

ANNUAL **RE PORT** **2021**



**HELLENIC
RECOVERY
RECYCLING
CORPORATION**

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Michael E. Economakis

CHAIRMAN OF HE.R.R.Co

Dear all,

For over 19 years, Hellenic Recovery Recycling Corporation (HE.R.R.Co) has been the most extensive and reliable system of packaging recycling in Greece. The Blue Bin & Bell System, that has managed to become through its activities the trademark of packaging recycling, is the first System that citizens got to know in 2003 and trust till today.

The continuation of the pandemic and the aftermath of the quarantine and restrictive measures defined 2021 to a great extent. HE.R.R.Co stayed loyal to its work and vision for a sustainable society, by focusing on citizens and their safety. Therefore, the total results of packaging recycling in 2021 were unprecedentedly high. Moreover, it is worth mentioning that, the past year, the demanding part of municipal waste recycling also demonstrated the best performance ever.

More specifically, the **results** of **HE.R.R.Co** through the Blue Bin/other municipal projects **increased by 12%** in 2021 in comparison to the previous year.

The activities of HE.R.R.Co and the Blue Bin covered more than the goals and legal obligation of the affiliated companies, by delivering **518 thousand tons** against the obligation of **276 thousand tons**, thus covering the goal by 188%.



Moreover, by surpassing its legal obligations, HE.R.R.Co recycled **53,000 tons** of recyclable materials (not packaging; mainly print paper), which, although they do not form part of its legal obligation, contribute to the achievement of its goals in relation to the Central, Regional and Local Administration.

Throughout its 19 years of operation, HE.R.R.Co has provided about **366 mil. Euros for investments** and **operating expenses** in order for the System to be in the position to address and fulfil the needs of citizens.

Up to now, thanks to the Blue Bin & Bell System, **the recycling projects cover almost 96% of the population in Greece**. The **Blue Bins** placed throughout the neighborhoods of Greece have exceeded **174,000** and the percentage of the number of collaborating **Local Authorities has reached 94%**. The collection **vehicles delivered** to the Local Authorities were **537**, while more than **127,000 itineraries for the collection of recyclable materials** were accomplished by the collaborating Local Authorities, ending up in the **32 Recycling Sorting Centers (RSCs) in Greece**.

In addition, the separate stream for glass packaging collection has been developed with more than **10,500 Blue Bells** serving **23,000** restaurants, bars, clubs, hotel complexes etc. However, these outstanding results could not

have been achieved without the contribution of a network of employees, partners, municipalities, bodies and businesses that trust us, support us and evolve along with us throughout all these years. The greatest help, though, comes from citizens, who have made a habit of recycling through the Blue Bin on a daily basis.

At HE.R.R.Co, we always look ahead, towards the future of packaging recycling, and study ambitious programs of smart technologies such as the development of innovative equipment and the modernization of the vehicles of the network and of the Sorting Centers.

We are optimistic and prepared to face the challenges that lie ahead through targeted activities, as well as interventions in the Public Administration in order to further upgrade the project of packaging recycling in Greece and come a step closer to the vision of HE.R.R.co – A green and sustainable society for all.

Over the pages that follow, you will have the chance to read about the work of HE.R.R.Co in 2021 in total.

Enjoy the read!

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

Kostas Skrekas

MINISTER FOR THE ENVIRONMENT
& ENERGY at the annual report
of HE.R.R.Co

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

Through the Integrated Framework for Waste Management (Law 4819/2021), we have set high standards for the increase of recycling. By applying this law, we have incorporated in the national law two important directives of circular economy and set quantitative goals according to the European law for the recycling of municipal waste and packaging. Thus, a clear, coherent and contemporary legislative framework regarding waste and recycling has been shaped for the first time.

Moreover, the National Action Plan on Circular Economy has been approved, which includes actions to be realized by 2025 in order to facilitate the transition to circular economy. The action plan is fully harmonized with the goals and actions set by the New Action Plan of the European Union on circular economy and the new European Directives and statutory initiatives, as well as the legislative developments on a national level. Through the implementation of these actions, recycling will be enhanced significantly and waste production will be reduced in total.



Although packaging recycling has shown progress, with the main driving force being the Hellenic Recovery Recycling Corporation (HE.R.R.Co) in collaboration with the local authorities, it still lags behind the European standards.

With everyone having a share of responsibility, unfortunately we have not reached the desired point regarding the scheme of separate collection via four different streams. We are still seriously short on municipal waste recycling, while we should fulfil more ambitious goals set by the European Union. For this reason, it is imperative to speed up and join forces in order to implement the legislative framework we have adopted and achieve the ambitious goals of the European legislative framework.

I believe that now is the right time to fix the mistakes of the past, rely on best practices and come together in order to achieve our goals. The Ministry of the Environment & Energy will be supporting all these efforts towards the qualitative improvement of recycling of packaging and municipal waste in general. Undoubtedly, we recognize the crucial role of HE.R.R.Co in this endeavour, as well as the valuable contribution of the local authorities.

Through this new legislative framework, meaning Law 4819/2021, we have set ambitious goals and aiming at a much better future of recycling for our country. This future must be based on the separate collection of four streams of waste and, of course, the fair allocation of responsibility among all parties involved, taking into consideration the rules of the new national legislation regarding the programs of extended producer responsibility.

