

Cross-Party Group on Nordic Countries
Nordic Countries and Deposit Return Meeting
Wednesday 25th October 2017 at 6pm

CR6

MEETING AGENDA

- 1. Welcome**
- 2. Apologies**
- 3. Future Priorities and Upcoming Meetings**
 - a. Membership**
 - b. Upcoming AGM**
- 4. Speaker Introductions and Presentations**
 - a. Kjell-Olav Maldum**
CEO and Managing Director of Infinitum
- 5. Q&A**
- 6. AOCB**

ATTENDEES:

Finlay Carson MSP
Maurice Corry MSP
Richard Lyle MSP
Angus Macdonald MSP
Maurice Golden MSP

OTHER ATTENDEES:

Amy Rice, MSP Staff
Kjell-Olav Maldum, Infinitum
Sten Nerland, Infinitum
Tor Guttulsrud, Infinitum
Dr Alan Macniven, Head of Scandinavian Studies Edinburgh University
Dr Lindsay Montgomery, OBE, Chairman of Keep Scotland Beautiful
Derek Robertson, CEO KSB
Carole Noble, Operations Director KSB

James Mackenzie, Have You Got the Bottle
Jenni Hume, Have You Got the Bottle
Catherine Gemmell, Marine Conservation Society
Nick Brown, Coca-Cola
Nathan Burrough, Director Bon Accord Soft Drinks
James Dempsey, Eyeball Brewing
Campbell Evans, Atholl Crescent Consultants Ltd
Jim Maitland, South Lanarkshire Council
Mo Razzaq, South Lanarkshire Council
Kieran Kelly, South Lanarkshire Council
Mohammed Razzaq, South Lanarkshire Council
Asif Khan, South Lanarkshire Council
Stuart Forbes, RSPB Scotland

MEETING MINUTES

1. Welcome

1.A Welcome

Maurice Golden MSP welcomed attendees and speakers, and outlined purpose of meeting and the wider agenda of the group.

2. Apologies – None received

3. Future Priorities and Upcoming Meetings

a. Membership

Call for increased membership. Maurice Golden MSP notified group to expect an email regarding membership in the coming weeks.

b. Upcoming AGM

Maurice Golden MSP highlighted plans for an AGM meeting in December and the possibility of celebrating Finnish Independence with the Deputy Ambassador during her visit.

4. Speaker Introductions and Presentations

Speaker introduction and presentation.

4A. Kjell-Olav Maldum, CEO Infinitum

Presentation lead by Kjell-Olav Maldum outlining the Norwegian deposit return system. Mr Maldum claims Norway has the best deposit return system in the world and is very different from the Danish system. Their target is to collect every bottle but currently deposit rates are at 85%. Infintum is a privately owned company. Kjell-Olav highlights the importance of advertising

and PR, particularly among young people. Furthermore, he noted the importance of accessibility, noting the success of collection points in parks and other public areas. In Norway, all sizes of businesses are involved (including corner shops). His presentation included a video campaign (TV ad) which was highly effective in convincing young people of the merits of deposit return. As CEO of Infinitum, Kjell-Olav has overseen the design, creation and implementation of deposit return in Norway. He outlined the challenges both general and specific to Norway, as well as their resolutions and suggestions. Specifically, Kjell-Olav stressed the point that it works better to exclude VAT from the price of products for deposit, and in essence avoid a 'environment tax.' Pointed to examples of XXX country who include VAT. Average price per for a collection machine is £19,000.

7. Q&A

Q. Does deposit return increase journeys made to shops and therefore increase carbon footprint?

A. Infinitum argues deposit return is carbon neutral as consumers deposit in tandem with grocery shopping. Consumers typically wait to return bottles when grocery shopping anyway. This is why accessibility is important.

Q. How does shop make money?

A. Handling fee. Deposit additional to cost, not included. No VAT.

Q. Will this negatively impact existing local council recycling contracts?

A. Already considerable inefficiencies in local recycling contracts – separate issue. Councils often locked into contracts but not collecting anything.

Q. Given the upfront expense of deposit return machines, are payments spread for small retailers?

A. Machines can be rented but maintenance is covered by handling fee. £19,000 average cost in Norway. Norway has model of lots of medium size shops but only 2 large shops.

Q. Is contamination a problem?

A. Minimal in Norway. Helped by the use of bags so bottles are not loose during collection.

Q. Typical set-up costs.

A. Handling fees.

Q. Do deposit return machines increase or decrease foot fall in local / small shops?

A. Important issue to tackle – needs to be addressed in Scotland to make sure not to drive consumers to larger retailers.

8. AOCB

N/A

Sponsors:

Have You Got the Bottle Campaign

James Mackenzie & Jenni Hume

Speaker Bio Information

Kjell-Olav Maldum, CEO and Managing Director of Infinitum (used to be called Norsk Resirk)

- Infinitum – name inspired by the infinite number of times you can recycle a bottle through their deposit scheme
- Known for advocating for the environment in Norway, has featured on national TV programmes to promote the idea of sustainable production with low environmental impact
- Educated at the Norwegian University of Science and Technology in Gjøvik
- Has worked for the National Institution of Technology (Norway)
- Was CEO of Groceries' Environmental Forum 2001-2007
- Played a central role in negotiations with Coca-Cola in switching to deposit bottles.