



## Collection Bag News in a new look

After a longer break we are very pleased to present you the new collection bag news. Four times a year we will inform you in the future about the latest information of the household plastic collection „Bring Plastic back“ from sammelsack.ch. We hope you enjoy reading and stay healthy!

## New managing director at sammelsack.ch

In October 2019 Marc Briand joined InnoRecycling AG as managing director for the sammelsack.ch division.



Picture: sammelsack.ch

The team behind sammelsack.ch: (from left to right) Hanspeter Hösli, project consultant; Marc Briand, managing director of sammelsack.ch; Markus Tonner, managing director of InnoRecycling AG; Beat Buchmann, project manager. Missing: Margit Rauber, Programme Manager Waste Management.

In recent years Marc Briand (46) has held various positions in the media industry. He was responsible for tamedia at various daily newspapers in marketing and most recently as head of sales and subscriptions for the trade journal „SchreinerZeitung“, which is part of the Association of Swiss Master Carpenters and Furniture Manufacturers (VSSM). Marc Briand did not have to think long before making the move into the recycling industry, especially to sammelsack.ch. „I had been looking for a long time for a job in which I could also do something sustainable for the environment,“ said Briand.

### Conquering Switzerland together with the collection bag team and our partners

Briand sets his goals at sammelsack.ch accordingly high. „Together with my great team and our committed collection partners, we would like to achieve nationwide coverage of our collection system as quickly as possible,“ says Briand. In order to achieve this, Briand relies a lot on his collection partners and wants to support them even better. „It is important to get the communities on board and to actively inform them about the collection bag system. The demand from the population is increasing enormously, but an introduction is only possible if the communities agree. We are working hard on it and we are confident.“

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#### 4 200 tonnes collected

In 2019, 44% more household plastics were collected than in 2018 with „Bring Plastic back“ from sammelsack.ch.

#### We are nominated!

„Bring Plastic back“ by sammelsack.ch has been nominated for the „Environmental award for the economy“.

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#### 250 communities participate

The area-wide separate collection has developed well and will be further expanded.

#### Improved search

On sammelsack.ch the search function for the nearest sales and collection point has been made even easier.

#### 30% discount on the collection box

Bist zum 30. Juni 2020 profitieren Sie von einem Rabatt von 30% auf sämtliche Sammelboxen (exkl. individuelle Designs).

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#### Reconsideration of the VBSA

The Swiss Waste Management Association (Schweizer Abfallverwertungverband - VBSA) states that the material recycling of plastics should be preferred to thermal recycling.

#### Demanded

„We were overrun!“ Martin Bowald talks about the introduction of the collection bag in Glarus GL.

# Sammelsack NEWS

May 2020



Information for partner companies and partner communities of InnoRecycling AG / sammelsack.ch

## 4 200 tonnes of household plastics collected

The quantities collected in 2019 have risen by 1 300 tonnes to 4 200 tonnes compared to 2018 (2 900 tonnes), an increase of 44%.



Picture: sammelsack.ch

This enormous increase can be explained by the fact that household plastic collection was introduced in several municipalities last year and the collection is becoming more and more established among the population. For the current year, we therefore also expect a further increase in collection volumes. Our goal is to exceed the collection volume of 20 000 tonnes in the next three years.

### 2 196 tonnes of regranulates produced and 2 205 tonnes of coal replaced

Collecting is one thing - what has been made of it is remarkable. 63% of the 4 200 tonnes, i.e. 2 646 tonnes, could be materially processed into a total of 2 196 tonnes of regranulate. From this, for example, pipes with a total length of 1 109 km (pipe weight/running meter 1.98 kg) can be produced. 35%, i.e. 1 470 tonnes, were supplied to the cement industry as substitute fuel (RDF). Up to 2 205 tonnes of hard coal and lignite could be replaced by its use. Only 2% of the collected quantities were finally sent to waste incineration.

### CO2 emissions prevented

Thanks to the collection, the household plastic could be given a second life. The regranulate recovered from the recycling process replaces the production of new material. This avoids high CO2 emissions caused by the extraction of oil, transport and the production of new material. This also applies to the share of thermal recycling. The extraction of fossil raw materials was spared and the high CO2 emissions for the extraction and transport of 2 205 tonnes of hard coal and lignite were eliminated. A great result, isn't it?

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## GOOD NEWS

### We are nominated!

If we want to preserve our planet for future generations, the economy must be part of the solution. The „Environmental Award for the Economy“ is considered the most important environmental prize in Switzerland. The prize is awarded to innovative companies that combine economic success with ecological impact.



Picture: umweltpreis.ch

InnoRecycling AG was nominated by sammelsack.ch for its „Bring Plastic back“ collection system. Next, an interdisciplinary panel of experts under the leadership of former Federal Councillor Doris Leuthard will select the five best from the 40 nominees, who will then be allowed to present themselves to the top-class jury. Three finalists will then be selected. The „Environmental Award for the Economy“ will be awarded on 17 September 2020 in Langenthal at the „CE2 - Circular Economic Entrepreneurs“, the new platform of the Swiss Economic Forum. We will keep you informed about the nomination process.