Moreover, an extra effort is required for the increase of plastic recycling, given that the country is paying every year significant amounts via own resources to the European Union for plastic packaging that is not being recycled.

We are expecting HE.R.R.Co to undertake new initiatives and adapt to the increased requirements of the new legislative framework. We share common goals and I am sure that, with the collaboration of all, we will make major steps forward in the nearby future and achieve the best for our country.

Kostas Skrekas
Minister for the Environment
& Energy

Dimitris Papastergiou

**MAYOR OF TRIKALA,
PRESIDENT OF THE CENTRAL UNION
OF MUNICIPALITIES OF GREECE**

It is widely known that the promulgated goal and conscious strategic priority of the Central Union of Municipalities of Greece, the institutional representative of first-tier local government, 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 ourselves and our children. The participation of the Central Union of Municipalities of Greece in the Hellenic Recovery Recycling Corporation, the well-known Blue Bin system, serves this priority.

Throughout all these years, the municipalities are at the forefront of the national endeavour of the country to stop having the pathetic privilege of burying more than 80% of the waste produced and lagging significantly behind the fulfilment of the European and national goals regarding the percentages of recycling. We should not forget that, up to now, the Central Union of Municipalities of Greece and the municipalities have been substantially supporting the project of recycling in Greece through the operation of the Blue Bin system. Despite its flaws, it is the only organized endeavour with measurable results.

Although over the past two years many steps have been taken so that Greece would acquire a new institutional framework, a lot of work still needs to be done on recycling. We continue suffering from the lack of an integrated national plan, as well as of extensive control by the State on the operation of the systems of recycling.

The issue of contribution evasion – about 45% – has not been confronted effectively; a percentage that equals a revenue loss of over 22 million Euros on an annual basis, which is an amount that HE.R.R.Co is not receiving in order to be able to transform it into equipment for the municipalities and thus support their efforts towards the achievement of the goals set.

It is, of course, important that the Ministry of the Environment & Energy gives the chance to the municipalities to acquire new equipment and create the necessary infrastructure in order to enhance recycling, through the “Antonis Tritsis” program and other funding tools available. While we have also expressed the view that this funding should be even more linked to the systems that the municipalities are already using to an extent of 90%, meaning the bins and special collection vehicles. There is no doubt about the importance

of the role of the municipalities in the adoption and application of contemporary and environmentally friendly models of waste management and recycling promotion. In the new environment being shaped, the role of HE.R.R.Co and the Central Union of Municipalities of Greece will be crucial, as long as there are straightforward rules in the market of recycling that will be serving the interest of the majority.

A new mentality is needed, that will involve collaborations, transparency, public accountability and, mostly, participation by the citizens.

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



ADDRESS BY

Hellenic Recovery
Recycling Corporation

Manolis Grafakos

SECRETARY-GENERAL
FOR WASTE MANAGEMENT
COORDINATION OF THE MINISTRY
OF THE ENVIRONMENT & ENERGY

Among the main pursuits of the Ministry of the Environment & Energy is the promotion of recycling in Greece through the adoption of a contemporary model of waste management that puts emphasis on sorting at source and recycling, in alignment with the European standards.

Along with packaging recycling, which is one of the most important processes in circular economy, the country has also developed over the past three years the appropriate infrastructure for waste management. There are already 6 units of waste and biowaste treatment operating, another 13 being constructed



and 25 in total have been auctioned. Several of these units could also process packaging material, serving as sorting centers.

The main contributor to packaging recycling is the Hellenic Recycling Corporation (HE.R.R.Co) that along with the municipalities of Greece adopt the separate collection of even the four streams, by fully complying with the European directives of circular economy. As the largest system of alternative waste management in Greece, HE.R.R.Co has contributed radically to the fulfilment of the goals for packaging recycling in our country up to now.

We make part of our life waste generation prevention, reuse and recycling. We continue our efforts for sustainable waste management within the framework of the circular economy in the interest of the environment and the quality of life of citizens. And in this endeavour, HE.R.R.Co is our main ally.

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 offered 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 2021, the companies affiliated to HE.R.R.Co reached 3,115 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 operation of HE.R.R.Co is not governed by profit, but instead by the promotion of public interest, as provided by the institutional framework in force.

SCOPE

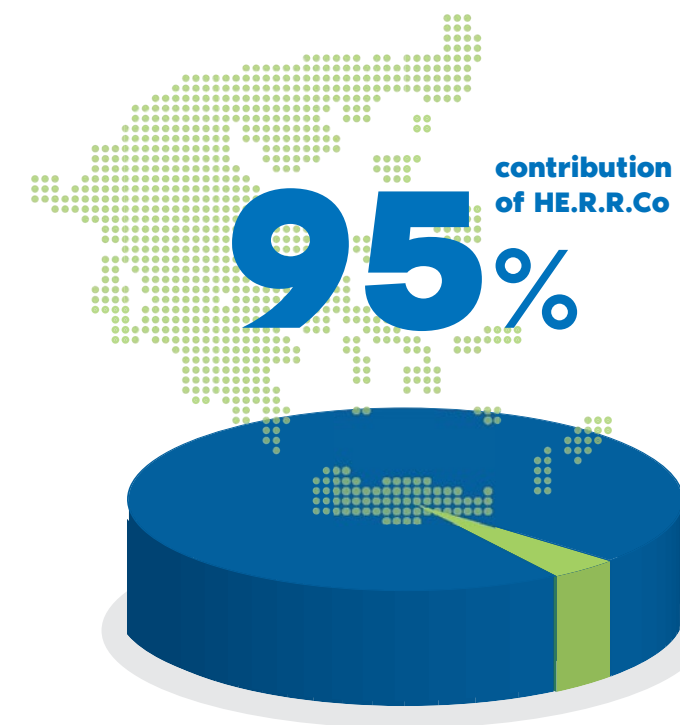
HE.R.R.CO AIMS AT:

