


ANNUAL REPORT 2022



HELLENIC
RECOVERY
RECYCLING
CORPORATION

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ADDRESS BY

Michael E. Economakis



Dear all,

Hellenic Recovery Recycling Corporation (HE.R.R.Co) has been operating for 21 years the state-authorized Recycling System of the Blue Bins and Blue Bells, having as its scope the organization of a Collective Alternative Management System for packaging waste. It is the largest and most reliable packaging recycling body embraced by the citizens of Greece, which bases its operation on the excellent collaboration between companies and the local authorities to achieve packaging recycling.

Thanks to the substantial contribution of the municipalities, the support of the 3,500 affiliated companies and the participation of citizens, the activities of HE.R.R.Co have managed for one more year to cover by far the goals and legal obligation of the affiliated companies.

More specifically, HE.R.R.Co achieved the recycling of **472 thousand tons** against the obligation of 290 thousand tons, covering **its goal by 163%**. Moreover, it recycled 49 thousand tons of recyclable materials (mainly print paper), which are quantities that contribute to the fulfilment of the goals of Greece and of the Regional and Local Administration.

Of special mention are the results of the Blue Bell, as the quantity collected through the separate stream for glass packaging collection surpassed that of **2021 by 30%**, marking the best performance till today. The network consists of about **10,600 Blue Bells** and serves 263 municipalities and 23,000 food services and hospitality businesses that are generating glass packaging waste.

CHAIRMAN OF HE.R.R.Co

So far, HE.R.R.Co has provided about **€369 million** for investments and operating expenses in order for the System to be able to address effectively **96% of the population of the country**. In collaboration with **312 Local Authorities, 173 thousand Blue Bins** and **540 collection vehicles** serve as the technical collection infrastructure that is being used on a daily basis, while more than **140,000 itineraries** for the collection of recyclable materials were realized by the collaborating Local Authorities throughout 2022, ending up in the **31 Recycling Sorting Centers** in Greece.

HE.R.R.Co makes sure that, every year, its activity in total leaves a positive footprint on the environment and society. Through the recycling system of the Blue Bins and Blue Bells, **1,5 million tons of emissions of CO2 equivalent** are being avoided or electric energy is being saved equal to the annual consumption of **870,000 households and volume of 18 football fields 10-meters high** from the local landfills. Moreover, through the projects run by HE.R.R.Co, **5,100 direct and indirect work positions** have arisen in the collection, transfer and sorting of recyclable packaging in the collaborating Recycling Sorting Centers (RSCs).

One obstacle, though, to the further evolution of the work of HE.R.R.Co is the **contribution evasion** by companies that are not participating in a recycling system, which has reached **42%** according to official data, while **poor financing** impedes the development of the packaging re-

cycling project. Both issues are in the hands of the competent authorities, which ought to take the decisions necessary for the sustainable operation of the recycling projects for the benefit of society.

In any case, all of us in HE.R.R.Co remain faithful to our commitment for better and more packaging recycling, always in accordance with our share of responsibility, and feel optimistic and ready to confront any challenges. Every day, we are working for our cause driven by boldness and dedication, in order to contribute substantially to the transition towards a circular economy and face the climate crisis.

Through the development of innovative programs, our investments in the new technologies, as well as the organization and realization of educational activities in collaboration with the Local Authorities, we are promoting packaging recycling on a daily and systematic basis and foster an environmentally responsible behaviour, by setting the foundation towards a sustainable, “green” future.

Over the pages that follow, you can get informed in detail about the work of HE.R.R.Co throughout 2022.

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

ADDRESS BY

Dimitris Papastergiou



The enhancement of recycling and the adoption of the principles of circular economy constitute a strategic priority for the Central Union of Municipalities of Greece, the institutional representative of first-tier local government.

This is the reason we are participating in HE.R.R.Co, the well - known Blue Bin system, which is the only organized project with measurable results.

It is a choice that serves our long-term objective to live in “green”, friendly and human cities, which can ensure a high quality of life for all of us.

At the same time, as demonstrated by the results of the past year, it is a choice that has proven us right since, in spite of the distortions that beset the recycling market, we managed to cover the goals set by 163%, based on the obligations of the companies affiliated with HE.R.R.Co.

The Municipalities continue to be at the forefront of the national endeavour of the country in order to get rid of the pathetic privilege of presenting

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

recycling percentages that hardly reach 20-25%. And we are doing so despite the fact that we have been unfairly targeted by the central state that imposed the landfill tax, which – although it was enacted as a countermeasure at the expense of those that do not recycle – works eventually as a penalty on the municipalities as we are the last ones to be held responsible for this situation.

For us, our priorities still are:

- The substantial control of the operation of recycling systems by the state.
- The effective confrontation of contribution evasion.
- The further support of the municipalities with modern equipment so that they can respond to the goals set in the new national plan.
- The participation of citizens in the national endeavour.

In this new environment being shaped, the role of HE.R.R.Co and the Central Union of Municipalities of Greece continues to be of crucial importance. Once more, the municipalities will undertake their responsibilities by choosing the path of collaboration, transparency and public accountability.

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

ADDRESS BY

Manolis Grafakos



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 9 units of waste and biowaste treatment operating, another 15 being constructed and 30 in total that have been auctioned. Several of these units will be also able to process packaging material, serving as sorting centers.

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

The main contributor to packaging recycling is the Hellenic Recovery Recycling Corporation (HE.R.R.Co) that along with the Local Authorities have adopted the separate collection of all 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 with our effort for sustainable waste management within the framework of the circular economy in the interest of the environment and the quality of life of citizens. 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 **2022**, the companies affiliated to HE.R.R.Co reached **3,349** and the collaborating Local Authorities throughout Greece were **312**.

