

## Press Release

Brussels, 09.05.2017

### **Polyolefin Circular Economy Platform (PCEP) announces key strategic goals to advance circular economy**

#### **Innovation and enhanced collection and sorting systems key for closing the loop**

Following its creation on 25 October 2016, PCEP's founding partners, the European Plastics Converters, PlasticsEurope and Plastics Recyclers Europe agreed on a joint mission to advance the circular economy by increasing the reuse and recycling of polyolefin based products and the use of recyclates as raw material. By working together, the platform aims to ensure long-term sustainability for polyolefin products. Initially focussing on polyolefin packaging, the value chain platform has set two strategic goals covering **innovation with circular economy focus** and **enhanced collection and sorting systems**.

*"This is just the beginning of an exciting journey. Six working groups have been created to deliver on the mission. Each of those groups are refining their objectives", explained Eugenio Longo, Chairman of the Platform. "To mark this starting point, we have launched a website ([www.pcep.eu](http://www.pcep.eu)) where visitors can learn about the different activities that will be undertaken to reach these goals."*

Along the website, the platform also launched its visual identity with the creation of its logo. *"The PCEP logo symbolises the aim to increase the circularity of polyolefin products and the proactivity of this joint industry value chain initiative", said Herman Van Roost, Chair of PCEP's Communications Group. "It inspires the way we want to work across the full value chain with new thinking and fresh approaches, which will enable us to be successful."*



The European plastics industry is an integral part of the manufacturing in Europe, with over 62,000 companies providing more than 1.4 million jobs and annually contributing 26 billion euros to public finances.

---

#### About EuPC



EuPC is the leading EU-level trade association, based in Brussels, representing 50.000 European plastics converters. Plastics converters are users of plastics raw materials and recycled polymers. EuPC now totals 51 European and national plastics converting industry associations.

Press contact: Félix Miessen - [felix.miessen@eupc.org](mailto:felix.miessen@eupc.org)

#### About PlasticsEurope



PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. The association is networking with European and national plastics associations and has more than 100 member companies, producing over 90% of all polymers across the EU28 member states plus Norway, Switzerland and Turkey.

Press contact: Nuria Buezas – [nuria.buezas@plasticseurope.org](mailto:nuria.buezas@plasticseurope.org)

#### About PRE



PRE is the professional representative body of plastics recyclers in Europe. PRE promotes plastics mechanical recycling and conditions that enable profitable and sustainable business, while offering a service platform to its members. Our members constitute 80% of the European recycling capacity, processing more than 3 million tonnes of collected plastics per year.

Press contact: Emilia Tarlowska – [Emilia.Tarlowska@eupr.org](mailto:Emilia.Tarlowska@eupr.org)