



FOCUS

GENERAL ISSUE



EUROPEAN PLASTICS CONVERTERS NEWSLETTER

PROVIDES EUPC MEMBERS WITH A BRIEF OVERVIEW OF
EuPC ACTIVITIES AND ISSUES

June 2011

EuPC launched Waste Free Oceans Europe during General Assembly (May 20th, 2011 - France)



On May 20th 2011 the **European Plastics Converters Association (EuPC)** held the official launch of its **Waste Free Oceans Project (WFO, Europe)** during its General Assembly in Saint Jean Cap Ferrat, Nice. The project is an industry led initiative that aims to work together with fishermen in cleaning up floating marine debris in European coastal waters.

To find out more about **Waste Free Oceans**, Europe please visit the website at <http://www.wastefreeoceans.eu/>, here you may find out where we are conducting trials and follow the progress.

European workshop on agricultural plastics waste recycling and recovery in Brussels

On 28th June 2011 **EuPC** and **EuPF** are organizing a European workshop on agricultural plastics waste recycling and recovery in Brussels at its office avenue de Cortenbergh 71. All NPAs **EuPC** members are invited to participate or sent representatives to this meeting. The objective is to analyse in Europe the different national recovery systems in place for agricultural plastics and to benchmark them for further implementation in a new European Industry Voluntary Scheme to develop collection and recycling of agricultural plastics waste.

Following the publication of the BIOIS

study it is evident that more collection for recycling and recovery needs to be developed in Europe as the statistics show the potential exists and the converting industry is keen in developing these schemes together with the support of the EU Commission. On 17th June 2011 a special visit was organised for a few civil servants from the EU Commission DG ENV to the Belgian and Dutch plastics recycling plants able to recycle mechanically mixed packaging waste and agricultural films. **EuPF** (European plastics Films) Chairman Björn Hoem will chair the workshop on Agricultural plastics in Brussels. This voluntary action from industry fits very well in the resource efficiency strategy proposed by the Commission DG ENTR. Concrete actions in several EU Countries will be following this workshop after Summer and in the next months.

Plastics R&D summit for Vienna on 31st May - 1st June, 2012

Alexandre Dangis, Managing Director of the **European plastics Converters** Trade body in Brussels welcomes the cooperation with the EU commission DG Research and the scientific community to organize the first European Plastics & Composites Innovation Days in Vienna in 2012. "Our industry is keen in developing ideas and projects with the scientific and research community to secure more support for innovative sustainable manufacturing processes and products in our industry."

Key challenges are ahead of the plastics industry and we must ensure innovation takes place. He calls on more communication between regional and national clusters, EU enterprises and Research Organisations on innovation in plastics converting in Europe. The event in Vienna will provide the right tools to achieve this much needed communication between several parts of our value chain and several of our specialized national and regional clusters of plastics processing.

The event in Vienna will bring together the whole value chain from resin manufacturers, compounders, converters, processors, machinery makers, tool makers, users as well as academia and researchers. "We need to maintain know-how, a skilled workforce and market innovation

in Europe as this has always been a leadership position for our industry", said Alexandre Dangis, **EuPC** Managing Director.

Sustainable manufacturing by plastics converters will be the main theme of this event and we will present together with our media partners and innovation clusters the best cases in Europe for recycling, materials and products.



European Commission Consultation on plastic bags and biodegradability – an attempt to kill the plastic “carrier” bag?

The European Commission has published a stakeholder consultation on the possibility to reduce the use of plastic carrier bags in Europe and options to improve the requirements of biodegradability in the Packaging and Packaging Waste Directive (94/62/EC) (published May 18th - available at: <http://ec.europa.eu/yourvoice/ipm/forms/dispatch?form=PLASTICBAGS>).

EuPF/EuPC has made clear in its press release of May 23rd that the figures quoted in this consultation on the volumes of plastic carrier bags in Europe are wildly inaccurate. The questions asked would also seem to be somewhat biased to a position against plastic carrier bags in the first place and **EuPC** believe that in order for any data provided to the European Commission to be accurate, or even of any relevance, different questions would need to be asked and phrased in an unbiased manner.

EuPF/EuPC is currently working on a possible voluntary commitment for plastic bags involving producers and the value chain in Europe. This commitment shall be presented to the European Commission in the coming weeks. **EuPF/EuPC** has been informed that the European Commission has already

received several thousand reactions to this consultation from citizens and NGO's. We call on all stakeholders and consumers to respond to this consultation and provide the European Commission with a better idea of the actual situation on plastic carrier bags in Europe. Contributions from citizens, organisations and public authorities must be submitted by email: ENV-CONSULTATION-
PACKAGING@ec.europa.eu
For additional information, please contact Padraig Nolan at padraig.nolan@eupc.org.