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.

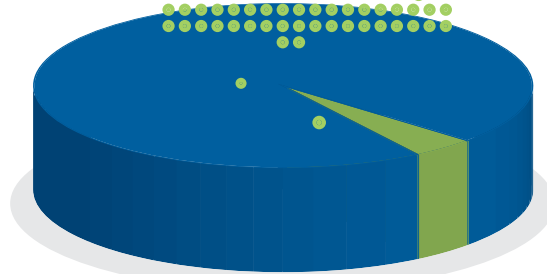


The contribution to the national goal of packaging recycling according to its share of responsibility.

Contribution of HE.R.R.Co to the national goal*

Having a
market share
of 46%, HE.R.R.Co
is contributing
to the National Goal*
by **95%**

95% contribution
of HE.R.R.Co



*Reference year: 2019

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 packaging producers 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.

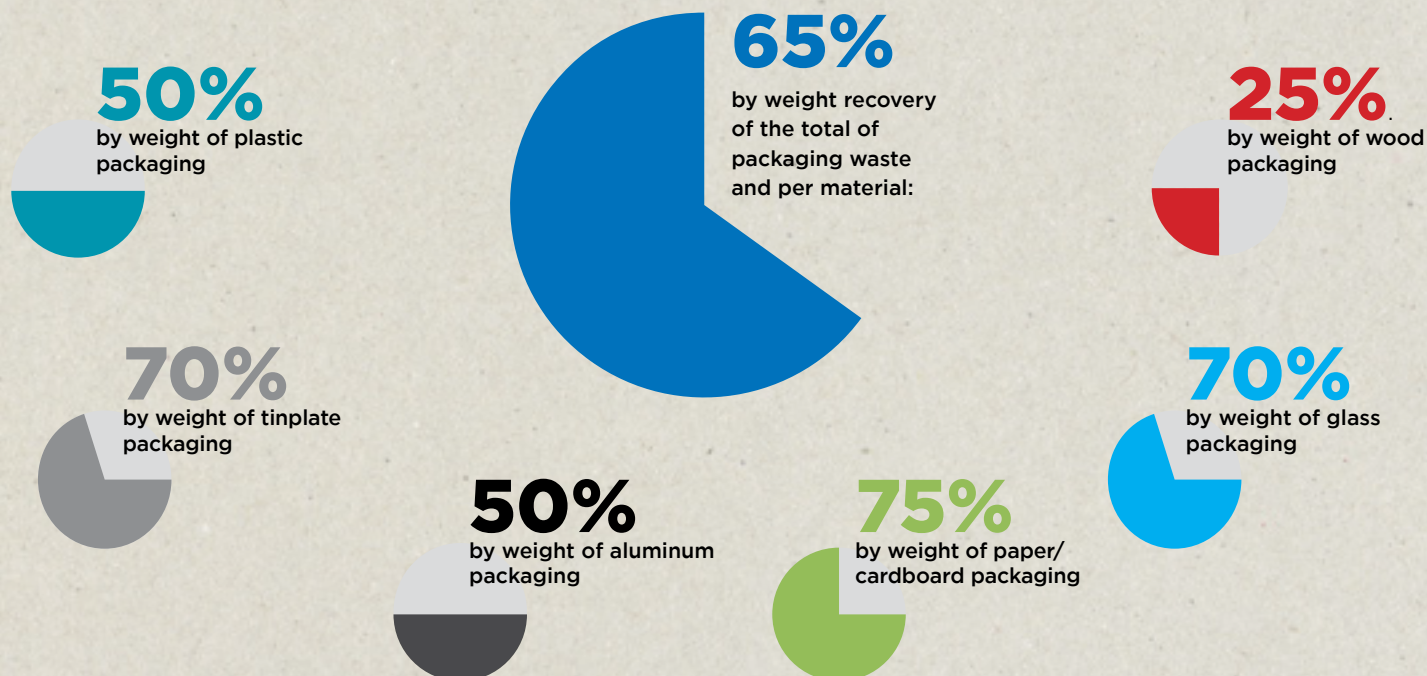
PRO-EUROPE

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:



Local Authorities

The **Local Authorities** of first tier or/and bodies of solid waste management 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

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.

COLLECTION EQUIPMENT	System
RSC	System
COLLECTION OPERATION	Local Authorities
SORTING OPERATION	System
EDUCATION - PROMOTION	System / Local Authorities



B COLLABORATION PATTERN

The Local Authorities undertake the responsibility to organize and operate the packaging waste recycling and recovery projects. In this case, the System covers the expenses for the collection equipment, while the financial assistance it offers to the Local Authorities is equivalent to the certified quantities of the acquired materials delivered for recovery, according to the procedures approved by the competent authorities.

COLLECTION EQUIPMENT	System
COLLECTION - SORTING SELLING OF MATERIALS	Local Authorities
FINANCIAL ASSISTANCE TO LOCAL AUTHORITIES	System
EDUCATION	System / Local Authorities

Affiliated Member - Companies

The companies already affiliated to **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 was €600 in 2022. The total revenues from contributions increased by about 10% in relation to the previous year.

