



HELLENIC
RECOVERY
RECYCLING
CORPORATION



ANNUAL REPORT 2020



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ADDRESS BY

Michael E. Economakis

CHAIRMAN OF HE.R.R.Co

Dear all,

Ever since 2003 to date, the Hellenic Recovery Recycling Corporation has been focusing on the Environment and Circular Economy. Being the first authorized system the citizens of our country got to know and trust, it is identified with packaging recycling in Greece.



For one more year – one of the hardest ones in modern history due to the pandemic –, HE.R.R.Co stood by every citizen by operating uninterruptedly and by putting a high priority on both the health and safety of its employees and the maximum possible contribution to the fulfilment not only of its legal obligation, but also of the national objectives set for Packaging Recycling.

For over 18 years, HE.R.R.Co has been applying a reliable and consistent action plan and has been controlled systematically by the competent authorities, without any inspection findings. HE.R.R.Co is committed to measurable, verifiable results in packaging recycling and that's why companies-producers and all sorts of collaborating bodies trust it.

The trust of citizens in the Blue Bin system and the way of operation of H.E.R.R.Co are the factors driving Greece towards the fulfilment of the National Goal of packaging recycling, as its activities cover **96% of the country's goal**. According to the most recent data by the Hellenic Recycling Agency and EUROSTAT, the goal set for packaging recycling in Greece is 511 thousand tons of packaging waste, out of which HE.R.R.Co on its own delivers **490** thousand tons. It is worth mentioning that the legal obligation of HE.R.R.Co involves only **245** thousand tons, which means that its contribution is twice as much.

The Blue Bin project of HE.R.R.Co accepts all recyclable packaging without any limitations or exceptions regarding material, size or shape and **serves 96% of the population throughout 306 municipalities of Greece**.

Being the **reliable and effective body of packaging recycling** in Greece in 2020 too, HE.R.R.Co demonstrated an **improvement in its results**. More specifically, by the end of 2020, the blue bins placed throughout the neighbourhoods of Greece were about **180,000** and HE.R.R.Co had equipped the Local Authorities with **529 packaging material collection vehicles** in total, which realize itineraries to the **32 collaborating Recycling Sorting Centers (RSCs)**. The separate stream of glass packaging recycling also developed further, with more

than **10,200** Blue Bells now placed throughout the country serving **22,000 businesses** which are generating glass packaging waste (restaurants, bars, clubs, hotel complexes etc.)

All these results are not only because of HE.R.R.Co's activities. Throughout all our endeavours, we enjoyed the support of the business community, the Central Union of Municipalities of Greece, the local authorities, our partners and employees, but mostly of the citizens of Greece who have made a habit of recycling through the Blue Bin.

Measurable results and reliable data are of great importance, but we go beyond these. Our goal for packaging recycling is to enter in each and every home. On our behalf, in HE.R.R.Co, we will continue to eagerly develop our activities and implement new activations to inform and raise awareness among citizens.

The future finds us prepared, filled with optimism and enthusiasm to continue with our work, which is the protection of the environment through targeted activities that will further upgrade the project of packaging recycling, thus contributing to the sustainable development of our society.

Over the pages following, you will have the chance to read about the work of HE.R.R.Co in 2020 in total.

Enjoy the read!

Michael E. Economakis
Chairman of HE.R.R.Co



ADDRESS BY **Kostas Skrekas**

MINISTER FOR THE ENVIRONMENT & ENERGY

One of the main priorities of the Ministry of the Environment & Energy is the quantitative and qualitative improvement of recycling.

On July, 20, we voted in the Hellenic Parliament a bill by the Ministry of the Environment & Energy, which for the first time gives shape to a clear, coherent and contemporary legislative framework regarding waste and recycling. Through this legislative initiative, two of the most important directives of circular economy and the



quantitative goals set by the European law for the recycling of municipal waste and packaging are incorporated in the national law.

In total, the recycling of municipal waste in Greece is much lower in comparison to the average in the European Union, although, specifically in relation to packaging waste, we have reached the average of the European Union and, in general terms, have achieved the goals set for 2020. The fulfilment of these goals is becoming even harder following the new, more precise methodology introduced by directives 851/2018 and 852/2018.

There is no doubt that major steps have been taken towards the progress of recycling, especially of packaging, with the main driving force being the Hellenic Recovery Recycling Corporation (HE.R.R.Co), the Blue Bin system, in collaboration with the local authorities. However, over the past few years there has been a stagnation, especially in comparison to other member-states of the European Union, in combination with the increased expectations created by the new EU legislative framework.

With everyone having a share of responsibility, our country has not yet managed to proceed with the scheme of separate collection via four different streams as required; a fact that is, of course, related to the unprecedented long recession we were faced with during the previous decade.

