

PRESS RELEASE**38 Packaging Value Chain Industry Associations launch joint recommendations for a resource-efficient Circular Economy**

Brussels, 30 August 2016 – EUROPEN and 37 other associations¹ representing a wide range of sectors including major consumer goods brands, packaging producers, material producers and extended producer responsibility (EPR) organisations, announced today a set of joint recommendations for the Circular Economy legislative proposals.

The 38 associations call for a long-term ambitious EU policy framework that enables and facilitates sustainable resource use from a full life-cycle perspective, incentivises economies of scale and takes into account value chains at all levels, each with their different functional needs, supply and demand realities.

“Our proposals aim at reinforcing the current EU policy framework, preserving the environment and re-launching European competitiveness, quality jobs and sustainable growth”, said Martin Reynolds, Crown Europe and EUROPEN Chairman, *“Packaging plays a central role in a Circular Economy by optimising resource use and minimising product waste. We call on the EU to recognise its cross-sectoral function by preserving a full life-cycle approach in legislation, since packaging is intrinsically connected to the product it contains and its value chain”,* underlined Reynolds.

The joint industry recommendations, announced today,² call on the European Parliament and the Council to ensure that the Circular Economy Package:

- Safeguards the free movement of packaging and packaged goods in the EU Internal Market;
- Enshrines a full life-cycle approach;
- Strengthens the EU legal framework for Extended Producer Responsibility (EPR) for used packaging;
- Avoids legal requirements that mandate additional packaging reuse systems alongside existing EPR systems and avoid related national measures that will distort the Internal Market
- Sets realistic and achievable packaging “preparing for reuse”/recycling targets based on known starting points, as well as a harmonised and clarified measurement point and calculation methodology.

“Safeguarding the Internal Market is essential to give companies in the packaging value chain the confidence to invest and innovate to meet the environmental, growth, and competitiveness objectives of the Circular Economy Package. We must avoid measures that could lead to divergent national packaging design requirements, as

¹ **ACE** – The Alliance for Beverage Cartons and the Environment, **AGVU** - Arbeitsgemeinschaft Verpackung und Umwelt e.V., Germany, **AIM** – European Brands Association, **A.I.S.E.** – The International Association for Soaps, Detergents and Maintenance Products, **ARA** – Altstoff Recycling Austria AG Packaging Compliance Scheme, Austria, **ARAM** – Romanian Association for Packaging and the Environment, **BIHPAK** – Bosnia and Herzegovina Association for Packaging & Packaging Waste Management, **CEPI** – Confederation of European Paper Industries, **CICPEN** – Czech Industrial Coalition on Packaging and the Environment, **CITPA** – International Confederation of Paper and Board Converters, **Cosmetics Europe** – The Personal Care Association, **DSD** - Der Grüne Punkt Dual System for Packaging Recycling, Germany, **Eco-Emballages** – Packaging Recovery Association, France, **EuPC** – European Plastics Converters, **EPBA** – European Portable Battery Association, **EUROCOMMERCE** – The voice of retail and wholesale in Europe, **European Aluminium**, **EUROPEN** – The European Organization for Packaging and the Environment, **FEA** – European Aerosol Federation, **FEFCO** – European Corrugated Packaging Association, **FEVE** – The European Container Glass Federation, **Flexible Packaging Europe**, **FoodDrinkEurope**, **IK**- Industrievereinigung Kunststoffverpackungen e.V., Germany, **INTERGRAF**– European Federation for Print and Digital Communication, **INCPEN** - The Industry Council for Research on Packaging and the Environment, UK, **MPE** - Metal Packaging Europe, **Miljöpack** – Trade Industry Group, Sweden, **Pack2Go Europe** - Europe’s Convenience Food Packaging Association, **Pakkaus** – Finnish Packaging Association, **REKOPOL** - Recovery Organisation S.A., Poland, **REPAK** – Packaging Recovery Organisation, Ireland, **Serving Europe** - Branded Food and Beverage Service Chains Association, **SLICPEN** – Slovak Industrial Coalition on Packaging and the Environment, **Sociedade Ponto Verde**, S.A. – Packaging Recovery Organisation, Portugal, **TIE** – Toy Industries of Europe, **UNESDA** – Union of European Soft Drinks Associations, **Valpak** - Environmental Compliance, Recycling and Sustainability Solutions, UK

² [Joint Statement from 38 Packaging Value Chain associations on the legislative review amending the Waste Framework Directive and Packaging and Packaging Waste Directive](#)

these would create de facto trade barriers for all packaged goods”, said Virginia Janssens, EUROPEN Managing Director, “Instead, we need a robust, evidence-based European framework that sets ambitious yet realistic targets, is based on a harmonised calculation method and enables operators to build on over two decades of success in growing packaging recycling rates through efficient, transparent and fair Extended Producer Responsibility schemes”, concluded Janssens.

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About EUROPEN

EUROPEN -- the European Organization for Packaging and the Environment -- is an EU industry association in Brussels presenting the opinion of the packaging supply chain in Europe on issues related to packaging and the environment, without favouring any specific material or system. EUROPEN members are comprised of multinational corporate companies spanning the packaging value chain (raw material producers, converters and brand owners) plus national packaging organizations all committed to continuously improving the environmental performances of packaged products, in collaboration with their suppliers and customers.