

If this message is not displayed correctly, please click [here](#).

LANDBELL GROUP

Environmental Compliance Report by Landbell Group

February 2017

Dear Sir or Madam,

Much has happened at the Landbell Group in the last few months. We have started to cooperate with selected partners to make environmental compliance even easier for you. We have been monitoring the pending legislative procedures for you in Berlin and Brussels and are reporting on the legal aspects that might concern you. We have also been visiting trade fairs and events around the globe. We aim to keep you up-to-date on developments at Landbell and trends in the circular economy and for this reason, we have now revamped our newsletter.

We hope you enjoy the report, and look forward to your feedback.

Yours faithfully, Jan Patrick Schulz

Landbell news

Strategic partnership with DHL

The Landbell Group and the world's leading logistics provider DHL Supply Chain will jointly offer their customers an all-round service for environmental management. This new partnership allows manufacturers to optimise their business processes by granting them access to the industry's best services from a single source. Until now, they had to deal with supply chain management and producer responsibility as two separate areas. The partners lowered the market entry barriers for their customers by combining the expertise of Landbell and DHL.

Both companies are focussing on their respective core capabilities. DHL takes care of flows in the supply chain; the Landbell Group is responsible for the area of environmental compliance and extended manufacturer responsibility, and ensures that all disposal and recycling processes are implemented legally in a country-specific manner. "For companies, supply chain and resource management can be extremely complex issues," said Jan Patrick Schulz, CEO of the Landbell Group. "This is why we are confident that our new partnership with DHL creates added value for our customers."



LANDBELL GROUP

TOGETHER IS BETTER



Landbell Group showcased at the Consumer Electronics Show in Las Vegas

At the beginning of January, the CES, one of the world's largest trade shows for IT and entertainment electronics, took place in Las Vegas. The Landbell Group was on site to inform manufacturers from all over the world looking to sell their products in Europe about regional guidelines for environmental compliance and how they can follow them.

At the CES in Las Vegas, some 3,800 companies from 150 countries presented their latest products, such as powerful smartphones, smart refrigerators, virtual reality glasses and self-driving cars. About 150,000 visitors attend the trade show every year.

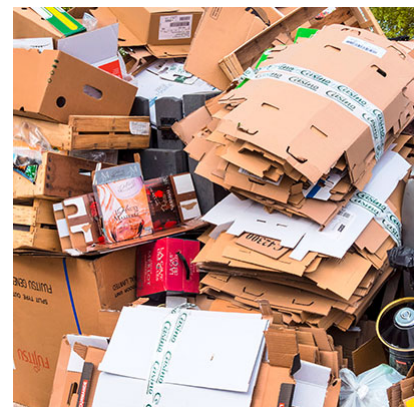
CES Asia will be held in Shanghai from 7-9 June 2017. The Landbell Group will be there as well with one team.

Further information about the trade show: www.ces.tech

Transparent Packaging simplifies packaging data reporting

Sooner or later, companies that produce and/or market a large number of products in different packagings will have to face the issue of packaging and packaging materials. They have to keep track of the quantities, types and materials for internal processes and reporting purposes. The more products a company sells, the more complex this issue becomes. If a company operates in several countries, things can quickly become very confusing. To ensure that companies do not get bogged down, Landbell and its partner Greenstreets Environmental Resources are offering a suitable solution called Transparent Packaging.

We check for available and missing information and compile a transparent overview for our customers. This allows them to focus on their core business and rest assured that their data is always up-to-date and compliant with legal requirements. With Transparent Packaging, Landbell simplifies the data collection process of packaging materials and ensures transparent reporting of packaging data. Advantages for customers are not only time savings but also cost reductions through efficient processes, and a good conscience.



What you should know

Landbell Group welcomes the European Parliament's vote on the circular economy package

On 24 January, the Committee on the Environment (ENVI) of the European Parliament adopted numerous amendments to the EU waste directives within the framework of the circular economy package (Waste Framework Directive and Directives on WEEE, batteries, packaging, end-of-life vehicles and landfill). In doing so, the MEPs have made an important step towards a clear and harmonised legal framework for extended producer responsibility (EPR) in Europe. The regulatory framework is intended to combat free riding incentives in waste management, while at the same time helping to raise the amount of collected and recycled waste, thereby lowering Europe's dependence on natural raw material resources and imports. So the package pursues both environmental and economic goals.



With their vote, MEPs strengthened producer extended responsibility in fair competition with EU-wide harmonised minimum requirements to EPR and recycling — for high-quality but also efficient processes. In the future, the roles and responsibilities of all stakeholders in waste management will be defined more clearly, and an independent authority to monitor implementation and compliance with the EU harmonized rules shall be set up in each country.

The Landbell Group and its subsidiary European Recycling Platform (ERP) have been talking with MEPs and other stakeholders on the EU level to share their experience in waste management under different legal conditions in many EU countries and now ask the Parliament and the Member States to stick to the ambitious plans in order to pave the way for a European circular economy.