Now, it's the time to look ahead and leave behind the mistakes and omissions of the past years. The Ministry of the Environment & Energy is supporting all the endeavours for the drastic improvement of recycling of packaging and municipal waste in general, while recognizing the crucial role of HE.R.R.Co in them.

With the new legislation, we are intending a breakthrough, aiming at a much better future for recycling. This future must be based on a separate collection of four streams, wherever this is technically and financially feasible, and in the fair allocation of responsibility among all parties involved, taking into consideration the rules of the new national legislation regarding the programmes of extended producer responsibility.

Until the end of the year, HE.R.R.Co must submit a revised business plan adapted to the new, increased requirements. We are sharing common goals and I am sure that, with the collaboration of all, we will make major steps forward in the nearby future.

Kostas Skrekas
Minister for the Environment & Energy



ADDRESS BY Dimitris Papastergiou

**PRESIDENT OF THE CENTRAL UNION
OF THE MUNICIPALITIES OF GREECE**

Dear all,

The goal promulgated by the municipalities throughout the country and the Central Union of the Municipalities of Greece, which is their legal representative, is the enhancement of recycling and the adoption of the principles of circular economy. The model of circular economy serves our long-term objective to live in friendly and human cities, with a better environment and quality of life for our ourselves and our children.



The strategic and shareholder collaboration of the Central Union of the Municipalities of Greece with HE.R.R.Co forms the “heart” of the Recycling System currently applied in our country. Until today, our collaboration constitutes the foundation that allows us to demonstrate important results in relation to the management and recycling of packaging waste. At the same time, it constitutes the basis on which we can rely in order to improve the effectiveness of the recycling mechanisms and the fulfilment of the national and European goals set for Greece.

Through our strategic collaboration, we are covering today 96% of the population of the country; **306 municipalities** are collaborating with HE.R.R.Co and realize together recycling projects, by making use of the **529 collection vehicles** that have been given to them and the network of **180,000 Blue Bins** placed almost all over the country.

The municipalities and HE.R.R.Co manage together to fulfil **the national goal by 96%**, by handling **490,000 tons of packaging waste** (out of the 511,000 tons that constitute the national goal).

The new legislative framework for recycling is of great significance for the municipalities as it recognizes their important role in the adoption and application of contemporary and environmentally friendly models for the management of waste and the promotion of recycling. Of equal importance is the fact that, through the “Antonis Tritsis” programme, we get the chance to acquire new equipment and create the necessary infrastructure to enhance recycling, with the Central Union of the

Municipalities of Greece firmly believing that this funding must be also linked to the systems that the municipalities are already using to an extent of 90%, meaning the bins and special collection vehicles.

We must also keep in mind that, until today, it is the municipalities that are in essence supporting the project of recycling in Greece through the operation of the Blue Bin system, which continues to be the only organized effort with measurable results.

Over time, the aspiration of the municipalities has been the application of an effective and transparent national control system regarding the fulfilment of the goals and the way of management of the recyclable materials collected.

The collaboration between the first tier local government and HE.R.R.Co up to now shows us the way that we need to follow in the future, by making the necessary adaptations and corrections and by focusing on the active participation of citizens, collaborations, transparency and public accountability.

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**

Packaging recycling constitutes one of the most important procedures of the circular economy. Towards that end, the goals of packaging material recycling are constantly increasing, in accordance with the European law. HE.R.R.Co has served as a catalyst in the fulfilment of the goals of packaging recycling in our country up to now, while it still holds the greatest share of responsibility in the attempt to fulfil the new goals set.



As the largest system of alternative waste management in Greece, HE.R.R.Co is called to take the next step regarding the challenge of increased recycling percentages by placing emphasis on sorting at source and the distinct collection streams. The requirement involves an improved and more effective recycling procedure, which will lead to environmental sustainability.

In accordance with our national planning, we are now focusing on a more comprehensive waste management approach, which starts even from the stage of production, by allocating responsibility both to producers and municipalities, as well as to citizens for waste generation, in order to be able to significantly increase the percentages of recycling up until 2030.

In the light of the National Waste Prevention Programme and the Recycling Bill, the Ministry of the Environment & Energy is boosting these endeavours so that the country can be directed to less waste, a complete circular economy model, with proper and contemporary waste management at the heart of it.

The goals of the Ministry of the Environment & Energy, HE.R.R.Co and the local authorities are fully aligned. We divert from the land burial of solid waste that can be instead recycled or produce a secondary fuel via energy recovery. We apply a new, contemporary waste management plan aiming at the environmental, social and financial wellbeing.

We would like to thank HE.R.R.Co for everything that it has done up to now regarding recycling in Greece and we are looking forward for it in the future to achieve even more.

