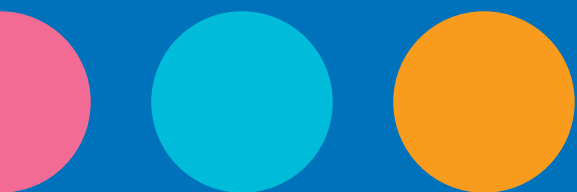




# Annual Report 2007

## Safeguarding the planet by reaching out



# Table of Contents

Foreword	4
Executive Director's Message	6
Energy Efficiency and Climate Protection	9
Plastics and the world in 2030	10
Bringing energy into the classroom!	10
Debating the issues	11
Encouraging advocates	11
Resource Efficiency	13
EU knowledge exchange for plastics waste	14
Identiplast Conference 2007	14
Retailer Road Show in the UK	15
Waste Framework Directive	15
Consumer Protection	17
Plastics in food contact materials	18
REACH and the plastics industry	18
Plastics and fire safety	19
Facts to the fore	19
Safeguarding the reputation of our industry	20
Media relations 2007	21
Regional Reports	22
Central Region	22
Ibérica Region	23
Mediterranean Region	24
North Region	25
West Region	26
Key figures	27
Membership Status	28
PlasticsEurope Steering Board 2007	29
Standing Committees, Product Groups and Working Groups	30
PlasticsEurope Leadership Team January 2008	34

# Foreword

## Safeguarding the planet by reaching out

It is a well-known fact that the best way to solve problems and tackle misconceptions is by engaging with others. This has never been more necessary. With issues of truly global concern, such as energy efficiency and climate protection, consumer protection and resource efficiency climbing higher and higher up the international agenda, there has never been a more urgent need to work together and find effective solutions to the challenges facing countries across the world.

For this reason, 2007 was a year in which *PlasticsEurope* was very proactive in reaching out not just to our value chain and public policy makers, but also to the public in particular, the youth of Europe. Through discussion, scientific evidence and debate, we were able to explore, together with our target groups, the myriad opportunities plastics present for safeguarding the health and well-being of the planet.



### **Gathering the evidence...**

Addressing these global challenges effectively requires us to base the decisions we take on solid evidence and to use that evidence to think creatively not just about today, but also about tomorrow. That's why, in 2007, we commissioned the distinguished futurologist Ray Hammond to write a report on The World in 2030. This report considered the challenges that the planet is likely to face 25 years from now – and, crucially, the enormous role that plastics can play in meeting these challenges. In line with our desire to discuss the issues openly and transparently, the launch event included a debate on the report's findings. Held in Brussels last November, the launch was attended by politicians, media, industry experts and NGOs, including Friends of the Earth.

### **...debating the issues**

In 2007, *PlasticsEurope* continued its work to inform decision-makers, in a balanced way, about the benefits of plastics and the ways in which they can be used to help alleviate some of the key challenges faced by governments right across Europe. In fact, last year we went even further, talking not only to the decision-makers of today, but also actively engaging with the decision-makers of tomorrow. In 2007, many of our activities were designed to show the youth of Europe what effect plastics already have on their lives and how plastics can be put to good use in the years to come. Our *FuturEnergia* project and Youth Parliament Debates, for example, both achieved notable success in this regard.

### **Talking to business**

As part of our new strategy to support business development, we also reached out to the world of business. This was achieved through a number of highly successful initiatives, including the Retailer Road Show. This involved talking directly to the leading UK retailers – including TESCO, ASDA, Marks & Spencer, Morrisons and the Co-op – to provide them with the information they need to make informed decisions, for example, about the use of plastic carrier bags.


All in all, 2007 was a very successful year for our organisation. In the coming years, we expect our transparent and open approach to continue to pay dividends in terms of gaining support for plastics, breaking down misconceptions and helping to develop the solutions that are needed to meet the challenges that we face today – and those that we will all face tomorrow.

John Taylor  
President, *PlasticsEurope*



# Executive Director's Message

## A landmark year



As an organisation, we set ourselves a number of ambitious goals in 2007 and we made great progress towards achieving them: moving ahead with our strategic plans, responding in a consistent and coordinated way to issues that arose, providing information and advice to decision-makers, continuing our educational activities, aligning the organisation, collaborating with the value chain and reaching out to our key target audiences. Today, our society is facing crucial challenges such as scarcity of natural resources or climate change.

As we worked to achieve our goals, we responded to challenges that were quite different to anything that our industry has faced before – some of which have required us to take a very different approach. In the past, our agenda was set by public-policy issues, such as waste management, issues that often placed our industry on the defensive, requiring us to shield ourselves from difficult issues. Now things are different. The challenges we face today – such as those surrounding the use of our planet's resources and climate protection – are largely driven by society itself and have taken on a momentum that makes them impossible for any business to ignore.

### **New focus areas**

So what have we done to respond to these new challenges and opportunities? First, our entire organisation is now focused around the three critical priorities of our time: Energy Efficiency and Climate Protection, Resource Efficiency and Consumer Protection. While continuing our successful work in advocacy and communications, we have adjusted our strategy to support members' businesses in optimally exploiting opportunities in this new changed landscape. As part of this adjusted strategy, we have adopted an approach that is proactive, bold and proud of the many significant solutions that the plastics industry can – and does – provide for some of the most important challenges faced by our society today.

### **Organisational improvements**

To ensure that our organisation is equipped to meet its new challenges head-on, we have aligned our structures to the three Priority Focus Areas identified. We have set up three new Programme Steering Groups to guide and establish the adequate working strategies. Also, a Programme Director has been appointed for each of the three Priority Focus Areas to guarantee that all projects carried out by *PlasticsEurope* respond to the specific needs of our target audience. We have also implemented a Medium Term Plan that will enable us to take integrated, focused approach that is consistent with our overall strategy. Closer integration between the initiatives we carry out at an EU level and those that we carry out at a regional level is also secured.

Work has also begun on improving our financial structures, including putting in place a new cash-management system that allows us to make the most of the money entrusted to us. In addition, we have implemented a more transparent method for budgeting and reporting.

### **Reaching out**

In line with our new approach, in 2007 we also reached out much more to our value chain, to other stakeholders and to the public. In each of these areas, we achieved a number of real successes. For example, together with the British Plastics Federation and the Packaging and Films Association, we put on a Retailer Road Show to explain the value of plastic packaging to retailers. We are also combining advocacy and communications activities to talk for the first time to young people, an essential target group for our organisation and industry, across the entire continent via educational projects such as FuturEnergia and the Youth Parliament Debates (you can read more about both of these projects in this Annual Report).

Our 2007 events have clearly demonstrated that our industry is encouraging an open, transparent debate on the role of plastics. This has generated, positive reactions of participants, politicians and the media and provided us with excellent opportunities for advocacy. As with the relationships that we have forged through past advocacy activities, we expect that our more recent acquaintances will serve our industry well in the future.

Although we still have some way to go before we can say that we have achieved all our goals, we have made some excellent progress in 2007. Our aim for 2008 is to keep the momentum going and create an environment in which plastics can play their optimal role in meeting the key challenges faced by the world today and tomorrow and new chances will be created for our members business development. If we achieve this, then our industry will benefit as will the whole of society and we will make plastics the material for the 21<sup>st</sup> century.

Wilfried Haensel  
Executive Director









**Some people think that oil-based plastics are a waste of valuable fossil fuel resources and harm the environment. But, in fact, very few of the world's oil reserves go into the making of plastics. And far from harming the environment, plastics have a crucial role to play in protecting it, by enabling people to cut their energy use and reduce their carbon dioxide emissions.**



## Energy Efficiency and Climate Protection

In developing ways to promote energy efficiency and climate protection, it is important to take a holistic view. Reducing CO<sub>2</sub> emissions and using energy more efficiently are not two separate issues: we all know they are two aspects of the same, larger problem. Similarly, in assessing a product's impact on the environment, the whole life cycle of the product needs to be considered. When such a comprehensive view is taken, plastics outperform many other materials. Yet the public is hardly aware of this and of how plastics can play a crucial role in increasing energy efficiency, protecting the environment, conserving fossil fuels and advancing the efficiency of renewable energy technologies.

