

Press Release

Brussels, 23 October 2018

PCEP's Strategy Workshop on 29-30 November 2018 in Brussels

Enhancing the circularity of Polyolefin-based Packaging

*In an exciting new initiative, the **Polyolefin Circular Economy Platform (PCEP)*** is seeking to collaborate with all European stakeholders to work together to identify opportunities, and remove barriers, to allow for the increased recycling and reuse of Europe's polyolefin packaging. To drive this initiative PCEP has made an ambitious industry-wide 2030 commitment to create a roadmap to reach 60% recycling and reuse of collected polyolefin packaging. For more information and key figures, click [HERE](#).*

Kick starting this commitment PCEP has organised a two-day Strategy Workshop for relevant stakeholders to work together with them in meeting its 2030 objectives. PCEP invites value chain stakeholders to engage, collaborate and contribute to the creation of a strategic roadmap from which a robust action plan will be developed to create a resource efficient and circular economy for Europe's polyolefin packaging.

The target audience for this workshop are value chain representatives that include polyolefin producers, converters, recyclers, brand-owners, extended producer responsibility (EPR), retailers and waste management industry representatives. Participants who deal with issues around the circular economy, sustainability, improved packaging design, strategic business and marketing development, procurement, compliance, customer service and consumer trends, recycling and waste management (including collection and sorting) are particularly welcomed.

Registration

The booking form for this Strategy Workshop is available [HERE](#). Registrations will close Monday, 12 November.

Date and venue

Thursday, 29 November, 13:00h to Friday, 30 November 2018, 14:00h (*incl. an evening networking dinner in the hotel on day 1*), Holiday Inn Brussels Airport Hotel - Holidaystraat 7, 1831 Diegem.

About Polyolefin Circular Economy Platform (PCEP)



*The **Polyolefin Circular Economy Platform (PCEP)** is a multi-stakeholder platform with a 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.

Launched initially by the polyolefin (PO) producers, converters and recyclers, PCEP is actively reaching out to brand-owners, retailers and waste management industry representatives as important stakeholders to put PCEP's ambitions into actions.

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