

PRESS RELEASE**EUROPEN appoints Gwendoline Riou
as its EU Public Affairs and Communications Manager**

Brussels, 18 January 2016 – Today, EUROPEN - the European Organization for Packaging and the Environment - announced the appointment of Ms Gwendoline Riou as its EU Public Affairs and Communications Manager. Ms Riou takes up her new position today.

Having worked in several Brussels-based EU Public Affairs consultancies, Ms Riou has gained solid experience in European Public Affairs. She has managed and contributed to the design and implementation of pan-European advocacy and communications campaigns, including for beverage and packaging companies. In addition to EU Public Affairs, Ms Riou also has a proven track record in Communications, including media relations and reputation management.

Gwendoline Riou stated *“I am proud and honoured to be joining EUROPEN at such an interesting time for the packaging supply chain in Europe. I trust that my previous public affairs experience in advising packaged goods and packaging companies will allow for a smooth start in my new role. I look forward to working with the EUROPEN team and its broad supply chain membership to further promote the enabling role and environmental improvements of packaging and packaged goods in Europe.”*

“We are very pleased to welcome Gwendoline Riou as our EU Public Affairs and Communications Manager. Among her activities, Gwendoline will support the team in advocating the interests of the packaging supply chain and its distinct waste stream in the important and broader Circular Economy dossier. We are happy to have Gwendoline on board to support EUROPEN's broader mission to achieve a fully accessible European market for packaging and packaged products, while protecting the product and the environment,” said Virginia Janssens, Managing Director of EUROPEN.

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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 six national packaging organizations all committed to continuously improving the environmental performances of packaged products, in collaboration with their suppliers and customers. www.europen-packaging.eu ; twitter [@EUROPEN_ORG](https://twitter.com/EUROPEN_ORG)