

PRESS RELEASE

Packaging value chain coalition of 68 industry associations launches joint recommendations ahead of negotiations on the Single-Use Plastics proposal

Brussels, 22 August 2018 – EUROPEN and 67 other European and national associations¹ representing a wide range of packaging materials and sectors across the packaging value chain, have announced [joint recommendations](#)² on the Commission’s proposal for a Directive on the reduction of the impact of certain plastic products on the environment, i.e. the Single-Use Plastics Directive (SUP).

The 68 organisations acknowledge the problem of plastic pollution and are committed to finding solutions. They call on the EU to make sure that all intended and unintended consequences of the proposal are properly evaluated, and not to sacrifice legislative quality, effectiveness and workability for speed. In order to help inform negotiations, the co-signatories make 9 recommendations with concrete suggestions to improve and clarify the text in line with core policy principles such as policy coherence, Better Regulation and proportionality.

The recommendations aim to ensure that:

- a coherent EU Policy framework for packaging is maintained,
- the Internal Market is safeguarded,
- the root causes of marine litter are addressed holistically,
- meaningful innovation and investments are incentivised with sufficient development time from R&D to commercialisation

“Some aspects of the proposal challenge core policy principles of Better Regulation, which is of concern for all materials and sectors in the packaging value chain,” said Hans van Bochove of Coca-Cola European Partners and EUROPEN Chairman. “With this cross-industry statement we want to clarify our common overarching objectives as value chain partners. It is crucial that policies contain clear definitions and are based on a complete evidence-based impact assessment to maintain confidence in an informed law-making process and avoid possible unintended consequence,” underlined Van Bochove.

“Industry players are affected in different ways and at different levels, directly and indirectly by the SUP,” said Virginia Janssens, EUROPEN Managing Director. “The complexity of and interlinkages between impacts along the value chain must be kept top of mind if we want to avoid negative unintended effects and secure a meaningful, coherent policy framework. Our united message offers recommendations and a continued commitment and willingness to be part of the solutions. To this end, EUROPEN will contribute to ensure policy coherence based on a fact-finding research, resulting in an effective roadmap,” she concluded.

¹ List of co-signatories:



In alphabetical order: **ACE** - The Alliance for Beverage Cartons and the Environment, **Afvalfonds Verpakkingen**, The Netherlands, **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, **AmCham EU** - American Chamber of Commerce to the European Union, **ANIA** - Association Nationale des Industries Alimentaires, France, **APIAM** - Associação Portuguesa dos Industriais de Águas Minerais Naturais e de Nascente, Portugal, **ARAM** - Association for Packaging and the Environment, Romania, **BVE** - Bundesvereinigung der Deutschen Ernährungsindustrie e.V, Germany, **BSDA**- Bulgarian Soft Drink Association , Bulgaria, **CEPI** - Confederation of European Paper Industries, **CICPEN** - Industrial Coalition on Packaging and the Environment, Czech Republic, **CITEO**- Packaging Recovery Association, France, **CNE** - Conseil National de l'Emballage, France, **Coop de France Métiers du Lait**, France, **COPACEL**, France, **Cosmetics Europe** - The Personal Care Association, **DSD** - Der Grüne Punkt Dual System for Packaging Recycling, Germany, **Eco-Rom Ambalaje**, Packaging Compliance Scheme, Romania, **EDANA** - The voice of European nonwovens industry, **EFBW** - European Federation of Bottled Waters, **Eko-kom** - Packaging Compliance Scheme, Czech Republic, **Ekopak**, Bosnia and Herzegovina, **ELIPSO** - Les entreprises de l'emballage plastique et souple, France, **Emballasjeforeningen**- The Norwegian Packaging Association, Norway, **EPRO** - European Association of Plastics Recycling & Recovery Organisations, **EuPC** - European Plastics Converters, **European Aluminium**, **European Aluminium Foil Association**, **European Bioplastics**, **European Dairy Association**, **European Vending & Coffee Service Association**, **EUROPEN** - The European Organization for Packaging and the Environment, **EXPRA** - Extended Producer Responsibility Alliance, **FEA** - European Aerosol Federation, **FEBEA** - Fédération des Entreprises de la Beauté, France, **FIAB**- Spanish Food & Drink Federation, Spain, **Flexible Packaging Europe**, **FNIL**- Fédération Nationale des Industries Laitières, France, **FoodDrinkEurope** - The organisation of Europe's food & drink industry, **Fost Plus**, Belgium, **GIFLEX** - Italian association of flexible packaging producers, Italy, **Green Dot Cyprus**, Cyprus, **HE.R.R. Co**, Hellenic Recovery Packaging Corporation, Greece, **Hungarian Mineral Water**, **Fruit Juice and Softdrink Association**, Hungary, **IK Industrievereinigung Kunststoffverpackungen e.V**, Germany, **Industrieverband Körperpflege- und Waschmittel e. V.**, Germany, **ILEC** - Institut de liaisons et d'études des industries de consommation, France, **INCPEN** - The Industry Council For Research On Packaging And The Environment, UK, **INTERGRAF** - European Federation for Print and Digital Communication, **KLF**- The Norwegian Cosmetics Association, Norway, **Kosmetik- och Hygienföretagen**, Sweden, **Miljöpack** – The Trade & Industry Group, Sweden, **Pack2Go Europe** - Europe's Convenience Food Packaging Association*, **Pakkaus** - Packaging Association, Finland, **PlasticsEurope** - Association of Plastics Manufacturers, **Polski Związek Przemysłu Kosmetycznego**, Poland, **Potravinářská komora České republiky**- Federation of the Food and Drink Industries of the Czech Republic, Czech Republic, **PROsPA**- Producer Responsibility Organisations Packaging Alliance, **REPAK** - Packaging Recovery Organisation, Ireland, **SEPEN**- Association for Packaging and Environmental Protection, Serbia, **SLICPEN** - Industrial Coalition on Packaging and the Environment, Slovakia, **STANPA**- Asociacion Nacional de Perfumería y Cosmética, Spain, **Teknokemian Yhdistys**, Finland, **The Danish Association of Cosmetics and Detergents**, Denmark, **UNESDA** - Union of European Soft Drinks Associations, **Valpak** - Environmental Compliance, Recycling and Sustainability Solutions, UK

² [Joint statement](#) from 68 Packaging Value Chain associations on the Proposal for a Directive on the Reduction of the impact of certain plastic products on the environment.

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Notes for Editors:

About EUROPEN

EUROPEN -- the European Organization for Packaging and the Environment -- is a cross-industry organization presenting the opinion of the packaging supply chain in Europe on topics related to packaging, packaging waste and the environment, independent of any specific packaging materials or systems. 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.