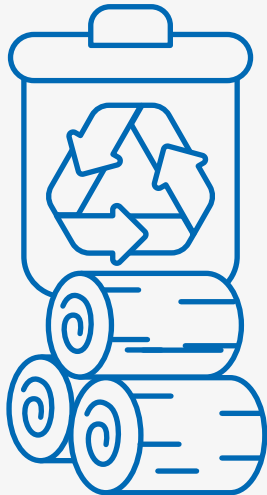
The Blue Bell serves exclusively for the collection of glass packaging deriving from municipal waste. It is mainly addressed to large producers and venues of business activities which involve the consumption of goods in glass packaging, such as entertainment venues, hotel complexes, bars, cafeterias, 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 the point of generation of this sort o waste.



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), recycling of wood packaging, recording for wood packaging reuse, recovery of packaging waste through the treatment of common waste, the collection and recycling of PET plastic bottles etc. These projects are developed in order for all possible sources of recovery to contribute to the fulfillment of the national objectives, and, thus, have an – as much as possible – accurate picture of recycling in Greece.



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. At the moment, there are about 166,200 Blue Bins placed throughout Greece, always in collaboration with the municipalities.

The Blue Bin recycling system includes three stages:

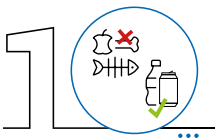


After collecting their used packaging separately in their household, citizens are called to dispose of it in the Blue Bin of their neighborhood. The Blue Bin serves for the recycling of all sorts of packaging material (plastic, glass, paper-cardboard, aluminum, tinplate), thus making the process of recycling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

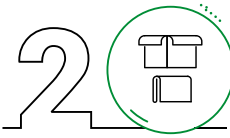
The packaging materials accumulated in the Blue Bins are collected on a regular basis by the specialized vehicles that HE.R.R.Co has provided the Local Authorities with and are then transferred to the Recycling Sorting Centers (RSCs).

Using specialized electromechanical equipment along with meticulous hand sorting, the packaging materials arriving at the RSCs are split in 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.

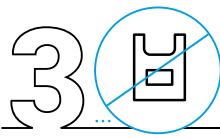
What is the proper way of recycling?



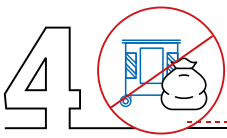
We separate packaging materials from all other waste on a daily basis.



We completely empty packaging from all remains. We fold cardboard boxes.

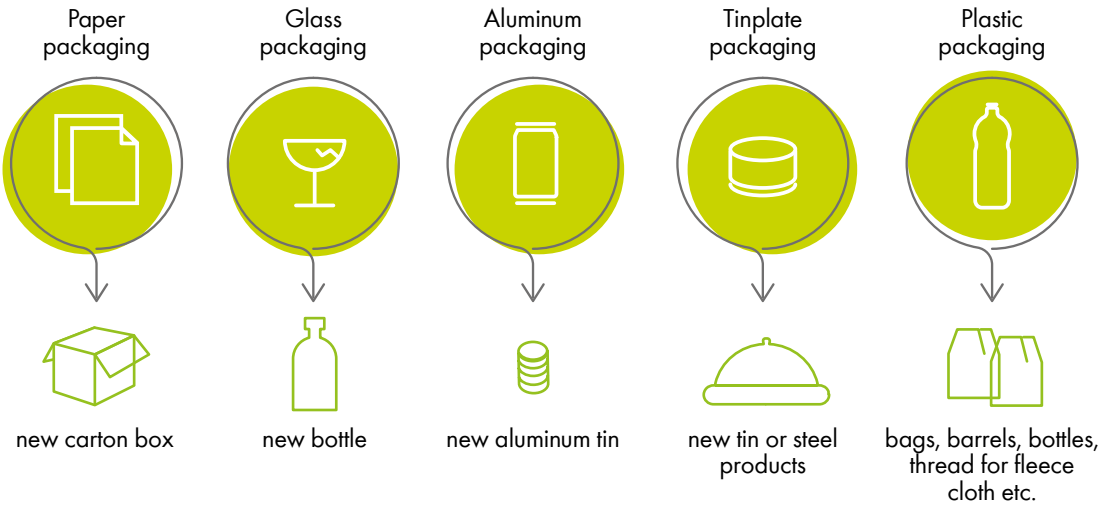


We dispose of **packaging loose** in the bins and not tied-up in bin bags.



We **NEVER** throw common waste into the Blue Bins of packaging recycling.

What becomes of recyclable packaging?



What goes into the Blue Bin for recycling?

Aluminum packaging (cans of soft drinks, beer and others)



Tinplate packaging (cans of concentrated milk, pet food, tomato paste and others)



Glass packaging (juice bottles, sauce jars, soft drinks, alcoholic beverages, wine, food and others)



Paper and cardboard packaging (packs of milk, juices, cereals, biscuits, sugar, detergents, boxes of pizza, as well as paper bags and others)