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

HELLENIC RECOVERY

Recycling Corporation

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 2020, the companies affiliated to HE.R.R.Co reached 2,821 and the collaborating Local Authorities throughout Greece were 306.

In relation to its shareholder structure, 35% of the share capital belongs to the Central Union of Municipalities of Greece and the rest to industrial and commercial companies, which are 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 HELLAS S.A.
- VIVARTIA S.A.



EUROPEAN Partnerships

Exptra (www.exptra.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

Οι στόχοι που έχουν τεθεί από την ΕΕ (Οδηγία 2018/852 του Ευρωπαϊκού Κοινοβουλίου και του Συμβουλίου) για την ανακύκλωση συσκευασιών προς επίτευξη μέχρι 31.12.2025 είναι οι εξής:

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

50%

by weight

of plastic
packaging

25%

by weight

of wood
packaging

70%

by weight

of tinplate
packaging

50%

by weight

of aluminum
packaging

75%

by weight

of paper/cardboard
packaging

70%

by weight

of glass
packaging

LOCAL Authorities

The 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	System
RSC	System
COLLECTION OPERATION	Local Authorities
SORTING OPERATION	System
EDUCATION – PROMOTION	System / Local Authorities

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

The 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.



COLLABORATION PATTERN B'

COLLECTION EQUIPMENT

System

COLLECTION - SORTING - SELLING OF MATERIALS

Local Authorities

FINANCIAL ASSISTANCE TO LOCAL AUTHORITIES

System

EDUCATION

System / Local Authorities

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.



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. It must be pointed out that the funds of the System derive exclusively from the affiliated companies. The average yearly revenue from each new contract reached €500 in 2020. The total revenues from contributions increased by about 2% 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 2020. By December 31, 2020, the companies which had signed a Collaboration Agreement with the System were 2,821 in total.