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.

PACKAGING RECYCLING

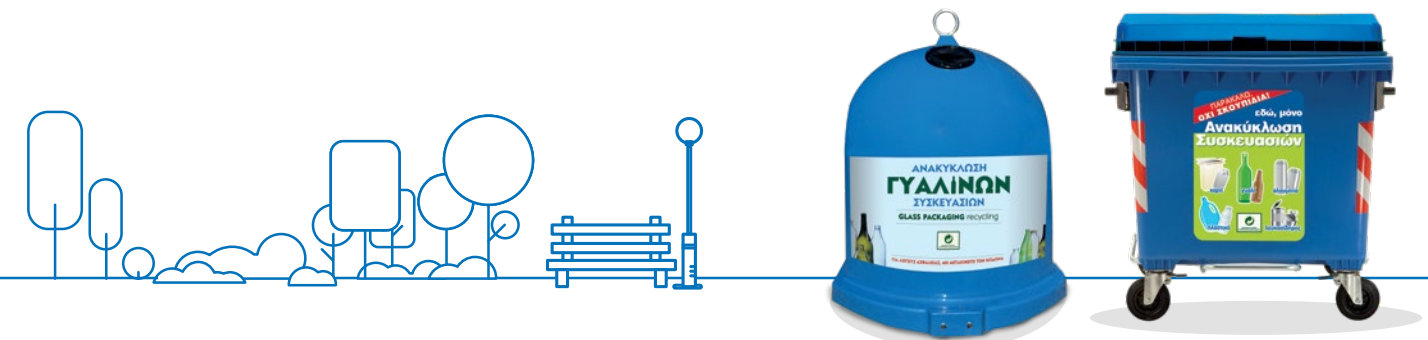
Thanks to HE.R.R.Co, the country is fulfilling the National Goals (Eurostat data).



2021
HE.R.R.Co
RESULT:
518.000
TONS

122%
ACHIEVEMENT
AGAINST
65%
OBLIGATION

WORK
2 TIMES
MORE
THAN ITS
OBLIGATION



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

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 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 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:

A COLLABORATION PATTERN

| | |
|-----------------------|----------------------------|
| 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.

B COLLABORATION PATTERN

| | |
|--|----------------------------|
| COLLECTION EQUIPMENT | System |
| COLLECTION - SORTING - SELLING OF MATERIALS | OTA |
| 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 2021. The total revenues from contributions increased by about 14.5% in relation to the previous year.

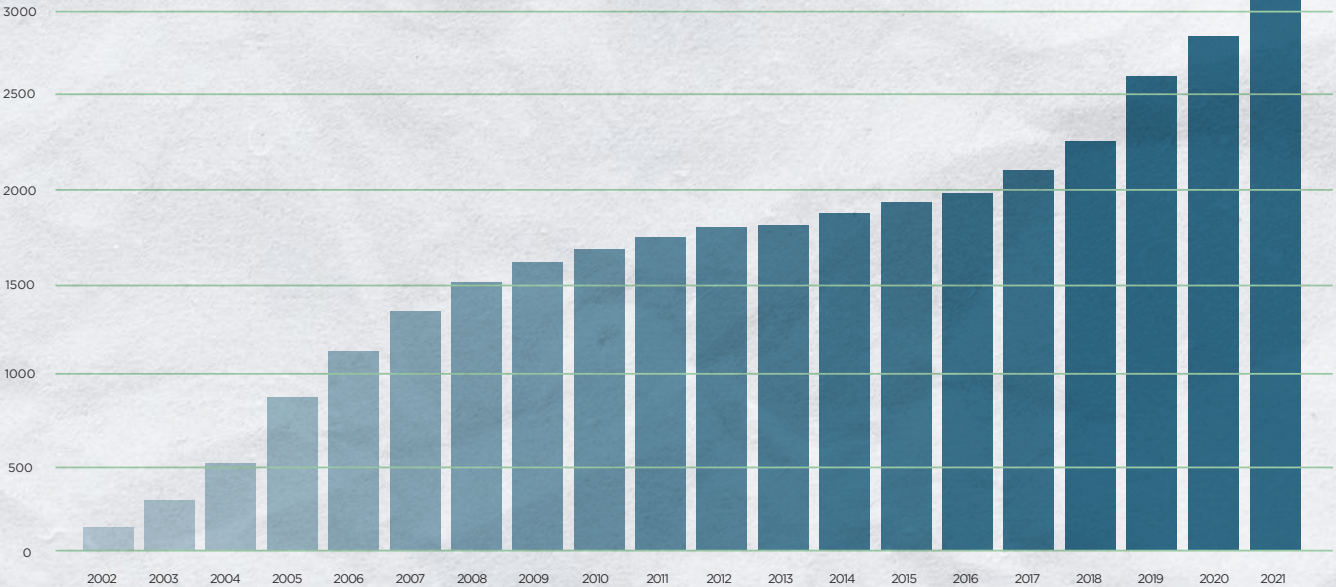
1

CHART PROGRESS OF SIGNED AGREEMENTS

Chart 1 presents the progress of signed agreements, starting from the foundation of the System till the end of 2021.