### Triggering discussion

In 2007, we therefore reinforced a number of initiatives to bring facts to the notice of the public – in particular young pupils and students, key opinion formers, such as journalists, and key decision-makers, especially politicians – and engage with them in public debate. The highly popular website for schools, FuturEnergia, has encouraged interest and discussion, tapping into the inherent interest shown by young people in energy conservation and environmental issues, including

climate protection. The site has also enabled us to interact with their teachers – an influential group in the formation of future public opinion. The Youth Parliament Debates engaged serious-minded young Europeans in competitive debates about issues surrounding the role of plastics in energy efficiency and climate protection. The fact that the Debates took place in official buildings and involved young bright students meant that they attracted a great deal of attention. For the general public, we produced a booklet about energy efficiency in all major languages, plus a series of flyers on the energy benefits of plastics.

Our most striking initiative, however, was to invite eminent futurologist Ray Hammond to help us confront the future head-on. His study for us of how the world in 2030 will look like and the potential role of plastics in the coming decades, threw up many urgent topics that will need to be resolved and that challenge us to deal with them responsibly. This study is not only helping us draw up our agenda for action but it is also clearly demonstrating our determination to make a positive contribution to the problems our society will face whilst developing business opportunities for our own industry.

## Plastics and the world in 2030

In 2007, we commissioned the futurologist Ray Hammond to compile an independent report – The World in 2030 – to help the plastics industry understand the challenges and opportunities that it may face over the next few decades. The report, launched last November at an event attended by

150 invitees amongst which over 20 journalists and 60 politicians, led us to produce an initial industry response and create Industry Action Teams to address the issues raised. This event was also a great success, and resulted in our organisation being the focus of around 200 media articles.



*Phil Davison*

Project Manager Futurology



## Bringing energy into the classroom!

As partners of the European Commission's Sustainable Energy Europe (SEE) programme, PlasticsEurope supports energy education across Europe with the school web programme FuturEnergia. This project engages young people in online activities and competitions related to the themes of energy efficiency and climate protection, whilst highlighting the numerous contributions plastics make to saving energy and reducing CO<sub>2</sub> emissions. In 2007, FuturEnergia competition winners were honoured at the European Parliament during an awards ceremony sponsored by Professor Adam Gierek MEP that was attended by the media and many senior EC officials.



*Hanane Taidi*

Project Manager  
FuturEnergia



## Debating the issues

The Youth Parliament Debates comprise 10 separate debates in important official buildings in major European cities. They are designed to raise awareness among Europe's young people, politicians and media of the positive role plastics can play in saving energy and protecting the environment. This initiative has been an

outstanding success: so far, we have reached thousands of Europe's brightest young minds and have received positive comments from the media, praising the open and transparent nature of the Debates. In fact, the Debates have generated so much positive interest that we are planning to hold the Youth Parliament Debates again in 2008.



1<sup>st</sup> Youth Parliament Debate, Berlin 02/05/07,  
London 26/11/07, Warsaw 28/11/07

*Kurt Stepping*

Project Manager

Youth Parliament Debates



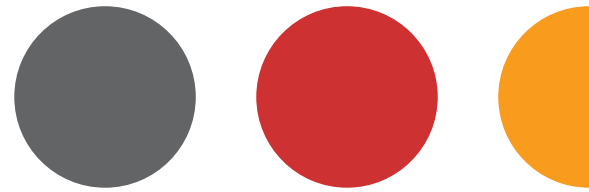
## Encouraging advocates

Our efforts to bring issues out into the open the way we did in 2007 received strong support at EU level, from the European Commission, and from MEPs. In particular, we engaged very fruitfully with the European Energy Forum, a group of MEPs who are particularly concerned with energy issues. Key tools in this advocacy effort were a series of dinner debates and tours in which *PlasticsEurope* played a prominent role.





Waste has become a serious issue, and plastics are often blamed as typical ‘throw away’ products. But most people are unaware that, without plastics, the quantity of real waste we generate as a society would be numerous times higher than it is now. The *PlasticsEurope* Resource Efficiency Strategy aims to maximise public awareness of what the industry does to extend the value of plastics through recycling and energy recovery, as well as highlighting the environmentally responsible role that plastics play in reducing overall waste production.



## Resource Efficiency

During 2007, we set about proving to the public, policy-makers and opinion-formers that plastics make positive instead of negative contributions in the area of resource efficiency. Our strategy took two main approaches: firstly, we worked hard to engage with and, where possible, direct current debates in order to satisfactorily address people’s concerns; and secondly, we undertook high-profile activities to demonstrate, in practice, the positive contributions of plastics to conserving resources.

### **Reduce, re-use, recycle**

We prioritised the debates and issues that were most important to our industry, and pinpointed two main areas for communication. One major area was the fact that plastics are too valuable simply to be thrown away. In fact, we should no longer think of recycling and recovery as solutions to a ‘waste-management problem’, but as key contributors in improving resource efficiency. Waste plastic itself is still a vital resource, and we need to focus on developing techniques for either re-using it, or for recovering the energy stored within it.

Our second major area was that plastics already play an important role by saving resources during their working life. Out of all packaging materials, plastic packaging accounts for by far the lowest proportion of a product’s total weight – just 3g per 100g. Other packaging materials would need up to 10 times more weight. Imagine how much savings plastics realize in European transport fuel only.

### **Targeted activities**

Three of the projects we are currently working on, tackle our main concerns. The EU knowledge exchange for plastics waste project focuses on sharing information on how to manage plastic waste in order to encourage the recovery and recycling of this resource. We also hosted the very successful IdentiPlast Conference 2007 a biennial event dedicated to bringing together the best industry minds to debate issues of resource efficiency. And also in 2007, we launched a series of Retailer Road Shows, which aim to establish plastics’ position as a key player in both the issue of recovering ‘waste’ resources and of conserving our resources in the first place.



## EU knowledge exchange for plastics waste



*Ingo Sartorius*  
Project Manager  
EU knowledge exchange  
for plastics waste

Plastics waste can be used both as a material resource, and as an energy resource, and *PlasticsEurope* aims to help governments, industries and society benefit from both. We set up a knowledge-sharing project to find the best plastics-waste-management systems in Europe. Last year, we began pooling Europe's resource-efficiency expertise, after identifying each country's optimal solution. The long-term aim of this project is to share the knowledge required in order to divert plastics away from landfill, particularly in countries that only recover a small proportion of their plastics waste.



## IdentiPlast Conference 2007

In April of last year, we held our sixth IdentiPlast conference in Brussels, attracting a record number of more than 260 delegates, including 25 Chinese representatives. This huge success reflected growing market demand for sustainable waste solutions.

The presentations covered the latest legal, technical and market developments from both a European and a global perspective. And as soon as the 2007 event finished, we began planning IdentiPlast 2009, entitled 'Identifying holistic approaches for sustainable plastics waste management'.



**identi**Plast

## Retailer Road Show in the UK

In the spring of 2007, *PlasticsEurope*, together with the British Plastics Federation and the Packaging and Films Association, entered into joint dialogue with the leading UK retailers to reinforce the plastics industry's position as a key partner in addressing the key issues relating to plastics, such as recycling and energy recovery. A workshop programme was developed to provide science-based briefing on issues and innovations, and tailored around the needs of the individual retailer. Workshops or preliminary meetings have been held with Tesco, ASDA (Wal-Mart), Marks & Spencer, Morrisons, Sainsbury's and the Co-op. Both retailers and our industry gained valuable insights during these workshops. This dialogue with the retailers will continue and the programme will be rolled out to other stakeholders in the UK and other European countries in 2008.



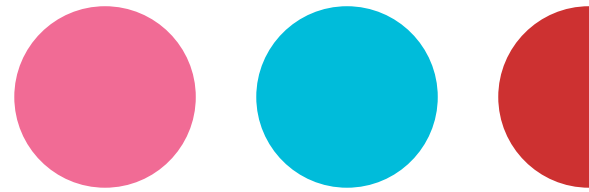
## Waste Framework Directive

The European Parliament has been reviewing the Waste Framework Directive, the legislative act underpinning EU Waste Legislation Policy. Elements of critical importance to the plastics industry include the definition of Waste-to-Energy processing as 'energy recovery'; a definition of 'recycling' that would enable full advantage to be taken of the variety of recycling options that plastics offer; and a flexible application of the 'five-step hierarchy' in waste management – prevention, reuse, recycling, energy recovery and landfill – to support the best environmental option for each waste stream. The review is ongoing, and *PlasticsEurope* will continue to monitor developments with keen interest and provide input whenever possible.





