

EUROPEN

fostering packaging's contribution to delivering Resource Efficiency in Europe



“In the context of overall sustainability, packaging is part of the solution and a net contributor to achieving resource optimisation and waste minimisation”

Virginia JANSSENS
EUROPEN
Managing Director

EUROPEN - The European Organization for Packaging and the Environment - is a unique cross-sectoral industry organization open to any company with an economic and sustainability interest in packaging and packaged products. It presents the voice of the packaging supply chain, from (raw) material suppliers, packaging manufacturers to brand owners, on topics related to packaging and the environment.

EUROPEN members commit to work and innovate in a resource efficient way and consider packaging as part of the solution towards a circular and competitive economy in a resource restrained Europe. This commitment is reflected in their corporate objectives and strategies, including sustainable packaged product life-cycle systems. Packaging has moved from a negative value to a positive value and resource, amid increasing material costs, better end-of-life solutions for packaging waste management and resource efficient policy and corporate objectives.

As the recognised voice of industry in Europe, EUROPEN conveys its balanced and material neutral views to EU policy-makers. EUROPEN welcomes the current EU waste legislation review. The EU Packaging & Packaging Waste Directive (94/62/EC) remains the appropriate and effective regulatory framework to drive and accelerate efforts towards greater resource efficiency for packaging and packaging waste.

In this regard, it is important for our industry that the EU continues to recognise and enable the positive contribution of packaging towards resource efficiency

through transparent, effective, and proportionate legislation on packaging and packaging waste. Ensuring harmonised European and national packaging regulation is a prerequisite for a true European Single Market for packaging and packaged goods.

Industry itself is continuously investing in minimising the environmental footprint of its packaging and packaged products. For instance, industry has set up Extended Producer Responsibility (EPR) Schemes in 25 Member States, which manage the end-of-life of their packaging. EPR has proven to be successful for implementing the recycling and recovery targets set by the PPWD.

More sustainable consumption and production in Europe in terms of more waste prevention and recycling and less food and packaging waste going to landfill, demand a concerted collaboration between authorities, industry and the consumer. The challenge of packaging is to respond to the multiple needs of various products for every consumer, to use as little as possible but as much as necessary to perform its purpose, while at the same time contributing to resource efficiency.

Packaging plays an essential role towards transitioning to a green economy. It helps reduce product and food waste and protects resources across the value chain. As a driver of resource efficiency, packaging is critical for achieving the EU's environmental ambitions.



Le Royal Tervuren
Avenue de l'Armée 6 Legerlaan
B-1040 Brussels
Belgium
www.europen-packaging.eu

By phone and fax:
T +32 (0)2 736 3600
F +32 (0)2 736 3521
By email: packaging@europen-packaging.eu
By Twitter: [@europepackaging](https://twitter.com/europepackaging)