

ANNUAL REPORT



HELLENIC RECOVERY
RECYCLING CORPORATION

CONTENTS

23

Address by
Michael E. Economakis,
Chairman of HE.R.R.Co
(page 4))

1

Address by
Theodoros Skylakakis,
Minister of the Environment &
Energy
(page 6)

2

Address by
Lazaros Kyrizoglou,
President of the Central Union
of Municipalities of Greece
(page 8)

3

Address by
Manolis Grafakos,
Secretary-General for
Waste Management
Coordination of the
Ministry of Environment &
Energy
(page 10)

4

Address by
Alexandra Sofia Togia,
CEO of the Hellenic
Recycling Agency
(page 12)

5

Identity / Scope
(page 14)

6

19

Awareness, education & communication (page 38)

18

Control procedures (page 36)

17

Recovery of packaging waste through mixed waste processing (page 34)

16

Special recycling projects (page 32)

15

The Blue Bells (page 30)

14

The Blue Bins in 2023 (page 26)

13

The Blue Bins (page 24)

12

Special recycling projects (page 23)

11

The System (page 22)



7

Shareholder structure (page 16)

8

European partnerships / Quantitative goals (page 17)

9

Local authorities (page 18)

10

Affiliated member-companies (page 20)

1

Address by Michael E. Economakis

Chairman of H.E.R.R.Co





Dear all,

For 22 years in a row, the Hellenic Recovery Recycling Corporation (HE.R.R.Co) has been setting at the centre of its activity sustainability and the circular economy. Being the first, largest and most reliable Collective Alternative Management System for packaging waste, licensed by the Hellenic Recycling Agency, it is by now identified in Greece with Packaging Recycling, as proved by clear and measurable data.

The good course and performance of the Blue Bin and Blue Bell projects continued throughout 2023, despite the repeated challenges, thanks to the unflinching support by over 3,500 affiliated companies, the contribution of 314 Municipalities all over Greece, as well as the active participation of citizens. These were the factors that contributed in covering by far the goals and the legal obligation of the affiliated companies. The activities of HE.R.R.Co continue promoting the environmental awareness and the principles of circular economy, ensuring that Packaging Recycling is being realized in the most efficient and effective way.

In 2023, HE.R.R.Co managed to recycle 468,000 tons of packaging materials, against the obligation of 305,000 tons, reaching its goal by 153%. Moreover, it recycled about 52,000 tons of other recyclable materials (non-packaging material, mainly print paper). These quantities, although they are not included in the legal obligation of HE.R.R.Co, are contributing to the fulfilment of the national goals that fall within the competence of the Regional and Local Administration. Up to now, HE.R.R.Co has provided about € 397,000,000 for investments and operating expenses, in order for the System to cover effectively the needs of 99% of the population. In collaboration with the Municipalities of the country, 175,000 active Blue Bins, 10,800 Blue Bells and 544 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 packaging materials were realized by the collaborating Municipalities during 2023 towards the 31 collaborating Recycling Sorting Centres throughout Greece.

Every year, HE.R.R.Co, through the Blue Bin and the Blue Bell system, is leaving a positive footprint on the environment and society. More specifically, 1.5 million tons of emissions of CO₂ equivalent are being avoided, or, electric energy equal to the annual consumption of 870,000 households is being saved, or, volume of 18 football fields 10-meters high from the landfills in Greece is being spared. Moreover, through the projects ran by HE.R.R.Co, 5,100 direct and indirect work positions have been created in the collection, transfer and sorting of packaging materials in the collaborating Recycling Sorting Centers (RSCs).

One significant obstacle to the proper operation of HE.R.R.Co and to Packaging Recycling in general is contribution evasion by companies which, from the beginning of their legal obligation, are not participating in any recycling system; a phenomenon that has reached 44% according to official data. Still, within this environment, the goals of HE.R.R.Co were reached by far, as it has been happening over the past years, thus helping substantially safeguard a sustainable society.

HE.R.R.Co holds a leading role in Packaging Recycling and aspires to continue further with its positive results. Driven by dedication and optimism, we are striving every day towards an even better and more extensive Packaging Recycling, supporting our endeavours with investments in advanced technologies, with innovative programs in collaboration with the Municipalities, as well as with interactive educational activities.

In 2024, we are planning to remain loyal to our commitment for a sustainable, "green" future for all, enhancing circular economy in any possible way. On the pages that follow, you can get informed in detail about the work of HE.R.R.Co throughout 2023. Enjoy the read!

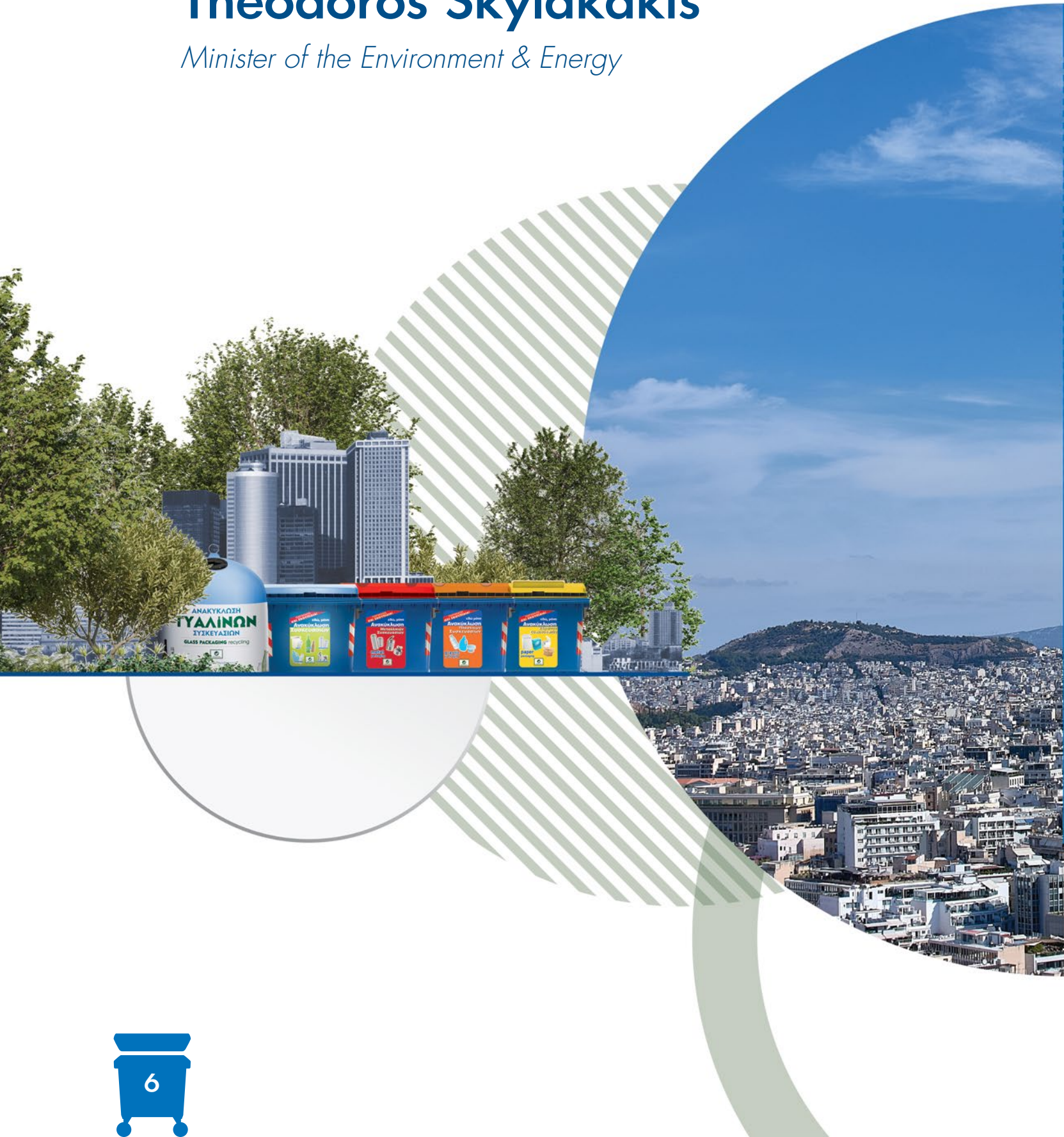
Michael E. Economakis
Chairman of HE.R.R.Co

