

# Press Release

Brussels, 07 November 2018

Plastics - Sustainability and Society

## Major European Plastics Sustainability Event to take place in London

The leading European event focused on the recycling and recovery of used plastics, IdentiPlast, is returning to London on 7 and 8 March 2019. Under the overarching theme of 'Plastics, Sustainability and Society', the event will bring together industry representatives from all over the globe.

Taking place just weeks before Brexit, the 14<sup>th</sup> edition of IdentiPlast will highlight the changes this will bring to the European recycling industry. In addition, it will take stock of the advances made since the announcement of PlasticsEurope's [Voluntary Commitment](#), which sets ambitious targets to reach 60% re-use and recycling of plastics packaging by 2030, contributing to the goal of 100% re-use, recycling and/or recovery of all plastics packaging in Europe (the EU-28, Norway and Switzerland) by 2040. Delegates will also hear how the ban on importing plastic waste imposed by Asian countries has impacted the industry and what is being done to address such global challenges.

The two-day conference brings producers, converters and recyclers from across the plastics supply chain together with policy makers, public authorities and waste management bodies, as well as key figures from academia, research institutes and relevant NGOs.

Confirmed speakers include academic and presenter, Mark Miodownik, who recently hosted the BBC Radio 4 programme Plastic Fantastic.

PlasticsEurope Director of the North Region Kim Christiansen states:

*"This is a unique opportunity to bring together over 300 professionals involved in plastics and sustainability from across Europe, at a time when improving sustainability and accelerating progress towards achieving a circular economy has never been more important."*

IdentiPlast 2019 is taking place at the QE2 Centre in London. It is run by PlasticsEurope and is being supported by the British Plastics Federation (BPF). Early bird rates are available until 30 November.

To view the full programme and find out more details, visit [www.identiplast.eu](http://www.identiplast.eu)

### **Background**

IdentiPlast 2019 also features exhibitions, a networking dinner on 7 March and the opportunity for a one-day tour of recycling facilities in the London area. The high-level conference will provide the audience with a forum where experience and know-how for identifying, sorting,

recycling and recovering plastics from different waste streams will be shared.

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### ***About the organisers***

#### **British Plastics Federation**

Established in 1933 the British Plastics Federation is the most powerful voice in the UK plastic industry with over 500 members across the plastics industry supply chain, including polymer producers and suppliers, additive manufacturers, recyclers, services providers, end users, plastics processors and machinery manufacturers, representing over 80% of the industry by turnover.

The BPF promotes the interests of its Members principally through its four Market Sector Groups and its many common interest Business Groups. The BPF Central Expert Committees address industry wide concerns including Environment, Fire, Product Safety and Industrial Health & Safety. Visit [www.bpf.co.uk](http://www.bpf.co.uk)

**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. Visit [www.plasticseurope.org](http://www.plasticseurope.org)