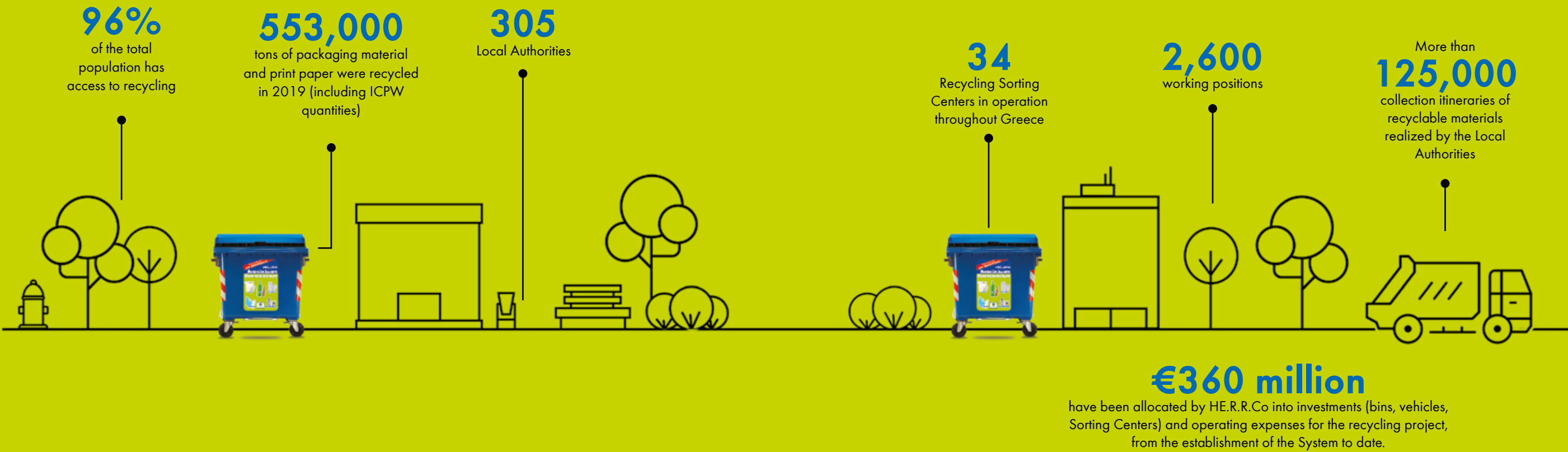
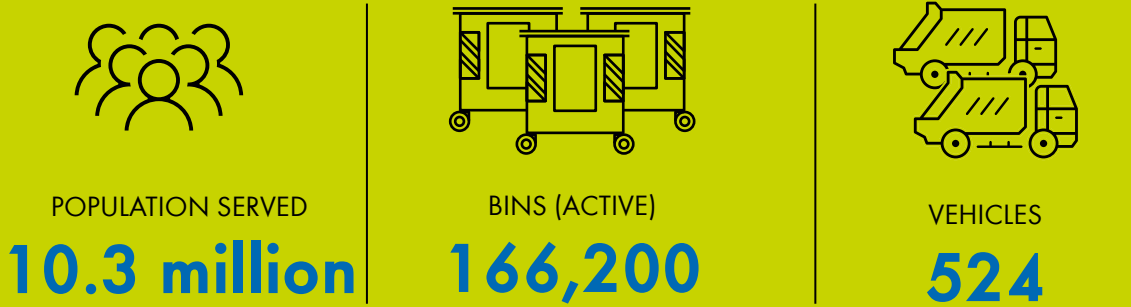


Plastic packaging (bottles of water and soft drinks, containers of yogurt, butter, oil, detergents, cleaning products, shampoos and shower gels, as well as plastic wrap, deodorants, plastic bags and others)

