RECYCLE NOW

PRESS RELEASE

EMBARGOED UNTIL 16 NOVEMBER 2026 (16:00 CET)

RECYCLE NOW

Bringing voices together to make Europe's circular economy work.

A new initiative is being launched today by EUROPEN, the Circular Economy Network, Polish Confederation Lewiatan, and the Croatian Business Council for Sustainable Development to make a reality of Europe's ambition to build a truly circular economy.

Europe has set ambitious goals for a circular economy, but significant barriers continue to prevent valuable materials from being recycled at scale and put back into the economy. Fragmented national systems, obstacles to cross-border movement of waste and insufficient investment in sorting, collection and recycling are limiting the development of a functioning EU market for secondary raw materials.

As the European Commission prepares its Circular Economy Act proposal, EUROPEN, the Circular Economy Network, Polish Confederation Lewiatan, and the Croatian Business Council for Sustainable Development are launching **Recycle Now**, a cross-sector initiative bringing together businesses, industry associations, NGOs, policymakers, waste management operators and other stakeholders to discuss the future of Europe's circular economy and work towards common solutions.

This brand new initiative will create an open platform where different perspectives can be heard, experiences shared and common ground established. Recognising that no single sector can deliver the circular economy alone, Recycle Now is moving beyond individual priorities and encouraging a broader conversation about what is needed to make circularity work in practice.

A COLLECTIVE CALL FOR ACTION

As part of the launch, Recycle Now is presenting its Manifesto, which calls for the upcoming Circular Economy Act to become a turning point for European circularity. It highlights the need to dismantle cross-border barriers, harmonise fragmented waste management practices and unlock the potential of Europe's circular industrial base.

The Manifesto sets out four key calls for action, addressed to Member State governments, the European Parliament and the European Commission:

01 **Defend the Single Market, the engine of Europe's Circular Competitiveness**

02 **Implement and Enforce Strong Collection to Deliver Circularity**

03 **Make EPR a Driver of Circularity and Close Europe's Recycling Gap**

04 **Build a 21st-Century Circular Economy**

The Manifesto provides a starting point for the wider discussion that Recycle Now aims to foster, bringing different stakeholders together to identify challenges and develop solutions that can work across sectors.

> **EUROPEN chairman Hans van Bochove said:**
>
> *"Europe has set ambitious goals for the circular economy, but ambition alone will not deliver results. We need the right conditions to make it work in practice: effective systems to collect, sort and recover materials, functioning markets for secondary raw materials and the ability for these materials to move across borders. These challenges go beyond individual sectors and cannot be addressed in isolation. Through Recycle Now, we want to bring different stakeholders together to explore what must change to turn Europe's circular economy ambitions into reality."*

Recycle Now is open to everyone committed to making circularity work. Organisations interested in contributing can register at **www.recycle-now.eu**. There is no commitment at this stage, simply an opportunity to get involved as the initiative takes shape.

ABOUT RECYCLE NOW

Recycle Now is a cross-sector initiative launched by EUROPEN, the Circular Economy Network and Ibec to bring organisations and stakeholders together around a shared ambition for a more circular and competitive European economy.

Find out more, read the Manifesto and register at www.recycle-now.eu.

FOR MEDIA ENQUIRIES CONTACT:

Gizem Oganalp
Communications Manager at EUROPEN
Email: gizem.oganalp@europen-packaging.eu
Website: www.recycle-now.eu

europen
SHAPING A SUSTAINABLE FUTURE FOR PACKAGING