All information can be found at:

[www.umweltpreis.ch](http://www.umweltpreis.ch)

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# Sammelsack NEWS

May 2020



Information for partner companies and partner communities of InnoRecycling AG / sammelsack.ch

## 250 municipalities are already participating

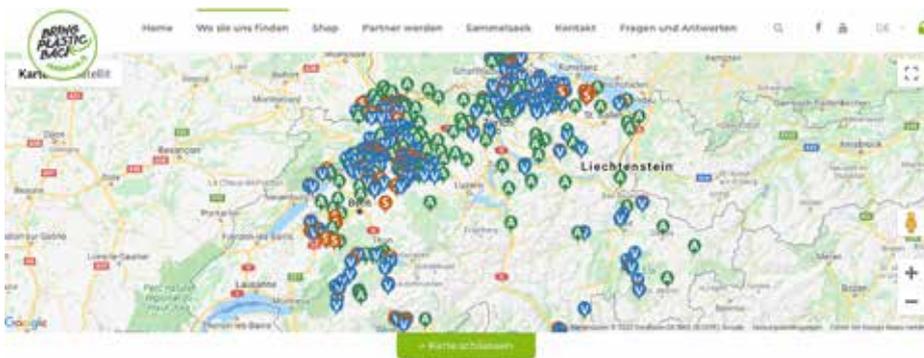
**The area-wide separate collection for plastics from households has developed well and will be further expanded.**

Our collection bags are now offered at over 650 sales and collection points in Switzerland. More than 250 municipalities, including numerous energy cities, are living it up - they think about tomorrow and are pioneers in resource conservation and sustainable waste management in Switzerland.

Since October 2019, the following municipalities have successfully introduced the collection bag: ZH: Turbenthal, Glattbrugg, Glattfelden, Andelfingen and Kleinandelfingen. Jegenstorf BE, Zunzgen BL and Glarus GL. TI: Soazza, Croglio, Sessa, Massagno, Terre di Pedemonte, Alto do Malcantone, Mergoscia. GR: Surses, Laax, Roveredo, San Bernardino, Mesocco and Grono.

In February, the Mittelbünden Waste Management Association (Abfallbewirtschaftungs-Verband Mittelbünden (AVM)) announced to its member municipalities that it would offer a collection service for plastics from households in the form of „Bring Plastic back“ from sammelsack.ch. The Gemeindeverband für Abfallentsorgung in Graubünden (GEVAG) has also followed suit and from now on will carry the collection sack on the „Recycling Street“ in Untervaz GR. bb

## Find sales and collection points even better



Picture: Screenshot sammelsack.ch

**On sammelsack.ch the search function for the nearest sales and collection point has been made even easier.**

The intelligent collection point finder can do this:

- the nearest collection point is immediately displayed by the location release.
- available in all three national languages
- specific search for localities and cantons
- selectable vicinity search and integrated route planner
- automatic notification for new sales and collection points
- optimized display for all mobile devices

Why not try it out right [here](https://www.sammelsack.ch) gor at sammelsack.ch

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## PROMOTION

**Get the right collection box into your house now**

Most household plastics accumulate in the kitchen and that's where the collection bag should be. But where to put it?

We have the solution ready for you. On our shop we offer the suitable collection box in different subjects/designs.

**30% discount on your collection box**



Picture: Screenshot sammelsack.ch

Until 30 June 2020 you will benefit from a 30% discount on all collection boxes (excl. individual designs, plus shipping costs).

The discount code is:

**INNOsale2020**

Here you can go directly to the shop [www.shop.sammelsack.ch](https://www.shop.sammelsack.ch)



Information for partner companies and partner communities of InnoRecycling AG / sammelsack.ch

### Swiss Waste Management Association is reconsidering its approach

The Swiss Waste Management Associations VBSA recognizes that the material recycling of plastics contributes to the reduction of greenhouse gas emissions and is therefore preferable to thermal recovery.



Picture: vbsa.ch

The VBSA's new position on the reduction of plastic pollution and recycling of plastics of 9 January 2020:

The VBSA supports the following priorities in dealing with plastics:

1. Reduction of plastic consumption (Avoidance)
2. Reutilization
3. Material recycling
4. Thermal recycling.

The VBSA notes that:

- separate collection of plastic waste from households can make a small contribution to reducing greenhouse gas emissions,
- the separate collection of plastic waste is desired by part of the population,
- there are different ways in which plastic waste from households can be collected separately,
- It is still open how much plastic packaging there will be in the future because it may be replaced by other materials.

The VBSA therefore takes a fundamentally positive view of the collection of plastic waste from households, but sees no reason for the general introduction of mandatory separate collection of plastic waste from households for the time being“.

For a detailed position paper of the VBSA on the reduction of plastic pollution and the recycling of plastics, please visit:

[https://bit.ly/VBSA\\_Position](https://bit.ly/VBSA_Position) bb

### DEMANDED

We have been overrun!

A few weeks ago the collection bag was introduced at Martin Bowald AG in Glarus GL.



Picture: Hans Speck, Netstal

„It is important to us to recycle waste sensibly,“ emphasizes Martin Bowald. The new offer is consumer-friendly and, with a voluntary recycling fee per collection sack, it is also fair to the polluter. The collection bag is an ideal supplement to the existing separate collections in Switzerland and part of a process that leads to a sustainable material cycle, Bowald said.

We were simply overrun

A report on the introduction of collection, which was published in the Glarner Nachrichten, triggered a huge rush to Bowald's recycling centre. „Everyone wanted to buy the collection bag and within a very short time I had almost no rolls left and had to reorder immediately“. The people were enthusiastic and had been waiting for this offer for a long time. mb

### Impressum

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