*serve as the technical collection infrastructure that is being used

2

Address by Theodoros Skylakakis

Minister of the Environment & Energy



In the Hellenic Ministry of the Environment & Energy, we are working through policies that are focusing on the establishment of recycling as an everyday practice in households. In order to achieve this, we must first resolve some practical issues faced by the households in relation to recycling and this is the directive to the systems of alternative management.

Our primary goal is to have a major recycling campaign in place, in order for citizens to be fully informed about what should be recycled and how. This is an important move that must be realized primarily by the systems.

It is also important for the household itself to have close particular recycling points, with specialized bins for the materials that must be recycled. By undertaking this responsibility, we will be able to facilitate the households. In fact, a basic prerequisite for the implementation of successful recycling policies is the identification of the practical difficulties that citizens are confronted with. For instance, what is the distance they need to cover in order to recycle? How much time and effort do they need to put ?

By designing long-term policies, that are not changing from one day to the other, citizens will acquire the necessary tools in order to organize their household on the basis of recycling.

The main policy of the Ministry in support of recycling is going through the alternative management systems. The biggest one is the Hellenic Recovery Recycling Corporation (HE.R.R.Co), which has contributed significantly to Packaging Recycling in Greece; and has the ability to exploit even more the infrastructure and the networks created by the Ministry of the Environment & Energy for waste management.

The objective is the model of alternative management, like that of HE.R.R.Co, to be applied on new streams of waste management.

To conclude, the Ministry of the Environment & Energy, through the bill that is expected to pass in autumn, intends to increase the resources that the affiliated producers need to provide for recycling, achieve their reasonable distribution and reduce contribution evasion, aspiring to increase the percentages of recycling and approach the corresponding European ones. In this endeavour, we are expecting HE.R.R.Co to play a leading role.

Theodoros Skylakakis
Minister of the Environment & Energy



3

Address by Lazaros Kyrizoglou

*Mayor of Ambelokipi - Menemeni
President of the Central Union
of Municipalities of Greece*



Every year, we are witnessing the increasing concern of citizens for the environment and the demand expressed by societies for the commitment of all levels of administration to successfully apply any environmental policy that will contribute to the protection of the environment and the improvement of the quality of life. Within this framework, we ought to mention that the first-tier local government is the level of administration that has best comprehended this need expressed by citizens and is, thus, working relentlessly on a daily basis for this request to be fulfilled.

It is by now commonly known that the world community is seeking solutions for three major environmental issues: the confrontation of the climate change, the halting of the loss of biodiversity and the management of big volumes of waste generated. Three issues that, until recently were considered as distinct categories, while over the past few years, the scientific community keeps finding ways to combine and handle them as a whole.

Clearly understanding the significance of the aforementioned environmental issues, the Municipalities of the country are constantly applying policies and implementing actions in order for the urban areas to become sustainable and operate in the spirit of the modern environmental policy. A crucial role in this agenda is held by the management of solid waste, the promotion of recycling and, in general, the enhancement of the principle of circular economy.

It is worth mentioning that especially recycling with the achievement of high percentages is a strategic priority for every Municipality of Greece, as it constitutes the means for the protection of the exhaustible natural resources, the decline in the intensity and impact of the phenomenon of climate change, the maintenance of healthy cities, the decrease in the unsustainable landfill tax etc. An important supporter of this endeavour is the Hellenic Recovery Recycling Corporation (HE.R.R.Co), in which the Central Union of the Municipalities of Greece is participating. Through our participation in the Blue Bin system, we are striving every day for recycling to become a habit to all citizens and all age groups. Through this organized endeavour by HE.R.R.Co, we are measuring our performance and planning daily the way in which we will achieve the ambitious recycling goals as set, along with their tight deadlines, within the new National Waste Management Plan 2020-2030.

Finally, let's not forget that the Municipalities of the country are the best custodians for the implementation of the environmental legislation. This role makes us feel proud for everything we are offering on a daily basis for the protection of the environment and the improvement of the quality of life of all citizens. And this is a role we will keep serving driven by consistency, altruism and diligence.

Lazaros Kyrizoglou
Mayor of Ambelokipi – Menemeni
President of the Central Union of Municipalities of Greece



4

Address by Manolis Grafakos

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





HE.R.R.Co is the body that introduced recycling in Greece. The Blue Bins have been in our lives for about 30 years and showed us the way in recycling. Ever since a lot has been done, while a lot more could have been done.

Today, a big step in recycling must be taken and HE.R.R.Co ought to play a leading role in this endeavour. On our behalf, as the Ministry of the Environment & Energy, we will continue collaborating with HE.R.R.Co, as well as with the rest of the Collective Alternative Management Systems, so that together we can raise awareness among citizens about recycling, as well as create serious and reliable infrastructure for the collection and management of materials that can be recycled. This way, we will achieve a substantial increase in recycling and a substantial convergence between the percentages of recycling in Greece and the corresponding ones of the other member-states of the European Union.

I am wishing to HE.R.R.Co to take as well one more big step and contribute radically to this national endeavour towards a circular economy, with the ultimate goal being sustainable development and the protection of the environment.

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

5

Address by Dr Alexandra Sofia Togia

*CEO of the
Hellenic Recycling Agency*





The transition to a circular economy is a big challenge for Greece. In the Recycling Agency, we are aspiring to create the required circumstances in order to adopt new behaviours and invest in new production processes and methods for waste management, by further promoting prevention, reuse, recycling, education, as well as the supervision and control of the programs.

The Hellenic Recovery Recycling Corporation (HE.R.R.Co) is one of our principal allies in this endeavour. As the main Alternative Management System for packaging waste, it is contributing substantially to the fulfilment of the quantitative goals that have been set by the European and national legislation. In close collaboration with the local authorities, the Blue Bin has become by now an inextricable part of our everyday life, to such an extent that the notion of recycling is identified with its image in the mind of citizens.

Based on the important steps taken over the past period, mainly in infrastructure, we are focusing on the upgrade of the rules related to alternative management. We are proceeding with an important reform for packaging by establishing in practice the system of "Packaging Guarantee Return".

We are planning the connection of the National Producer Registry with the General Electronic Commercial Registry in order to confront more effectively contribution evasion, which is reflected through revenue loss for the Alternative Management System, with packaging being an indicative example.

Greece is at a turning point in relation to the circular economy. Faced with demanding goals, new regulations and special circumstances, we are called to accelerate our efforts, improve our performance significantly, on the one hand by fully exploiting the capacity of the Alternative Management Systems, like HE.R.R.Co, and, on the other hand by enhancing and creating the necessary infrastructure in collaboration with the local authorities, the Solid Waste Management Associations and the recycling bodies.

