



המשרד להגנת הסביבה



**Israel Ministry  
of Environmental Protection**

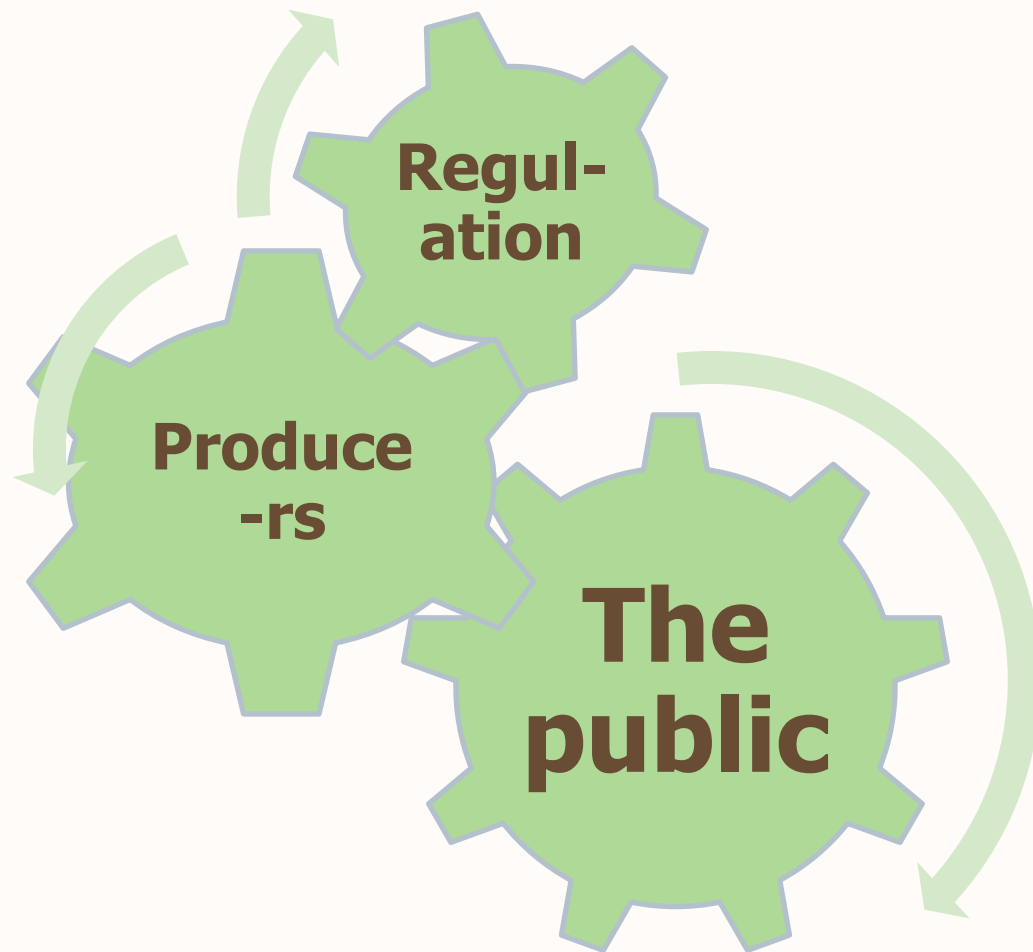
# **EPR Laws - Reduction at Source**

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# Reduction at Source in Israel





## The regulation in Israel

- **The Cleaning Law, '70s (general, littering)**
- **The Deposit Law, 1999 (Beverage bottles)**
- **The Packaging Law, 2011**
- **WEEE Law, 2012**
- **The Plastics Bag Law, 2016**



## A Quote

### Chapter B: Taking Reduction at Source Measures

Provisions regarding measures for reduction at source

3. The Minister, following consultation with the Minister of Industry Trade and Labor and with approval of the Knesset Economics Committee, may prescribe provisions regarding measures for reduction at source.

Production of packaging according to the measures for reduction at source

4. Where the Minister prescribes provisions according to Section 3, no packaging shall be manufactured unless in accordance with these provisions, except packaging intended for export.



# The Producer in Israel

- **Global Companies (Coca-Cola, PepsiCo, Danone, Unilever...)**
  - Less independent
- **Small Companies**
  - Less awareness
  - Less feasibility
- **Main challenge for using recycling material:**
  - Available reliable homogenous material
  - Marketing



- **The Public in Israel**
- Cost of living...
- Skeptical



## We used to....





# And then the Reuse Plastic arrived....







# And then ....





# Reduction at Source

**If you're an Israeli....**





# During last year....



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## Thinking points

- **Which packaging protects the product the best way?**
- **Which package is healthier?**
- **Layers**
- **What are the Collecting / Recycling options of the packaging material?**
- **Treatment fee**
- **What about Carbon Footprint?**
- **What image do we want to have?**
- **Market forces V's legislation**