Packaging legislation: an opportunity for ecological modernisation

In order to further improve the circular economy in Germany, the Federal Cabinet issued a draft bill shortly before Christmas, which had been negotiated for several months, about putting onto the market, the return and the high-quality recycling of packaging materials (abbreviated as VerpackG). The Landbell Group welcomes this packaging legislation, which would bring the necessary investment security enabling more and better recycling, that is finally resulting into a long overdue increase in recycling quotas. Thus, the Landbell Group advocates a speedy adoption of the draft by the German Bundesrat and Bundestag.

The Bundesrat took the first step on 10 February. Although the German federal states issued partially critical opinions on the government's draft, they agree to it in general. Since the law does not require the Bundesrat's approval, it can probably be discussed in the Bundestag on 9 March. However, at the last minute, the amendments requested by the federal states might endanger a long-discussed compromise on the bill issued by the Cabinet. Even more worrying, new negotiations might create a delay that would finally prevent the publication of the law before the elections in autumn, shifting it to an indefinite date.

The German trade associations BDI, BDE and AGVU had

previously appealed to the federal states to abstain from preventing the necessary ecological improvements because of politically motivated considerations only. The Landbell Group supports this position — also as a member of AGVU and BDE.

Members of the Bundestag are now requested to create the legal base for a fair competition among all stakeholders in the value chain of packaging materials including its recycling - and thus the necessary investment security. We are confident that this would change the circular economy in Germany for the better – for the environment as well as for the society.

Studies & publications

Ellen MacArthur Foundation and IDEO publish guide for "Design Thinking" in the circular economy

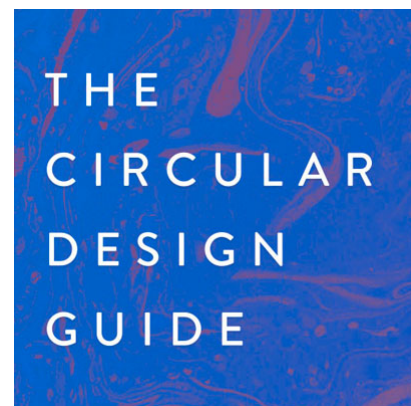
The Ellen MacArthur Foundation, which promotes the transition towards a circular economy, and IDEO, an international design and innovation consultancy, have joined forces to create the first "Circular Design Guide".

Their approach is to equip innovative entrepreneurs and trailblazers with reference points and approaches as to how they could reconcile their businesses and solutions with the idea of a circular economy. The guide is intended to stimulate the development of circular solutions and products in companies that are appreciated by consumers and at the same time give the companies a head start over competitors, and also benefit our environment more than cause damage to it.

How is this to succeed? The Ellen MacArthur Foundation and IDEO propose 24 methods, including: learn from nature, regenerative thinking, insides out, find circular opportunities, smart material choices and imagine new partnerships.

More about this at www.circulardesignguide.com

© Copyright Picture: Ellen MacArthur Foundation



Introducing the Landbell Group

Interview with **Michael Gormann**, Managing Director of ERP Germany

Mr. Gormann, what is your job at the Landbell Group?
I am the Managing Director for the European Recycling Platform's (ERP) business in Germany. ERP takes care of the compliance and implementation of legal obligations of manufacturers and distributors as enforced by the ElektroG



law. In addition, ERP operates one of the four appliance battery take-back systems approved for use in Germany.

What are your most important tasks and challenges?

As a Managing Director, I am closely involved in day-to-day business. I plan our sales strategy and actively implement it when I take care of our customers or address new potential customers. Other tasks include the regular review of statutory alterations that could affect our business, controlling our finances and managing our team.

How did your journey to Landbell begin?

I joined ERP in 2013. I started as a provisional managing director of ERP Austria and at the same time, I was responsible for the development of sales and marketing at ERP Germany. At the beginning of 2014, I became the Managing Director of ERP Germany. Before my time at ERP, I spent 13 years working at a major Taiwanese telecommunications supplier, where I was responsible for international key account management.

What do you personally do for the environment?

I sort my waste and buy consciously, that is, I look out for environmentally friendly, energy-saving products.

Did you already know, that... ?

... Proctor & Gamble (P&G) has announced the launch of a bottle for Head & Shoulders made of "Beach Plastic". The shampoo producer wants to make bottles with up to 25 percent beach-collected plastic. Landbell's cooperation partner, the upcycling and recycling company TerraCycle, is responsible for sorting the plastic waste before it is used to make new bottles.

Adidas has also launched a shoe that consists to 95 percent of plastic bottles dredged from the ocean around the Maldives.

A new trend? Perhaps. But certainly a big step towards a circular economy!



Events

09.-10.03.2017

Circular Economy Stakeholder-Conference of the European Commission, Brussels

14.03.2017

The future of Waste Management: Promoting a Circular Economy in the UK, London

29.-30.03.2017

Plastics Recycling Show (PRS) Europe 2017, Amsterdam

05.-07.04.2017

terratec, Trade fair for waste disposal, recycling and resource management, Leipzig

If you no longer want to receive this e-mail (to: unknown@noemail.com),
You can unsubscribe for free [here](#).
If you want to receive this report you can subscribe [here](#).

Landbell AG für Rückhol-Systeme
Rheinstr. 4L
55116 Mainz
Deutschland

06131-235652 0
newsletter@landbell.de