

Lecture on corporate social responsibility

Stimulating the processing of used materials

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Legal framework

- The first independent Waste Disposal Act [1] was adopted in Germany in 1972. Its primary aim was to shut down the uncontrolled refuse dumps and replace them with central, regulated and supervised landfill sites which would fall under the responsibility of the regional and local governments
- The new Waste Avoidance and Management Act of 1986 [2] introduced the principle that the avoidance and recycling of waste were to be given precedence over waste disposal.
- The German Packaging Ordinance of 1991 [3] is a key product of waste policy based on the Waste Avoidance and Management Act of 1986. In order to relieve the local authorities from the task of disposing of vast quantities of packaging– the onus shifted instead to industry, i.e. the manufacturers, fillers and distributors of packaged products, who were to be required to assume responsibility for packaging waste disposal.

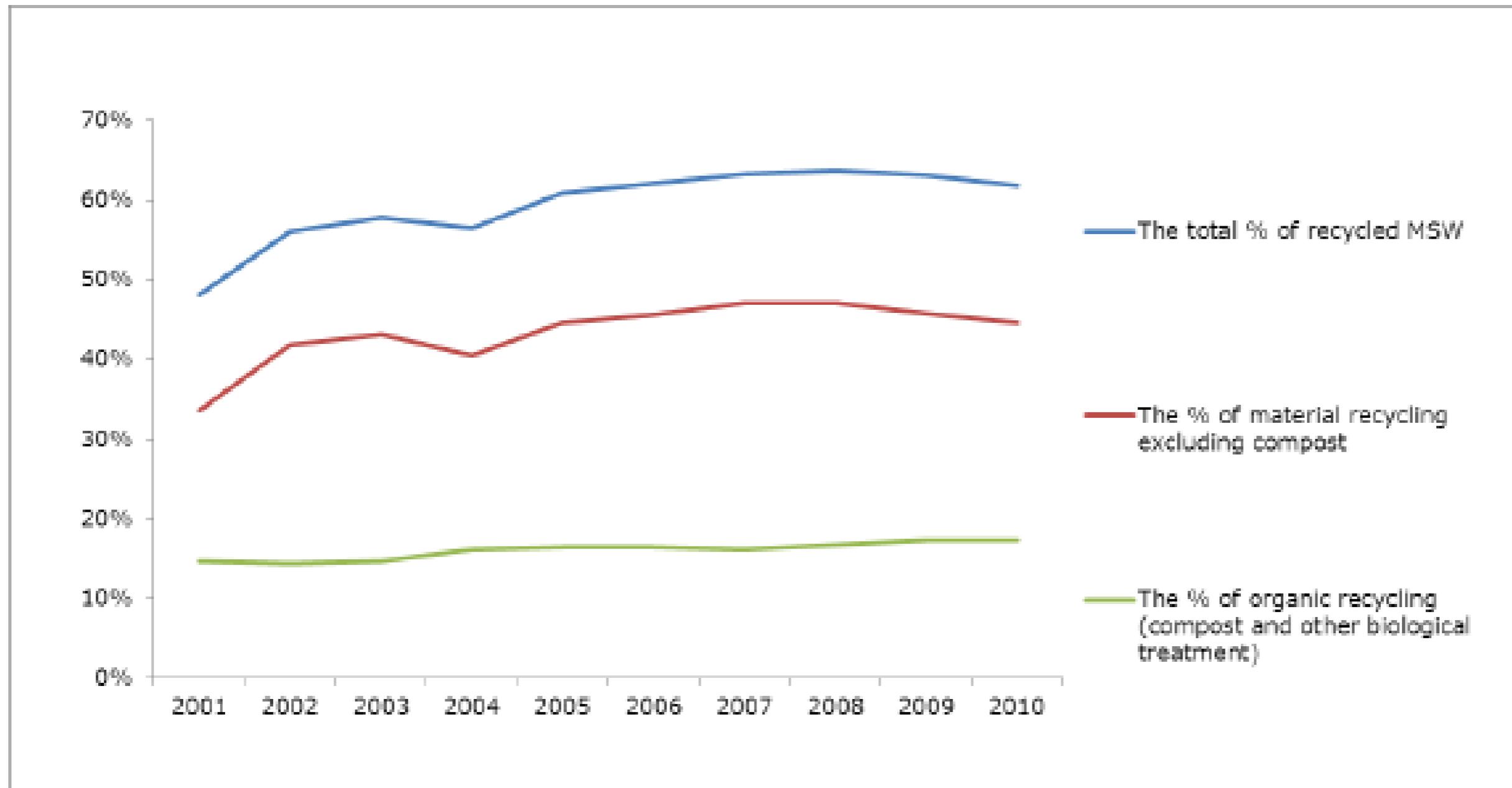
Business

- According to Eurostat, two million people across the EU work in waste management.
- In 2008, the industry generated a turnover of 145 billion euros (\$190 billion). The Commission says this figure could be even higher, with the right measures.
- If EU waste management regulations were fully implemented, 400,000 jobs would be created, generating additional turnover of 42 billion euros, it said.

Legal framework and statistics

- Essentially, the **EU Directive** on the landfill of waste of 1999 [10] and the **EU Directive** on the incineration of waste of 2000 [11] follow the basic principles and requirements for the disposal of waste and waste incineration developed in Germany and a few Page 10 of 28 11 other European countries.
- The 50% recycling target applies to EU Member States, Norway and Iceland.
- **Recycling rates** are highest in Austria, with 63 %, followed by **Germany (62 %)**, Belgium (58 %), the Netherlands (51 %) and Switzerland (51 %). **The EU target for 50 % recycling by 2020 has therefore already been met in Germany.**

Germany: recycling statistics



Source: Eurostat, 2012. The percentages are calculated as % of generated MSW.

Stimulating by separation

- In Germany, there is a high consciousness about the importance of recycling among the population.
- There are five categories (Restmüll, Plastik, Papier, Flaschen und Kompost) in which wastes can be separated.
- For returning a glass bottle you can get between 8 and 25 cents per bottle (depending on the kind of bottle you return).
- Germany's latest package-reduction ordinance requires that retailers take back all sales packaging from customers and add a 30-cent deposit to most nonrefillable containers. German manufacturers and product suppliers now pay a licensing fee to place a **green dot** on products; the green dot guarantees that a product's packaging will be recycled by the recycling industry.

Stimulating by demand

- In Germany there is a vast infrastructure of companies that are processing the used materials.
- Recycling is not only a sustainability imperative, but also a business opportunity.
- Developing waste management industry is necessary in order to maintain the sustainable economy, preserve resources and change the old consumerist relation to nature and society.

Interesting fact

- Germany is importing garbage from England, Ireland and Italy to use in plants to generate electricity.
- In Magdeburg, about 100 miles from Berlin, the trash is converted to electricity for one-third of the city, and heating for roughly 50,000 homes.

Conclusions

- Germany is a recycling role model:
- High rates of total recycling
- Stimulating legal framework
- Good waste management (separation, transport, processing, recycling)
- Strong waste processing economy
- General consciousness on importance of responsible waste management

Thank you for your attention!

Do you have any questions?