

PRESS RELEASE

Packaging supply chain welcomes the Circular Economy Package and presents its preliminary views on the WFD and PPWD legislative proposals

Brussels, 10 December 2015 – EUROPEN calls the Circular Economy Package and Commission proposals “an important step towards further sustainable growth and competitiveness” for the packaging supply chain in Europe.

EUROPEN presented its preliminary views on the legislative proposals on the Waste Framework Directive (WFD) and Packaging and Packaging Waste Directive (PPWD) at its reception yesterday attended by key EU policymakers and stakeholders. Specifically, EUROPEN:

- Strongly supports the retention of the Internal Market safeguard in the PPWD;
- Welcomes the proposed calculation method for packaging recycling and stresses the need for clarity on definition, measurement and accurate reporting in relation to ‘preparing for re-use’;
- Agrees with the need to establish clear roles and responsibilities for the many actors involved in the shared responsibility for EPR implementation, which should also include distribution and citizens;

Speaking at the reception, EUROPEN Chairman Martin Reynolds said, “*We are pleased that the Circular Economy Package looks beyond the end-of-life and considers the whole circle for products and their packaging. We are delighted that the package recognises the functionalities of packaging and the positive and enabling role it plays in extending value in a product and in the economy.*”

MEP Mark Demesmaeker provided keynote remarks, along with European Commission officials and the upcoming Dutch EU Presidency. He commented, “*I welcome the minimum criteria for EPR schemes. But recycling on its own is not enough. In addition, we need to look at the whole circle and smart product policy.*”

EUROPEN’s preliminary views on the legislative proposals for the WFD and PPWD can be downloaded [here](#).

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Notes for Editors:

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, 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. www.europen-packaging.eu

EUROPEN’s Factsheet on Extended Producer Responsibility for used packaging can be downloaded [here](#).

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