

Press Release

Brussels, 11 December 2018

David Baker, RPC Group Industry Affairs Director, becomes new Chairman of the POLYOLEFIN Circular Economy Platform (PCEP)



During “*The European Plastics Industries – Towards Circularity*” event held in Brussels on 11 December, David Baker, [RPC Group](#) Industry Affairs Director, was confirmed as Chairman of the Polyolefin Circular Economy Platform – PCEP. He succeeds Eugenio Longo, Borealis Head of Sustainability and EU Affairs, who had been the Chairman of PCEP since its inception.

David Baker commended his predecessor, praising him for his passionate leadership. Eugenio Longo’s strategic insights and strong dedication to the Circular Economy has made PCEP a reality.

David said: “*I am delighted to take on this important role. Polyolefins are a significant part of the plastics family and PCEP will ensure polyolefins become increasingly circular. My short term focus will be to support the PCEP Steering Board in its drive to expand its membership to include brand-owners/EPR schemes, retailers and waste management companies in addition to producers, converters and recyclers.*”

David Baker has over 35 years’ experience in the plastics packaging industry. He is RPC Group Industry Affairs Director and is also Chairman of [INCPEN](#) (the Industry Council for Packaging and the Environment). He is also active in the Council of the [British Plastics Federation](#) (BPF) and Vice President of the [European Plastics Converters](#) (EuPC).



Polyolefins account for 50% of the total amount of plastics consumed in Europe and 70% of plastic packaging representing 40% of European plastics demand application wise. 27 million tonnes of post-consumer plastic waste were collected in Europe in 2016 from which about 16 million tonnes are polyolefins and 12 million tonnes are polyolefins packaging waste. PCEP seeks to identify the barriers and opportunities to increase Europe's polyolefins recycling and work towards ensuring the supply of high quality recycled polyolefins for the European market.

About Polyolefins 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.

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