1 CHART PROGRESS OF SIGNED AGREEMENTS

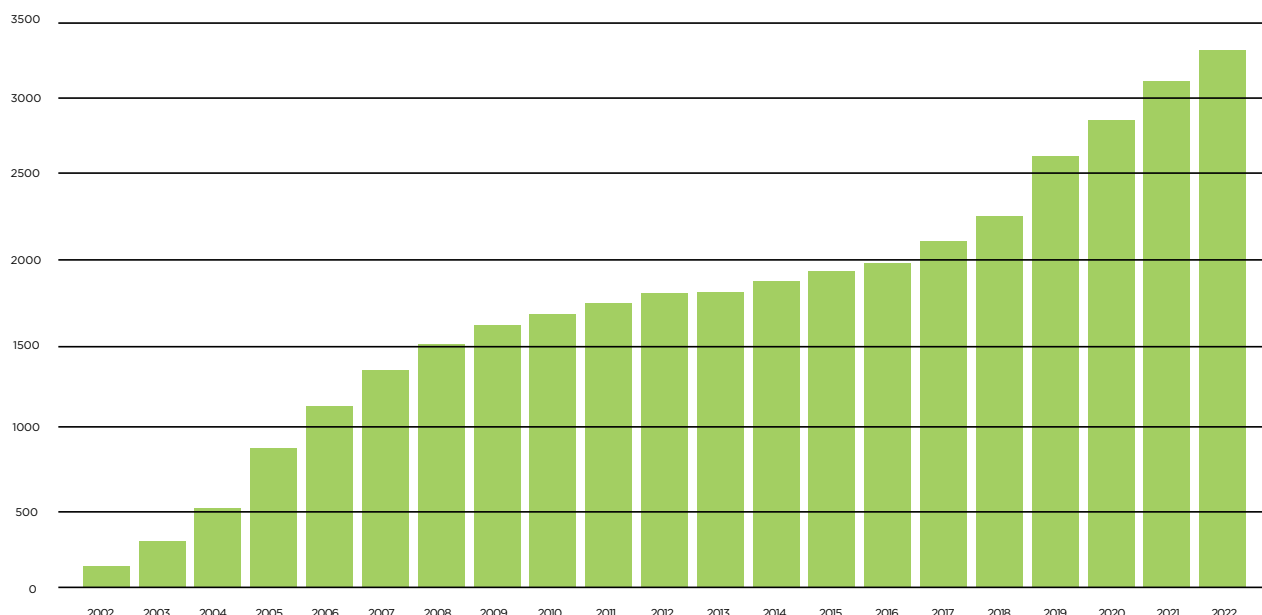
Chart 1 presents the progress of signed agreements, starting from the foundation of the System till the end of 2022.

By December, 31st of 2022, the companies which had signed a Collaboration Agreement with the System were **3,349 in total**.



Companies

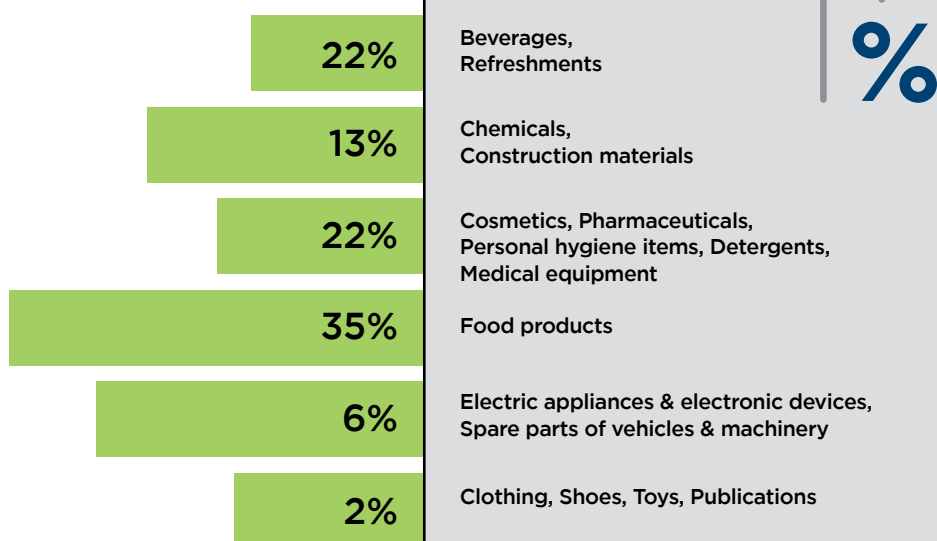
3.349



2 CHART

% OF CONTRIBUTION BY THE AFFILIATED COMPANIES PER SECTOR

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



3

PACKAGING MATERIALS BY AFFILIATED COMPANIES

In 2022, approximately

**483,000
tons**

of packaging material were made available in the Greek market by the companies affiliated with the System.

PACKAGING MATERIAL	Quantities by affiliated companies (in thousand tons)
Paper - Cardboard	166
Paper packaging of liquids	9
Plastic	111
Aluminum	19
Tinplate	21
Glass	106
Wood	51
TOTAL	483

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 BINS 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, that is, 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 goals.

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).

At the same time, in more and more Local Authorities, the network of the existing Blue Bins is being enriched with arrays of four streams, as decided by the corresponding Municipality.



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 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 being developed in order for all possible sources of recovery to contribute to the fulfillment of the national goals, and, thus, have an – as much as possible – accurate picture of recycling in Greece.

Besides the Blue Bin, Blue Bell and special recycling projects applied in collaboration with Municipalities or municipal bodies upon request, HE.R.R.Co has also placed, on a pilot basis, high-tech reverse vending machines in popular supermarket 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 **173,000** 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.

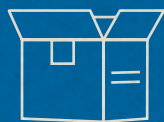
SORTING AT THE RSCS

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 at home on a daily basis.