Companies
2.821

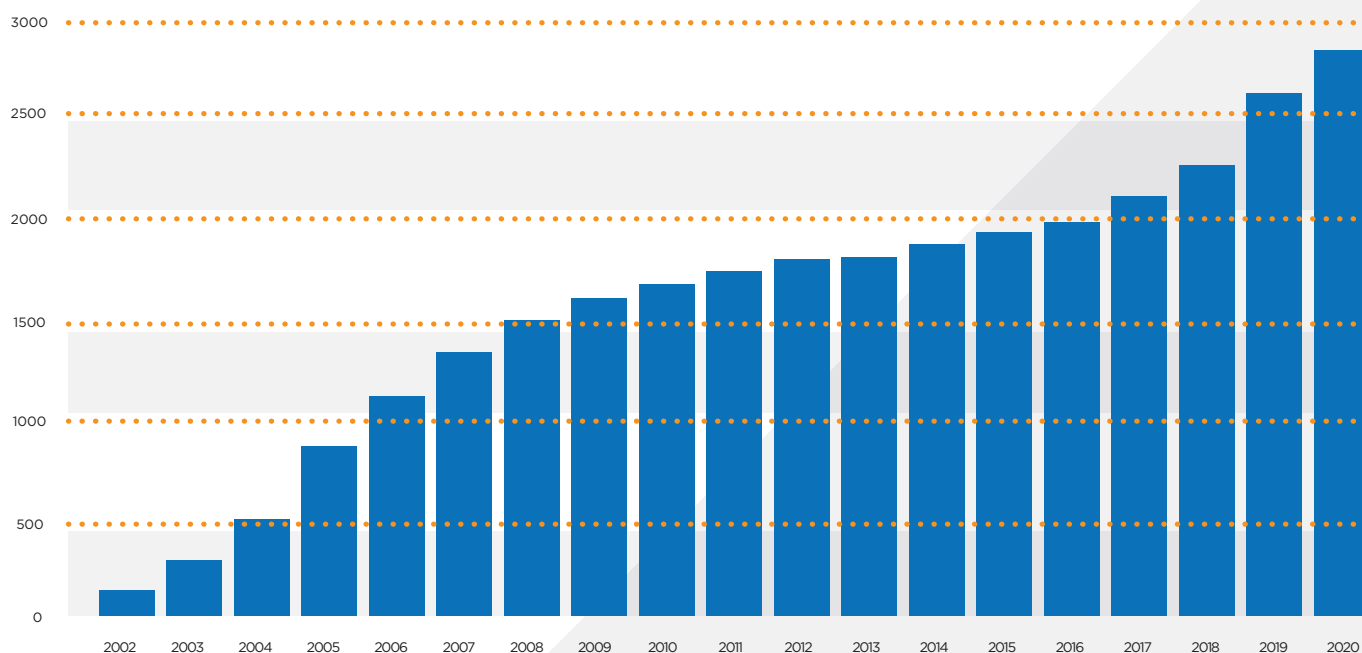
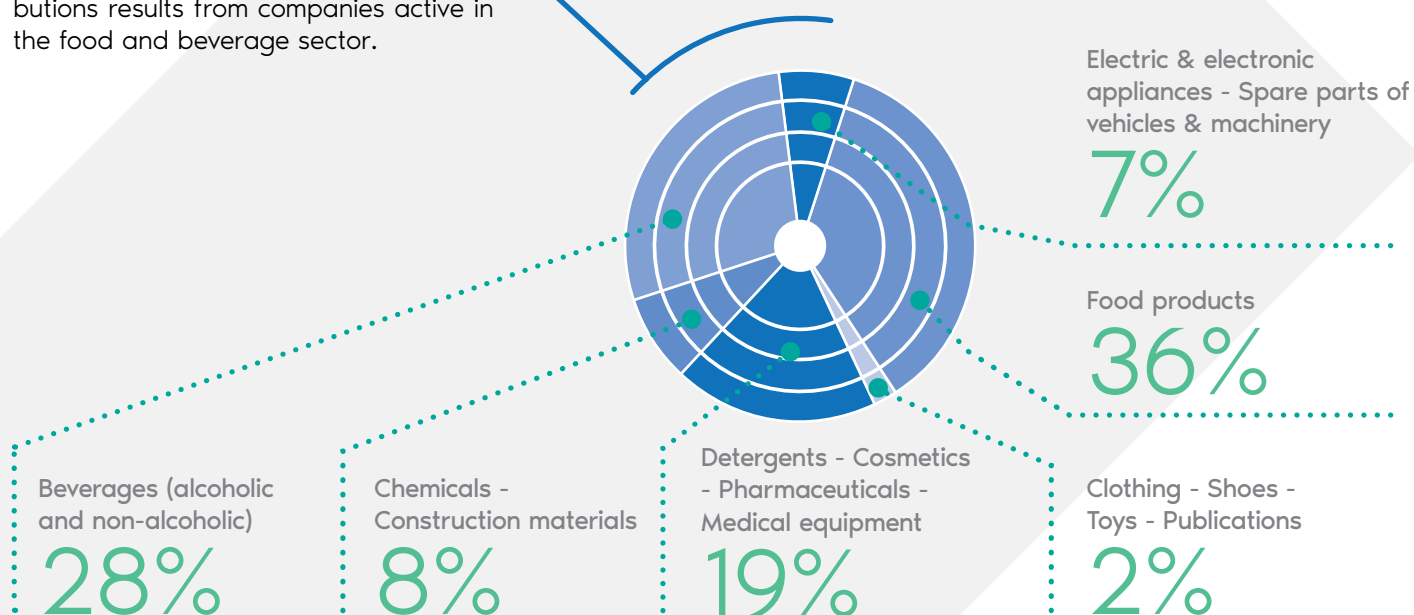


Chart 2

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

% OF CONTRIBUTION BY THE AFFILIATED COMPANIES PER CATEGORY



PACKAGING MATERIALS BY AFFILIATED COMPANIES

PACKAGING MATERIAL Quantities by affiliated companies (in thousand tons)

Paper - Cardboard	141
Paper packaging of liquids	10
Plastic	106(*)
Aluminum	17
Tinplate	20
Glass	57
Wood	22
Other	2
TOTAL	375



In 2020, approximately **375,000 tons** of packaging material were made available in the Greek market by the companies affiliated with the System.

(*) includes "plastic shopping bag"

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. Guided 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.

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 tinsplate) 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