By December 31, 2021, the companies which had signed a Collaboration Agreement with the System were 3,115 in total.

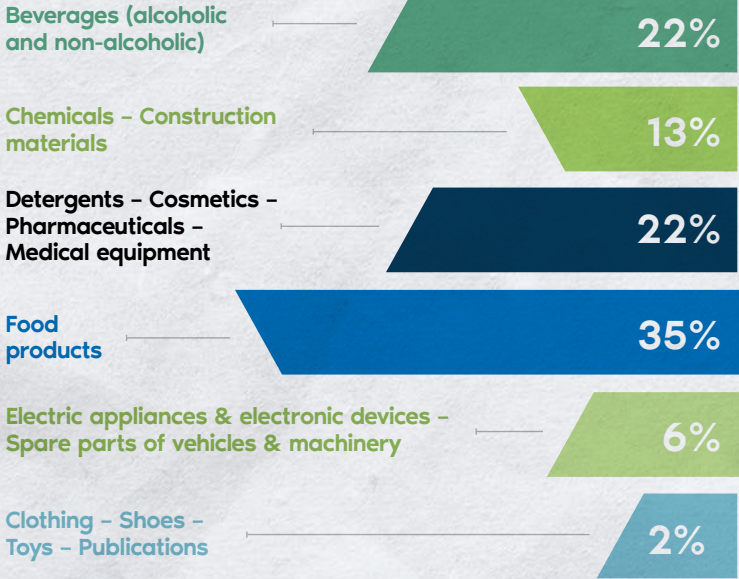
Companies
3.115



2

CHART % OF CONTRIBUTION BY THE AFFILIATED COMPANIES PER CATEGORY

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.



PACKAGING MATERIALS BY AFFILIATED COMPANIES

3

| PACKAGING MATERIAL | Quantities by affiliated companies (in thousand tons) |
|----------------------------|--|
| Paper - Cardboard | 156 |
| Paper packaging of liquids | 11 |
| Plastic | 116(*) |
| Aluminum | 18 |
| Tinplate | 21 |
| Glass | 74 |
| Wood | 27 |
| Other | 2 |
| TOTAL | 425 |

(*) includes "plastic shopping bag": ~2.300 t

In 2021, approximately **425.000 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. 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 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 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.

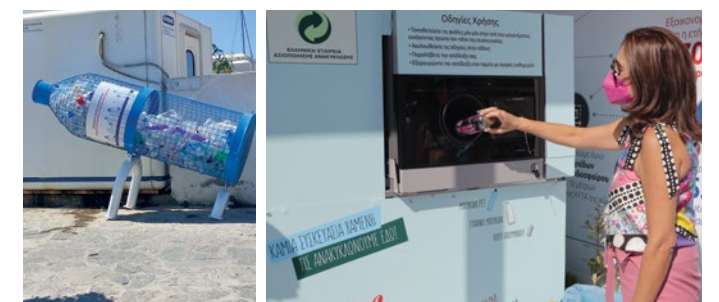


SPECIAL RECYCLING PROJECTS

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.

Besides the aforementioned activities, **HE.R.R.Co** has also placed, on a pilot basis, 5 high-tech reverse vending machines in popular super-market chains, where the collection and recording of quantities is taking place. The three materials – plastic, aluminum and glass – are discarded through a hole and end up, once visually sorted, in three different bins. The purpose of this placement is, on the one hand, to evaluate the effectiveness of the particular method and, on the other hand, to examine the interest of consumers, especially of the younger ones, in order to assess to which extent this collection infrastructure could work as an educational means to initiate people into the practice of packaging recycling.



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 174,000 Blue Bins placed throughout Greece, always in collaboration with the municipalities.



The Blue Bin recycling system includes three stages:

1

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.

2

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).

3

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?

