

New organisational structure benefits clients

WE HAVE BEEN working on the recovery and processing of recovered paper for almost 70 years, achieving world class efficiency in recovery and productivity in a challenging logistic environment throughout Finland, comments Managing Director **Kyösti Pöyry** in his editorial.

However, the operating environment has changed fundamentally over the last ten years: the most sought-after partners are now those able to offer more comprehensive services.

Paperinkeräys Group is clearly organised

to produce comprehensive value-added solutions. We are intent on serving customers through our nationwide organisation and production structure. We review the entire value chain as a whole, from the customer's need to remove waste from their premises to the end-user of recycled material. Compared to our competitors, we provide more detailed reports to customers, generating concrete savings.

More information will follow on the new organisational structure in the autumn.

Legal reform - the hot potato of the waste management industry

INTRODUCING NEW clauses to Finland's waste management legislation is a painful process. The reform aims to update current legislation in line with the focal points of the European Union's waste management policy, while complying with the requirements of the changed operating environment. The key goal is to clarify the division of responsibilities in, and the supervision of, waste management.

In mid-October, the Government submitted a unanimous proposal to Parliament for the new Act. Under it, the current legislation's scope and key principles and obligations would remain largely unchanged. The new Waste Act was approved in March 2011 at the second parliamentary hearing.

Most controversy concerns the division of obligations and responsibilities between waste management industry actors.

– The new waste legislation should support recycling, waste recovery and freedom to

do business, comments **Kyösti Pöyry**, Managing Director of Paperinkeräys Oy.

Municipal waste management authorities currently administer waste generated in dwellings and public institutions. Furthermore, within their territories, municipalities are obliged to manage commercial waste subject to free competition, if no private entrepreneur can be identified that is willing to do so.

Under the new Waste Act, this obligation is no longer vested with municipalities. However, a new right has been conferred to offer waste management services for commercial waste. This may intensify competition within the business area of such enterprises.

– Municipalities would thus be able to cream off the waste business, Mr Pöyry sums up. He adds that municipalities will have fewer obligations, more extensive rights and, in the management of household waste, will retain their monopoly.

» Appointment at Paperinkeräys Oy

KAREL NIEMINEN has been appointed Vice President, Customer Relations at Paperinkeräys Group. His previous positions include Managing Director of WSP Environmental Oy as well as Director of Vapo Oy.

» Tampere Hall reduces residual waste to zero

FOR TAMPERE Hall Congress and Concert Centre, efficient waste management is a question both of cost and projecting a positive image.

– At present, only around one per cent of the waste we generate is residual waste i.e. ends up in landfills, explains **Marko Koivisto**, Property Manager at Tampere Hall.

Tampere Hall diligently sorts all of its paper, cardboard, metal, glass and biowaste. Loading pallets and furniture are also recycled.

– Energy waste sorted at the place where it is generated is used for producing heat and electricity at Ekokem's Waste-to-Energy plant in Riihimäki, says **Harri Lehtonen**, Customer Relationship Development Manager at Paperinkeräys Oy.

At Tampere Hall, modernising waste management into its current state began in 2005. Paperinkeräys Group has partnered with Tampere Hall in the planning and implementation of waste management.

A strict monitoring and reporting system is an integral part of our current waste management system. All collection containers are equipped with rfid (Radio Frequency Identification) identifiers, which facilitate rigorous monitoring of waste: what is generated, when and where.

Clear savings in waste management costs

MIXED WASTE destined for landfill is one of the most expensive types of waste for properties. It therefore pays to sort all types of recoverable waste from mixed waste. Unneeded mixed-waste containers can thereby be given up.

Carton packaging, for instance, should be collected separately for recycling.

– On average, one quarter of mixed waste actually comprises recyclable carton. So, if a property has had four containers for mixed waste, one of them can easily be replaced with a container for collecting recyclable material of this kind, says **Jukka Hyövähti** of Pa-

paperinkeräys Oy.

In such a case, the property can save the related share of the waste management fee i.e. some 50 per cent of the fee for emptying the mixed waste container. More savings can be generated by adopting large deep-collection-containers, which lead to longer waste collection intervals.