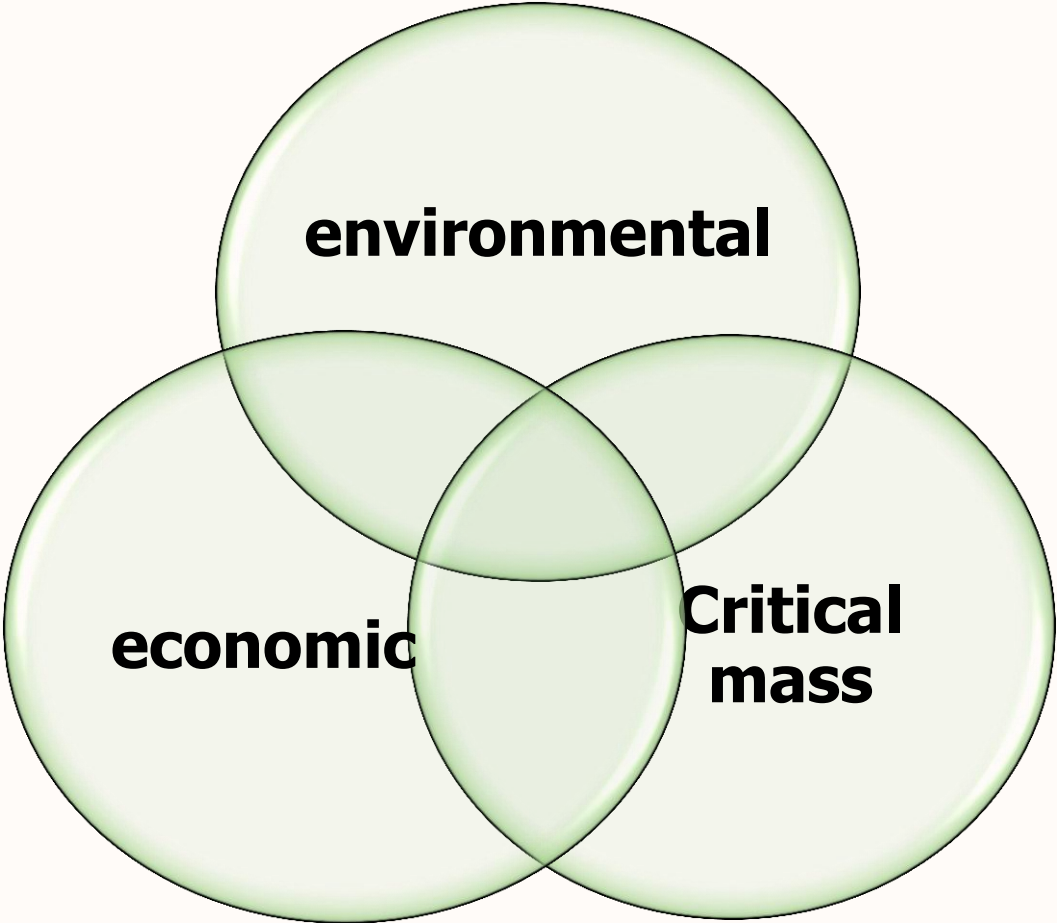


## Action items 2019

**During 2019, we will identify 2-3 packaging products to promote cooperation with manufacturers and importers to kick start**  
**Reduction at Source**

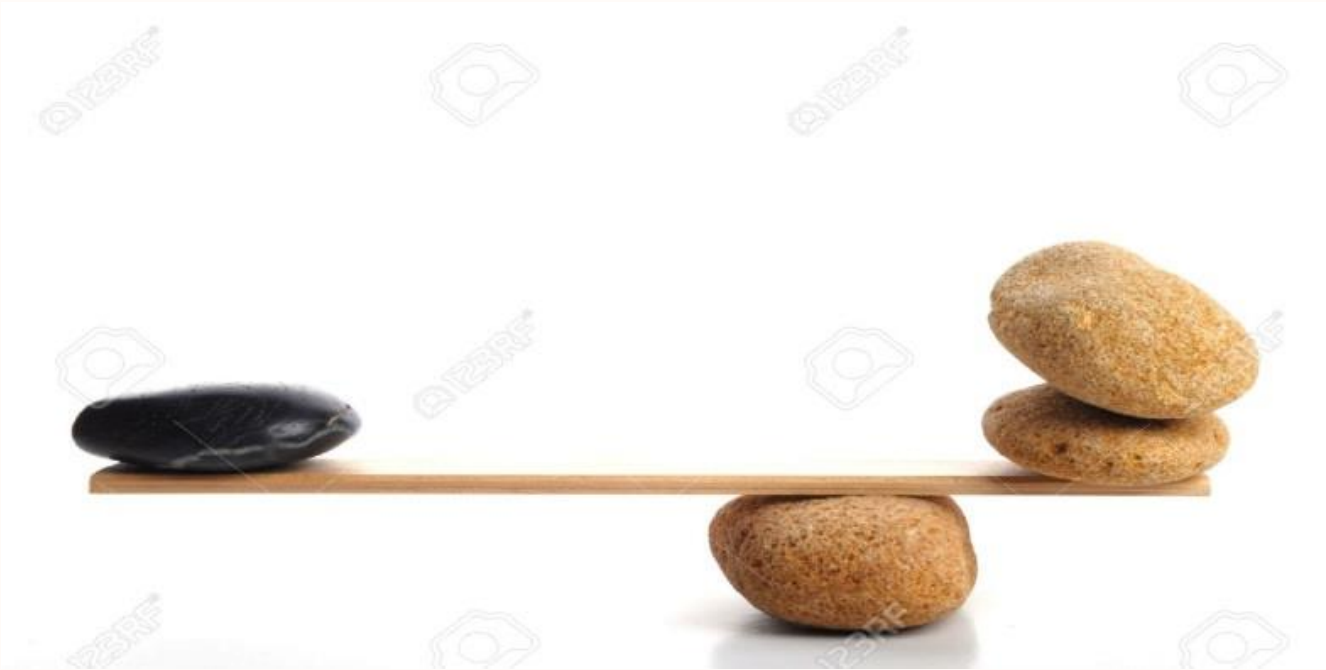


# Identification?





# Balance





# Reduction at Source Or Back to Sources?







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