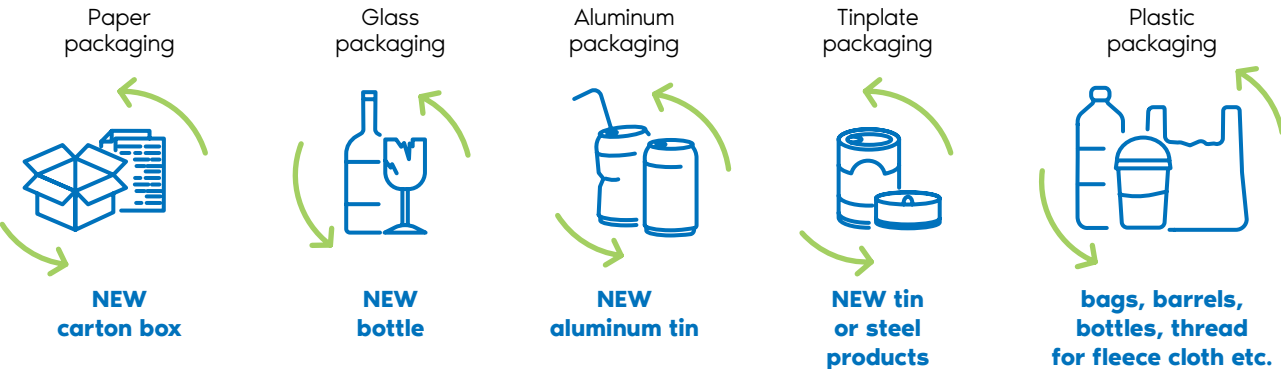
We **separate** packaging materials from all other waste on a daily basis.

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)

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)

PAPER AND CARDBOARD PACKAGING

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

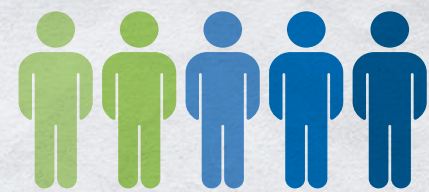


THE BLUE BIN IN 2021

In **2021**, the total results of packaging recycling were unprecedentedly high. Of equal importance is the fact that there was also the best performance up to now in the difficult part of recycling deriving from municipal waste (Blue Bin, Blue Bell projects etc.) And this outcome was recorded in a year that the restrictive measures due to the pandemic were still in effect.

More specifically:

- The results through the Blue Bin/other municipal projects increased by 12% in 2021 in comparison to the previous year.
- The goals of HE.R.R.Co and legal obligation of the affiliated companies were more than covered (delivering 518 thousand tons against the obligation of 276 thousand tons, thus covering the goal by 188%).
- Moreover, 53 thousand tons of recyclable materials (not packaging; mainly print paper) were recycled. These quantities, although not forming part of the legal obligation of HE.R.R.Co, contribute to the achievement of its goals in relation to the Administration (Central, Regional and Local).



306

Local Authorities

96%

of the country
population
is being served

10.4 mil.

population served



174,000

BINS (ACTIVE)



More than

127,000

collection itineraries
of recyclable materials
realized by the Local Authorities

537

VEHICLES



32

Recycling Sorting
Centers in operation
throughout Greece



572,000

tons of packaging material
and print paper were recycled
in 2021 (including ICPW quantities)

