



Brussels, 6th February 2017

Press Release

## European Plastics Converters engages in the Strategy for Plastics

On January 26<sup>th</sup>, the European Commission released its long awaited *Roadmap on the Strategy for Plastics*. The document, which forms part of the Circular Economy Package, outlines key issues posed by plastics along the entire value chain. It takes into account the material's entire life-cycle and paves the way for an actual EU Strategy by the Commission foreseen end of the year.

The European Plastics Converters (EuPC) finds that the Roadmap offers a broad perspective that takes into account the latest technology and role of both the consumer and industry. EuPC acknowledges the low rate of actual recycling and the potential for plastics reuse. It welcomes the calls for clearer standards and sustainability framework on biodegradability and oxo-fragmentable plastics to avoid leakage of plastic particles into the environment and reduce the pollution of current plastic recycling streams in Europe.

Representing more than 50.000 companies and a combined industry turnover of 280 billion Euro in the European Union, EuPC is looking forward to sharing its expertise with policymakers and contributing to an in-depth understanding of the complexity of the plastics value chain. The expected Commission Plastics Strategy not only represents a great opportunity for the European Union in terms of policy coherence, but - if properly implemented - will also result in more innovation and jobs. Moreover, plastics is a versatile material found in a wide range of industries and applications.

EuPC Managing Director Alexandre Dangis welcomes the Roadmap: *"The time has come for all stakeholders to discuss and find solutions on how European regulators can further develop the plastics industry's potential in Europe whilst at the same time implement a true circular plastics economy. We look forward to engaging in upcoming debates to ensure right and appropriate policies will be put forward, particularly at a time where other world regions sometimes seem to forget environmental priorities for our planet"*.

Throughout 2017, EuPC will closely collaborate with DGs Environment and Growth and all interested parties as well as follow regulatory initiatives to improve the Strategy.

For more information, please contact Sarah Goerres - [Sarah.Goerres@eupc.org](mailto:Sarah.Goerres@eupc.org)

### About EuPC

Based in Brussels, EuPC is the leading EU-level trade association representing European plastics converters. Plastics converters are users of plastics raw materials as well as recyclates and manufacturers of products. EuPC now totals 51 European and national plastics converting industry associations and represents almost 50,000 companies producing over 45 million tonnes of plastic products every year. More than 1.6 million people work in European converting companies to create an annual turnover of €300 billion in Europe.