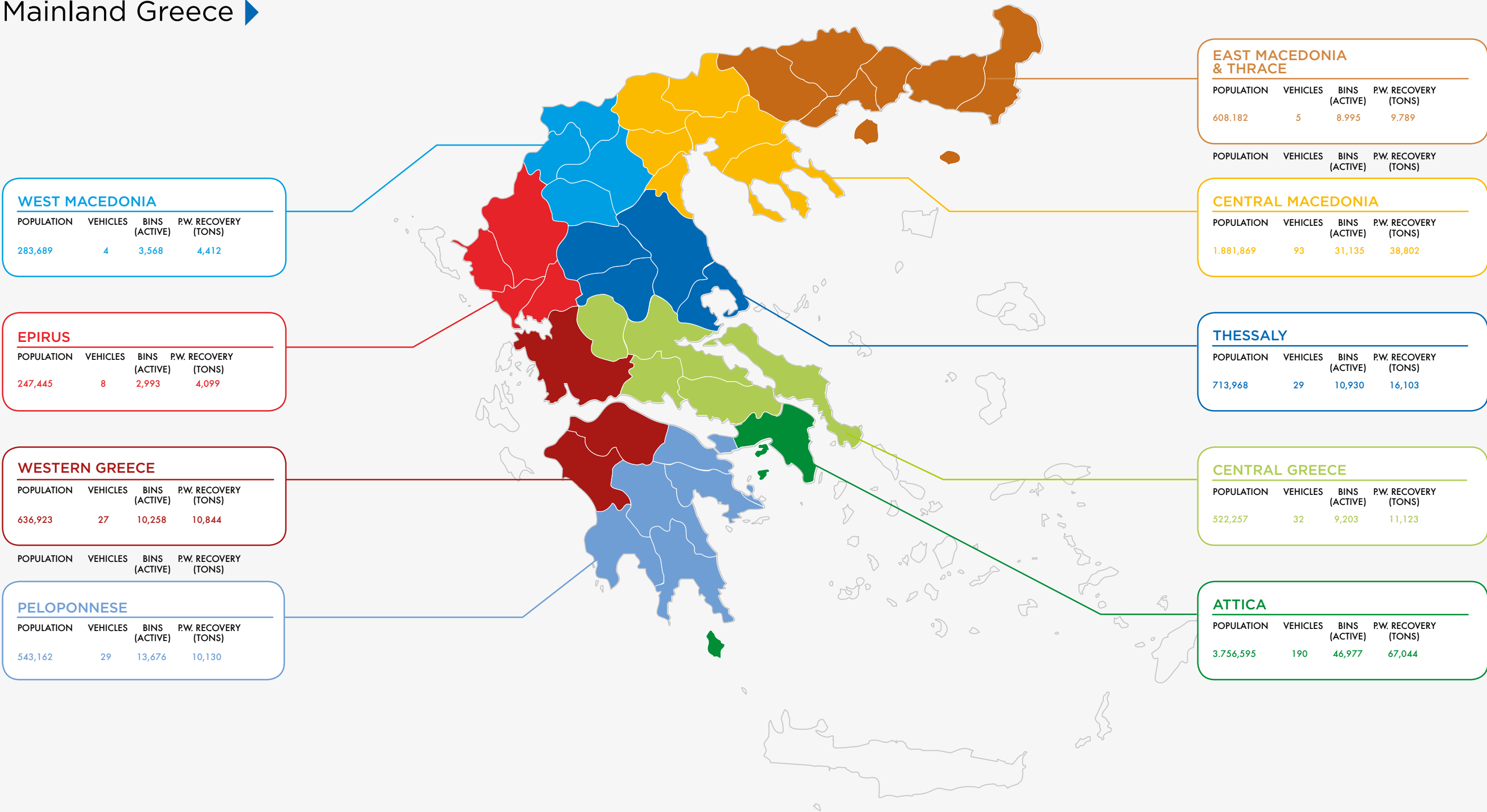


THE BLUE BIN IN 2019

Despite the general adverse circumstances, the System continued evolving in 2019 too and new areas were incorporated into the packaging recycling project.

