



EUROPEN

The European Organization for Packaging and the Environment

Packaging supply chain
partnership for a more
sustainable future

Who we are



The European Organization for Packaging and the Environment

EUROPEN - the **European Organization for Packaging and the Environment** - is the pan-European cross-industry organisation representing **raw material suppliers, packaging producers and brand owners**. EUROPEN gathers together the entire packaging supply chain in a single organisation, capable of making a positive difference to packaging for a more sustainable future.

FOUNDED IN



1993

48



CORPORATE
MEMBERS

10

NATIONAL
MEMBER
ORGANISATIONS



MEMBERS
PRESENT
IN ALL 28
EU MEMBER STATES

EUROPEN Members:

Raw Material Suppliers:



Packaging Designers/Manufacturers:



Packaging Users/Brand Owners:



National Packaging Associations:



EUROPEN Mission and Vision

To promote packaging that is:



Responsibly sourced



Functional and ensures **consumer safety**



Reused/recycled and of **benefit to society as a whole**

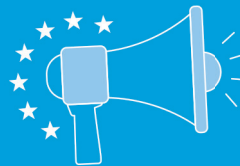


Innovative and **supportive towards** the achievement of a **circular economy and low-carbon future**

We do this by:



Promoting and enabling a harmonised policy framework and a functioning **EU internal market for packaging and packaged products**



Promoting the **role, functionalities and benefits of packaging** within all relevant EU policies



Leading cross-industry alignment and providing expertise on packaging issues within EUROPEN and also as chair of the "Packaging Chain Forum" (PCF). The PCF is a value chain forum comprised of over 100 EU and national industry associations and companies, contributing to comprehensive policy frameworks that advance sustainable innovation and the competitiveness of our industry in Europe

The packaging supply chain in Europe has a key role in achieving sustainable production and consumption, and can accelerate progress towards goal number 12 of the United Nations Sustainable Development Goals, complemented by the right legislative framework in Europe.



EUROPEN members represent an important part of the value chain needed to achieve the EU's Circular Economy Package (CEP) objectives. Corporate members have published significant commitments towards environmental improvements that go beyond legislative targets such as on recycled content, recyclability, resource efficiency/ packaging optimisation and material sourcing.

For more information please see EUROPEN's website.



What we do

Drivers for Packaging Innovation for a Circular Economy

Our members are continually innovating along the packaging supply chain in response to a changing world, while ensuring that products are effective and safe for the consumer.

Here are some drivers for packaging innovation:

Circularity

The packaging supply chain is looking to improve sustainable practices in packaging design, production, use and waste management. Our corporate members currently invest more than 3.1 billion Euros annually to build and finance collection, sorting and recycling systems (via Extended Producer Responsibility (EPR) systems) across Europe. This amount will increase significantly in the coming years through new legislative measures aiming at improving EPR and waste management systems. Additionally, members are investing in innovative materials and new packaging solutions, as well as in new end-of-life technologies to increase reuse and recycling.

(For more information please see EUROPEAN's position paper on EPR for packaging waste available on our website.)



Changing demographics contribute to evolving packaging functionality:

An ageing population needs easy-to-open and accessible packaging. Urbanisation trends are dictating changing food packaging needs towards smaller portion and portable packaging.

Consumer choice:

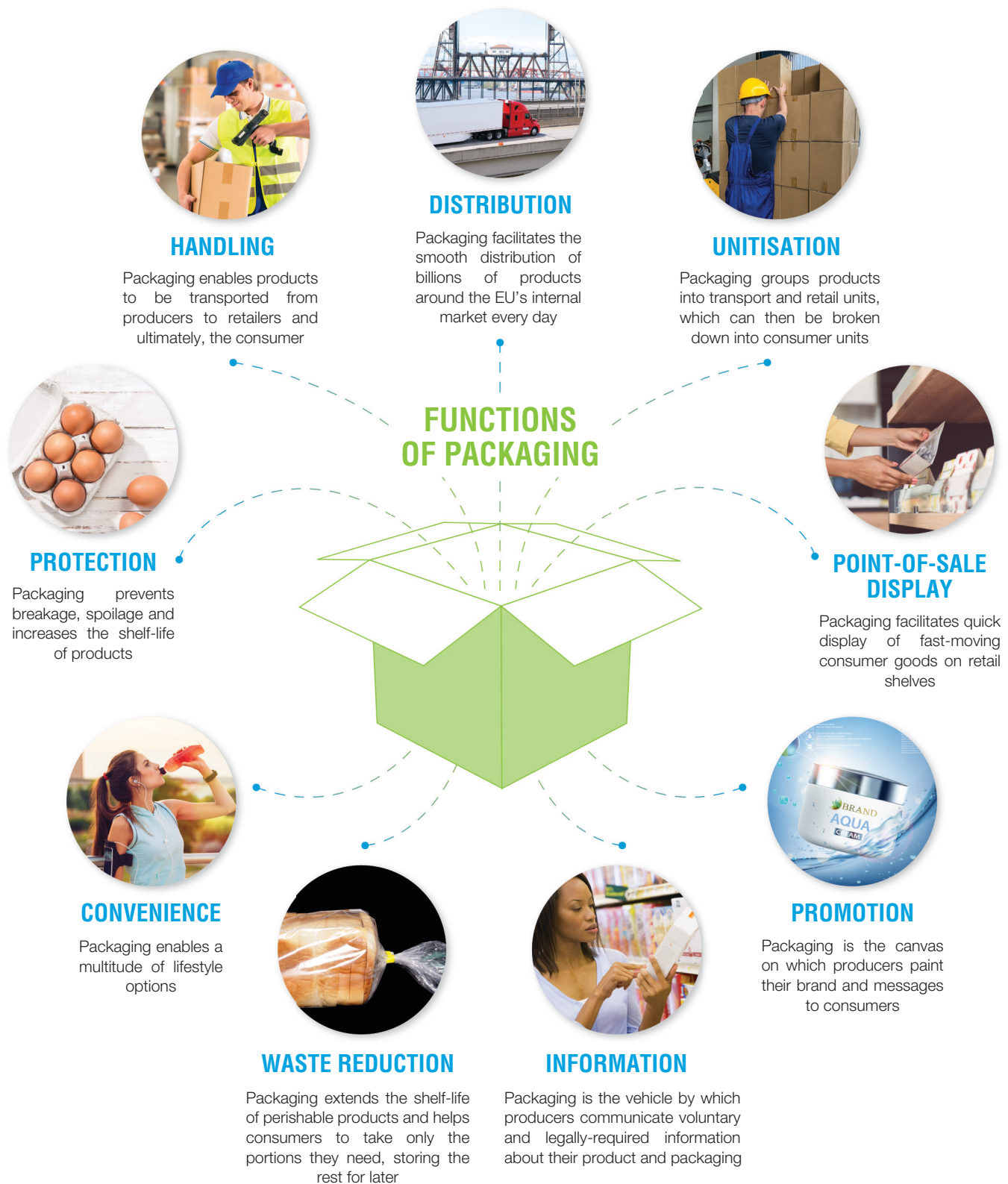
Consumers are increasingly aware of the environmental performance of packaging and choose materials that are 100 % recyclable, reusable or compostable.

E-commerce:

Unprecedented growth of e-commerce requires further innovation towards slim and strong packaging, capable of providing optimal space utilisation, easy to assemble/disassemble and is reused or recycled efficiently after use.

About packaging

Packaging delivers products to the consumer in perfect condition. To achieve this objective, it must fulfil multiple functions including:





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Contact information

We would love to hear from you!

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