



Let's Talk About Recycling

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Who is This Guy?



▶ Oddi is a leading producer in Iceland

- **Packaging (70%)**
 - Corrugated paper (30%)
 - Carton packaging (15%)
 - Plastics (25%)
 - Plastic bags are about 3,5% of Oddi's turnover
- **Printing Services (30%)**

▶ Turnover in 2013

- 34 m. EUR (5,4 b. ISK)
- 11 m. EUR thereof in the fishing industry (35%)

▶ 3.500 customers

- 36.000 jobs/orders a year

▶ 300 employees

- ▶ **Environmentally responsible, certified according to the Nordic Ecolabel**



Environmental and Economic Impact



- Around 80 percent of marine litter originates on land and a huge percentage of that is plastic. The environmental and economic impacts are both severe and long-term



But Let's Talk About Packaging



- Packaging is a necessity in modern society
- Effective packaging protects and ensures safe handling, storage, delivery and transport of the product; it's also vital in information sharing
- Good packaging is responsibly designed and minimizes both waste and the overall environmental impact of the product and its packaging
- About 30% of all produced food in the EU is wasted today...



**THE GOOD
AND THE BAD
AND THE SPUDLY**



The Case for Polyethylene Bags...



- Every product — through its production, use and disposal — has an environmental impact

- Use of raw materials; oil
- Energy consumption
- Fuel for manufacturing
- Emission of air pollutants
- Water effluents
- Solid waste

	Impact Summary of Various Bag Types		
	(Carrying Capacity Equivalent to 1000 Paper Bags)		
	Paper (30% Recycled Fiber)	Compostable Plastic	Polyethylene
Total Energy Usage (MJ)	2622	2070	763
Fossil Fuel Use (kg)	23.2	41.5	14.9
Municipal Solid Waste (kg)	33.9	19.2	7.0
Greenhouse Gas Emissions (CO2 Equiv. Tons)	0.08	0.18	0.04
Fresh Water Usage (Gal)	1004	1017	58

- A recent study showed that plastic bio-bags and recycled paper bags do not compare favorably to polyethylene bags in regards to overall environmental impact
- In many cases simple polyethylene grocery bags demand much less of the environment than their compostable plastic and recyclable paper counterparts
- **BUT NONE OF THESE BAGS BELONG IN OUR OCEANS; ESPECIALLY NOT THOSE MADE OF POLYETHYLENE**

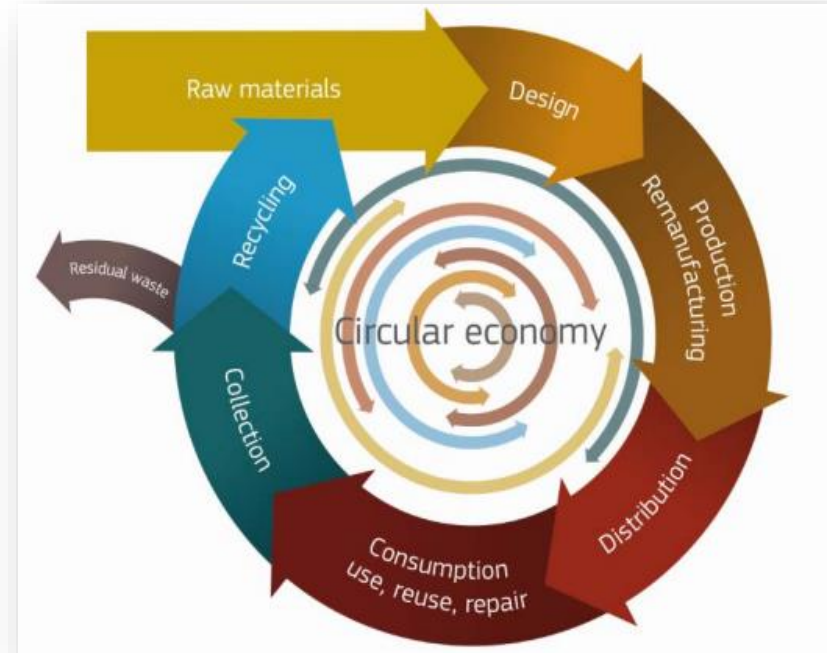


Conclusion



▶ **The most effective way to stop plastic pollution in our oceans is to make sure it never reaches the water in the first place**

- **Consumers:** Reduce, Reuse, Recycle... and stop littering
- **Corporations:** Design and use responsible and recyclable packaging
- **Municipalities:** Educate and facilitate safe waste handling of packaging and push towards a comprehensive collection scheme
- **Governments:** A zero waste program for a circular economy is needed
- **Everybody:** Bio-degradable solutions and smart packaging can be costly
- **Remember:** Cheap and easy solutions are often harmful and inefficient



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Takk!