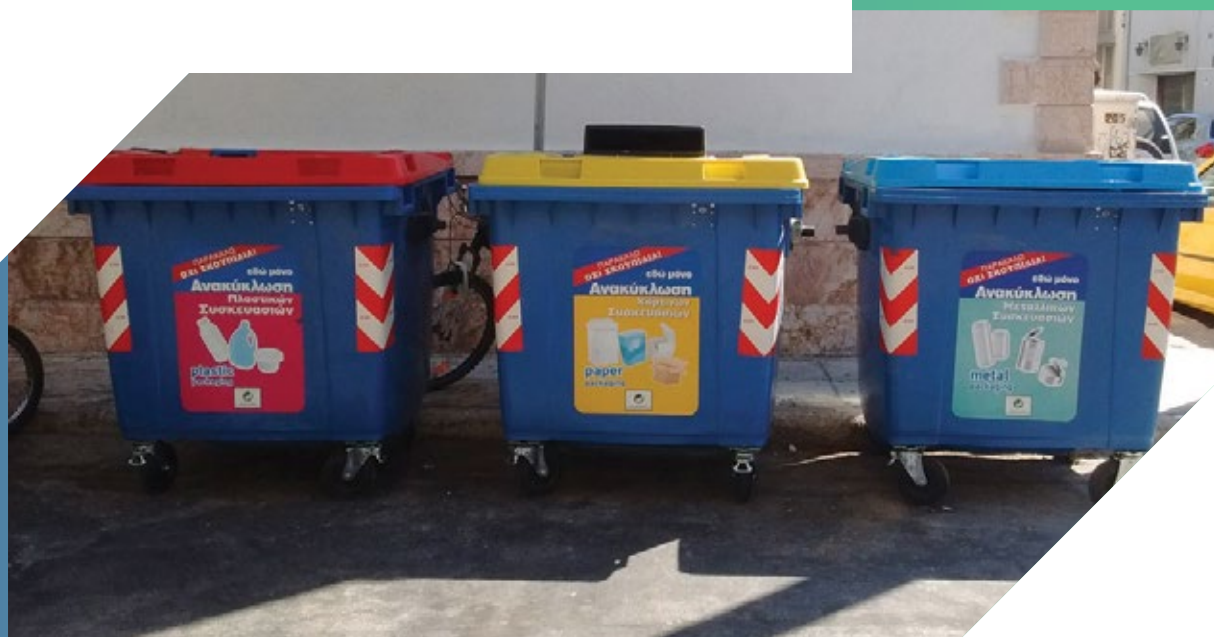
The Blue Bell serves exclusively for the collection of glass packaging that accrues as municipal waste. It is mainly addressed to large producers and venues of business activities which involve the consumption of goods in glass packaging, such as entertainment venues, hotel complexes, bars, cafeterias, restaurants.

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 of 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 174,800 Blue Bins placed throughout Greece, always in collaboration with the municipalities.



The Blue Bin recycling system includes three stages:

01

Sorting at source

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.

02

Collection

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).

03

Sorting at the 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?

1

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



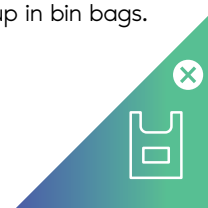
2

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



3

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



4

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



What becomes of recyclable packaging?

Paper packaging



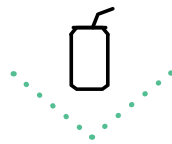
new carton box

Glass packaging



new bottle

Aluminum packaging



new aluminum tin

Tinplate packaging



new tin or steel products

Plastic packaging



bags, barrels, bottles, thread for fleece cloth etc.

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 2020

2020 was a very particular and difficult year for the financial and social life of the country in total, but also globally. The restrictive measures for the confrontation of the pandemic along with the low prices internationally had severe consequences.

As a result, in comparison to 2020, there was a decrease in the packaging waste made available in the local market and, thus, in the revenue of HE.R.R.Co and the results of its activities, mainly those associated with the sector of entertainment venues, hotel complexes, bars, cafeterias, restaurants etc. However, there was a significant increase in the results of the Blue Bin project.

96%

of the country population has access to recycling

306

Local Authorities

POPULATION
SERVED

10,4 million



532,000

tons of packaging material and print paper were recycled in 2020 (including ICPW quantities)



More than
125,000
collection itineraries of recyclable
materials realized by the
Local Authorities

BINS (ACTIVE)

174.800

VEHICLES

529



32

Recycling Sorting
Centers in oper-
ation throughout
Greece

€364 εκ.

have been allocated by HE.R.R.Co
into investments (bins, vehicles,
Sorting Centers) and operating
expenses for the recycling project,
from the establishment of the Sys-
tem to date.

2.600

working positions

THE BLUE Bin in 2020 PER REGION

Mainland Greece

WEST MACEDONIA

POPULATION	283.689
VEHICLES	4
BINS (active)	3.568
P.W. RECOVERY (tons)	4.482

EPIRUS

POPULATION	247.445
VEHICLES	8
BINS (active)	3.353
ΑΝΑΚΤΗΣΗ ΥΛΙΚΩΝ (τόνοι)	3.749

WESTERN GREECE

POPULATION	636.923
VEHICLES	27
BINS (active)	10.854
P.W. RECOVERY (tons)	16.586

PELOPONNESE

POPULATION	543.162
VEHICLES	29
BINS (active)	14.044
P.W. RECOVERY (tons)	9.222

THESSALY

POPULATION	713.968
VEHICLES	29
BINS (active)	11.583
P.W. RECOVERY (tons)	18.659

CENTRAL GREECE

POPULATION	522.257
VEHICLES	32
BINS (active)	9.336
P.W. RECOVERY (tons)	10.754

ATTICA

POPULATION	3.756.595
VEHICLES	190
ΚΑΔΟΙ (ενεργοί)	51.625
P.W. RECOVERY (tons)	71.172