Each one of us from its domain ought to respond directly and successfully to the challenges lying ahead. The goals are common and to fulfil them a broad synergy among all is required.

Dr Alexandra Sofia Togia
CEO of the Hellenic Recycling Agency



Identity

Hellenic Recovery Recycling Corporation

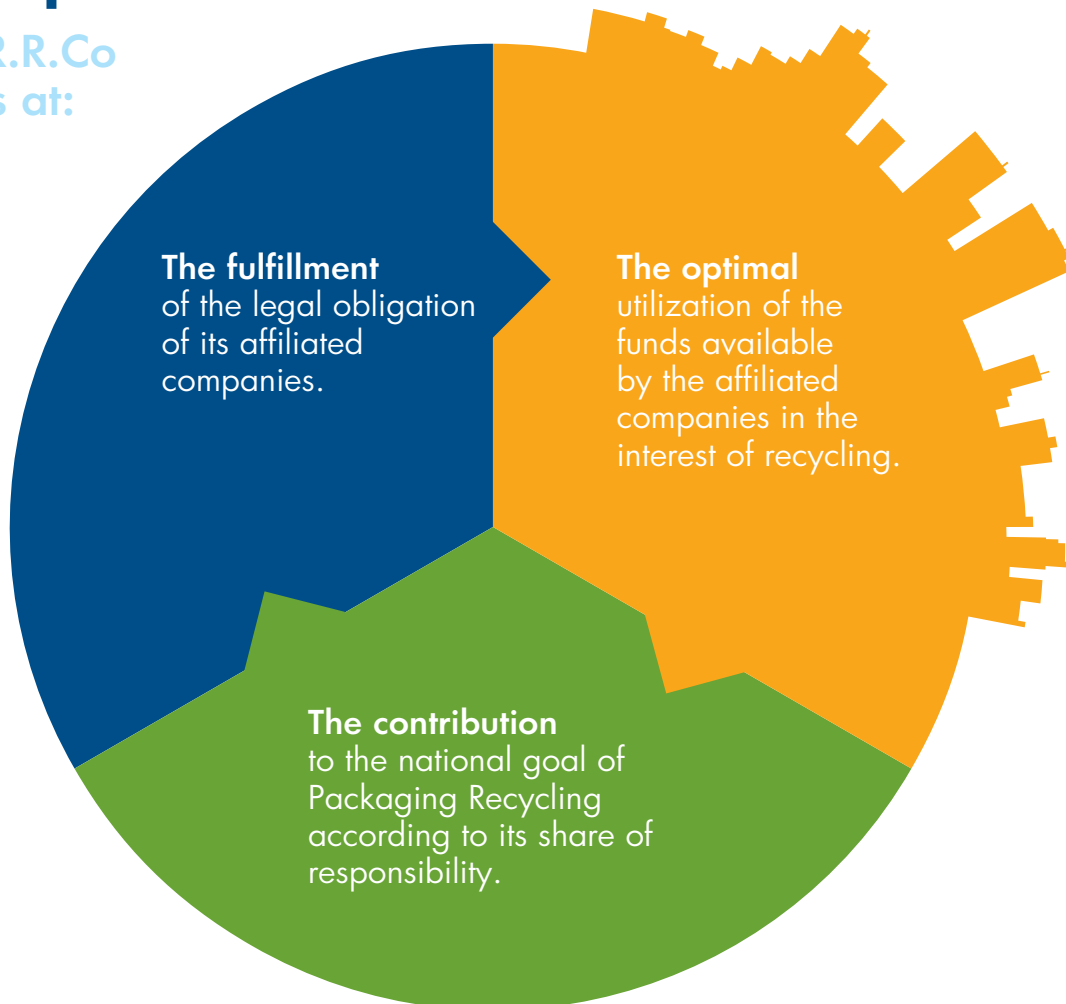
HE.R.R.Co constitutes an exceptionally successful example of collaboration among the producers and importers of products offered in the Greek market, the packaging manufacturers and the Local Authorities of the country, the latter being legally bound for the collection of municipal waste.

By the end of 2023, the companies affiliated to HE.R.R.Co reached 3,515 and the collaborating Local Authorities throughout Greece were 314.

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:



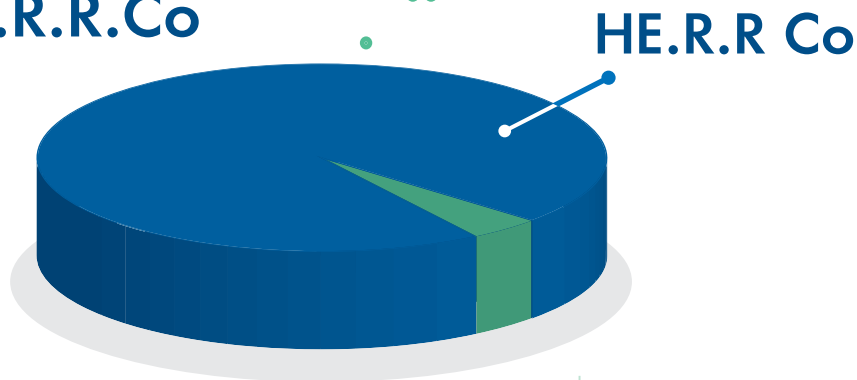
Contribution of HE.R.R.Co to the national goal*

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



* Eurostat 2019

7

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.

HELLENIC RECOVERY OF PACKAGING MATERIALS S.A.

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:

- 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)

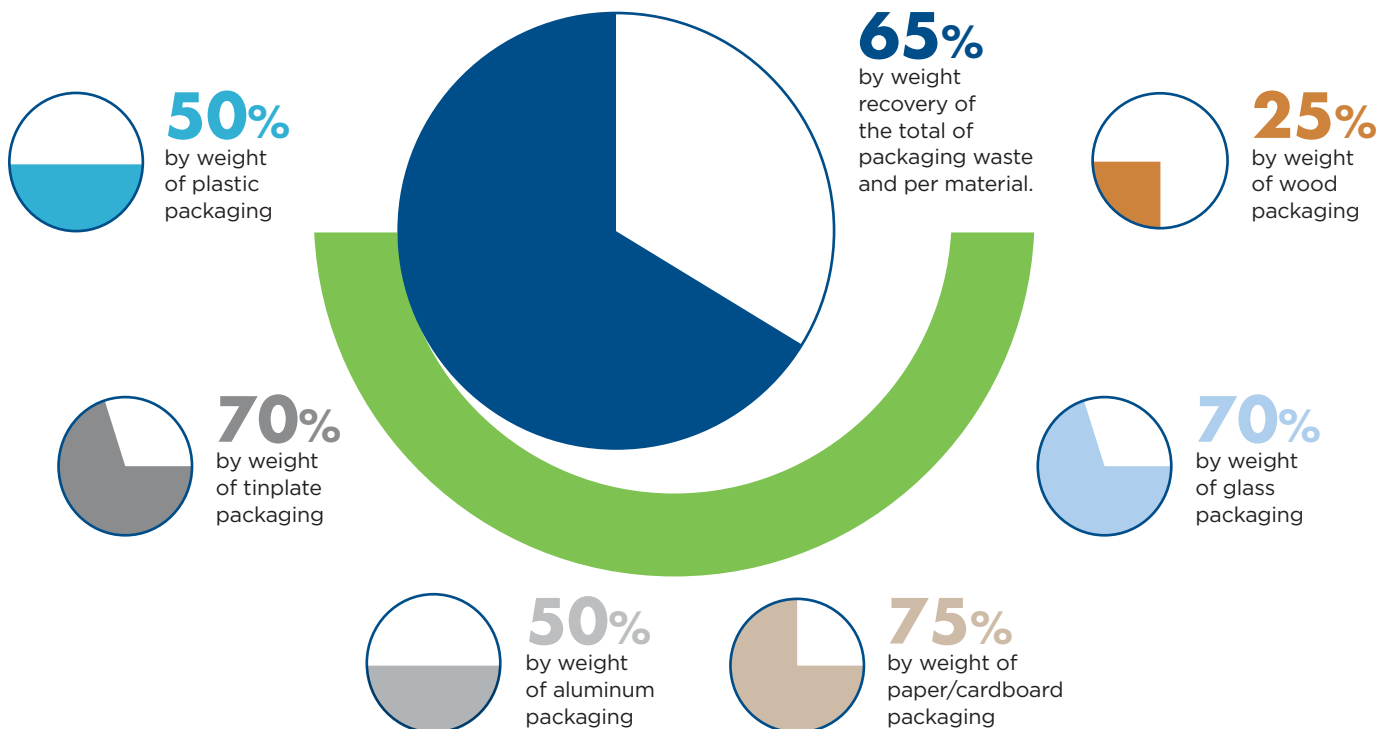
HE.R.R.Co is a member of **EXPRA** (Extended Producer Responsibility Alliance), the European collective organization which incorporates the national Packaging Recycling Systems established by the packaging producers and operating on a non-profit basis. Participation in EXPRA offers access to know-how 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