**There exists out there the unfounded fear that plastics, because they are synthetic, pose some inherent risk to humans that other materials do not. *PlasticsEurope*'s Consumer Protection Strategy seeks to correct this misconception by pointing out the myriad ways in which plastics clearly improve our quality of life and safeguard our health and well-being.**



## Consumer Protection

Our Consumer Protection Strategy focuses on achieving two things: firstly, to positively address people's concerns about plastics in a sensitive and straightforward manner; and secondly, to pro-actively demonstrate that many plastic products actually improve our quality of life – such as the plastic pipes that transport our water safely, conveniently and hygienically. To do this, we defined three key messages: 'Plastics are safe'; 'Plastics protect'; and 'Plastics improve our lives'.

### **Reaching the right people**

To make sure our messages reached the right people, we not only needed to work with the people who help establish the regulations and legislation that govern the use of plastics, but also with the people who influence popular opinion. We therefore defined target groups for each of our strategic aims. In order to address consumers' concerns effectively, we worked with government officials, academics and regulators, as well as with expert groups and NGOs.

And to promote plastics' contributions to people's lives, we spoke to policy-makers, the media, and also with academics. With each of our target groups, we worked hard to counter the emotionally charged and inaccurate arguments that often confuse people, and, instead, establish the science that proves plastics are safe, useful and beneficial.

### **Dealing with key issues**

All of our projects tackled issues that are central to current concerns. For example, our food contact materials project focused on helping our members keep up with changes to EU legislation on food contact materials, and on finding a more accurate method of assessing the impact of using particular plastics for food packaging. Another project promoted plastic's fire safety record, especially within the construction and public transportation sectors. A third key project focused on supporting members to implement REACH, the wide-reaching new EU legislation that imposes many new and challenging obligations on the plastics industry.



## Plastics in food contact materials



*Anne-Marie Hamelton*

Project Manager Food Contact

During 2007, we worked closely with various other parties in the value chain to develop a unique new research tool that would, for the first time, focus on exposure, rather than migration. We intensively researched consumers' actual exposure levels to unintentionally added substances (e.g. reaction products). Compared to the current information on migration levels, our data will provide more relevant insights. Another part of our work involved tracking changes to EU law and updating our industry positions accordingly. To do this, we worked closely with experts from all over the plastics industry.

## REACH and the plastics industry

REACH, new legislation concerning the production and importation of chemical substances, is going to have far-reaching consequences for the way our industry works. It obliges companies to register each chemical substance they produce or import in volumes of more than one tonne. This project supports our members as they implement the necessary changes. To help, we established a dedicated support group and a knowledge-sharing network to help share expertise, strengthen our members' consortia and develop members' chemical dossiers.



*Wolfgang Siebourg*

Project Manager REACH



## Plastics and fire safety

The main aim of the fire safety project was to firmly establish plastics' solid fire safety record and build trust with our target groups. To this end, we developed and finalised our long-term communication strategy. We also created clear communication tools that could be easily adapted for any circumstances. Our main difficulty was to convey highly technical issues in clear and simple language. A Q&A document, a position paper on smoke toxicity, and sets of presentation slides have already been made available and are now in use.

*Jean-Jacques Couchoud*

Project Manager Fire Safety



## Facts to the fore

We also focused on explaining the negative impact of a potential EU-wide ban on HBCD, a flame-retardant additive commonly used in polystyrene insulation. *PlasticsEurope* contributed crucial facts to the debate, as well as emphasising the extraordinary efficacy of HBCD, which means only minute amounts are needed and any dangers are minimised.

*Paul-Michael Bever*

Project Manager HBCD Risk Assessment



# Safeguarding the reputation of our industry

Plastics touch every aspect of our lives, they are everywhere in our houses and at our workstations, they are in the objects we use for entertainment or for play, and they are also in the medical devices that improve our health or even save our lives. And yet, we do not 'love' them the way we appreciate wood, stone, metal or glass. It may be that they do their job too well. Plastics do not need the care that wood and metal require, nor do they need the consideration we give to the weight of stone, or the caution we give to the fragility of glass. It is all too easy to take plastics for granted, or to overlook them entirely. As an industry, we have to keep this from happening.

## **Safeguarding the reputation of our industry**

In 2007, we used a variety of tools – including the internet, formal reports and debates – to reach two target groups: young people and opinion-formers. The aim was to communicate the benefits of plastics with regard to three major global concerns: energy efficiency and climate protection; resource efficiency; and consumer protection.

## **Educating pupils and teachers on the benefits of plastics!**

Through the educational website FuturEnergia, we are continuing to support energy education with the help of plastics across Europe. This project, managed jointly by PlasticsEurope and European Schoolnet (Consortium of 28 European Ministries of Education), engages young people in online activities and competitions related to the theme of energy efficiency and climate protection. The goal is to help students understand the importance of energy efficiency and savings so as to encourage them to positively influence behaviour in their surroundings, and to inspire them to develop solutions for future generations using innovative materials such as plastics.

## **Plastics: are they part of the solution or the problem?**

In 2007, we have started a bold and unique initiative targeting students across Europe. We have offered the Youth a platform to have an open and transparent debate on the contribution of plastics to the challenges of energy shortage, resource efficiency and climate protection. Exciting and successful Youth Parliament Debates have already taken place in Berlin, Warsaw and London, gathering each time over 100 enthusiastic students all eager to debate their way to the Finals that will be held in Brussels by end of 2008.

## **Plastics Image Survey**

We also carried out a Plastics Image Survey in 2007. The aim was to find out what the public think about plastics and how their opinions have changed in recent years. On the whole, the results showed that much work still needs to be done in order to educate people about plastics and, amongst others, their benefits. To meet this need, PlasticsEurope has initiated the development of country specific strategy plans to tackle the problem areas. This will be one of our main focuses in 2008.

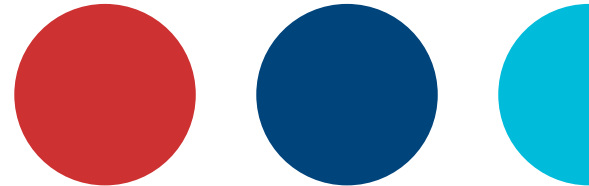
***Hans van Doorn***

Communications Director



## Media relations 2007

It is critical to the reputation of our industry that we actively reach out to the public, which is why we worked hard to promote our activities in the media throughout 2007. For the launch of *The World in 2030*, for example, the press showed up substantially. We gave a series of interviews and developed a coordinated media strategy for the whole of Europe. The result was very positive coverage across all media in Europe. Further positive coverage was prompted by *PlasticsEurope's* spectacular stand at the K 2007 trade fair. Staffed by an international crew, our stand was the meeting place not only for the plastics community, but also for journalists. In addition, we received comprehensive media support for other pan-European projects, such as the FuturEnergia awards ceremony and the IdentiPlast conference. The Regions also played their part in communicating the messages of our organisation and gained quite some impressive and positive coverage: in the Central Region, for example, Germany generated some excellent media coverage, including TV spots, by sponsoring Team Kunststoff.



*Michael Herrmann*

Media Relations Manager



# Regional Reports

## Central Region

**Austria, the Czech Republic, Germany, Hungary, Poland, Slovakia, Slovenia and Switzerland**

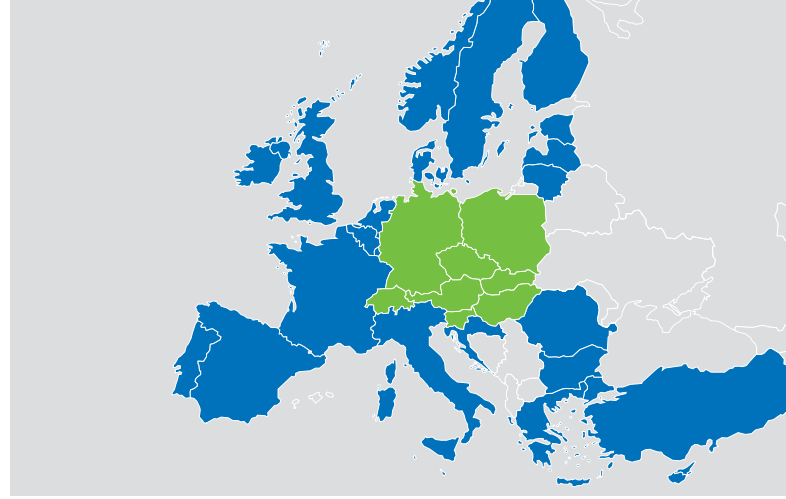
The Central Region produces more than a third of Europe's entire plastics output, which means that maintaining a strong presence in the region is particularly important. That's why during 2007 we ran a wide range of initiatives – with significant results. In October for example, we successfully organised the centrepiece exhibit – the 'Special Presentation' – at the world's largest plastics industry trade fair K 2007. In addition, we successfully built a solid platform for our activities in Poland, one of the new members of the region.