EAST MACEDONIA & THRACE

POPULATION	608.182
VEHICLES	5
BINS (active)	9.314
P.W. RECOVERY (tons)	11.067

CENTRAL MACEDONIA

POPULATION	1.881.869
VEHICLES	96
BINS (active)	32.471
P.W. RECOVERY (tons)	43.870

The Islands**NORTH AEGEAN**

POPULATION	160.498
VEHICLES	11
BINS (active)	4.183
P.W. RECOVERY (tons)	2.886

SOUTH AEGEAN

POPULATION	208.222
VEHICLES	30
BINS (active)	7.856
P.W. RECOVERY (tons)	17.436

IONIAN ISLANDS

POPULATION	203.583
VEHICLES	17
BINS (active)	4.529
P.W. RECOVERY (tons)	2.650

CRETE

POPULATION	621.176
OXHMATA	47
BINS (active)	12.123
P.W. RECOVERY (tons)	18.276

Islands with active recycling projects in 2020

AEgina	IKARIA	MILOS	SAMOTHRAKI
AMMOULIANI	IOS	MYKONOS	SIFNOS
AMORGOS	KASOS	NAXOS	SKIATHOS
ANAFI	KEA	OINOUSSES	SKYROS
ANDROS	KYTHERA	PAROS	SPETSES
ANTI KYTHERA	KYTHNOS	PATMOS	SYROS
ANTIPAROS	KOS	PAXOI	THASOS
CEPHALONIA	LEFKADA	POROS	THIRA
CHIOS	LEMNOS	PSARA	TILOS
CORFU	LEROS	RHODES	TINOS
FOLEGANDROS	LESVOS	SALAMINA	ZAKYNTHOS
GAVDOS	LIPSI	SAMOS	

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 2020, HE.R.R.Co further expanded 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 259 Local Authorities, addressing the needs of almost 22,000 businesses.

The results of glass packaging recycling via the Blue Bell demonstrated a significant decrease (-35%) in comparison to 2019, due to the drop in the business activity of health-regulated food and beverage/catering establishments because of the restrictive measures for the confrontation of the pandemic.



The evolution of the Blue Bell project in 2020 is illustrated on the following table:

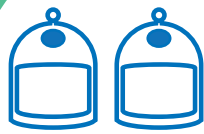
	2019	2020	Change %
Municipalities served	252	259	3%
Blue Bells in place	10,002	10,169	2%
Businesses served	22.000	22.201	1%
Quantities recovered (tons)	15.109	9.879	-35%

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

THE BLUE Bell in 2020

10,169
Blue Bins

had been placed by the end of 2020
in 259 municipalities.



More than
2,000
Blue
Bells

are placed in private
spaces (hotels etc.)

22,000

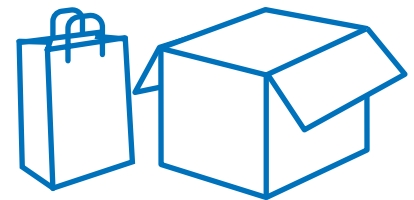
business generating
glass packaging waste
(bars, restaurants, cafés,
hotel complexes etc.) are
being served by the
Blue Bell



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

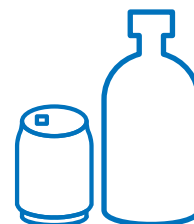
Industrial and Commercial Packaging Waste (ICPW) constitutes the most important of the rest of the recycling sources and involves private, that is non-municipal (outside the collection mechanism of the Local Authorities) recycling accruing from third parties.

This recycling is certified by HE.R.R.Co according to procedures approved by the competent authorities, on behalf of 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
2020
HE.R.R.Co certified in total

253 thousand tons
of ICPW recycling
(paper, plastic and aluminum packaging).



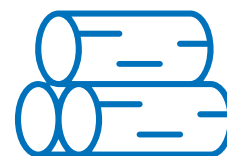
Delivery of materials to recycling industries

In
2020

an additional quantity of recycling of

381 tons of tin cans and
1.6 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, the alternative solution of dispatching wood packaging (mostly wooden pallets) for the production of soil improver – mold (compost) was implemented in 2020 as well. At the same, the recording for the preparation of wooden packaging reuse was continued.

In
2020
the recycling of

12.3 thousand tons of wood
packaging was certified in total.