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

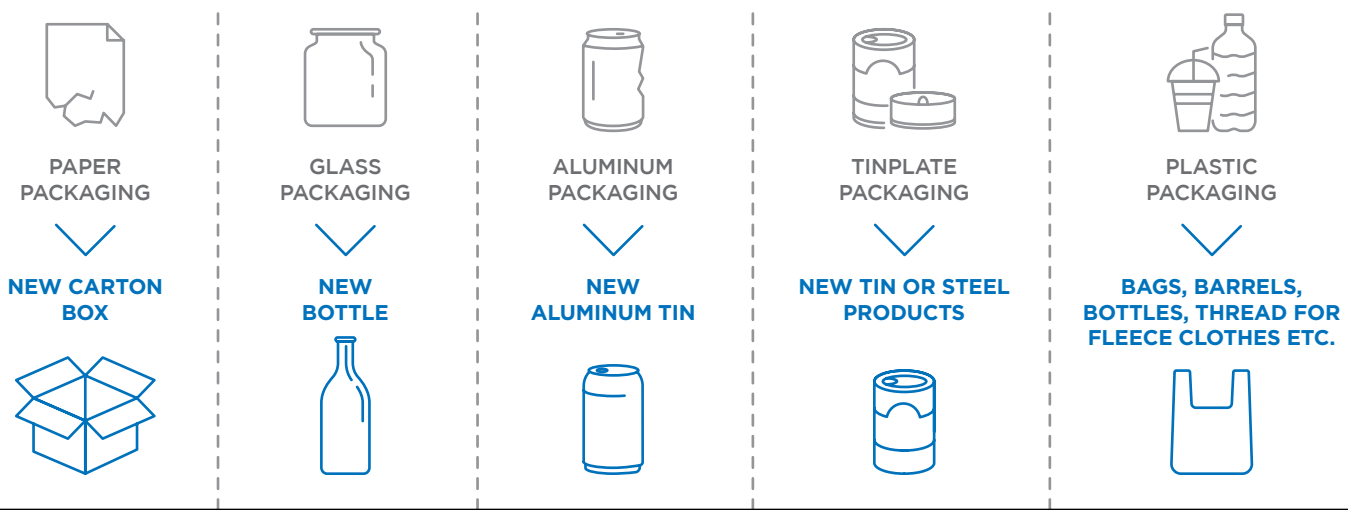


We dispose of packaging **loose** in the bins and not tied-up in bin bags.



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?



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)



Glass packaging

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



Aluminum packaging

(cans of soft drinks, beer and others)



Tinplate packaging

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

The Blue Bin in **2022**

In **2022**, there was a marginal decline in the total results of packaging recycling and the Blue Bin project in comparison to the previous years. Still, the goals of **HE.R.R.Co** were more than covered, as is the case over the past years.

More specifically

- The results through the Blue Bin/other municipal projects decreased by 4% in 2022 in comparison to the previous year.
- The goals of HE.R.R.Co and the legal obligation of the affiliated companies were more than covered (delivering 472 thousand tons against the obligation of 290 thousand tons, thus covering the goal by 163%).
- Moreover, 49 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).

96%
of the country
population is being
served



312
Local
Authorities

10.4
million

population served





173.000

BINS (ACTIVE)

540

VEHICLES



€369million

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



31

Recycling Sorting Centers in operation throughout Greece



2.600

direct working positions

521 k

tons of packaging material and print paper were recycled in 2022 (including ICPW quantities)

More than

140 k

itineraries for the collection of recyclable materials by the Local Authorities



The Blue Bin in 2022 per region

MAINLAND GREECE

WEST MACEDONIA

POPULATION	283,689
VEHICLES	4
BINS (active)	3,568
P.W. RECOVERY (tons)	3,350

EPIRUS

POPULATION	256,405
VEHICLES	8
BINS (active)	3,438
P.W. RECOVERY (tons)	5,762

WESTERN GREECE

POPULATION	684,420
VEHICLES	29
BINS (active)	11,484
P.W. RECOVERY (tons)	8,982

PELOPONNESE

POPULATION	517,246
VEHICLES	29
BINS (active)	13,773
P.W. RECOVERY (tons)	9,639

THESSALY

POPULATION	713,968
VEHICLES	29
BINS (active)	11,615
P.W. RECOVERY (tons)	14,404

CENTRAL GREECE

POPULATION	522,257
VEHICLES	32
BINS (active)	9,086
P.W. RECOVERY (tons)	7,694

ATTICA

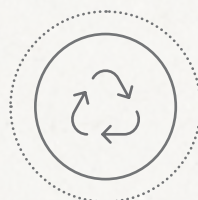
POPULATION	3,756,595
VEHICLES	196
BINS (active)	49,330
P.W. RECOVERY (tons)	56,015

EAST MACEDONIA & THRACE

POPULATION	608,182
VEHICLES	6
BINS (active)	9,475
P.W. RECOVERY (tons)	9,058

CENTRAL MACEDONIA

POPULATION	1,881,869
VEHICLES	100 (4 vehicles belongs to SOTANTH)
BINS (active)	31,976
P.W. RECOVERY (tons)	32,433