### **The No. 1 trade fair for the plastics industry**

Held every three years, the K Trade Fair is the leading trade fair for the plastics industry worldwide. And for the 6th K fair in a row, PlasticsEurope organised the centrepiece of the event: a programme of interviews, demonstrations and discussions known as the Special Presentation. Visitors were drawn in by the striking six-metre-high cube made of plastic bottles, lit up in deep blue light. And twice daily, a dynamic dance show – with multiple costume changes – displayed a wide range of modern plastic-fibre sports and leisure wear. From demonstrations of thermal-imaging technology to our exhibition on the central role of plastics in food safety, our 'Special Show' proved more popular than ever, and clearly highlighted the increasing relevance of plastics to the modern world.

*Peter Orth*

Regional Director – Central Region



### **Raising our Polish profile**

Throughout the last few years, PlasticsEurope has been working hard to establish a solid platform for our activities in Poland, one of the new members of the region. In 2007, one of our most successful initiatives in this area was the Polish national finals of the Youth Parliament Debate 2007, held in Warsaw in November. Over 100 students took part in the competition and discussed both the advantages and the disadvantages of using plastics. The Youth Parliament Debate has encouraged young Polish people to think about the benefits and versatility of plastics, helping to raise our profile and establish a strong position for further activities next year.





## Ibérica Region

### Spain and Portugal

In 2007, we officially changed our name from *PlasticsEurope* Spain to *PlasticsEurope* Ibérica. This was one of the first steps in establishing a strong position in Portugal, which joined our region in 2006. Our new name was publicly launched in October, and was warmly welcomed by many key industry representatives and senior officials from various Portuguese Ministries, and received strong media attention. Although we still have a long way to go, we took important strides last year towards achieving a truly regional presence, as demonstrated by major Portuguese PVC manufacturer CIRES joining *PlasticsEurope* Ibérica.

#### Presenting new solutions

Last year, we co-sponsored the second International Conference on Energy from Waste and Biomass, hosted in Madrid in October. The conference was centred around several presentations that introduced new technologies for extracting energy from waste and biomass. These exciting presentations sparked wide-ranging discussions about, for example, the reliability of the new processes, and their practical viability. And it wasn't only the delegates who found this subject fascinating: the debate over the use of waste as a resource has had a significant impact in political, industrial and scientific circles.

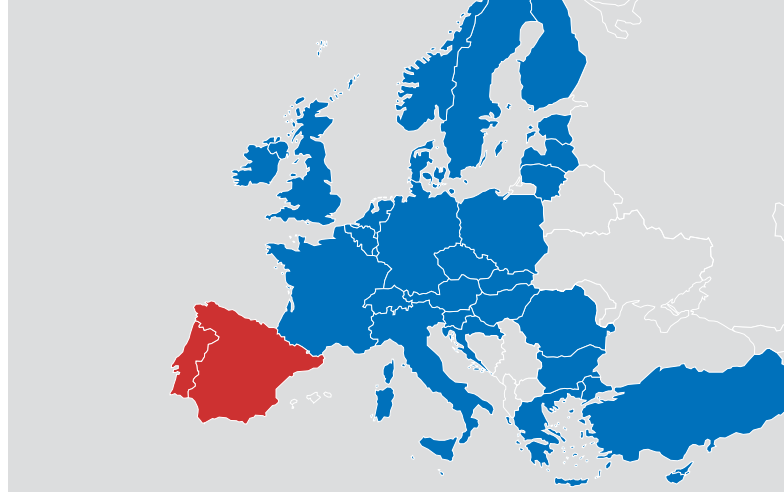
#### Active advocacy

On the advocacy front, *PlasticsEurope* Ibérica has been engaging various Spanish Ministries over the Spanish National Waste Plan (PNIR). Initial drafts of this document suggest reducing the use of non-biodegradable plastic shopping bags. *PlasticsEurope*, together with the rest of the plastics value chain, has responded by advocating a better alternative for reducing plastics waste: the introduction of standardized, reusable plastic bags. These activities

were supported by two communication campaigns, one on the radio and the other in the supermarkets, which both promoted the responsible use of plastic bags, as well as the benefits of using them. By collaborating with the entire value chain, we kick-started another successful communications activity last year: the 'Plastics Week at Schools' programme. This programme started in October 2007 and involves installing temporary plastics exhibitions and laboratory-based activities in local schools. By the end of 2007, the exhibition had already visited three schools successfully. During the rest of the current school year, more than 10,000 students are expected to see it. For the future, *PlasticsEurope* and the Spanish Council of Architecture are developing an award for the most innovative use of plastics in building and construction.

*Francisco Cimadevila*

Regional Director – Ibérica Region





## Mediterranean Region

**Bulgaria, Croatia, Cyprus, Greece, Italy, Malta, Romania and Turkey**

Taken together, the countries that comprise the Mediterranean Region are responsible for the second largest plastics goods manufacturing market in all of Europe. Evidence of the current boom in the plastics industry in the region is also reflected in its position as Europe's top importer of raw materials for the plastics industry. In 2007, the production of plastic goods by converters continued to grow throughout the region, occurring in both well-established and emerging markets. In Turkey, for instance, the conversion market is growing 10% annually.

### At the highest level

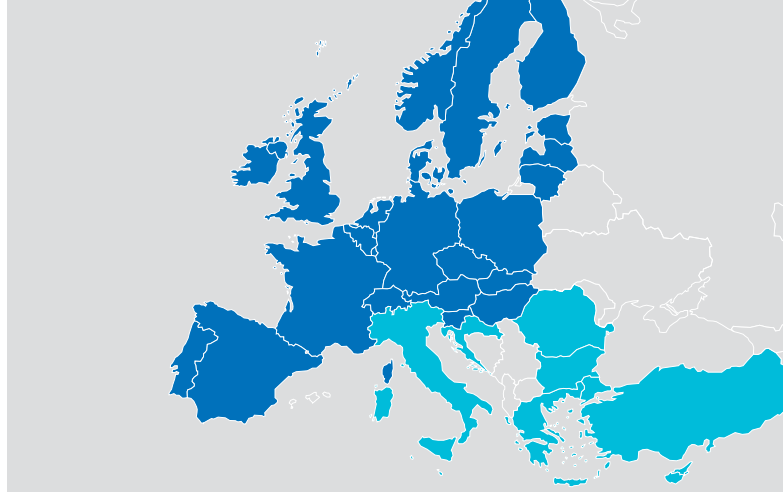
Among other developments in the Balkans, intergovernmental meetings took place in Slovenia and Croatia in 2007 regarding issues of importance to the plastics industries. These meetings provided the plastics industry with an excellent opportunity to help shape public policy in these countries.

### Italian campaigns

In Italy, *PlasticsEurope* carried on with some of its earlier programmes and developed several new initiatives. For example, the “Hey I’m a Polymer” campaign (Sono un polimero), which was launched in 2006 to keep teenagers informed about the many benefits and uses of plastic, continued to be successful in 2007. Among the new projects was an investigation into the use of plastics in residential infrastructure, focusing primarily on the use of plastic pipes to safely transport drinking water, waste water, and natural gas.

**Giuseppe Riva**

Regional Director – Mediterranean Region



### Into the future

In a well-publicised event held at the Polytechnic University of Milan in November 2007, renowned futurologist Ray Hammond spoke about future uses for plastics to a crowd of 160 people, including professionals in the plastics field, students and staff from the university, and journalists covering the event. To lend further perspective to the lecture, we also held an exhibition in the lecture hall, highlighting the role of plastics in our lives today.



## North Region

**Denmark, Estonia, Finland, Ireland, Latvia, Lithuania, Norway, Sweden and the United Kingdom**

The North Region is a cluster of countries at different levels of development. When it comes to implementing waste management and sustainable action programmes, for instance, the new members, the Baltic States, are relative beginners, while the Nordic countries are often cited as industry leaders in these fields. The United Kingdom and Ireland, both well-established members of the region, face their own particular challenges in complying with waste management directives.