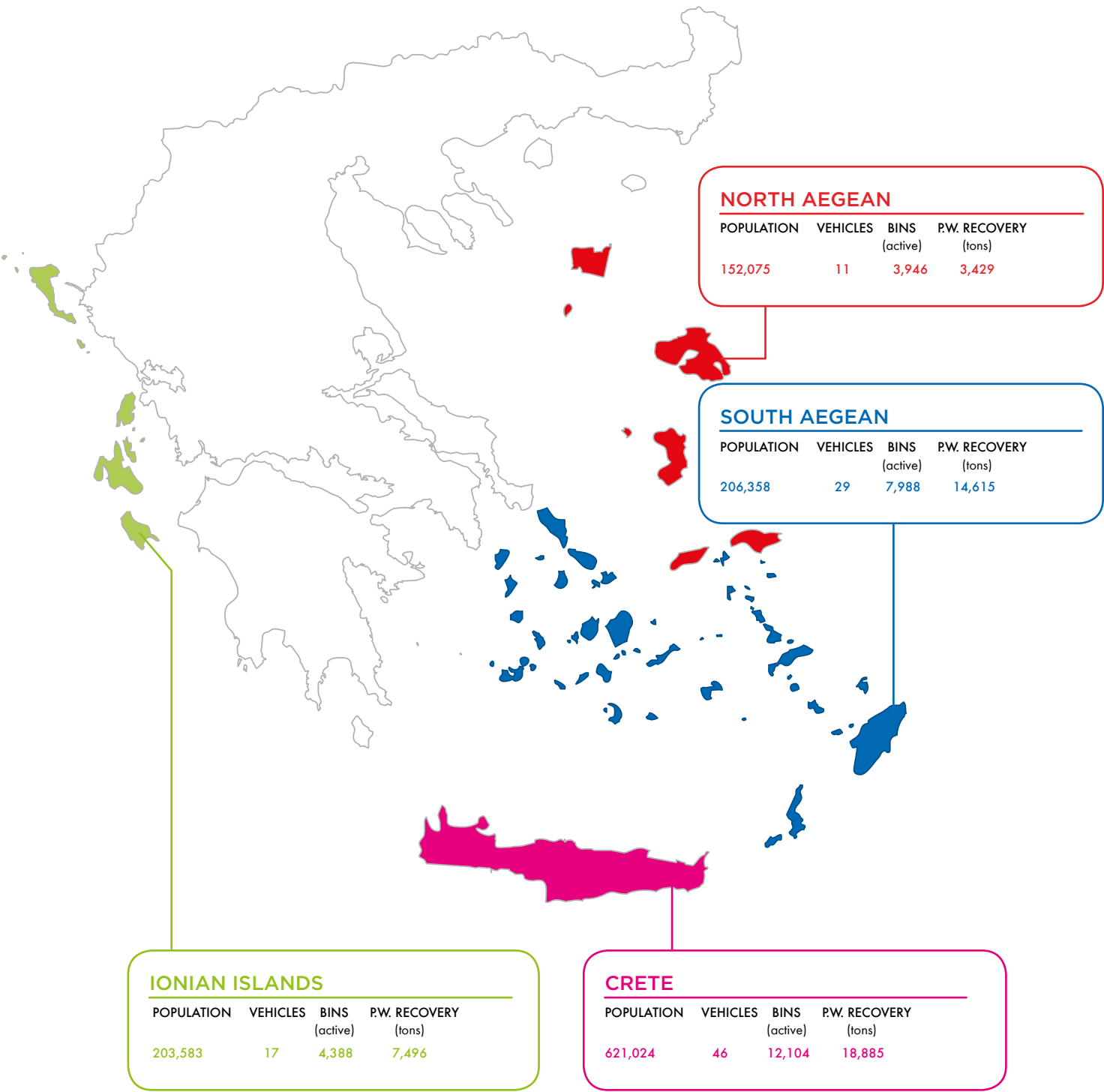


THE BLUE BIN IN 2019
PER REGION
Mainland Greece ▶



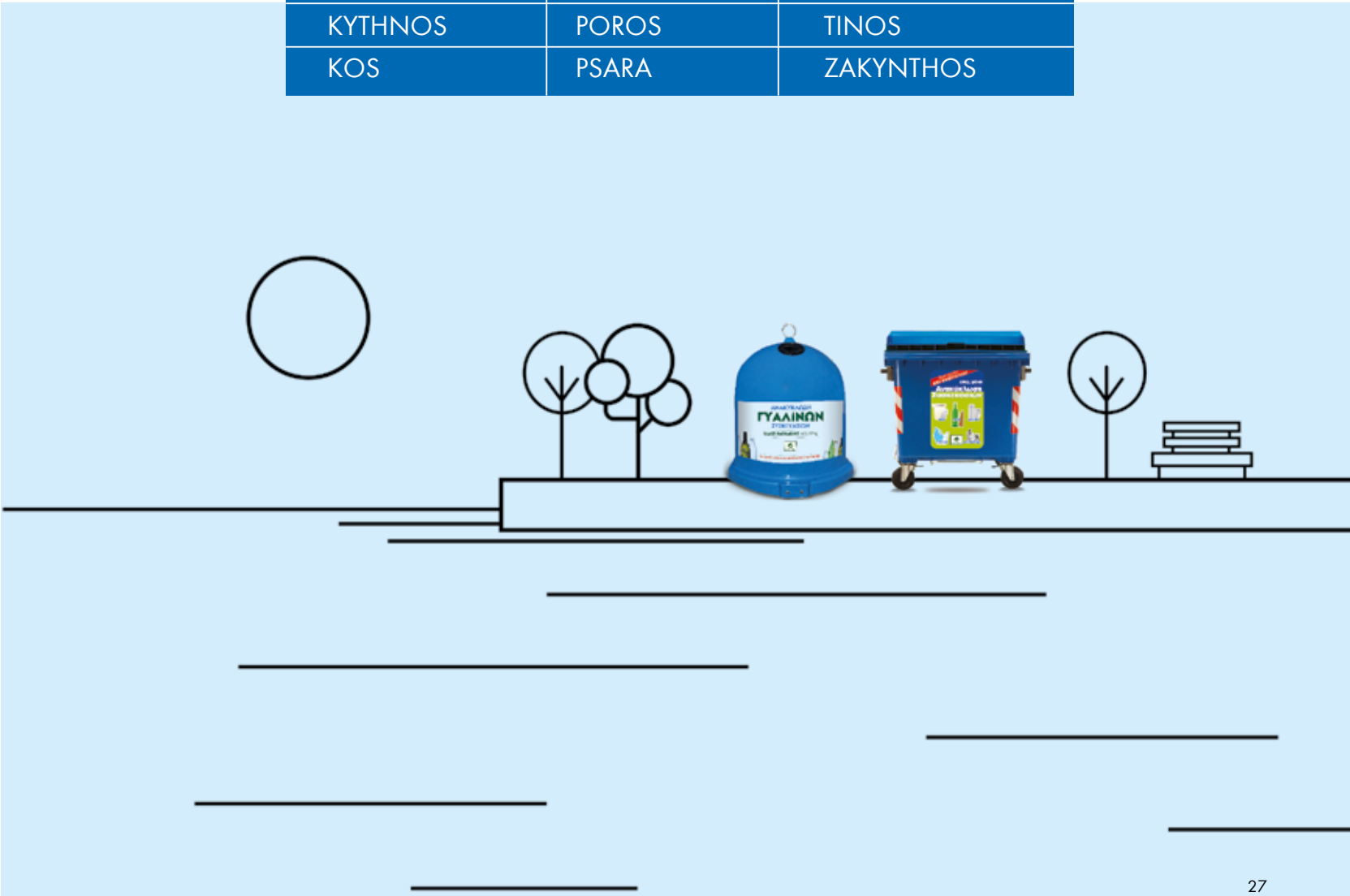
THE BLUE BIN IN 2019
PER REGION

The islands ▶



Islands with active recycling projects in 2019

AEGINA	LEFKADA	RHODES
AMORGOS	LEMNOS	SALAMINA
ANDROS	LEROS	SAMOS
CEPHALONIA	LESVOS	SAMOTHRAKI
CHIOS	LIPSI	SIFNOS
CORFU	MILOS	SKIATHOS
FOLEGANDROS	MYKONOS	SKYROS
GAVDOS	NAXOS	SPETSES
IOS	OINOUSSES	SYROS
KEA	PAROS	THASOS
KYTHERA	PAXOI	THIRA
KYTHNOS	POROS	TINOS
KOS	PSARA	ZAKYNTHOS



THE BLUE BELL

As significant quantities of glass bottles are accruing from 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, bars, restaurants cafeterias and others. The basic means for the separate collection of glass is the Blue Bell.

In 2019, the quantities of glass for recycling continued to increase, as HE.R.R.Co managed to further expand the network for glass packaging, by placing Blue Bells in public and private spaces in collaboration with the municipalities and businesses respectively.

More than 10,000 Blue Bells in total are by now placed in private and public premises with the collaboration of 252 Local Authorities, addressing the needs of almost 22,000 businesses.

The results of glass packaging recycling via the Blue Bell increased significantly (by 12%) in comparison to 2018.