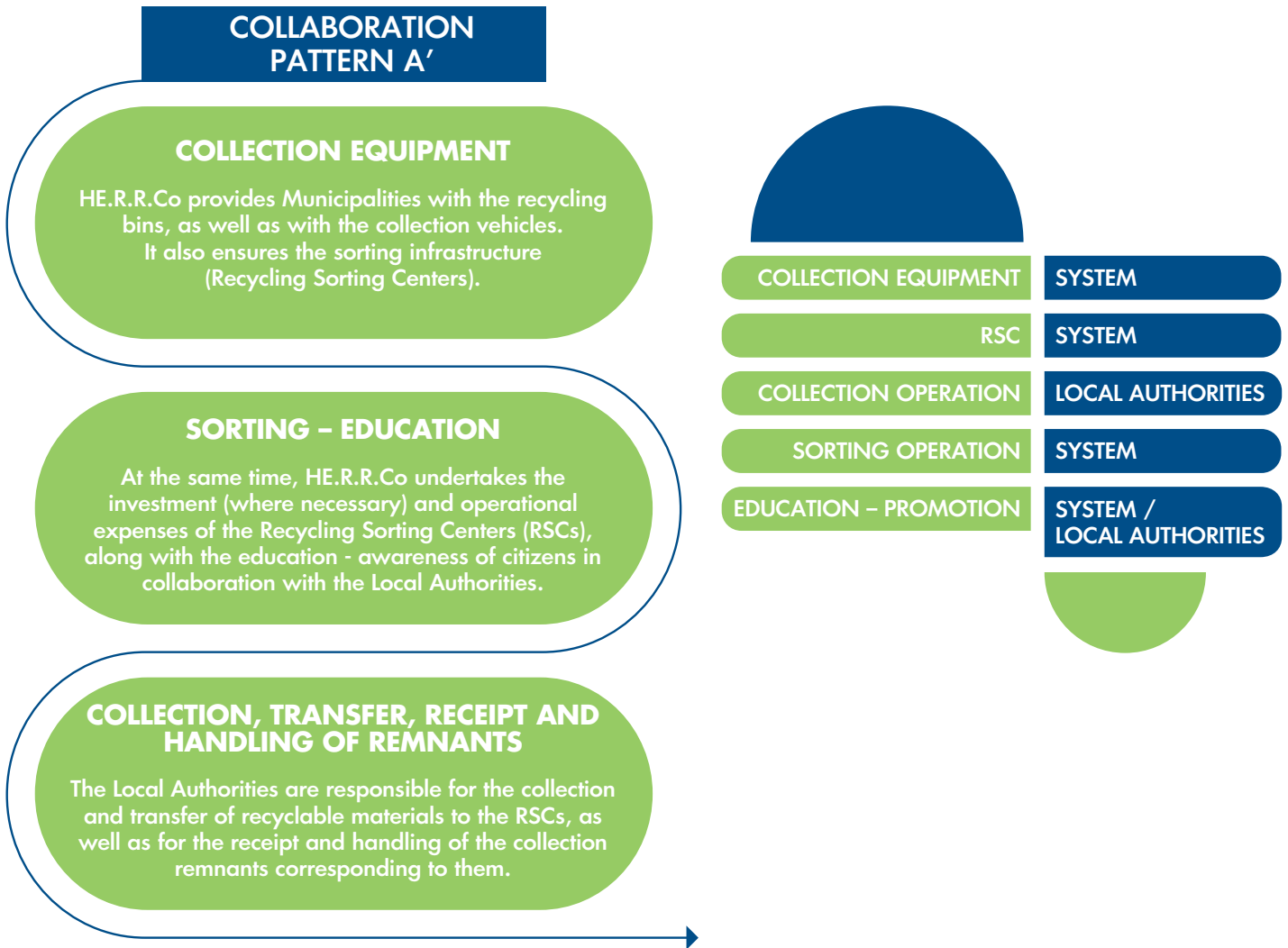
The goals set by the EU (Directive 2018/852 of the European Parliament and Council) for Packaging Recycling to be achieved until 31.12.2025 are as follows:



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.

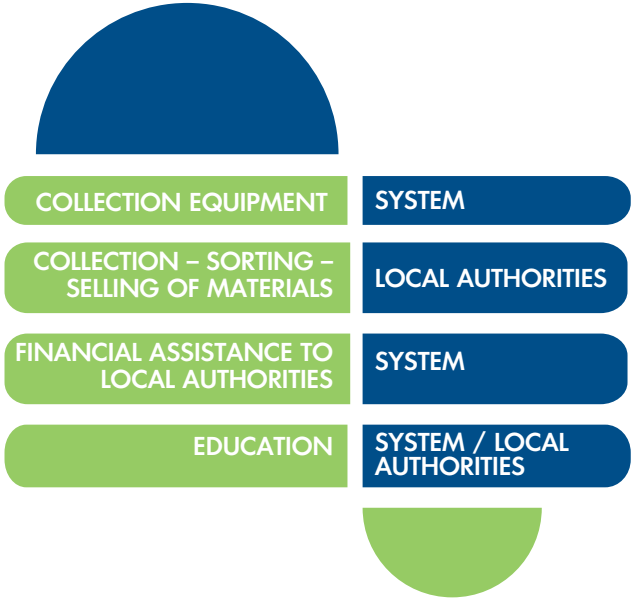
THE FRAMEWORK OF COLLABORATION BETWEEN THE LOCAL AUTHORITIES AND HE.R.R.Co INCLUDES TWO ALTERNATIVE PATTERNS:



COLLABORATION PATTERN B'

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.