### **Young minds**

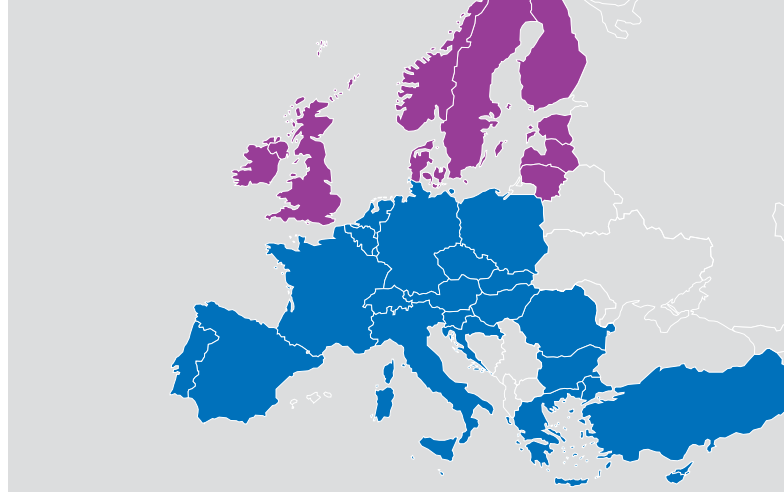
The activities of *PlasticsEurope* in the North Region include a number of educational initiatives; we have, for instance, been helping to update school material on plastics for middle-year students in Denmark and Sweden, and the Youth Parliaments Debates we held in London and Stockholm to highlight issues surrounding the use of plastics were also very successful.

### **A new Green Dot**

In Sweden, *PlasticsEurope* was involved in the restructuring of REPA, the ‘Green Dot’ organisation responsible for the compliance of the Swedish plastics industry with the packaging and packaging waste directive. The restructuring strengthens an already outstanding resource recovery system.

*Jan-Erik Johansson*

Regional Director – North Region



### **The UK approach**

Some of our main activities this year focused on the United Kingdom: the Retailers’ Road Show was quite an exciting programme, but it formed only part of a larger information-sharing initiative, which in turn supported our overall resource efficiency approach in the UK. This approach included promoting increased recycling by working in close cooperation with WRAP (Waste & Resources Action Programme), and advocating efficient energy production from waste operations involving used plastics that cannot be recycled in an eco-efficient manner.



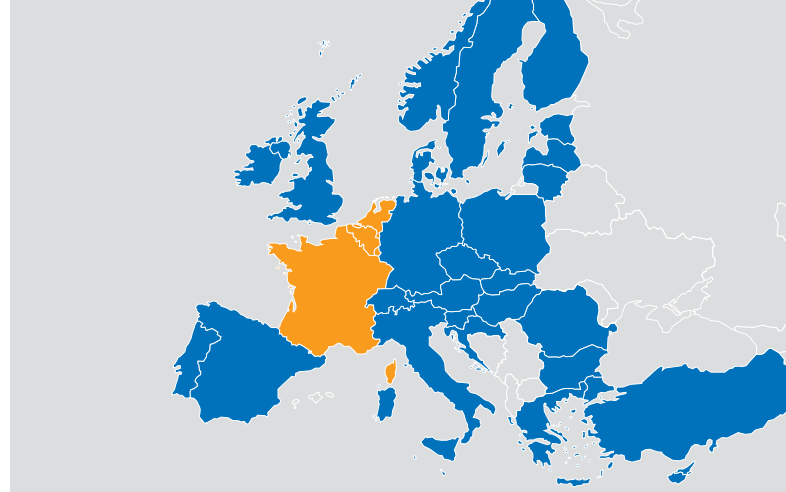
## West Region

### Belgium, France, Luxembourg and the Netherlands

The West Region's activities in 2007 were directed largely towards countering legislation that would have had an unduly negative impact on the plastics industry. In addition, we continued our efforts to develop a positive profile for plastics among our target groups.

#### Getting a fair deal

Several countries in the region have been trying to introduce 'eco taxes'. These include a tax on waste (particularly packaging) and on CO<sub>2</sub> emissions, both of which would adversely affect the plastics industry. We have therefore been working to minimise the negative effects of such legislation. This has involved actively engaging with the authorities to ensure definitions of concepts in the legislation are clear, fair and based on scientifically accurate data, rather than popular misconceptions or unexamined prejudices. In Belgium, we were able to convince the authorities that the tax on packaging should not apply across the board. The result was a 'picnic tax', applying only to fast-food packaging and disposable tableware. In France, we successfully



appealed to the European Commission over a French government decree seeking to ban plastic packaging that does not contain a prescribed percentage of vegetable matter. The Commission agreed that this would restrain trade within the EU, have a negative effect on recycling efforts and unfairly benefit the French agriculture sector. The decree was withdrawn.

#### Cleanest festival

We were one of the sponsors of the Pink Pop Festival in the Netherlands. All those who attended were given a pink plastic bag to collect their plastic garbage in during the Festival, and were invited to deposit the waste in large garbage bins for recycling. The bins were in the form of large pink comic characters, who repeatedly called out 'Plastic here!' and 'swallowed' the plastic offered. Between concerts the slogan 'Plastics – The Material for the 21st Century' was displayed on large screens. At the end of the festival, the area was free of litter, and the festival won an award as 'The Cleanest Festival in Europe'.

#### Communications

In 2007, we made our magazine – formerly published only in French, as *Entrée en Matière* – also available in a Dutch version, entitled *Kansen met Kunststof*. We also developed and distributed a variety of educational kits. Finally, in September 2007, the 100th anniversary of the development of bakelite by the Belgian scientist Leo Baekeland was marked by a celebration at the University of Ghent, sponsored by several of our members.



**Michel Loubry**

Regional Director – West Region

# Key Figures

## Plastics demand in EU25+NO/CH (k tonnes/year)

Plastics demand by converters in EU25 + Norway and Switzerland was 49.5 million tonnes in 2006. The demand, expressed as tonnage of virgin resin processed by European converters by country, is shown in Figure 1.

The major countries are Germany and Italy, which together account for around 40% of the European conversion to plastic products. Of the new Member States, Poland has the highest plastic conversion, currently at about 2.0m tonnes of the European total. The Czech Republic and Hungary are each at about half this. It is expected that the converting industries in most of the new Member States will grow strongly in the coming years.

All countries saw a growth in plastics demand in 2006 compared to 2005. In Western Europe (EU-15, Norway and Switzerland) this averaged at 3.5%, but some countries, such as Austria, Germany and Portugal, achieved over 6%. In new Member States such as Poland, the Czech Republic and Hungary the growth was about 12%, reflecting the high growth potential in these countries.

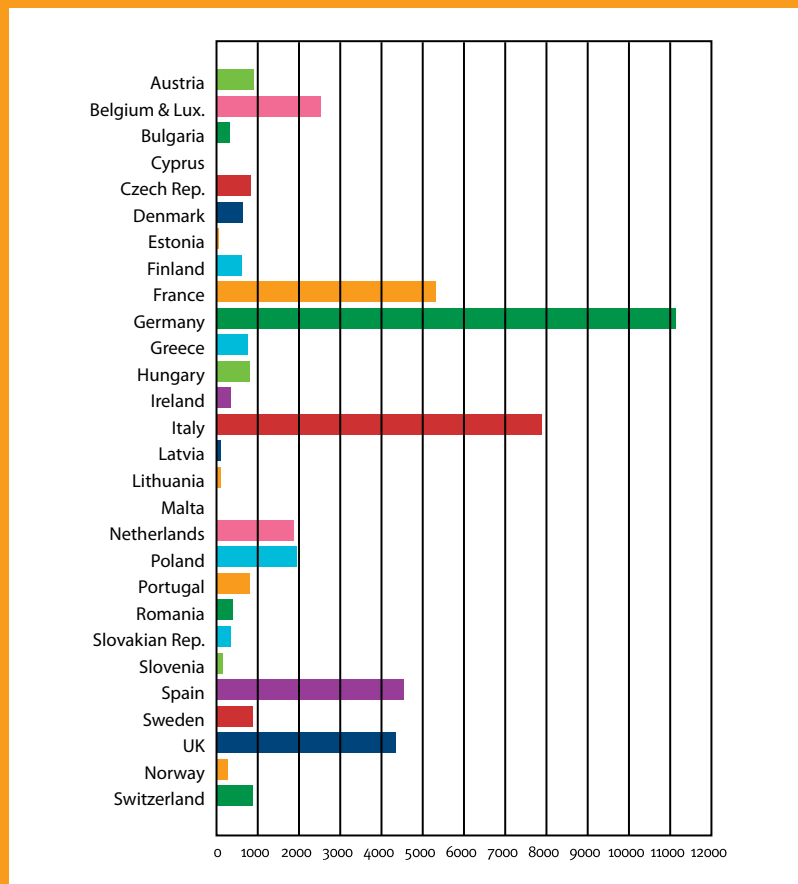


Figure 1

## Production per polymer and per application

There are around twenty distinct groups of plastics, each with numerous grades available to enable the optimum choice to be made for each specific application. There are five high-volume families of plastics. These are polyethylene (including low density (LDPE), linear low density (LLDPE) and high density (HDPE)), polypropylene (PP), polyvinylchloride (PVC), polystyrene (solid PS and expandable EPS) and polyethylene terephthalate (PET). Together the big 5 account for around 75% of all plastics demand in Europe. During 2006, all of the above experienced growth in demand in the range of 3 to 8% (Figure 2).

