



EUROPEN Strategy

- Continue to build EUROPEN as the recognized cross-sectorial European industry and trade organization and point of reference for packaging issues related to the environment.
- Work in co-operation with other industry and trade organizations to establish and support European policy which fosters a fully accessible European market for packaging which meets the legal requirements and contributes to sustainable and resource efficient marketing and distribution of packaged goods.
- Act as a catalyst of stakeholder dialogue to promote greater understanding and acceptance of the function and benefits of packaging as a contributor to resource efficiency and sustainable development by the prevention of product waste. This may include fostering dialogue with other industry organizations.
- Contribute to the development and guidance of environment policy that supports EUROPEN's objectives and stimulates continuous environmental improvement by members while taking social and economic aspects into account.
- Collect and make available to members packaging and environment best practice to facilitate optimal solutions, e.g. for Essential Requirements of Directive 94/62/EC, prevention, achievement of the EU sustainable development strategy and, at national level, anti-litter measures involving all packaging chain economic operators.
- Monitor, report, and where necessary, take action in respect of any European policy, which may create unfair competition and/or discrimination or infringe on the free movement of packaging used for packaged products. When in line with the national strategies of its members, EUROPEN will act upon any proposed national policies having similar consequences, provided always that any such actions may not interfere with issues of a competitive nature between members.
- Maintain a communication programme which develops agreed EUROPEN key messages and effectively convey them to selected target audiences.

Revised June 2007



EUROPEN Mission Statement

As the recognized cross-sectorial European Industry and Trade organisation for packaging issues related to the environment, EUROPEN aims to achieve a fully accessible European market for packaging used for packaged products, whereby best use is made of the role, benefits and functions of packaging in society including its contribution to sustainability goals. These include protection of products and the environment while supplying information to and meeting the needs of consumers and customers.

We strive to influence European environmental legislation covering the marketing, sourcing, manufacture and distribution of packaging used for packaged products and the management of used packaging. We support legislation that is transparent, effective, and in proportion to the impacts of packaging and packaging waste and thus allows our members maximum scope to innovate, compete and operate in a resource efficient way.

We will encourage our members to take their share of responsibility in continuously improving the “sustainable footprint” of their packaging and the impact of packaging waste and be committed to contribute to supply chain resource-efficiency as a crucial part of sustainable development as described in the EUROPEN sustainable development vision.

We will stimulate stakeholder dialogue and implement a communication and lobby programme in support of these aims to serve our members and ensure recognition of their interests.

Revised June 2007



PACKAGING'S CONTRIBUTION TO SUSTAINABLE DEVELOPMENT: THE VISION OF EUROPEN (REVISED)

Sustainable development addresses economic, environmental and social objectives. EUROPEN members are encouraged to develop and use packaging which contributes to achievement of the European Union's Sustainable Development Strategy^{1, 2}.

Such packaging should:

- be designed holistically with the product in order to optimise overall environmental performance,
- be made from responsibly sourced materials,
- be designed to be effective and safe throughout its life cycle,
- meet market criteria for performance and cost,
- meet consumer choice and expectations, and
- be recovered efficiently after use.

May 2009

¹ *Renewed EU Sustainable Development Strategy*, 10117/06, Council of the European Union, 9 June 2006.

² This Vision addresses the environmental element of sustainable development, reflecting EUROPEN's area of expertise. However EUROPEN recognises that our members should also incorporate social and economic elements in their packaging policies.