Affiliated Member Companies

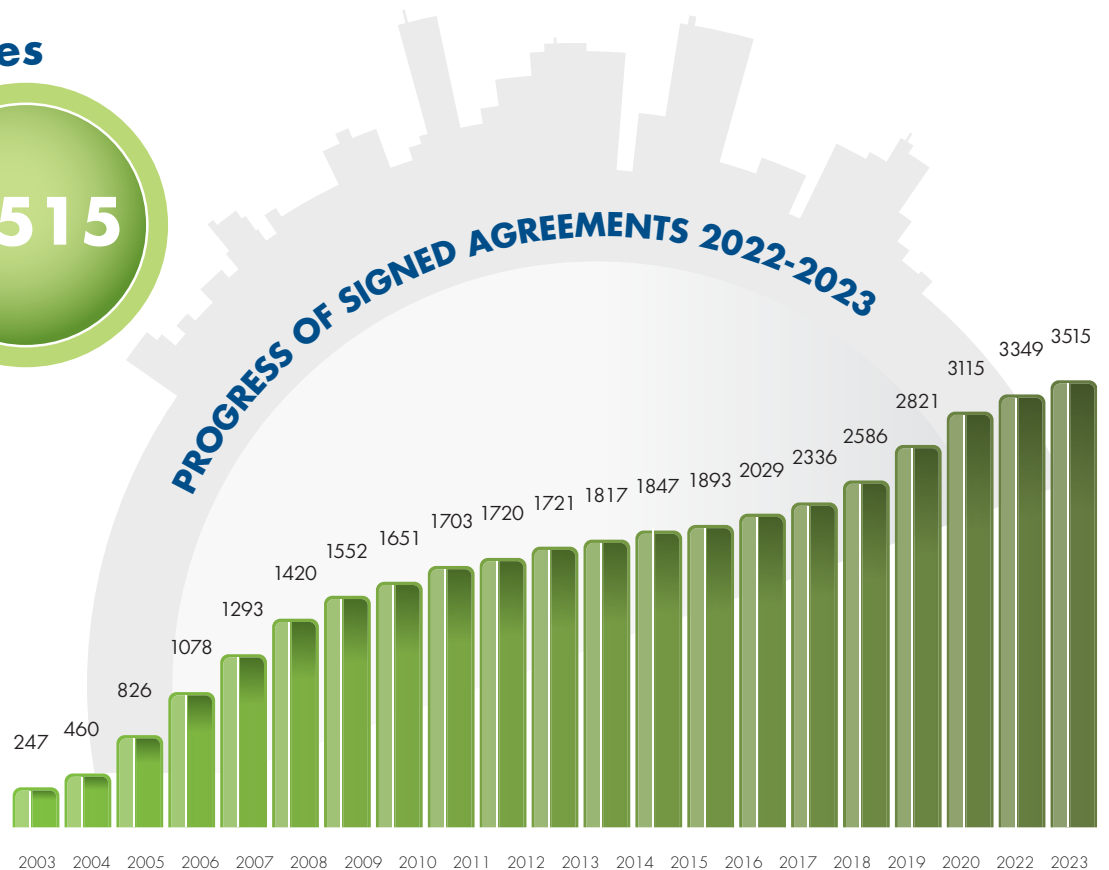
The companies already affiliated to HE.R.R.Co cover the largest part of the legal and financial obligation regarding Packaging Recycling in Greece. It must be pointed out that the funds of the System derive exclusively from the affiliated companies. The average yearly revenue from each new contract was €700 in 2023.

The total revenues from contributions decreased by about 5% in relation to the previous year.



CHART PROGRESS OF SIGNED AGREEMENTS

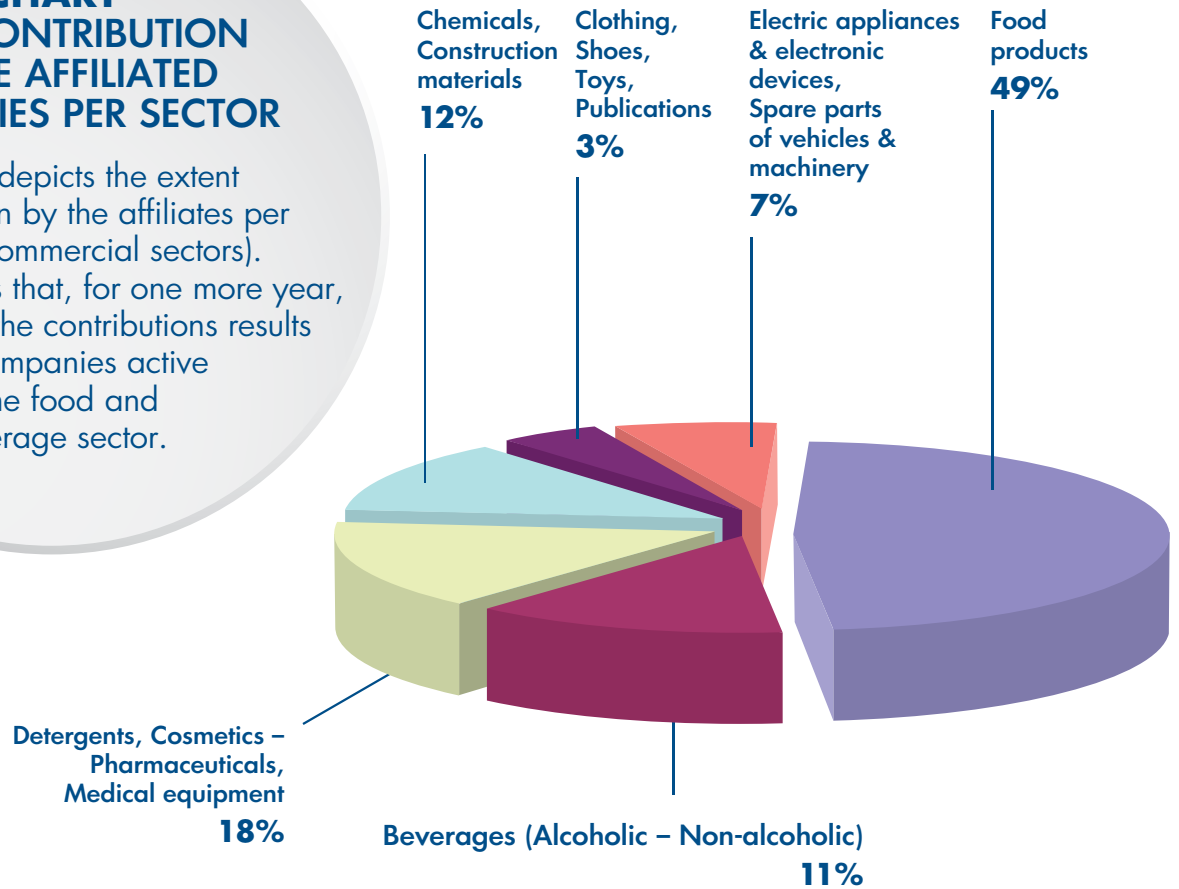
Chart 1 presents the progress of signed agreements, starting from the foundation of the System till the end of 2023. By December, 31 of 2023, the companies which had signed a Collaboration Agreement with the System were **3,515** in total.



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 one more year, about 60% of the contributions results from companies active in the food and beverage sector.



PACKAGING MATERIAL

Quantities by
affiliated companies
(in thousand tons)

Paper - Cardboard	182
Paper packaging of liquids	10
Plastic	119
Aluminum	18
Tinplate	23
Glass	106
Wood	50
TOTAL	508

3

PACKAGING MATERIALS
BY AFFILIATED
COMPANIES

In **2023**, approximately **508,000** 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 Bins Project

The **Blue Bins** 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 Bins. 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 Bells 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 Bins and Blue Bells 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 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.