THE ISLANDS



NORTH AEGEAN

POPULATION	197,502
VEHICLES	11
BINS (active)	4,127
P,W, RECOVERY (tons)	3,775

IONIAN ISLANDS

POPULATION	206,814
VEHICLES	18
BINS (active)	4,599
P,W, RECOVERY (tons)	6,445

SOUTH AEGEAN

POPULATION	208,482
VEHICLES	31
BINS (active)	8,011
P,W, RECOVERY (tons)	6,768

CRETE

POPULATION	621,176
VEHICLES	47
BINS (active)	12,134
P,W, RECOVERY (tons)	15,468

ISLANDS WITH ACTIVE RECYCLING PROJECTS IN 2022

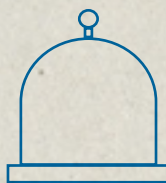
ISLANDS	POPULATION	VEHICLES	BINS\ (active)	P.W. RECOVERY (tons)
AEgina	13,056	2	388	237
AMORGOS	1,973	1	172	20
ANDROS	9,221	1	207	-
ANTIPAROS	1,211	0	51	-
CEPHALONIA	35,801	3	751	1,173
CHIOS	51,390	3	786	1,166
CORFU	102,071	5	1,201	1,755
FOLEGANDROS	765	0	47	7
GAVDOS	152	1	37	21
IKARIA	8,423	1	0	66
IOS	2,024	0	86	111
KEA	2,455	0	172	79
KYTHERA	4,041	1	248	81
KYTHNOS	1,456	0	63	73
KOS	33,388	4	1,699	1,894
LEFKADA	22,652	2	401	1,101
LEMNOS	16,992	1	514	150
LEROS	7,917	1	199	75
LIPSI	790	0	0	25
MYKONOS	10,134	1	280	1,065
MYTILENE	57,872	3	1,491	1,836
NAXOS	12,726	2	328	751
NISYROS	1,048	2	52	-
OINOUSSES	826	0	18	-
PAROS	13,715	1	479	489
PAXOI	2,300	1	132	167
POROS	3,993	0	80	143
PSARA	458	0	16	-
SALAMINA	31,776	2	512	135
SAMOS	32,977	1	577	48
SAMOTHRAKI	2,859	0	118	10
SIFNOS	2,625	1	143	151
SKIATHOS	6,088	1	281	144
SKYROS	2,994	1	91	19
SPETSES	4,027	0	80	-
SYROS	21,507	2	516	580
THASOS	13,770	1	446	669
THIRA	15,550	2	453	1,263
TINOS	8,636	2	370	133
WEST LESVOS	28,564	2	725	508
ZAKYNTHOS	40,759	5	2,011	1,870

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 packaging is the Blue Bell.**



In 2022, 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 10,600 Blue Bells in total are by now placed in private and public premises with the collaboration of 263 Local Authorities, addressing the needs of almost 23,400 businesses.



In 2022, there was a significant increase in comparison to 2021. The total consumption of glass bottles in comparison to 2021 increased by about **23%**, while the corresponding increase in the quantities collected was **32%**.

> The evolution of the Blue Bell project in 2022 is illustrated on the following table:

	2021	2022
MUNICIPALITIES SERVED	262	263
BLUE BELLS IN PLACE	10,500	10,600
BUSINESSES SERVED	23,000	23,400
QUANTITIES RECOVERED (TONS)	13,890	18,291

The Blue Bell in 2022

10.600

Blue Bells had been placed by the end of 2022 in **263 municipalities.**

More than
2,000

Blue Bells are placed in private spaces (hotels, restaurants etc.)

In total,

23,400

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



Special **Recycling** Projects

Apart from the basic projects of the Blue Bin and Blue Bell, HE.R.R.Co organizes activities of recycling recording and certification from external sources.

MORE SPECIFICALLY:

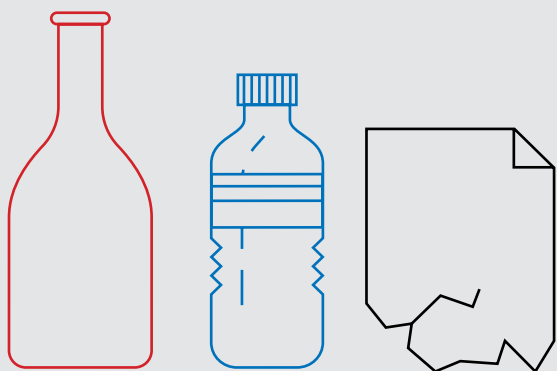
ICPW

Industrial and Commercial Packaging Waste (ICPW)

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 **2022**,
HE.R.R.Co certified
in total

232 thousand
tons of
ICPW

(paper, plastic and aluminum
packaging).

ORGANIC RECYCLING OF WOOD PACKAGING

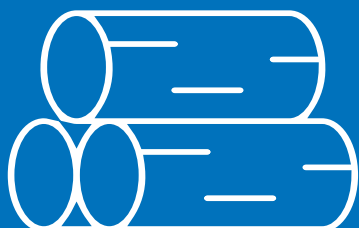
In **2022**, the recycling of wood packaging (mostly wooden pallets) was realized through the following projects:

- a) dispatch of wood packaging for the production of soil improver / mold - compost
- b) dispatch of wood packaging for the production of chipboard

In 2022,
the recycling of

6,9 thousand
tons of

wooden
packaging
was certified



RECOVERY OF PACKAGING WASTE THROUGH THE PROCESSING OF MIXED WASTE

The collaboration between **HE.R.R.Co** and **DIADYMA** continued throughout 2022, regarding the certification of packaging material deriving from the Facility of Waste Handling of West Macedonia. Moreover, the collaboration agreement between HE.R.R.Co and **Terna Energy** continued in 2022, for the certification of packaging material deriving from the Facility of Waste Handling of Epirus.

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. Finally, in 2022, extra recycling was recorded by the dispatch of materials to Recycling Industries.

In 2022,

15,3 thousand tons
of packaging



in total were
recovered and
recycled

PREPARATION FOR REUSE

HE.R.R.Co also implemented in 2022 the recording of the preparation for packaging reuse. This method is being promoted as a priority from a legal and political perspective in relation to the prevention and handling of waste. Hierarchically, it is considered as superior to Recycling, according to the directive-framework by the European Union (Directive 2008/98/EC) on waste.



788

tons of
plastic packaging
waste



3,083

tons of
tinplate packaging
waste



3,330

tons of
wood 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 BINS PROJECT

WEIGHING, RECORDING AND CONTROLS ON INCOMING QUALITIES THAT ARE:

- delivered by the Local Authorities directly to the RSCs.
- transferred via reloading facilities.
- 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 can be verified.