2,600

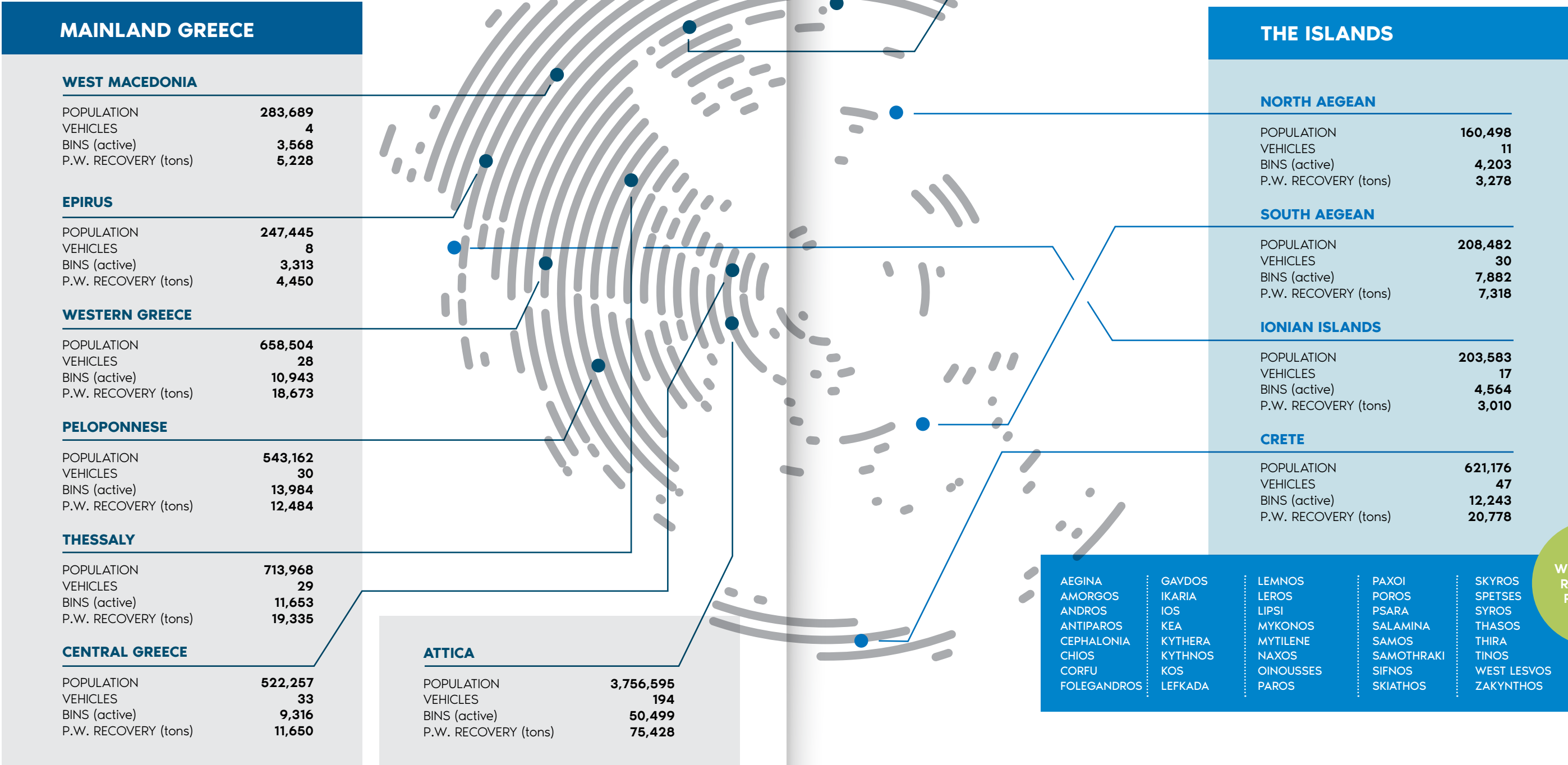
working positions

€366 mil.

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 System to date



THE BLUE BIN IN 2021 PER REGION



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 **2021**, HE.R.R.Co further expanded the network for glass packaging by placing additional Blue Bells in public and private spaces, in collaboration with the municipalities and businesses respectively.

More than **10,500** Blue Bells in total are by now placed in private and public premises with the collaboration of **262 Local Authorities**, addressing the needs of almost **23,000** businesses.

In 2021, there was a significant increase in comparison to 2020: the quantity collected reached the levels of 2019, despite the continuation of the restrictive measures due to the pandemic. The total consumption of glass bottles in comparison to 2020 increased by about **8%**, while the corresponding increase in the quantities collected was **40%**.

THE EVOLUTION OF THE BLUE BELL PROJECT IN 2020
IS ILLUSTRATED ON THE FOLLOWING TABLE:

| | 2020 | 2021 | CHANGE % |
|-----------------------------|--------|--------|----------|
| MUNICIPALITIES SERVED | 259 | 262 | 1,2% |
| BLUE BELLS IN PLACE | 10,169 | 10,500 | 3,3% |
| BUSINESSES SERVED | 22,201 | 23,000 | 3,6% |
| QUANTITIES RECOVERED (TONS) | 9,879 | 13,900 | 40,7% |

THE BLUE BELL IN 2021

10,500
had been placed by
the end of 2021 in
262 municipalities.



In total
23,000
business generating
glass packaging waste
(bars, restaurants,
cafés, hotel complexes
etc.) are being served
by the Blue Bell.

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

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 2021, HE.R.R.Co
certified in total

268 thousand tons
of ICPW

(paper, plastic and
aluminum packaging).

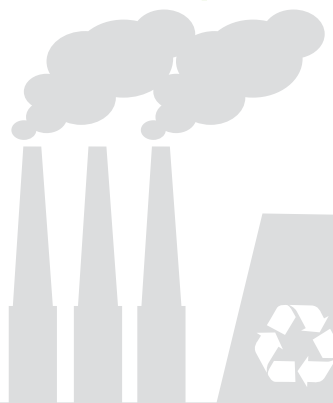
In 2021 an additional
quantity of recycling

1,7 thousand
tons of tin cans
and

1,6 thousand tons
of glass bottles

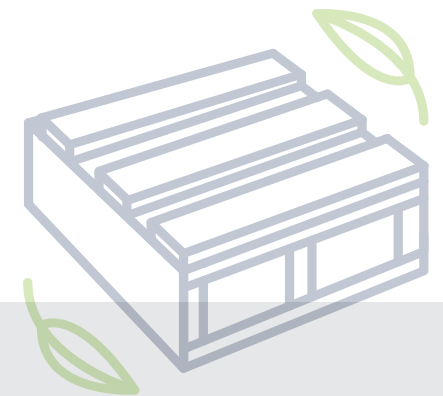
was recorded, in collaboration with HELLENIC ALUMINIUM INDUSTRY S.A. (ELVAL S.A.) and YIOULA GLASSWORKS S.A.

DELIVERY OF MATERIALS TO RECYCLING INDUSTRIES



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 2021 as well. At the same time, the recording for the preparation of wooden packaging reuse was continued.



In 2021 the
recycling of

9 thousand tons
of wood pack
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 **2021** regarding the certification of packaging material deriving from the Facility of Waste Handling of West Macedonia. In 2021, **9.9 thousand tons of packaging** were recovered and recycled, out of which **1.6 thousand tons were metallic packaging**, **2.7 thousand tons were paper/cardboard packaging** and **5.6 thousand tons were plastic packaging**. Moreover, in 2021, 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 **2021** the quantity
recovered and recycled was
**9,9 thousand tons
of packaging**
out of which

1,4k tons metallic packaging
5,8k tons were paper/
cardboard packaging and
2,7k 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 2021, the following quantities were recovered and recycled:

**3,4 thousand
tons of packaging
waste**, out of which

0,83k tons were metallic packaging,
0,74k tons were paper/cardboard packaging,
0,28k tons were glass packaging and
1,5k 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 **2021**, the
additional quantities
recycled were

**754 tons of
plastic packaging
waste** and

**2,6
thousand 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 2021

30.000
hours of controls

were realized in total for all the projects of the System by specialized certification organizations (TÜV AUSTRIA, BUREAU VERITAS, EUROCERT).