Innovation

HE.R.R.Co has proceeded with the incorporation of digital technology and robotics in order to optimize the recycling process and, thus, is investing in technologies and pilot programs. A characteristic example is the innovative program “**Smart Waste Management**”, which is recording digitally the fullness and collection of the Blue Bells for glass.



In addition, through a specialized software system, a project for the optimization of the itineraries of the collection vehicles is under way. Moreover, HE.R.R.Co is taking part in the research program **Reclaim**, which is about the construction and operation of the first mobile, fully robotic Recycling Sorting Center, that will be exploiting Artificial Intelligence and robotics for the automation of the recycling process and the recovery of the recyclable materials. Finally, HE.R.R.Co has installed in the Sorting Centre of Themi the first **robotic plastic sorting machine** in Greece.



The Blue Bins

The Blue Bins 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 **175,000 Blue Bins** placed throughout Greece, always in collaboration with the municipalities.

The Blue Bin recycling system includes three stages:



SORTING AT SOURCE

After collecting their used packaging separately in their household, citizens are called to dispose of it in the Blue Bins of their neighborhood. The Blue Bins 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.

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).

SORTING AT THE RSCs

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

What is the proper way of recycling?

1

We separate packaging materials from all other waste on a daily basis. We completely empty packaging from all remains. We fold cardboard boxes.

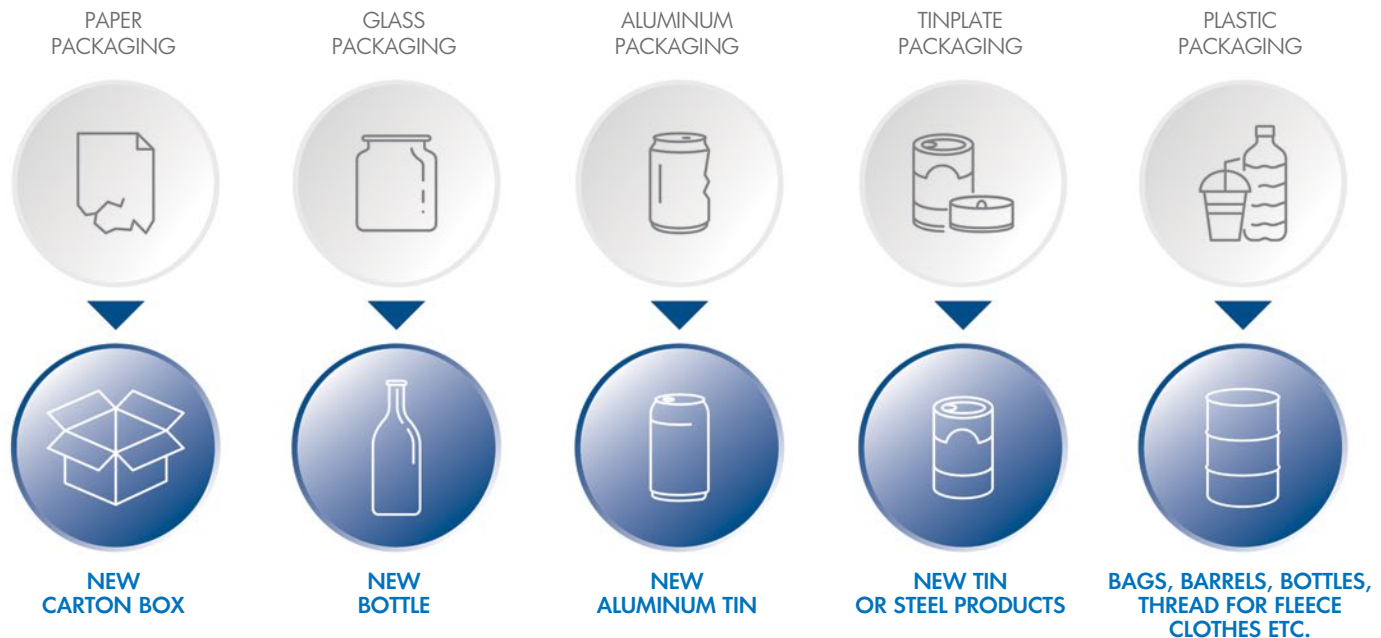
2

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

3

We NEVER throw common waste into the Blue Bins of Packaging Recycling.

What becomes of recyclable packaging?



What goes into the Blue Bins for recycling?

Paper and cardboard packaging

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

Aluminum packaging

(cans of soft drinks, beer and others)

Tinplate packaging

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



The Blue Bins in 2023

In 2023, the total results of Packaging Recycling remained at a high level and the goals of HE.R.R.CO, despite some exceptions, were covered by far, as is the case for several years now.

More specifically:

The results through the Blue Bins/other Municipal Projects increased by 1% (in total) and by 2% regarding packaging waste in 2023, 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 **468 thousand tons** of packaging waste against the obligation of **305 thousand tons**, thus covering the goal by **153%**).

Moreover, about **52 thousand tons of other 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 fulfilment of the national goals (falling within the competence of the regional and local administration)..



314
Local
Authorities

99%
of the country population
is being served

544
VEHICLES



175.000
BINS (ACTIVE)



€397 million

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

520,000 tons

of packaging material and print paper were recycled in 2023 (including ICPW quantities)

More than

140,000

itineraries for the collection of recyclable materials by the Local Authorities



The Blue Bins in 2023 per region

Mainland Greece

WEST MACEDONIA

POPULATION	254,595
VEHICLES	4
BINS (active)	5,478
P.W. RECOVERY (tons)	5,255

EPIRUS

POPULATION	251,984
VEHICLES	8
BINS (active)	3,510
P.W. RECOVERY (tons)	5,575

WESTERN GREECE

POPULATION	671,794
VEHICLES	29
BINS (active)	10,658
P.W. RECOVERY (tons)	8,812

PELOPONNESE

POPULATION	482,813
VEHICLES	29
BINS (active)	13,346
P.W. RECOVERY (tons)	9,607

ATTICA

POPULATION	3,811,994
VEHICLES	200
BINS (active)	4,426
P.W. RECOVERY (tons)	51,183

THESSALY

POPULATION	688,255
VEHICLES	29
BINS (active)	13,165
P.W. RECOVERY (tons)	13,814

CENTRAL GREECE

POPULATION	490,237
VEHICLES	32
BINS (active)	10,052
P.W. RECOVERY (tons)	7,031

ΗΠΕΙΡΩΤΙΚΗ ΕΛΛΑΔΑ





Mainland Greece

EAST MACEDONIA & THRACE

POPULATION	562,201
VEHICLES	6
BINS (active)	9,299
P.W. RECOVERY (tons)	9,236

CENTRAL MACEDONIA

POPULATION	1,795,669
VEHICLES	100*
BINS (active)	31,250
P.W. RECOVERY (tons)	31,902

*(4 vehicles belong to the Association of the Local Authority Organization [ΣΟΤΑΝΘ])



The islands

NORTH AEGEAN

POPULATION	193,343
VEHICLES	11
BINS (active)	4,255
P.W. RECOVERY (tons)	3,691

SOUTH AEGEAN

POPULATION	325,341
VEHICLES	31
BINS (active)	7,271
P.W. RECOVERY (tons)	7,149

IONIAN ISLANDS

POPULATION	204,532
VEHICLES	18
BINS (active)	4,429
P.W. RECOVERY (tons)	6,872

CRETE

POPULATION	624,408
VEHICLES	47
BINS (active)	12,720
P.W. RECOVERY (tons)	18,032


ΝΗΣΙΩΤΙΚΗ ΕΛΛΑΔΑ

The Blue Bells

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 Bells.