Packaging remains the biggest end use for plastics at 37% followed by Building and Construction at 21%. Automotive and Electric&Electronic use 8% and 6% respectively. Finally medical, leisure and other applications use 28% (Figure 3).

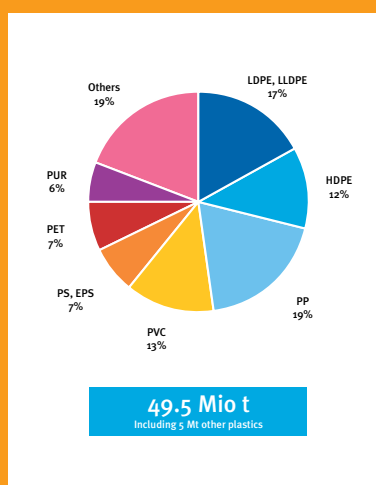


Figure 2

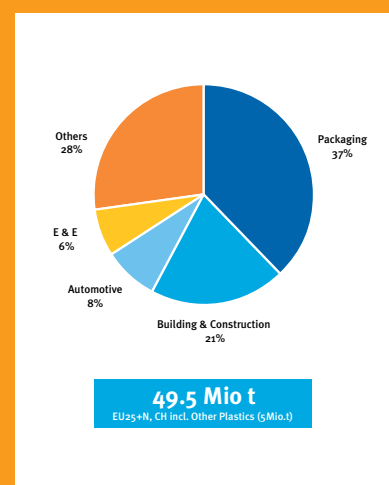


Figure 3

# Membership Status

AGC Chemicals Europe	LVM
Aragonesas Industrias y Energia	LyondellBasell <sup>6</sup>
Arkema	M&G Polymers
Artenius Hellas <sup>1</sup>	Monotez
Artenius PET Division <sup>2</sup>	Norsk Hydro
Ashland Chemical Company	NOVAPET
Basell Orlen Polyolefins	Oltchim
BASF	Polimeri Europa
Bayer MaterialScience	Polynt
Borealis	PolyOne
BP	Reichhold
Cires	REPSOL YPF
Cray Valley	Rhodia
Cytec Surface Specialties	SABIC Europe
DOW Europe	Sabic Innovative Plastics <sup>7</sup>
DSM Composite Resins	Scott Bader
DSM Engineering Plastics	Shell Chemicals Europe
DuPont de Nemours International	Shin-Etsu PVC
Dyneon	SIR Industriale
Eastman Chemical	SK Eurochem
EMS-PRIMID	Solvay
Equipolymers	Spolana
Eval Europe	Spolchemie
Evonik Degussa <sup>3</sup>	Styrochem Finland
ExxonMobil Chemical Europe	Sunpor Kunststoff
Gabriel Technologie	Synbra Technology
Hexion Specialty Chemicals	Synthos Kralupy <sup>8</sup>
Huntsman Advanced Materials	Ticona
INEOS	TOTAL Petrochemicals
Ineos Nova International <sup>4</sup>	UAB “Orion Global Pet” (Indorama)
Init Polymers <sup>5</sup>	Unipetrol <sup>9</sup>
Interquisa	Unipol
INVISTA	Vestolit
Jackon	Vinnolit
Lanxess	Wacker-Chemie
LEUNA-Harze	Wolff Cellulosics

<sup>1</sup> Formerly VPI

<sup>2</sup> Formerly La Seda de Barcelona (ex-Selenis & Advansa)

<sup>3</sup> Formerly Degussa

<sup>4</sup> Formerly NOVA Innovene

<sup>5</sup> Formerly Wellman

<sup>6</sup> Formerly Basell Polyolefins

<sup>7</sup> Formerly General Electric Plastics

<sup>8</sup> Formerly Kaucuk

<sup>9</sup> Formerly Chemopetrol

New companies that applied for membership in 2008:

Anwil, Borsodchem, Neo Group, Novacke Chemicke Zavody, Novamont, “Organika-Sarzyna”



# PlasticsEurope Steering Board 2007

## President

### John Taylor

Borealis – Chief Executive

## Vice-Presidents

### John Feldmann

BASF – Member of the Board of Executive Directors

### Koos van Haasteren

SABIC Europe – Member of the Managing Board,  
Managing Director Polymers

### Jacques van Rijckevorsel

Solvay – Member of the Executive Committee,  
General Manager Plastics Sector

## Members

### Paul Augustowski <sup>1</sup>

Basell Orlen Polyolefins – President and CEO

### Robert Bornhofen <sup>2</sup>

Vestolit – Member of the Management and  
Investors Committees

### Kevin Boyle <sup>2</sup>

TOTAL Petrochemicals – Senior Vice President,  
Styrenics Business and Research

### Werner Breuers <sup>2</sup>

Basell Polyolefins – President Polyolefins Europe

### Anton de Vries <sup>1</sup>

LyondellBasell – President Polymers Division

### Josef Ertl

Vinnolit – CEO

### Guenter Hilken

Bayer MaterialScience – Member of the Executive  
Committee, General Manager Business Unit  
Polycarbonates

### Hartmut Lueker <sup>2</sup>

Basell Orlen Polyolefins – President

### Arno Knebelkamp <sup>1</sup>

Vestolit – CEO

### Calum Maclean <sup>2</sup>

Ineos Polyolefins – CEO

### Benjamin Palomo Sanz <sup>2</sup>

REPSOL YPF – Business Unit Director Polyolefins

### Massimo Paravidino

Polimeri Europa Benelux – CEO

### Martin Pugh

Ineos Nova International – Managing Director, Europe

### Isidro Quiroga

DOW Europe – Commercial Vice President Basic  
Plastics - Europe, Middle East and Africa

### Bill Reid <sup>1</sup>

Ineos Polyolefins – CEO

### Willy Schweizer <sup>3</sup>

Eastman Chemical International –  
Director Performance Polymers Business Organization  
- Europe, Middle East and Africa

### Kees Verhaar <sup>1</sup>

Hexion Specialty Chemicals – President Epoxy and  
Coating Resins Division

### John R Verity

ExxonMobil Chemical – Vice President Global Business  
Unit Polyethylene

## Treasurer

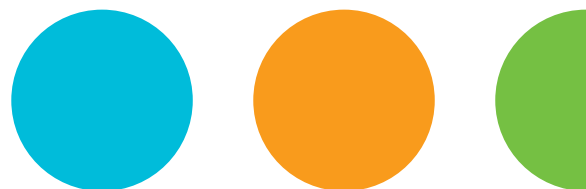
### Willy Schweizer <sup>3</sup>

<sup>1</sup> Elected to the Steering Board 2007\*: P Augustowski, A de Vries, A Knebelkamp, B Reid, K Verhaar

<sup>2</sup> Left the Steering Board in 2007: R Bornhofen, K Boyle, W Breuers, H Lueker, C MacLean, B Palomo Sanz

<sup>3</sup> Elected as Treasurer\*: W Schweizer

\* Elections took place at the General Assembly in June 2007



# Standing Committees

PlasticsEurope's Standing Committees address issues and matters relating to legislation of plastics, and market specific topics. They are open to all members with an interest in the topics covered.