BLUE BELL PROJECT

- recording and control of collection itineraries.
- recording and control of quantities collected 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 for the identification of the packaging percentage.
- clearing of quantities based 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 2022,

31,000 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

In 2022, HE.R.R.Co developed activations and communication programs addressed to all target-groups. HE.R.R.Co focused and made the most 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:

- communicate the results of 2022 – 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 and social 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 (36).
- Internet campaign with creative banners and articles in 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 via the Blue Bins).

O2 TELEVISION AND RADIO PRESENCE

REACH: National

CAMPAIGN CONTENT:

Activations in collaboration with **a national media group and the Local Authorities**. With the motto “Recycle – Make it a Way of Living”, HE.R.R.Co implemented an informative campaign about the benefits of packaging recycling and the proper use of the Blue Bin through messages and specials on a TV and radio station, as well as on a website regarding 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.

RADIO PRESENCE:

messages and references on radio shows.

WEB PRESENCE:

banners, articles and press release displays.

10 EVENTS THROUGHOUT GREECE IN THE MUNICIPALITIES OF:

Thessaloniki, Athens, Trikala, Orestiada, Tinos, Larisa, Halandri, Kozani, Ilioupoli, Haidari.





EDUCATIONAL COMMUNITY

3.1.

ACTIVITIES FOR CHILDREN

Fun - educational events, like the Recycling Fun Fair

In 2022, the Fun Fair event was implemented in the Municipalities of Pangaio, Katerini, Thiva, Almopia, Agrinio, Igoumenitsa, Kavala, Orestiada, Didimotiho, Drama, Pavlos Melas, Tinos, Gianitsa, Oreokastro, Elassona, Patras, Larissa, Lokri, Thermi, East Samos, Missolonghi, Drama, Kea, Kifissia, Kalamata, Egaleo, Nafplion, Kalithea, Kaisariani, Fili, Rethimno, Halkida, Halandri, Ierapetra, Thessaloniki, Athens, Trikala, Orestiada, Tinos, Larissa, Kozani, Iloupoli, Haidari. Moreover, 6 events were implemented in the American Farm School in Thessaloniki.

More than 15,000 students attended and enjoyed the particular activation.

15.000⁺
students



918 presentations in schools of Attica



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 2022, 918 presentations took place at schools in Attica (Agioi Anargyroi, Vari-Voula-Vouliagmeni, Athens, Thessaloniki, Pavlos Melas, Peristeri, Haidari, Ilioupoli, Likovrisi-Pefki, Filothei-Psychiko, Halandri, Delta, Thermaikos, Thermi, Kalamaria, Kordelio-Evosmos, Pilea, Nea Propontida, Oreokastro, Halkidona). More than 23,000 students and teachers were informed about the benefits of recycling and the proper use of the Blue Bin, while 154 bins were placed at schools in the Municipalities of Athens, Igoumenitsa, Hersonisos and in the Hellenic Ministry of Environment and Energy and the University of Macedonia.

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 140 educational packs were sent to primary schools in the country.

Support & participation of HE.R.R.Co in the educational program “Epagogi” implemented 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 and the support of the award ceremonies at schools.



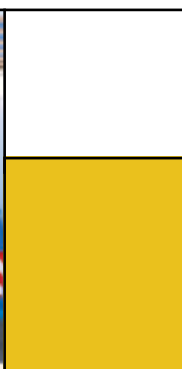
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PROMO ACTIVITIES IN COLLABORATION WITH THE LOCAL AUTHORITIES AND OTHER BODIES

REACH: Local

PARTICIPATION IN RELATED EVENTS – CONFERENCES

- Participation in the **86th Thessaloniki International Fair** (TIF – HELEXPO), the **4th Verde. Tec international exhibition** and the **30th Detrop Boutique international exhibition** with a specially designed booth.
- Participation and address by the President of HE.R.R.Co in **Delphi Economic Forum, Athens Democracy and Olympia Forum**.
- Participation in **Attica Green Expo** with a booth and speech.
- Participation in the **32nd Conference of the Pan-Hellenic Network of Ecological Organizations** in Kalabaka.
- Participation in the **14th Pan-Hellenic Conference of the Association of Solid Waste Management Agencies** in Alexandroupoli.
- Participation in the **7th Conference of the Hellenic Solid Waste Management Association** in the National Technical University of Athens.
- 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 **15 school recycling championships** in the Municipalities of Pallini, Ziros, Kavala, Komotini, Pylaia-Hortiatis, Orestiada, Moshato-Tavros, Koropi, Tinos, Corfu, Ioannina, Ambelokipi-Menemeni, Drama, Vrilissia and Loutraki. More than **1,900** 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.
- Two **Gold & Platinum Awards** by the **Green Awards 2022** institution in the category Best Green Communication Service for the educational & awareness activation “The Recycling Fun Fair”, addressed to children regarding packaging recycling in the Blue Bins.





PROMOTIONAL ACTIVITIES

- Participation in the **1st Circular Economy Festival** organized by the Municipality of Thessaloniki.
- Presence **with a stand and distribution of info material and recycling games** in the Municipalities of Igoumenitsa, Sitia, Elliniko – Argiroupoli, in the light of the World Environment Day.
- Participation in the **International Thessaloniki Night Half-Marathon & Marathon “Alexander the Great”**. Through 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 NAVTEX by the sea**, realized at Water Square in Faliro.
- Continuation of the collaboration with the **Scouts of Greece**. More specifically, HE.R.R.Co provided for the implementation of the 37th Pan-Hellenic Scout Conference, which took place in Agrinio from April, 28 to May, 1 of 2022, and realized as well online educational presentations by scouts and leaders on packaging recycling and its benefits.
- **Implementation of educational artistic activity** (theatre event) aiming at the awareness of the wider public and mostly students on the protection of the environment and the value of recycling. The event was realized in the Municipality of Trikala and, in particular, in the Mill of Elves.