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

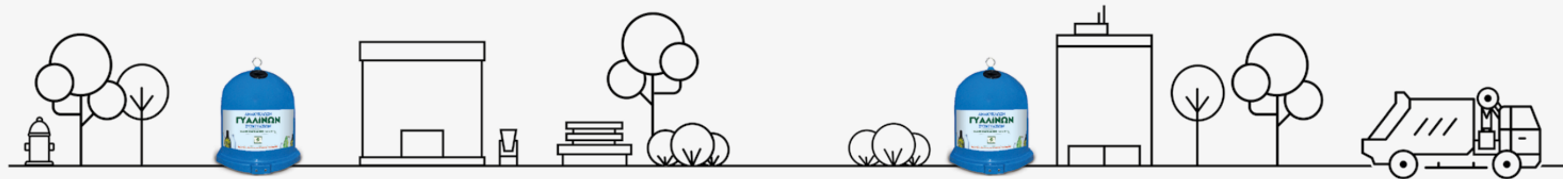
	2018	2019	Change %
Municipalities served	243	252	4%
Blue Bells in place	9,473	10,002	6%
Businesses served	20,000	22,000	10%
Quantities recovered (tons)	13,493	15,109	12%

Of great importance in this endeavour are the regular updates of businesses through visits by representatives of HE.R.R.Co and the distribution of related informational material.

In particular, more than 50,000 informational visits were realized in 2019, corresponding to 3-4 visits per business on average.



THE BLUE BELL IN 2019



10,000
Blue Bins have been placed
by the end of 2019 in
252 municipalities

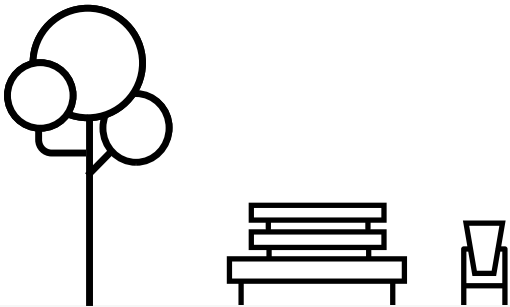
The results of glass packaging
recycling via the Blue Bell presented
a significant increase of
12%
in comparison to 2018

More than
2,000
Blue Bells are placed in
private spaces (hotels etc.)

22,000
business generating glass
packaging waste (bars, restaurants,
cafés, hotel complexes etc.) are being
served by the Blue Bell

SPECIAL RECYCLING PROJECTS

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



ICPW

Industrial and Commercial Packaging Waste (ICPW) constitutes the most important of the rest of the recycling sources and involves private, that is non-municipal (outside the collection mechanism of the Local Authorities), recycling accruing from third parties. This recycling is certified by HE.R.R.Co on behalf of the competent authorities and according to procedures approved by the competent authorities. Controls, recording and certifications organized by HE.R.R.Co 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 2018, HE.R.R.Co certified 272 thousand tons of ICPW in total (paper, plastic and aluminum packaging).



Delivery of materials to recycling industries

In 2019, an additional quantity of recycling of 761 tons of tin cans and 1.5 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, HE.R.R.Co implemented in 2019 as well the alternative solution of dispatching wood packaging (mostly wooden pallets) for the production of soil improver - mold (compost). At the same, the recording for the preparation of wooden packaging reuse was continued. In 2019, HE.R.R.Co certified the recycling of 15.2 thousand tons of wood packaging.



Recovery of Packaging Waste through the processing of mixed waste

In 2019, the collaboration between HE.R.R.Co and DIADYMA continued regarding the certification of packaging material deriving from the Facility of Waste Handling of Western Macedonia. In 2019, 7.4 thousand tons of packaging were recovered and recycled, out of which 1.3 thousand tons were metallic packaging, 2.2 thousand tons were paper/cardboard packaging and 3.9 thousand tons were plastic packaging. Moreover, in 2019, an agreement was concluded between HE.R.R.Co and Terna Energy for the certification of packaging material deriving from the Facility of Waste Handling of Epirus. In 2019, 4.9 thousand tons of packaging were recovered and recycled, out of which 1.1 thousand tons were metallic packaging, 2.2 thousand tons were paper/cardboard packaging and 1.6 thousand tons were plastic packaging.

HE.R.R.Co also recorded the packaging material recovered via the Factory of Mechanical Recycling operated by EDSNA within the 1st Integrated Facility of Waste Handling in Western Attica. More specifically, in 2019, 6.0 thousand tons of packaging were recovered and recycled, out of which 2.2 thousand tons were metallic packaging, 1.5 thousand tons were paper/cardboard packaging, 0.4 thousand tons were glass packaging and 1.9 thousand tons were plastic packaging.



Preparation for reuse

HE.R.R.Co also records the activity of companies which repair-prepare packaging that can be reused, so as to be dispatched in the market. Through collaborations of this sort, in 2019, an extra of 437 tons of plastic packaging recycling and 1,500 tons of tinplate packaging recycling were recorded.

CONTROL PROCEDURES

HE.R.R.Co 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

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

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 remnants.
- Measurements for quality identification of recovered materials.
- Control on mass balances.

Quantities sold

- Verification of data based on sales invoices of packaging material dispatched in the secondary market.
- Control on mass balances so that the certified quantities sold are verified.



BLUE BELL PROJECT

- Recording and control of collection itineraries.
- Recording and control of collected quantities upon their entrance in 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.
- 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).

