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PRESS RELEASE

The Polymers for Europe Alliance, set up by the European Plastics Converters association (EuPC) in 2015 due to the shortage of polymers for converters in Europe, is delighted to announce its next webinar entitled *Changing value chain collaboration in the circular economy in Europe. How to position you as a “circular” polymer purchaser?* that will take place on the 9th of March between 15.00-17.00 CET.

Indeed, following the success of the last webinar where it came apparent that there is a strong consensus between suppliers and converters, the Alliance is now organising further webinars to explore the extent to which both parties can join the thinking to the benefit of the industry in Europe.

After the unprecedented crisis the plastics industry had to face last year, it is visible that the situation has improved. It is one of the reasons why after a year of absence, the **Best Polymer Producers Awards** is finally held again to reflect the efforts of the industry, including for the first time the *Commitment to the European Market* as a standalone criterion for the rating process. The voting of the seventh edition of the awards opened on the 1st of February.

The improvement of the situation allows us to question the point of view and feeling of the converters about awarding the performance of suppliers. In order to get feedback from the converters and also to see the different perspectives for a better value chain collaboration in the circular economy in Europe, the members of the Alliance will have the opportunity to share their approach and discuss their concerns during this webinar.

About Polymers for Europe Alliance

The Alliance was initiated by the European Plastics Converters association (EuPC) during its General Assembly in May 2015. It is an online, confidential information platform open to all parties who have an interest in the competitive conversion of polymers in Europe. Its objectives are to provide factual public information on the status of the polymer supply situation in Europe and to re-establish a constructive dialogue with the supply base. The initiatives of the Alliance also include the Best Polymer Producers Awards for Europe. <http://www.polymercomplyeurope.eu/pce-services/polymers-europe-alliance>