PLACEMENT OF FIXED INFO MATERIAL AT CENTRAL LOCATIONS IN MUNICIPALITIES THROUGHOUT GREECE

- **Stands with info brochures** (delivered to the Municipalities of Pangaio, Eretria, Igoumenitsa, Kilkis and the Waste Management Company of East Macedonia – Thrace (ΔΙ.Α.Α.ΜΑ.Θ.).
- **Posters, recycling bags and promo materials** delivered to the Municipalities of Syros – Ermoupoli, Paleo Faliro, Kilkis, Eretria, Thermi, Sitia and Corinth.
- **Pilot training seminars for elected representatives and personnel** (in the cleaning service at the Local Authorities of Thermi, Kalamaria and Thessaloniki).

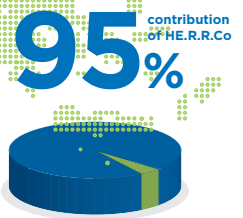
05

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 informational activities** in the premises of companies addressed to their employees.
- **Organization of informational activities** in the stores of affiliated companies, addressed to the general public.

Contribution of HE.R.R.Co to the national goal*

Having a
market share
of 46%, HE.R.R.Co
is contributing
to the National Goal*
by **95%**



*Reference year: 2019



06 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 105,200 followers.
- **Enhancement of the social media** of HE.R.R.Co via more frequent posts.
- **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 **1,300 written queries by citizens** via its webpage, e-mail address and Facebook page and answered to more than **1,100 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 material** generated during events such as the Athens-Epidauros Festival, Athens Equestrian Festival, SNF RUN, Athens Coffee Festival, International Thessaloniki Marathon & Half-Marathon, Poseidon Athens Half-Marathon, Plissken Festival, Maluma, Bio Festival, Pepper party, Gabriel Iglesias, Athens Rock Festival, Eject Festival, Gameathlon, Panthers Festival, Primer music festival, Ellinikon Moments – Stavros Xarchakos, Music Blast festival, Iron Maiden, Peggy Gou, Sneaker Convention, Kostis Maraveyas concert, Positive Energy Day, Onassis Stegi Block Party, Athens bar show, Trinity wines, as well as for the cleaning of the beaches of Rafina and Elafonisos. About **30 tons of recyclable materials** were collected through this activation in total.



ΠΟΙΟΙ ΕΙΜΑΣΤΕ

HE.R.R.Co. is a company that operates in the field of recycling and waste management. It is a member of the Hellenic Recovery Recycling Corporation (H.R.R.C.).

Μission: To provide a sustainable and efficient recycling system for the citizens of Athens.

Values: Transparency, Accountability, Innovation, Sustainability.

IT'S NOT JUST ONE BIN

HE.R.R.Co. provides four types of recycling bins for citizens to use:

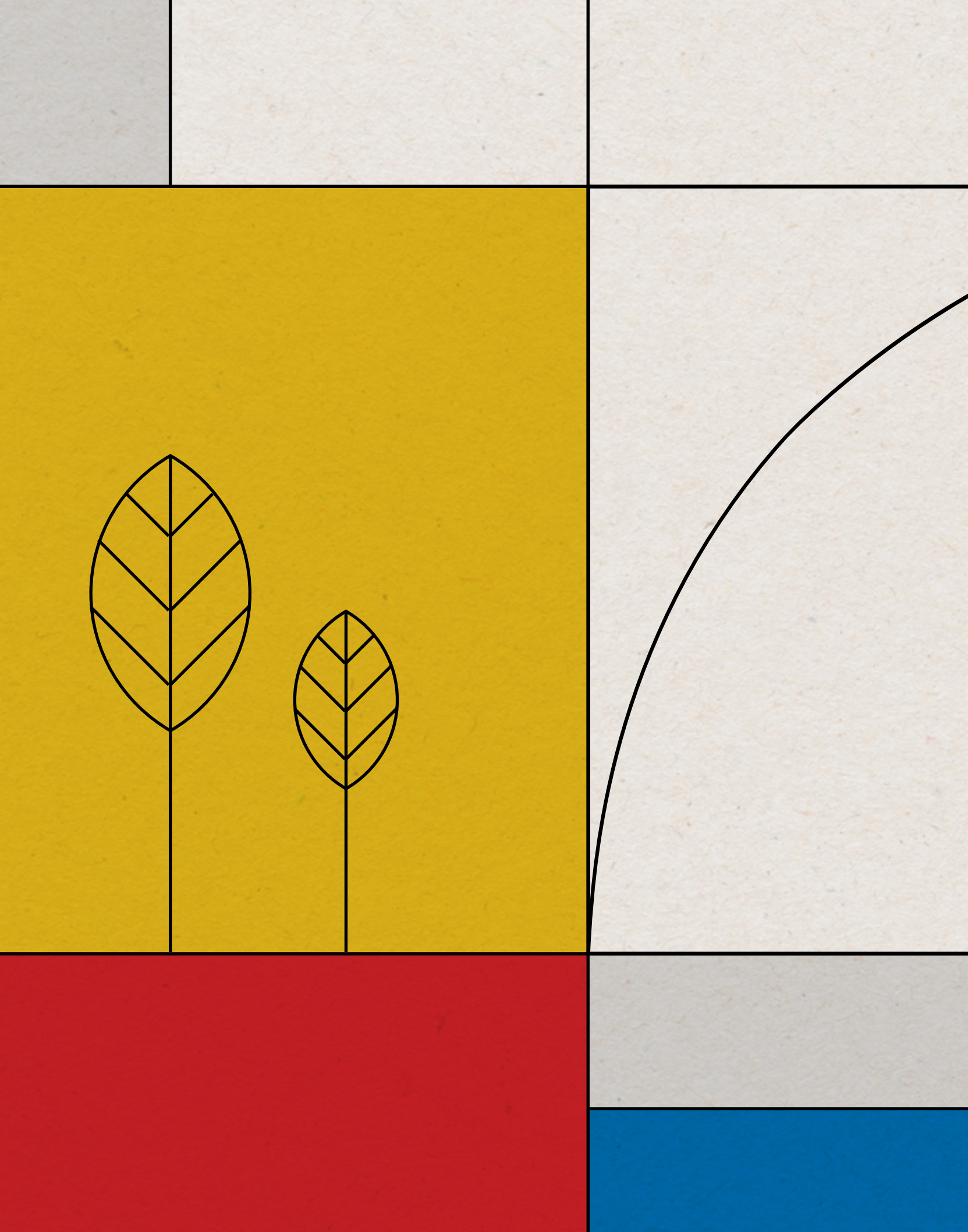
- 01 PAPER
- 02 ALUMINUM
- 03 PLASTIC
- 04 GLASS