AWARENESS EDUCATION & COMMUNICATION

Similarly to previous years, in 2021 HE.R.R.Co also developed activations and communication programs 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.

NATIONAL PRINT & DIGITAL CAMPAIGN

GOALS:

- Communicate the results of 2021 – present the effectiveness and reliability of the System.
- Inform citizens that, thanks to the Blue Bin, the country is fulfilling the goals of packaging recycling.
- Inform citizens about the environmental footprint of the activities of HE.R.R.Co.
- Motivate citizens to properly participate in packaging recycling via the Blue Bins and Blue Bells – Recycling/An everyday habit.

REACH:

National



CAMPAIGN CONTENT:

- Print campaign on Sunday newspapers and magazines (38).
- **Internet** campaign with creative banners and articles in **66** high-traffic informative websites, as well as with indirect articles.

RESULT:

Expansion of the communication base (for instance, number of followers on the fb page and enhancement of the frequency of the message for recycling in the Blue Bins).

PRESENCE IN SKAI GROUP (SKAI TV, SKAI RADIO, SKAI.GR)

REACH:

National

CAMPAIGN CONTENT:

Activations with the collaboration of **SKAI Group media** and the **Local Authorities**. With the motto being “**Recycle – Make it a Way of Living**”, HE.R.R.Co realized an informative campaign about the benefits of packaging recycling and the proper use of the Blue Bin through messages and specials on the TV and radio station of SKAI, as well as on www.skai.gr, driven by educational activities organized in **10** municipalities of Greece with the support of the Local Authorities.

TV PRESENCE:

messages, news pieces and specials on TV shows and news bulletins.

ΡΑΔΙΟΦΩΝΙΚΗ ΠΡΟΒΟΛΗ:

messages and references on radio shows.

WEB PRESENCE:

banners, articles and press release displays.

10 EVENTS THROUGHOUT GREECE IN THE MUNICIPALITIES OF:

Thessaloniki, Athens, Drama, Peristeri, Vari-Voula-Vouliagmeni, Lefkada, Larisa, Evosmos-Kordelio, Ioannina, Trikala.



03 EDUCATIONAL COMMUNITY

3.1 ACTIVITIES FOR CHILDREN

Fun - educational events, like the Recycling Fun Fair.

In **2021**, the Fun Fair event was realized in the municipalities of Elassona, Corinth and Evosmos-Kordelio and was attended by **750** students with great enthusiasm.



3.2 EDUCATIONAL PROGRAMS AT SCHOOLS

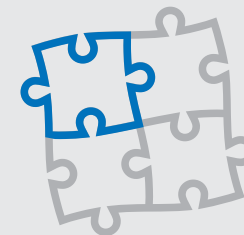
Implementation of the program “Recycling at School – Changing Attitudes”. The program involves the placement of a Blue Bin of **360lt** capacity within the school community along with educational presentations aiming at the awareness of students in Attica and the Regional Unit of Thessaloniki. In 2021, **445** presentations took place at schools in Attica (Athens, Halandri, Filothei-Psychiko, Aegina, Salamina, Markopoulo, Paiania, Megara, Saronikos, Vari-Voula-Vouliagmeni, Thessaloniki, Pavlos Melas and Volvi). About 11,000 students and teachers were informed about the benefits of recycling and the proper use of the Blue Bin, while 115 bins were placed at schools in the municipalities of Athens, Almopia, Evosmos-Kordelio, Vari-Voula-Vouliagmeni and Agios Dimitrios.



Implementation of the educational program “Discover how you can properly recycle through the Blue Bin”, as approved by 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 schedule 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. More than 120 educational packs were sent to primary schools in the country.



Support & participation of HE.R.R.Co in the educational program “Epagogi” realized by No Waste, under the auspices of the Hellenic Recycling Agency with the collaboration of the municipalities of Agios Dimitrios and Vari-Voula-Vouliagmeni and other systems of alternative waste management regarding matters of circular economy and sorting at source. The program consists of educational presentations and distribution of the guide “Circular Economy & Zero Waste” to the 31 schools participating. In the schools, recycling corners of 6 streams are set up: paper/cardboard, plastic, metallic & mixed packaging, electric appliances/electronic devices, batteries, clothing and plastic caps. The program includes the recording of quantities, the evaluation of the project and the rewarding of the schools. It will continue throughout this year too.