## PlasticsEurope Market Research & Statistics Standing Committee (PEMRG)

The PlasticsEurope Market Research Group (PEMRG) pools the market intelligence of PlasticsEurope's members with the aim of creating a complete, harmonised and comprehensive description of the worldwide plastics market. Its main focus is to analyse the plastics market within Europe (EU 27) on a country level by selected products and applications. PEMRG's mission is to enable the plastics industry to speak authoritatively with one voice and moreover to underline the significant benefits of plastics and the impact of the plastics industry on the economy. Furthermore, the group is engaged in the collection of post-consumer plastics waste and recovery data. The key findings of our experts will be used by the whole plastics industry.

**Chair:** M. Balsam, BASF

**Member companies:** BASF, LyondellBasell <sup>1</sup>, Bayer MaterialScience, Borealis, DSM Engineering Plastics, Lanxess, Polimeri Europa, REPSOL YPF, SABIC Europe, Ticona, TOTAL Petrochemicals

## Fire Safety Standing Committee

As plastics are basically combustible, fire safety will always be a standing issue for the plastics industry, making the work of this committee particularly important. In 2007, the committee worked towards developing EU-wide industry standards and regulations through advocacy and communication projects, and by providing technical information. Our biggest challenge was to convert highly technical information into communication tools that non-experts could understand. We achieved our goals largely thanks to contributions from industry experts of our member companies. For the coming year, we have two main goals. Firstly, we aim to extend our influence in the Central and Mediterranean regions. And secondly, we will begin developing a set of Fire Safety Engineering tools that provide a more relevant way of assessing the fire safety of plastics products.

**Chair:** R. Dewitt, Solvay

**Deputy chair:** C. Lukas, DOW Europe

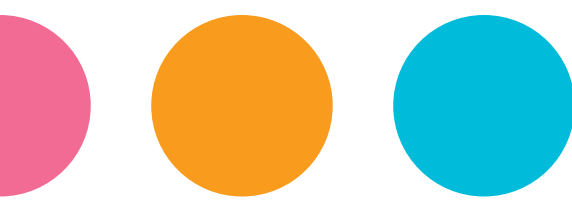
**Member Companies:** Arkema, BASF, Bayer, Borealis, Cefic, Cefic/EFRA, Dow Chemical, DuPont de Nemours International, Dyneon, Eastman Belgium, Huntsman Polyurethanes, Rhodia Polyamide, Sabic Innovative Plastics <sup>2</sup>, Solvay

## Food Contact Standing Committee

In 2007, the Food Contact Standing Committee continued to address the migration of non-intentionally added substances to food by creating an industry exposure matrix, which will be finalised and presented to the European Commission in 2008. Together with a number of other trade organisations and Member States, this Standing Committee also worked on a successful tender to develop an EU database detailing the effects of chemical exposure on food packaging materials. In addition, the Food Contact Standing Committee addressed issues of mutual concern with the European Commission related to changes and updates of the current food-contact legislation.

**Chair:** C. Guéris, DuPont de Nemours International

**Deputy chair:** C. Dequatre, INEOS Polyolefins

- 
- <sup>1</sup> Formerly Basell Polyolefins
  - <sup>2</sup> Formerly General Electric Plastics
  - <sup>3</sup> From January 2008: Giuseppe Malinverno, Solvay
  - <sup>4</sup> Formerly VPI
  - <sup>5</sup> Formerly La Seda de Barcelona (ex-Selenis & Advansa)
  - <sup>6</sup> Formerly Wellman
  - <sup>7</sup> Since 31 October 2007
  - <sup>8</sup> Formerly Chemopetrol

# Product Groups

Product Groups manage issues related to some of the plastics. Each have their specific topics and work programmes which may vary from working on standardisation, eco labels, preparing for REACH, developing safety guidelines, monitoring media or addressing regulations that impact their products. In addition, Product Groups provide general and technical argumentation for discussions with their respective regulators and value chains. Product Groups are also actively engaged in advocacy and communications related to the promotion, defence and benefits of their plastics.

## Epoxy Resins

**Chair:** M. Schneider, Huntsman Advanced Materials

**Member companies:** Hexion Specialty Chemicals, DOW Europe, EMS-PRIMID, Huntsman Advanced Materials, SIR Industriale, Cytec Surface Specialties, Spolchemie, LEUNA-Harze

## Fluoropolymers

**Chair:** L. Hoy, AGC Chemicals Europe <sup>3</sup>

**Member companies:** Arkema, AGC Chemicals Europe, DuPont de Nemours International, Dyneon, Solvay Solexis

## PC BPA

**Chair:** B. Richter, Bayer MaterialScience

**Member companies:** Bayer MaterialScience, DOW Europe, Sabic Innovative Plastics <sup>2</sup>

## PET

**Chair:** A. Ciotti, Equipolymers

**Member companies:** Artenius Hellas <sup>4</sup>, Artenius PET Division <sup>5</sup>, BP, Equipolymers, Init Polymers <sup>6</sup>, Interquisa <sup>7</sup>, INVISTA, M&G Polymers, NOVAPET, SK Eurochem, Eastman Chemical

## Polyolefins

**Chair:** P. Platteeuw, DOW Europe

**Member companies:** LyondellBasell <sup>1</sup>, Borealis, Unipetrol <sup>8</sup>, DOW Europe, ExxonMobil Chemical Europe, INEOS Polyolefins, Polimeri Europa, REPSOL YPF, SABIC Europe, TOTAL Petrochemicals

## Vinyls/ECVM

The Vinyls Committee is the Board of the European Council of Vinyl Manufacturers, which represents the European PVC producing companies.

ECVM is also a partner in Vinyl 2010, the voluntary commitment of the PVC industry, which has been recognised by UNEP as a partnership for sustainable development.

**Chair:** J. Ertl, Vinnolit

**Member companies:** Arkema, Cires, Ercros, INEOS, Hydro Polymers, LVM, Oltchim, Shin-Etsu PVC, Solvin, Spolana, Vestolit, Vinnolit

## STYRENICS

### ABS/SAN

**Chair:** A. Glück, BASF

**Member companies:** BASF, DOW Europe, INEOS ABS, Polimeri Europa, Sabic Innovative Plastics <sup>2</sup>

### Expandable Polystyrene

**Chair:** P. Ayrey, INEOS NOVA

**Deputy chair:** J. Fischer, BASF

**Member companies:** BASF, DOW Europe, Gabriel Technologie, INEOS NOVA, Jackson, Monotez, Polimeri Europa, REPSOL YPF (Polidux), Styrochem Finland, Sunpor Kunststoff, Synbra Technology, Synthos, Unipol

### Polystyrene

**Chair:** B. Nusbaumer, TOTAL Petrochemicals

**Member companies:** BASF, DOW Europe, INEOS NOVA, Polimeri Europa, Synthos, TOTAL Petrochemicals

### UP Resins

**Chair:** D. Vincent, Cray Valley

**Deputy chair:** S. Osterwind, Ashland Chemical Company

**Member companies:** Ashland Chemical Company, Cray Valley, DSM Composite Resins, Polynt, Reichhold, Scott Bader, SIR Industriale

# Working Groups

PlasticsEurope Working Groups work together on the basis of an annually agreed plan to position plastics as the material of choice in technical applications by demonstrating their technological, ecological and economic benefits. Group members are PlasticsEurope experts and representatives of member companies.

## Life Cycle Task Force (LCTF)

The LCTF's main activity in 2007 was updating existing eco-profiles of plastics materials as needed or requested, and compiling data on plastics conversion processes (e.g., energy consumption and emissions) to make eco-profiles more complete. We also promoted the development of Type III environmental declarations (Environmental Product Declarations, EPDs) by preparing an appropriate methodology (Product Category Rules, PCRs), and publishing two EPDs and a PCR document. As environmental indicators (e.g., carbon footprint) do not take account of the whole life cycle of a product or material, we started to consider a more comprehensive 'sustainability indicator'. We also examined the problem of the widespread use of eco-labels that have only a limited scientific basis. In 2008, we hope to achieve even greater efficiency through active cooperation with other PlasticsEurope groups.

**Chair:** David Russell, DOW Europe <sup>9</sup>  
Edgar Streich, DOW Deutschland <sup>10</sup>

**Member companies:** BASF, Bayer MaterialScience, Borealis, DOW Europe, INEOS Polyolefins, TOTAL Petrochemicals, Vinnolit, SABIC Europe

## Packaging & Litter

In 2007, the main themes addressed by the Packaging & Litter Working Group were carbon footprints and marine litter. With regard to marine litter, the Packaging & Litter Working Group developed, together with the Global Litter Team (a global network of plastics associations), a common framework to enable a consistent and successful approach to dealing with marine litter. This Working Group also developed, in cooperation with an external consultant, a position paper on carbon footprints. This paper was supported by the aluminium industry and has been widely shared

with other industries along the value chain. In 2008, the Packaging & Litter Working Group will create a carbon footprint advocacy and communication strategy with other partners in the value chain.