Recovery of Packaging Waste through the processing of mixed waste

The collaboration between HE.R.R.Co and DIADYMA continued through 2020 regarding the certification of packaging material deriving from the Facility of Waste Handling of Western Macedonia. In 2020, 5.3 thousand tons of packaging were recovered and recycled, out of which 1.4 thousand tons were metallic packaging, 0.8 thousand tons were paper/cardboard packaging and 3.1 thousand tons were plastic packaging. Moreover, in 2020, 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
2020
the quantity recovered and recycled was



9.4 thousand tons of packaging out of which
1.5 thousand tons were metallic packaging
6.1 thousand tons were paper/cardboard packaging and
1.8 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 2020, the following quantities were recovered and recycled:

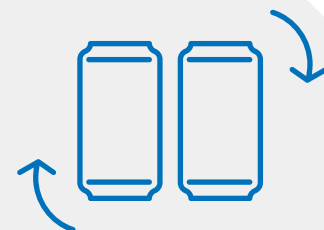
6.0 thousand tons of packaging waste, out of which 2.2 thousand tons were metallic packaging,
1.5 thousand tons were paper/cardboard packaging,
0.4 thousand tons were glass packaging and
1.9 thousand tons were plastic packaging.

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
2020
the additional quantities
recycled were

620 tons of plastic packaging waste and
2.200 tons of tinplate packaging waste.



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 that are:

- 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 2020, a total of **43,000 hours of controls** were realized for all the projects of the System by specialized certification organizations (TÜV AUSTRIA, BUREAU VERITAS, EUROCERT).

AWARENESS -

Education & Communication

Similarly to previous years, in 2020 HE.R.R.Co also developed activations and communication programmes addressed to all target-groups. Due to the restrictive measures for the confrontation of the pandemic and in compliance with all the hygiene and safety protocols for citizens, HE.R.R.Co focused and made use of the electronic channels of communication (websites, social media etc.) and, at the same time, built collaborations with the mass media on a national and local level in order to raise awareness and prompt citizens to recycle their packaging via the Blue Bins and Blue Bells.

01. NATIONAL PRINT & DIGITAL CAMPAIGN



Goals:

- Communication of the results of 2020 – presentation of the effectiveness and reliability of the System, as well as of its collaboration with municipalities and businesses.
- Motivation of citizens to properly participate in packaging recycling via the Blue Bins and Blue Bells.



Reach: National



Campaign content

- Print campaign on Sunday newspapers and magazines (46)
- Internet campaign with creative banners in 13 high-traffic informative websites
- Articles on newspapers and magazines (10)



02. EDUCATIONAL COMMUNITY

2.1 Activities for children



Reach: Local

- **Fun - educational events**, like the Recycling Fun Fair. In 2020, the Fun Fair event was realized in the municipality of Elassona, which was attended by 250 students with great enthusiasm.

2.2 Educational Programmes at Schools

- **Implementation of the programme “Recycling at School – Changing Attitudes”**
- The programme 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 Attica and the Regional Unit of Thessaloniki. In 2020, in total 239 presentations took place at schools in Attica, Aegina, Salamina, Markopoulo, Paiania, Megara, Saronikos, Vari – Voula – Vouliagmeni, Thessaloniki Pylaia – Chortiatis, Kalamaria, Ambelokipi – Menemeni. In total, 44,400 students were informed about the benefits of recycling and the proper use of the Blue Bin, while 137 bins were placed at corresponding schools.
- **Continuation of the educational programme 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 (Thasos, Tinos, Kythera, Syros, Lavreotiki, Nea Propontida). The goal of the programme 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 by single-use plastic, affecting seas and shores. The basic priority of the programme 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. The programme was modified due to the restrictions of the pandemic in order to be realized online. At the same time, one-day seminars were realized in the aforementioned municipalities to inform and raise awareness among citizens and 13 pilot online applications were realized to assess the effectiveness of the application. About 150 students were informed, 120 instructors were trained and about 180 elected representatives attended the one-day seminars. Also, more than 18,300 users watched the events via the videos posted on websites, YouTube and facebook.
- **Implementation of the educational programme “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. All the schools have received via post an educational kit that contains the following: time plan and programme of packaging recycling classes, detailed curriculum along with aids, info brochure about packaging recycling, poster and educational video. Moreover, a specialized webpage has been developed for access to additional material.



03. PROMO ACTIVITIES IN COLLABORATION WITH THE AUTHORITIES AND OTHER BODIES



Reach: Local



Participation in related events – Conferences

- Participation & Speech in the Conference of the Hellenic Solid Waste Management Association with an info stand and distribution of info material.
- Participation & Speech in the [Plastics 2020 conference](#) with an info stand and distribution of info material.
- [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.
- [Awarding of schools in recycling championships](#) organized by several municipalities with an external partner (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.