Recovery projects from waste processing

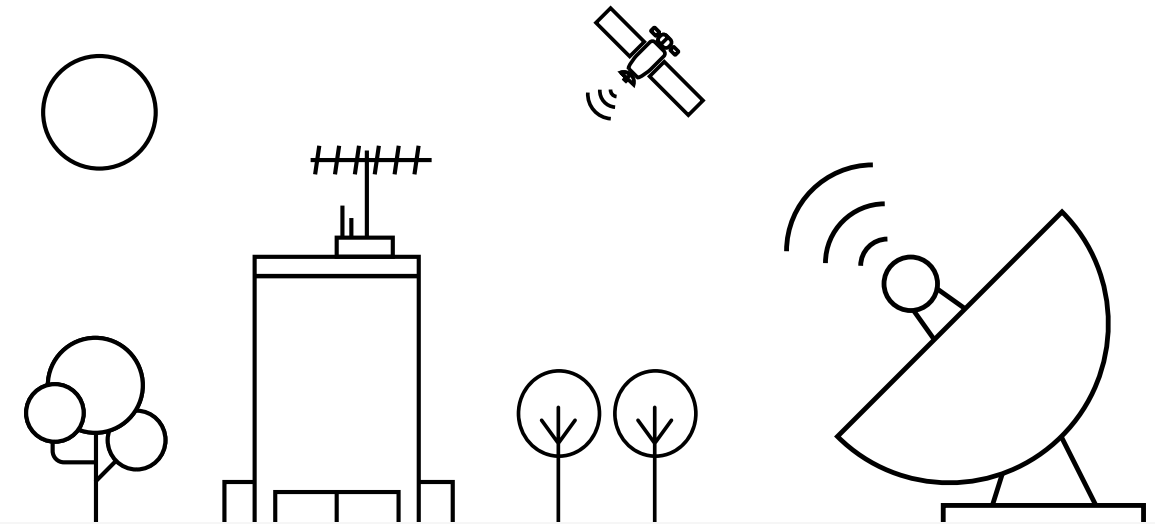
- Sample recording upon loading of packaging waste intended for sale.
- Analyses of packs of final products for the determination of packaging percentage.

In 2019, a total of 47,000 hours of controls were realized for all the projects of the System by specialized certification organizations (TÜV AUSTRIA, BUREAU VERITAS, EUROCERT).



AWARENESS- EDUCATION & COMMUNICATION

HE.R.R.Co developed and implemented a series of specialized communication programs aiming at the awareness of citizens for their proper participation in packaging recycling and at addressing various target groups in a targeted way. In detail, the activities realized in 2019 per target group were the following:



1. NATIONAL PRINT & DIGITAL CAMPAIGN

Goals:

- **Communication of the results of 2018; presentation of the effectiveness and reliability of the System, as well as of its collaboration with municipalities and businesses.**
- **Awareness among citizens regarding the recycling of plastic packaging, thus protecting the marine environment.**
- **Motivation of citizens to properly participate in packaging recycling via the Blue Bins and Blue Bells.**

Duration: April - June 2019

Reach: National

Campaign content

- **Print campaign** on Sunday newspapers
- **Internet campaign** with creative banners at high-traffic websites
- **Articles** about the story of the Blue Bin
- **Pilot deployment of influencers** for the promotion of the proper use of the Blue Bin on social media
- **Sponsored campaigns** on facebook regarding plastic packaging recycling

2. PRESENCE ON NATIONAL RADIO & TV STATIONS

Collaboration with SKAI media group

Driven by the motto, "Recycle - Make it a way of living", HE.R.R.Co realized an impactful info campaign about the benefits of packaging recycling and the proper use of the Blue Bin through messages and special programs communicated via SKAI TV, SKAI and SPORT FM radio stations and skai.gr on educational events organized in collaboration with the Local Authorities in 10 municipalities in 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
- **10 events organized in the municipalities of:** Thessaloniki, Alexandroupoli, Rhodes, Ioannina, Larissa, Pavlos Melas, Haidari, Elliniko -Argiroupoli, Lavreotiki.

Άλλες Συνεργασίες

Other collaborations

- **Collaboration of HE.R.R.Co with OPEN TV:** The activity of HE.R.R.Co was presented through three news pieces on the shows "Ora Ellados 5:30", "Ora Ellados 7" and "Tora oti symvainei" respectively.
- **Participation in an interview of the President of Hellenic Recycling Agency on ERT TV,** regarding packaging recycling in the Blue Bin.

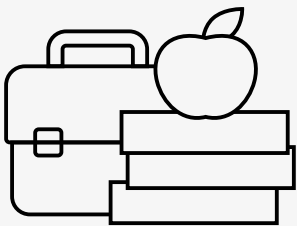




3. EDUCATIONAL COMMUNITY

3.1 Activities for children

Reach: Local



• **Fun - educational events**, like the Recycling Fun Fair. In 2019, 68 events were realized in various municipalities in collaboration with other bodies. Students proved to be particularly enthusiastic about this event, especially outside the major cities. About 300 children participated actively in each one of these events.

The municipalities where the Recycling Fun Fair was realized were the following:
Thessaloniki, Ambelokipi – Menemeni, Pylaia – Hortiatiss, Kalamaria, Pavlos Melas, Oraikastro, Delta, Kilkis, Serres, Veroia, Kavala, Paggaio, Nestos, Paranesti, Alexandroupoli, Samothraki, Didymoteicho, Soufli, Orestiada, Doxato, Prosotsani, Komotini, Iasmos, Arriana, Maroneia – Sapes, Nevrokopi, Drama, Xanthi, Avdira, Thasos, Myki, Ioannina, Arta, Larissa, Tyrnavos, Delphi, Acharnes, Lavreotiki, Chaidari, Kifisia, Filothei – Psychiko, Pallini, Marathonas, Eleysina, Fyli, Elliniko – Argiroupoli, Epidavros, Western Achaia, Mytilene, Chios, Eastern Samos, Rhodes, Syros.

Apart from the above, the Recycling Fun Fair took place as well within the framework of events with free entrance with scheduled attendance by children aged 5 to 12 years old. These were realized in the American Farm School in Thermi, in the Kazoulis Mansion organized by the Hellenic Recycling Agency during the European Week for Waste Reduction, in the Markopoulo Olympic Equestrian Centre during an international event organized by the Hellenic Equestrian Federation, in Technopolis of the City of Athens in Gazi and in the Environmental Education Park of the Solid Waste Management Body of Central Macedonia in Thermi.