In 2023, the glass stream delivered additional quantities on top of those collected through the Blue Bins, with the pureness of the collected material at a very satisfactory level. The network of the Blue Bells has 10,800 Blue Bells in place throughout 263 Municipalities addressing the needs of over 23,000 businesses, out of which 2,100 are big hotel complexes, event venues, estates etc. that have private premises for the placement of means of temporary storage. In 2023, the results of the program exceeded those of the past year by 1%, thus marking the highest performance since the initiation of the project.

The evolution of the Blue Bell project in 2023 is illustrated on the following table:



	2022	2023
MUNICIPALITIES SERVED	263	263
BLUE BELLS IN PLACE	10,600	10,800
BUSINESSES SERVED	23,400	23,450
QUANTITIES RECOVERED (TONS)	18,291	18,491



The Blue Bells in 2023

10,800 Blue Bells had been placed by the end of 2023 in 263 Municipalities

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

In total, **23,450** businesses generating glass packaging waste (bars, restaurants, cafés, hotel complexes etc.) are being served by the Blue Bells



Special Recycling Projects

Apart from the basic projects of the Blue Bins and the Blue Bells, HE.R.R.Co is organizing activities of recycling recording and certification from external sources.

MORE SPECIFICALLY:

INDUSTRIAL AND COMMERCIAL PACKAGING WASTE

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 2023,
HE.R.R.Co
certified
in total

**234
thousand
tons**

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

ORGANIC RECYCLING OF WOOD PACKAGING

In 2023, the recycling of wood packaging (mostly wooden pallets) was realized through the following projects:

Dispatch of wood packaging for the production of soil improver / mold - compost.

Dispatch of wood packaging for the production of chipboard.

In **2023**, the recycling of **5.9 thousand** tons of wooden packaging was certified

PREPARATION FOR REUSE

The activity of companies repairing and preparing wooden, tinfoil and plastic packaging for reuse to be made available in the market is also being recorded.

THE QUANTITIES RECORDED THROUGH THIS SORT OF COLLABORATIONS IN 2023 WERE:

732 tons of plastic packaging waste
2.984 tons of tinfoil packaging waste
4.971 tons of wood packaging waste

Recovery of Packaging Waste through the processing of mixed waste (Green Bin)

In projects where it is collaborating with other bodies, HE.R.R.Co is calculating in its results the recycling of packaging waste accruing from the Green Bin.

In 2023, in particular:

- The collaboration between HE.R.R.Co and DIADYMA continued regarding the certification of packaging material deriving from the Facility of Waste Handling of West Macedonia.
- The collaboration between HE.R.R.Co and Terna Energy continued regarding the certification of packaging material deriving from the Facility of Waste Handling of Epirus.
- HE.R.R.Co signed an agreement with the company MESOGEIOS S.A., which is running a Facility of Waste Handling in Alexandroupoli.
- HE.R.R.Co recorded the packaging material recovered via the Factory of Mechanical Recycling operated by EDSNA within the 1st Integrated Facility of Waste Handling in Attica.

IN 2023, 21.2 THOUSAND TONS OF PACKAGING WERE RECOVERED AND RECYCLED IN TOTAL.

Delivery of Packaging Waste directly to recycling industries

In collaboration with the companies BA GLASS GREECE S.A. and BA GLASS BULGARIA (for glass bottles) and HELLENIC ALUMINUM INDUSTRY S.A. – ELVAL S.A. (for tinplate tins), the additional quantities that were recycled directly in their production units coming from third sources were recorded, meaning those not included in the aforementioned activities of the System.

More specifically, the quantities delivered to the particular industries and recycled were:

843
tons of
tinplate tins

&

994
tons of
glass bottles



Control Procedures

HE.R.R.Co has designed and applies specialized 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

Incoming quantities to the RSCs:

Full recording of the incoming streams to the RSCs (dispatch note, date and time of entrance, quantity, weighing note)

Recovery:

HE.R.R.Co is conducting a series of controls and measurements in different stages of the production process:

- Production
- Final products
- Remnants

Material Sale:

- Verification of the result via the sales invoices of the recovered packaging material and dispatch for recycling
- Control on mass balances so that the monthly sales of materials do not exceed the sum of the monthly recovery of materials and stored ready materials.



BLUE BELLS 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.

PREPARATION FOR REUSE

- Sample recording and control of material unloading.
- Extrapolation of percentage of used packaging to be prepared 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 2023, 37,000 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 2023, similarly to previous years, 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.

1

National print & digital campaign aiming at:

- Communicating the results of 2023 – presenting the effectiveness and reliability of the System.
- Informing citizens that, thanks to the Blue Bins, the country is fulfilling the goals of Packaging Recycling.
- Informing citizens about the environmental and social footprint of the activities of HE.R.R.Co.
- Motivating citizens to properly participate in packaging recycling via the Blue Bins and Blue Bells – Recycling/An everyday habit.

Campaign content:

Taking into consideration the penetration of the selected media in the target group, through our presence we achieved to:

Broaden our communication base (for instance, number of followers on our facebook page) and enhance the frequency of the message for recycling via the Blue Bins.

Reach: National

Campaign content

- **Print campaign**
on the body of Sunday newspapers and magazines (33)
- **Articles**
in high-traffic informational website (1)



2

Television and radio presence

Reach: National

Campaign content:

Activations in collaboration with a national media group and the Local Authorities. Driven by the motto "Recycle in the Blue Bins in your Municipality", HE.R.R.Co realized an informative campaign about the benefits of Packaging Recycling and the proper use of the Blue Bins through messages and specials on a TV and radio station, as well as on a website regarding educational activities organized in **7 Municipalities of Greece** in collaboration with 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.
- **7 events**
throughout Greece in the municipalities of: Thessaloniki, Athens (2), Trikala, Larisa, Kifissia, Keratsini - Drapetsona.



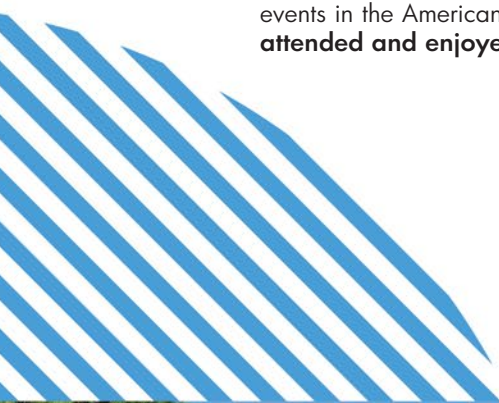
3

Educational community

A

Activities for children

Fun - educational events, like the Recycling Fun Fair. In 2023, 40 events of the Fun Fair were realized in the Municipalities of: Katerini, Thiva, Igoumenitsa, Pangaio, Kilkis, Loutraki, Amorgos, Epidaurus, Lamia, Lokri, Syros, Kavala, Kifissia, Keratsini - Drapetsona, Agia Paraskevi, Larissa, Athens, Chania, Serres, Kalamata, Kalavrita, Trikala, Drama, Almopia, Vari - Voula - Vouliagmeni and Kallithea. Moreover, 1 event was realized in collaboration with the Region of Attica, 4 events within the framework of Attica Green Expo, 3 events within the framework of the Circular Economy Festival, 6 events in the American Farm School in Thessaloniki and 1 event in Papastratos company. **More than 13,000 students attended and enjoyed the particular activation.**