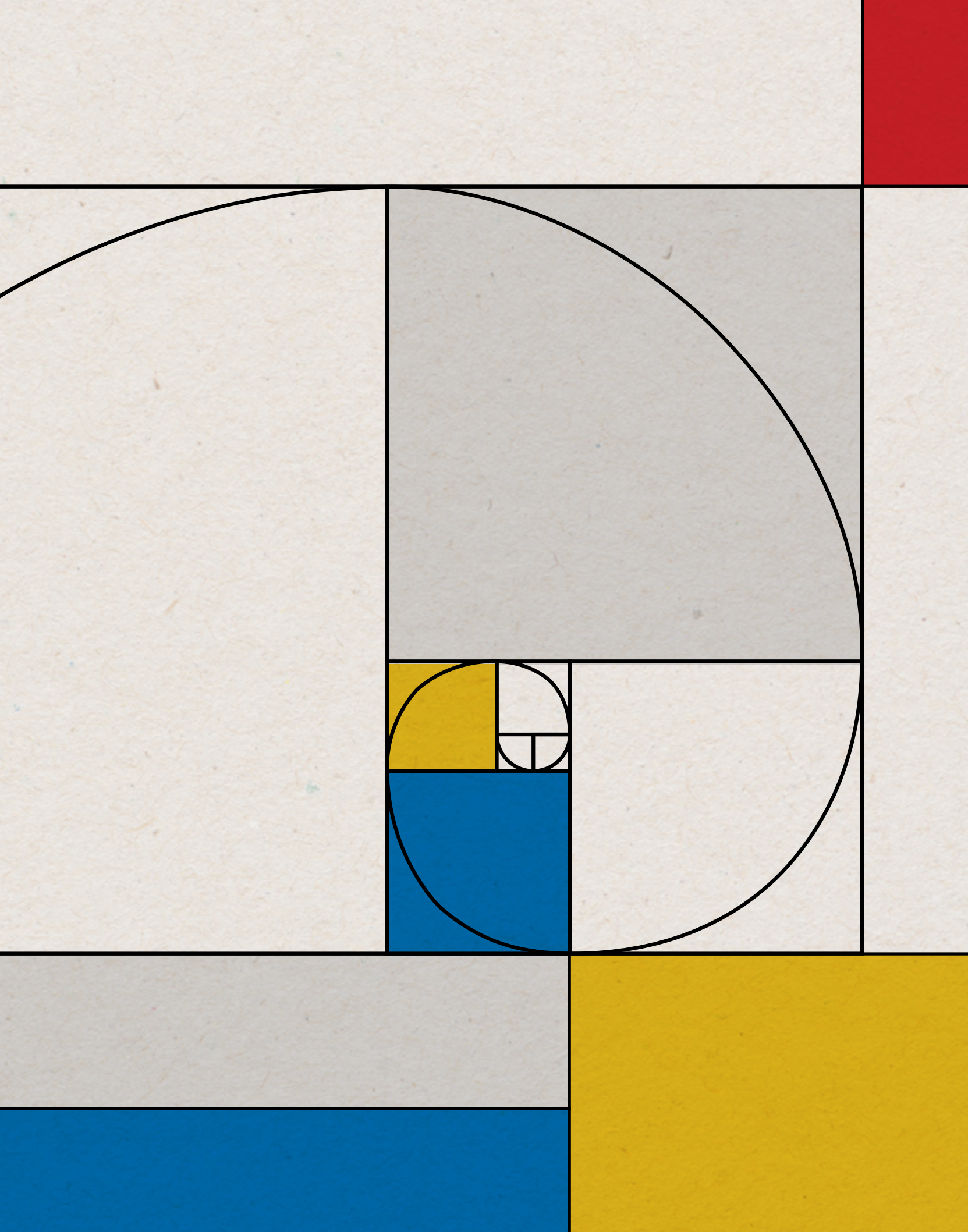
RECYCLING ENTERS A NEW ERA WITH MULTIPLE COLLECTION STREAMS.

DISPOSE THE EMPTY PACKAGING IN THE RIGHT BIN.

HE.R.R.Co. is a member of the Hellenic Recovery Recycling Corporation (H.R.R.C.).

www.herrco.gr
<https://www.facebook.com/mplekados/>
 hellenic-recovery-recycling-corporation/
 ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΑΣΙΟΤΟΙΗΣΗΣ ΑΝΑΚΥΚΛΩΣΗΣ





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