PROMO ACTIVITIES IN COLLABORATION WITH THE LOCAL AUTHORITIES AND OTHER BODIES

REACH:

Local

PARTICIPATION IN RELATED EVENTS – CONFERENCES

- Participation in the **85th Thessaloniki International Fair** and in Beyond 4.0 with a specially designed booth.
- Participation and address by the President of HE.R.R.Co in **Delphi Economic Forum and Olympia Forum II**.
- Participation in **ISWA World Congress 2021**.
- Participation of the President of HE.R.R.Co in the initiative of **Unilever** for a better future **#WeAreRenti**.
- 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. Participation in 13 school recycling championships in the municipalities of Ioannina, Pallini, Alexandroupoli, Zirou, Kavala, Corfu, Komotini, Pylaia-Hortiatis, Oreokastro, Orestiada, Moshato-Tavros, Koropi and Tinos. More than **1,500** students and teachers had the chance to be informed. HE.R.R.Co provided the prizes for the schools, which were awarded in the award ceremonies by a representative of the corporation.



PROMOTIONAL ACTIVITIES:

- Presence with a stand and distribution of info material and recycling games in the municipalities of Halkidona, Dios-Olympos, Thiva, Livadia and Kavala in the light of the World Environment Day.
- Participation in the International Thessaloniki Marathon & Half-Marathon **"Alexander the Great"**. Using two mobile promo teams, HE.R.R.Co informed the spectators of the races about the proper use of the Blue Bin and the materials that can go in it.
- Presence with a stand and distribution of an info pack in the exhibition **Natex by the sea**, realized at Water Square in Faliro.
- Collaboration with the **National Scouting Association of Greece**. Following a memorandum of understanding, both parties agreed on the realization of targeted activities and initiatives to promote recycling and raise awareness among citizens on matters of protection of the environment. Within this framework, 147 bins of 80lt capacity were provided to scouting teams in Attica and Thessaloniki in order to participate in the internal competition of good sportsmanship. At the same time, a digital infrastructure for the recording of the results was set up.



More than 9,000 welcome gifts were distributed to the members of the teams that participated in the competition. The welcome gifts included a recycling bag, a brochure with instructions and pencil holders. The collaboration will continue this year too, during which, based on common planning with the National Scouting Association, the first 40 teams will be rewarded for their performance.

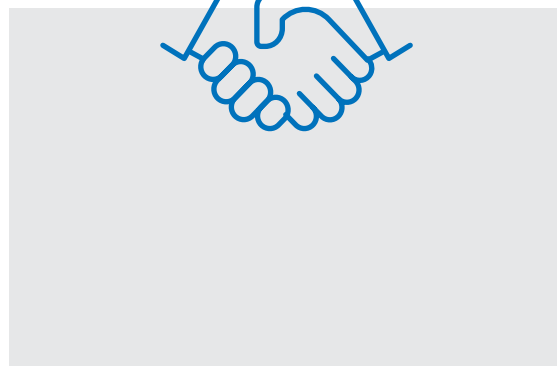
- **Distribution of info pack** to the households of the municipalities of Andravida-Kyllini and Volvi, where recycling projects were developed. The pack includes: the recycling bag, a special brochure with useful information about packaging recycling and a letter by the mayor addressed to the citizens. 7,200 info packs were distributed to the households of the municipality of Andravida-Kyllini and 7,850 to the households of the municipality of Volvi.

PLACEMENT OF FIXED INFO MATERIAL AT CENTRAL LOCATIONS IN MUNICIPALITIES THROUGHOUT THE COUNTRY

- **Stands with info brochures** (delivered to the municipalities of Kaisariani, Xylokastro, Orhomenos, Drama, Aegina, Spata-Artemida and Paranesi).
- **Pilot training seminars for elected representatives and personnel** of the cleaning service at the Local Authorities of Thermiokos, Pylaia-Hortiatis, Ambelokipi-Menemeni and Kalamaria.
- **Posters, recycling bags and promo materials** delivered to the municipalities of Lokroi, Tempa, Ithaki, Veroia, Ioannina, Souli, Amorgos, Moshato-Tavros, Igoumenitsa and Pineios.



- 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 the stores of affiliated companies, addressed to the general public.



- Regular updates on the fan page of HE.R.R.Co on Facebook titled “**Packaging Recycling in the Blue Bin – RECYCLE**” with over 105,450 followers.
- Enhancement of the social media of **HE.R.R.Co** via more frequent posts and the creation of a professional **LinkedIn** account.
- Publication of the annual report of **HE.R.R.Co**.
- Production of specialized **communication tools** (info brochures, posters etc.).
- HE.R.R.Co responded to **1,250** written queries by citizens via its webpage, e-mail address and Facebook page and answered to more than **900** phone calls by citizens.
- Creative design and dispatch of **Xmas card** to affiliated companies, Local Authority organizations, public administration and EXPRA (in English).
- Placement of Blue Bins and support for the collection of packaging generated during **events** such as the Athens-Epidaurus Festival, Athens Equestrian Festival, SNF RUN, Athens Coffee Festival, International Thessaloniki Marathon & Half-Marathon, Plissken Festival, as well as for the cleaning of the beaches at Stomio, Sotiritsa and Kalamata. About **13 tons of recyclable materials** were collected through these activations.





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is high quality recycled paper.

HE.R.R.Co

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www.herrco.gr



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ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΑΞΙΟΠΟΙΗΣΗΣ ΑΝΑΚΥΚΛΩΣΗΣ