B

Educational programs at schools

“RECYCLING AT SCHOOL – CHANGING ATTITUDES”

The program involves the placement of a Blue Bins 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 2023, **920 presentations** took place at 76 schools in Attica (Marousi, Halandri, Tinos, Vari - Voula -Vouliagmeni, Kifissia, Ilion, Kallithea, Keratsini - Drapetsona, Nikaia - Agios Ioannis Renti, Perama, Fili, Haidari), as well as at **47** in the Regional Unit of Thessaloniki (Thessaloniki, Themi, Pylaia - Hortiatis, Neapoli - Sikies, Ambelokipi - Menemeni). More than **20,000** students and teachers were informed about the benefits of recycling and the proper use of the Blue Bin, while **156** bins were placed at schools in the Municipalities of Vari - Voula -Vouliagmeni, Halandri, Tinos, Kifissia, Marousi and at schools within the framework of the educational program realized by the Ministry of the Environment & Energy titled “Primary schools – Champions in recycling”.

«DISCOVER HOW YOU CAN PROPERLY RECYCLE THROUGH THE BLUE BINS»

The program is approved by the Ministry of Education and 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 100 educational packs were sent to primary schools in the country. In addition, a guide for special needs education was designed and produced in order to cultivate and develop social, sentimental and learning skills in individuals with special educational needs. Finally, HE.R.R.Co supported and participated in the educational program “Epagogi” realized by No Waste, under the auspices of the Hellenic Recycling Agency with the collaboration of Municipalities 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.



4

Promotional Activities in collaboration with the Local Authorities and other bodies

Reach: Local

Participation in related events – conferences

- Participation in the 87th Thessaloniki International Fair (TIF – HELEXPO), the 5th Verde.Tec international exhibition and the 31st Detrop Boutique international exhibition with a specially designed booth.
- Participation and address by the Chairman of HE.R.R.Co in Delphi Economic Forum.
- Participation in Attica Green Expo with a booth and speech.
- Participation in the 33rd Conference of the Pan-Hellenic Network of Ecological Organizations.
- Participation in the 15th Pan-Hellenic Conference of the Association of Solid Waste Management Agencies with a speech in Kalamata.
- Participation in the 7th Conference of the Hellenic Solid Waste Management Association in the National Technical University of Athens.
- Participation in the 1st Circular Economy exhibition (Forward Green) with a booth in Thessaloniki.
- Participation in the 4th conference on Plastics with a speech, as well as in the conferences on Sustainability and Plastainability organized by the Association of Hellenic Plastics Industries.
- 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 11 school recycling championships in the Municipalities of Ambelokipi - Menemeni, Pylaia – Hortiatis, Ioannina, Ziros, Loutraki – Perachora, Moschato. 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.

- Organization of a workshop with the theme of “Packaging Recycling: The Cornerstone of Balkans’ Society Future Sustainability”. It in an annual meeting of the Extended Producer Responsibility Systems on packaging from 7 countries of the Balkans (Greece, Bosnia & Herzegovina, Bulgaria, North Macedonia, Rumania, Serbia, Cyprus) with the participation of representatives from the Systems of Italy and Belgium. The meeting was organized by the Hellenic Recovery Recycling Corporation (HE.R.R.Co) and EXPRA (Extended Producer Responsibility Alliance), under the auspices of the Ministry of the Environment & Energy, the Municipality of Athens and the Hellenic Recycling Agency, aiming at spreading the news on optimal practices and exchanging know-how.

Promotional activities

- Participation in the 2nd Circular Economy Festival organized by the Municipality of Thessaloniki (07-10/06).
- Presence with a stand and distribution of info material and recycling games in the Municipality of Igoumenitsa, in the light of the World Environment Day.
- Participation in IRONMAN® 70.3@ Vouliagmeni, Greece 2023, the biggest triathlon organization worldwide, aiming at enhancing the environmental consciousness of citizens about a sustainable planet. During IRONKIDS@ Vouliagmeni 2023, the Blue Bin and Blue Bell mascots welcomed 400 children, aged 6 to 12 years old, who were initiated in the exciting experience of the legendary IRONMAN® and the importance of recycling through interactive games and sports activities realized by HE.R.R.Co.
- Presence with a stand and distribution of an info pack in the exhibition NATEX by the sea, realized at Water Square in Faliro.
- Realization of an educational art 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 and Igoumenitsa).
- Posters, recycling bags and promo materials delivered to the Municipalities of Penteli, Orhomenos, Kimi - Aliveri, Thira, Egaleo, Kalamaria, Almyros and Marathonas.

Pilot training seminars for elected representatives and personnel

In 2023, 4 pilot training seminars for elected representatives and personnel in Local Authorities were realized in the Municipalities of Thermaikos, Pylaia - Hortiatis, Pavlos Melas, Ambelokipi - Menemeni.

5

Awareness activities in collaboration with affiliated 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.
- Distribution of info material to the personnel of companies.



6

Other communication activities


- Regular updates on the fan page of HE.R.R.Co on Facebook titled “Packaging Recycling in the Blue Bin – RECYCLE” with over 104,000 followers.
- Enhancement of the social media of HE.R.R.Co via more frequent posts and creation of a corporate LinkedIn profile.
- 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 1,200 written queries by citizens via its webpage, e-mail address and Facebook page and answered to more than 1,000 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-Epidaurus Festival, First run, Plisskën Festival, Gameathlon, Oenorama, Black Coffee, Immune live, Poseidon Athens Half Marathon, Bio Festival, Christian Ronig, Novel 729, Santarozza beat, Add Festival, Sky vector music showcase, Rena Morfi, Last voyage, Street Outdoors, Flare the Square: Skateboarding Contest, Attica Green Expo 2023, Athens Equestrian Festival, B2RUN, Release Festival, ACADEMIA x Shesaid.so Athens x HER, cleaning of the port of Nea Makri, Dani Gambino, Vasilis Papakonstantinou, Thanasis Papakonstantinou, SNF RUN, We are 20-Klik Records, Bloody Hawk, Athens Rocks, Logos timis, Ejekt Festival, Peggy Gou, Passport Control, Release Festival, GUNS N’ ROSES, Primer Festival, Mediter-ranean Soundwaves, Imagine Dragons, Athens CS11* / Balkan Jumping and Dressage Championship, Amita Motion – Positive energy day, Louis Tomlinson, Athens Coffee Festival, Sneaker Convention, IRONMAN, Athens bar show, Βίτα Πεις & 12ος Πίθικος [Vita Pis & 12th Pithikos]. About 55 tons of recyclable materials were **collected through this activation in total, almost double in comparison to 2022.**



5, Chimaras street
Maroussi, 151 25
Athens
T: +30 210 8010962
F: +30 210 8012272
info@herrco.gr

 www.herrco.gr

 www.facebook.com/mplekados/

 [hellenic-recovery-recycling-corporation](https://www.linkedin.com/company/hellenic-recovery-recycling-corporation)

 ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΑΞΙΟΠΟΙΗΣΗΣ ΑΝΑΚΥΚΛΩΣΗΣ





The paper used to print this brochure is high-quality recycled paper.



HELLENIC RECOVERY
RECYCLING CORPORATION