• **“Jazz for kids and grown-ups”**: An event of 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. In 2019, the event took place in three municipalities: Pavlos Melas, Kifisia and Thiva.

3.2 Educational Programs at Schools

Implementation of the program “Recycling at School – Changing Attitudes”

The program involves the placement of a Blue Bin of 360lt capacity within the school community along with educational presentations aiming at the awareness of students. In 2019, 1,409 presentations took place at schools in Attica (Agiioi Anargyroi – Kamatero, Athens, Aspropyrgos, Vari – Voula – Vouliagmeni, Glyfada, Eleysina, Elliniko –Argiroupoli, Ilion, Keratsini – Drapetsona, Korydallos, Nikaia-Ag. I. Rentis, Palaio Faliro, Piraeus, Penteli, Peristeri, Chaidari) and 390 in the Regional Unit of Thessaloniki and Chalkidiki (Thessaloniki, Thermaikos, Thermi, Kalamaria, Neapoli – Sykies, Kordelio – Evosmos, Pylaia – Chortiatis, Pavlos Melas, Nea Propontida, Oraikastro).

In total, 44,400 students were informed about the benefits of recycling and the proper use of the Blue Bin, while 300 bins were placed at schools. The specific program was considered for one more year as an intervention with a positive impact on the school units and the local communities where the awareness-educational activities were realized.

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 techniques like 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, info brochure about packaging recycling, poster and educational video. Moreover, a specialized webpage was developed for additional material.

Design and implementation of a new educational program addressed to the primary and secondary education regarding marine debris titled “Plastic after use?” Its place in the Blue Bin, away from the blue sea” in collaboration with the Mediterranean Information Office and selected island Local Authorities (Rhodes, Paros, Antiparos, Lefkada). The goal of the program is the networking and collaboration among local communities, municipalities and social responsibility bodies, along with the enhancement of an environmentally responsible behaviour on behalf of students. This behaviour works in favour of an increase in recycling via the Blue Bin, a decrease in waste disposal on landfill sites and the containment of plastic pollution, especially of single-use plastic, affecting seas and shores.

The basic priority of the program is to inform citizens, and especially the children and teenagers on every island, about how they can properly recycle and thus contribute to the reduction of plastic ending up in the sea.

Last year, 168 two-hour sessions were realized in schools of the aforementioned municipalities, informing more than 3,500 students and training more than 500 instructors.

Visits of students to RSCs of HE.R.R.Co, offering them the opportunity to attend in person the sorting and baling of recyclable materials. In 2019, 60 visits of this sort were realized throughout Greece.

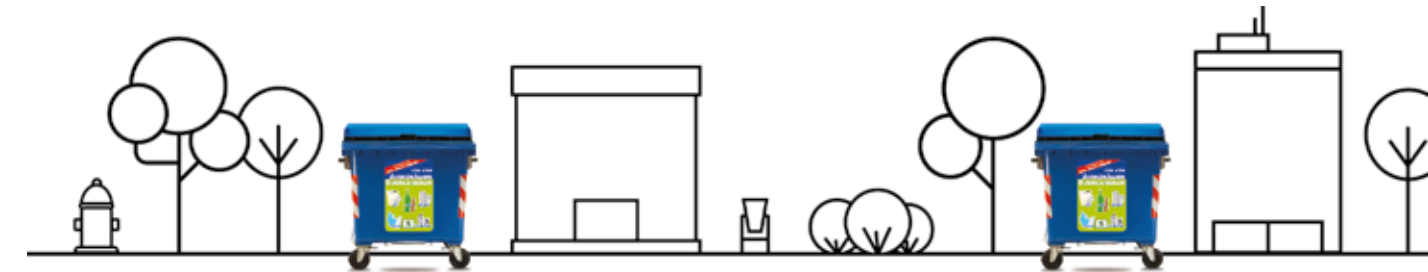
Participation - Support of the environmental education network at primary and secondary educational institutions in Eastern Thessaloniki regarding awareness activities for packaging recycling.