European PVC industry launches ambitious new ten year sustainability commitment and calls for more support for recycling in Europe



VinylPlus to build on success of industry self-regulation under predecessor **Vinyl 2010** programme. The European PVC industry today announced an ambitious new set of targets for sustainable development to 2020 and called for the support of policy makers in stimulating recycling in Europe. The **VinylPlus** programme is built around five commitments aimed at: achieving a quantum leap in recycling rates of PVC and the development of innovative recycling technologies; addressing concerns about organochlorine emissions; ensuring the sustainable use of additives; enhancing energy efficiency and the use of renewable energy and raw materials in PVC production, and; promoting sustainability throughout the whole PVC value chain. The new initiative builds on the success of the **Vinyl 2010** ten year voluntary commitment to enhance the sustainable production and use of PVC. **Vinyl 2010** is widely regarded as leading example of industry self-regulation working in practice and delivering concrete results. Among its most significant achievements was the establishment of an infrastructure for the annual collection

and recycling of over 250,000 tonnes of PVC - which prior to 2000 had been dismissed by many as an "unrecyclable" material destined for landfill.

VinylPlus has been developed with the input and guidance of The Natural Step. Transparency and open communication with internal and external audiences will be a key working principle of **VinylPlus**. The new commitment places significant emphasis on on-going stakeholder dialogue as a means of ensuring that the industry's efforts translate into concrete and far reaching benefits for society as a whole. In addition to maintaining a constructive dialogue with TNS, **VinylPlus** will continue to be monitored by an independent monitoring committee made up of representatives of the European Parliament, European Commission, trade unions, retailers and consumer organisations. As with **Vinyl 2010**, the industry will publish an independently verified and audited report outlining the progress made against each of the **VinylPlus** targets.

Finally, as sustainable development is a global challenge, the European PVC industry is committed to engaging in efforts to globalise the **VinylPlus** approach by sharing best practice and encouraging similar voluntary initiatives elsewhere in the world.

Commenting on this objective on behalf of the **VinylPlus** Monitoring Committee, Godelieve Quisthoudt-Rowohl MEP said, "The efforts of the PVC industry in the past ten years have become a reference point for self-regulation in Europe. We welcome the ambition of the industry with **VinylPlus** to demonstrate European leadership on sustainable development on a global scale." **VinylPlus** brings together the large majority of the leading companies in the industry across 27 EU Member State as well Norway and Switzerland. The commitment will run by a secretariat led by General Manager, Stefan Eingaertner. For more information please see: http://www.youtube.com/user/VinylPlusStream#p/u/6/8_OO5bByCuw and:

http://www.euractiv.fr/european-vinyls-industry-set-launch-vinyl-programme_82606

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www.vinylplus.eu

Since its launch in 2009 EuPC is participating as stakeholder to the meetings of the Retail Forum

Members of the Forum include individual retailers, their umbrella organisations, and European Commission services. The aim of the Retail Forum is to take forward the EU Action Plan on Sustainable Consumption and Production (SCP) by contributing voluntarily to reducing the environmental footprint of the retail sector and its supply chain, promoting more sustainable products, and better informing consumers. To this end, the Forum will serve as a platform to:

- identify opportunities and barriers (legislative and others) that further or hinder sustainable consumption and production, including those associated with extending the geographical coverage of initiatives;
- share best practices;
- obtain scientific and indicator based knowledge from relevant EU bodies about the evaluation of environmentally-sound products;
- identify key challenges ahead;
- deepen understanding of current levels of knowledge and data on key issues;
- report on progress of actions.

The Forum will also explore in a focused manner how best to advance sustainable consumption, whilst ensuring innovation and competitiveness of the sector. Examples of issues to be discussed include: energy and resource saving products, marine resources, timber products, palm oil, packaging, eco-labels, environmental indicators (including carbon), information to consumers, energy consumption in stores, efficient logistics, efficient refrigeration, waste management, green private purchasing...

For each issue, retailers and other relevant stakeholders will share with the Commission relevant initiatives and experiences and the Commission will communicate forthcoming policy developments and initiatives.

Currently high on the agenda of the Retail Forum is waste minimisation. Next to that the Forum is finalising its issue paper on packaging optimisation.

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EuPC Upcoming Meetings

13	September	2011
14	September	2011
27-28	September	2011
14	October	2011
29	November	2011
29	November	2011
30	November	2011

EuPC Packaging Excom
EuPC Steering Committee
NPA Meeting
EuPC HSE/RM Committees
EuPC Packaging Excom
B&C Excom
EuPC Steering Committee

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