**Chair:** Wolfgang Siebourg, PlasticsEurope

**Member companies:** LyondellBasell <sup>1</sup>, BASF, Bayer MaterialScience, Borealis, DuPont de Nemours International, Eastman Chemical, Eval Europe, ExxonMobil Chemical, Polimeri Europa, SABIC Europe, TOTAL Petrochemicals

## Technical Applications Recovery Working Group (TARG)

The Technical Applications and Recovery Group (TARG) is primarily responsible for providing technical and advocacy support in the field of waste management. In keeping with the PlasticsEurope priority focus areas, TARG aims to be the prime source of scientific information within PlasticsEurope on Energy Efficiency and Climate Protection, and Resource Efficiency. In this capacity, it reviews annual statistics relating to plastics production, consumption and product end-of-life. TARG also monitors and actively contributes to EU regulatory processes.

In 2007, TARG conducted a major project on the benefits of burning wood-based biofuels and Solid Recovered Fuels (SRF) together: results indicate that this is an environmentally sound and economically attractive way of producing energy, and an intelligent way to combine renewable energy use with sustainable waste management. This project was one in a long series of technical projects conducted by PlasticsEurope, exemplifying the responsible approach it has taken to finding sound and economically viable end-of-life solutions.

**Chair:** Aafko Schanssema, PlasticsEurope  
Klaus Wittstock/BASF from June

**Member companies:** BASF, LyondellBasell <sup>1</sup>, Bayer MaterialScience, Borealis, DSM Engineering Plastics, DOW Europe, DuPont de Nemours International, Eval Europe, Rhodia Polyamide, SABIC Europe, SABIC Innovative Plastics <sup>2</sup>, Solvay, Ticona, TOTAL Petrochemicals, Vestolit



### Eco-label & Green Public Procurement (GPP)

In 2007, the Eco-label & GPP Working Group was primarily concerned with countering inaccurate information and misunderstandings about plastics in new and revised European Eco-labels, and in the Training Toolkits on GPP developed for the European Commission by ICLEI (Local Governments for Sustainability). Most Eco-label and GPP criteria tend to disfavour plastics, and PVC in particular. The main problem is that this attitude is based on societal concerns, rather than on any sound scientific evidence. To eliminate these prejudices, *PlasticsEurope* distributed documents to relevant bodies and stakeholders and attended appropriate meetings with them. In 2007, the Working Group's efforts, conducted in close consultation with CEFIC and EuPC, had a number of positive results, including the removal of the discrimination against PVC packaging in the Soap & Shampoos Eco-label, and the removal of discriminatory statements on plastics and PVC from the new EU GPP website.

**Chair:** Roberto Saettone, *PlasticsEurope* Italia

**Deputy Chair:** Dirk Van Hessche, ECVM

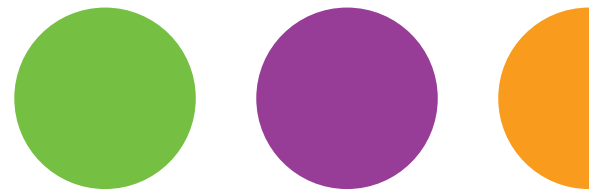
**Member companies:** BASF, LyondellBasell <sup>1</sup>, Bayer MaterialScience, DOW Benelux, IneosVinyls, Vinnolit

### Standardisation Working Group

The Standardisation Working Group's main task in 2007 was to prepare *PlasticsEurope*'s contributions to the Standardisation Global Meeting on Plastics, held in Goa (India) in September 2007. One of our particular concerns was how environmental aspects should be addressed in ISO standards. Since standardisation is an increasingly significant factor in our industry, it is important that all members take an active interest in it. In 2007, the group therefore worked to raise awareness among members of new standardisation issues, such as sustainability and the release of dangerous substances in the construction industry. An invitation to members to attend a preparatory meeting for the ISO global event resulted not only in a common position being agreed on how to tackle environmental issues, but also in some new companies joining the group. Closer coordination with other *PlasticsEurope* Working Groups, Standing Committees and Product Groups is planned for the coming year.

**Chair:** Juan Ruiz, *PlasticsEurope* Ibérica

**Member companies:** Arkema, BASF, LyondellBasell <sup>1</sup>, Bayer MaterialScience, Borealis, Elastogran, DOW Europe, DSM, Ineos Vinyls, Polimeri Europa, Rhodia Polyamide, SABIC Innovative Plastics <sup>2</sup>, Solvay, Unipetrol <sup>8</sup>



<sup>1</sup> Formerly Basell Polyolefins

<sup>2</sup> Formerly General Electric Plastics

<sup>8</sup> Formerly Chemopetrol

<sup>9</sup> Until March 2007

<sup>10</sup> From March 2007



## PlasticsEurope Leadership Team January 2008

### From left to right (see above)

Wilfried Haensel

Executive Director (since January 2007)

Hans van Doorn

Communications Director

Patrick d'Hose

Finance Director

Peter Orth

Regional Director – Central Region

Francisco Cimadevila

Regional Director – Ibérica Region

Giuseppe Riva

Regional Director – Mediterranean Region

Jan-Erik Johansson

Regional Director – North Region

Michel Loubry

Interim Advocacy Director (since January 2007)

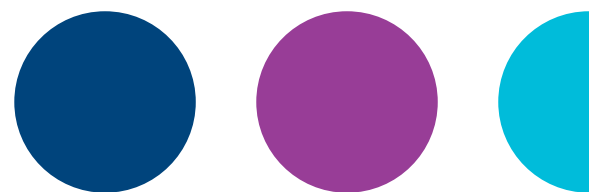
Klaus Vorspohl

Regional Director – West Region

Jean-Pierre De Grève

Consumer & Environmental Affairs Director

Executive Director, ECVI



To learn more about *PlasticsEurope*, please consult our website:  
**[www.plasticseurope.org](http://www.plasticseurope.org)**

*The material contained in this publication is for information only. PlasticsEurope has compiled the pages in this publication very carefully, and the information placed in this publication is offered in utmost good faith and is believed to be correct.*

1004/05/2008

**PlasticsEurope Brussels**

**Headquarters**

Avenue E. Van Nieuwenhuyse 4  
BE-1160 Brussels - Belgium  
Tel +32 (0)2 675 32 97 - Fax +32 (0)2 675 39 35  
E-mail: [info@plasticseurope.org](mailto:info@plasticseurope.org)

**PlasticsEurope Deutschland e.V.**

**Central Regional Office**

Mainzer Landstrasse 55  
DE-60329 Frankfurt - Germany  
Tel +49 (69) 25 56 13 00 - Fax +49 (69) 25 10 60  
E-mail: [info.de@plasticseurope.org](mailto:info.de@plasticseurope.org)

**PlasticsEurope France**

**West Regional Office**

14, rue de la République  
FR-92800 Puteaux - France  
Tel +33 (1) 46 53 10 53 - Fax +33 (1) 46 53 10 73  
E-mail: [info.fr@plasticseurope.org](mailto:info.fr@plasticseurope.org)

**PlasticsEurope Ibérica**

**Ibérica Regional Office**

Coslada 18  
ES-28028 Madrid - Spain  
Tel +34 (0902) 28 18 28 - Fax +34 (091) 356 56 28  
E-mail: [info.es@plasticseurope.org](mailto:info.es@plasticseurope.org)

**PlasticsEurope Italia**

**Mediterranean Regional Office**

Via Giovanni da Procida 11  
IT-20149 Milano - Italy  
Tel +39 (02) 345 65 309 - Fax +39 (02) 345 65 311  
E-mail: [info.it@plasticseurope.org](mailto:info.it@plasticseurope.org)

**PlasticsEurope UK**

**North Regional Office**

6 Bath Place - Rivington Street  
UK-London EC2A 3JE - United Kingdom  
Tel +44 (207) 457 50 00 - Fax +44 (207) 457 50 18  
E-mail: [info.uk@plasticseurope.org](mailto:info.uk@plasticseurope.org)