4. PROMO ACTIVITIES IN COLLABORATION WITH THE LOCAL AUTHORITIES AND OTHER BODIES

Reach: Local

Participation in Exhibitions - Conferences

- Participation in the 84th Thessaloniki International Trade Fair with a specially designed booth in collaboration with the municipality of Thessaloniki. A day-seminar was also realized under the theme of "Proper waste handling and environmental protection", where HE.R.R.Co participated with a speaker.
- Participation in the 5th Recycling Festival organized by the municipality of Thessaloniki within the facilities of the Thessaloniki International Trade Fair. The goal of the event was to point out the importance of recycling and raise the awareness of students, citizens and visitors about it. During the event, day-seminars took place with the participation of the Ministry of Environment & Energy and the Hellenic Recycling Agency, where HE.R.R.Co took part with a speaker.
- Participation in the 3rd Forum of Technology and Environment Verde Tec exhibition in Athens, with a booth.
- Participation and speech in the Annual Forum of the network of Solid Waste Management Bodies of Greece (in Delphi).
- Participation and speech in the day-seminar of the regional Solid Waste Management Body of Central Greece (in Amfissa) regarding the handling of solid waste and sorting at the source.
- Participation and address in the 2nd Panhellenic Conference for the Public Space (Technical Chamber of Greece - Central Macedonia department) in Thessaloniki.
- Promotion of recycling in collaboration with the association "Friends of Nea Paralia" through the theme "Fashion and Recycling", under the auspices of the municipality of Thessaloniki.
- Collaboration with Stegi of Onassis Foundation (participation in the 6th Onassis Fast Forward Festival with the topic of the dinner-event being: A discussion for the handling of waste in Attica).
- Collaboration with the Hellenic Equestrian Federation and the Laskaridis Foundation for setting up a recycling system in the facilities of the Federation to serve the needs of both athletes and spectators. Blue Bins and recycling bags were provided and three Recycling Funfair events took place throughout the 4-day Athens Equestrian Festival 2019. HE.R.R.Co also awarded the trophy.
- Support of the 37th Athens Authentic Marathon through the collection and recovery of recyclable materials used by the runners and spectators. The collection of the recyclable packaging material was realized within the framework of the official voluntary program of the Athens Authentic Marathon by the volunteers of the NGO Team for the World, as well as other volunteers.
- Support of the 8th International Thessaloniki Night Half Marathon with the collection of recyclable materials.
- Collaboration with the Clean Blue Paros project (an activation by the UK charity Blue Seas, the municipality of Paros and others), which is primarily called to investigate the flow and the environmental and social impact of plastic waste from the "source" until it ends up in the sea and, then, look for drastic solutions that will reduce marine pollution. Clean Blue Paros contributes to the reduction of marine debris through educational programs addressed both to the inhabitants and visitors of the island, while it points out and invests in solutions with the greatest possible positive impact on the elimination and reduction of plastic waste in the sea around Paros.



- Awarding of schools in recycling championships organized by the municipalities of Pallini, Arta, Ambelokipi - Menemeni, Ioannina, Pylaia - Chortiatis. A representative of HE.R.R.Co attended the award ceremonies of the schools that won and granted the prizes offered by the Corporation.
- Collaboration with Hellenic Marine Protection Environment Association (HELMEPA) for the cleaning of shores within Attica (Shinias and the beach in front of the Peace & Friendship Stadium).
- Bins were also used for the collection of packaging material accumulated during events like: Jose Carreras concert and other events in the Olympic Athletic Center of Athens, Release Festival, Plissken Festival, Burger Festival, Athens Coffee Festival, Sonar Festival, Eject, Athens Bar Show, Gazarte, Bryan Adams / Eros Ramazzotti / Maraveyas concerts, Ice Cream festival - Athens, Off Road Adventure Festival etc. About 90 tons of recyclable materials were collected from these events in total.
- Promo activities:
 - Participation in the recycling celebration of the municipality of Ilioupoli.
 - Participation in the 2nd kids' festival of the municipality of Acharnes.
 - Participation in SEREXPO in Serres.
 - Participation in the Recycling & Environmental Education Festival of the municipality of Neapoli - Sykies, in collaboration with the department of secondary education of West Thessaloniki.
 - Participation in the European Week for Waste Reduction organized at the Kazoulis mansion by the Ministry of Environment & Energy and in the two-day celebration organized by the Hellenic Recycling Agency at the same venue.
- Distribution of info pack to the households of the two new Local Authorities which recently joined the packaging recycling project (Amari and Karpathos municipalities), including: the recycling bag, a special brochure with useful information about packaging recycling and a letter by the mayor addressed to the citizens. Last year, 4,500 info packs were distributed to corresponding households.
- Especially for the Blue Bell recycling project, 11,000 info visits to restaurants/bars/cafeterias (3-4 visits per spot) were realized in 230 municipalities throughout the country to promote glass packaging recycling.

Placement of fixed info material at central locations in municipalities throughout the country:

- Stands with info brochures (delivered to the municipalities of Maroussi, Epidavros and Troizinia - Methana).
- Posters (delivered to the municipalities of Alexandroupoli, Troizinia - Methana, Epidavros, Maroussi, Serres, Leros and to the environmental development company of Western Thessaly - PADYTH - Karditsa).
- Pilot training seminars for the administration and personnel of the cleaning service at the municipalities of Kalamaria, Pavlos Melas, Neapoli - Sykies, Delta, Kordelio - Evosmos, Thermi, Pylaia - Chortiatis, Thermaikos.



5. AWARENESS ACTIVITIES IN COLLABORATION WITH AFFILIATED COMPANIES

- Distribution of info material to the personnel of companies affiliated to HE.R.R.Co.
- Organization of seminars regarding packaging recycling.
- Organization of special info activities in the premises of affiliated companies, addressed to their employees.
- Organization of info activities in collaboration with affiliated companies in their stores, addressed to the general public.
- Activities regarding the collection of plastic packaging by health-related businesses, aiming at highlighting the contribution of packaging recycling in the handling of the problem of marine pollution; in collaboration with the Ecological Recycling Society and the Coca-Cola Foundation.
- The goal was to inform and raise the awareness of the seaside inhabitants and visitors regarding recycling. These activities were realized in the municipalities of Thessaloniki, Chania, Cephalonia, Rhodes, Kythnos and Glyfada.

6. OTHER COMMUNICATION ACTIVITIES

- Regular updates on the fan page of HE.R.R.Co on Facebook titled "Packaging Recycling in the Blue Bin -RECYCLE" with over 104,000 followers.
- Publication of the annual report of HE.R.R.Co.
- Creation of three electronic newsletters presenting the activities of HE.R.R.Co and addressed to central government 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 written messages by citizens via its webpage, e-mail address and Facebook page. It also answered to more than 1,200 queries of citizens over the phone.
- Creative design and dispatch of Xmas card to affiliated companies, Local Authority organizations, public administration and EXPRA.
- Publication of five press releases.
- Creation of mock-up of the RSC of Themi in order to enrich the booths of HE.R.R.Co and contribute to the education and awareness of the local government administration and the wide public.





www.herrco.gr

HE.R.R.Co

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