Promotional activities

- [Distribution of info pack](#) to the households of the municipality of Metsovo where the project of recycling was recently developed. The pack includes: the recycling bag, a special brochure with useful information about packaging recycling and a letter by the mayor addressed to the citizens. 2,300 info packs were distributed to corresponding households.
- [Visit of the Minister for the Environment to Thira](#), within the framework of the commitment of the Prime Minister: Santorini; Model Island for Recycling, aiming at raising awareness among the producers of plastic packaging on the island regarding the prevention of waste generation and recycling. Within the framework of the pilot door-to-door programme of plastic bottle collection, HE.R.R.Co undertook the production and distribution to health-regulated food and beverage/catering establishments of branded plastic bags, special window stickers, posters, T-shirts and caps. The event was concluded with the visit of the Minister to the Recycling Sorting Centre of Thira.
- [Participation with a stand](#) and distribution of info material and recycling bags during the celebration for recycling by the municipality of Kalamaria, in the light of the World Environment Day.
- [Participation in the informative activity](#) organized by the Regional Unit of Attica in Pedion tou Areos with a stand and distribution of info material and recycling bags.



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

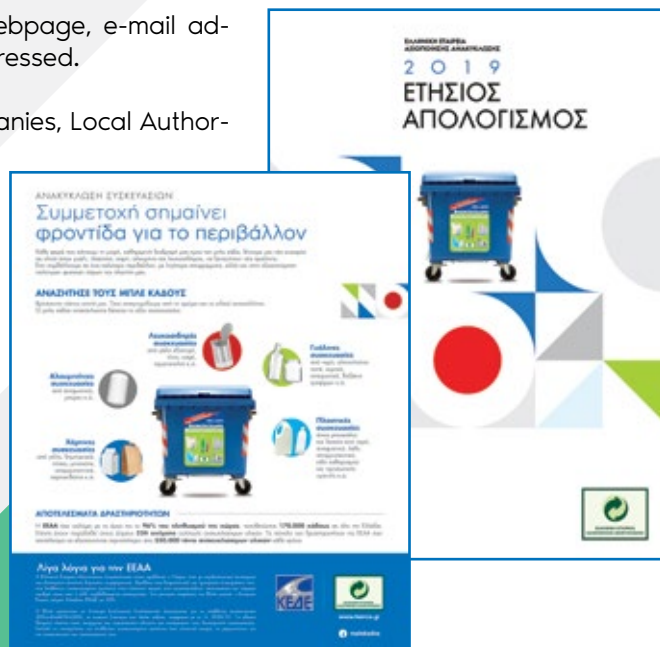
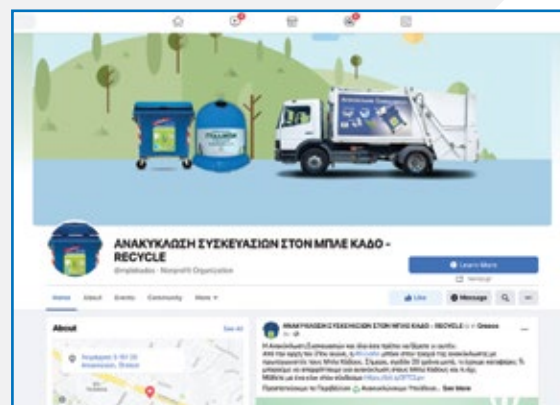
- [Stands with info brochures](#) (delivered to the municipalities of Orhomenos, Oropos, Alexandroupoli, Oihalia, Thira, Monemvasia, Pyrgos and Dion-Olympos, Minoa Pediadas)
- [Posters](#) (delivered to the municipalities of Agios Vasileios, Orhomenos, Oropos, Alexandroupoli, Oihalia, Patmos, Thasos, Thira, Monemvasia, Pyrgos and Dion-Olympos, Minoa Pediadas and Ierapetra)
- [Pilot training seminars for elected representatives and personnel](#) of the cleaning service at the municipalities of Volvi, Halkidona, Ambelokipi-Menemeni, 3rd Municipal Department of Thessaloniki

04. AWARENESS ACTIVITIES IN COLLABORATION WITH AFFILIATED COMPANIES

- Distribution of info material to the personnel of companies
- Organization of seminars regarding packaging recycling
- Organization of special info activities in the premises of companies addressed to their employees
- Organization of info activities, in collaboration with affiliated companies, in their stores addressed to the general public.

05. 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 105,000 followers.
- Publication of the annual report of HE.R.R.Co.
- Production of specialized communication tools (info brochures, posters and stands etc.).
- HE.R.R.Co responded to written queries by citizens via its webpage, e-mail address and Facebook page; more than 1,150 queries were addressed.
- Creative design and dispatch of Xmas card to affiliated companies, Local Authority organizations, public administration and EXPRA.
- Placement of Blue Bins and support for the collection of packaging generated during the events realized in the Ancient Theatre of Epidaurus and Odeon of Herodes Atticus; about 3 tons of recyclable material were collected.





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