

PET Packaging

From Challenges to Opportunities



Petcore Annual Conference 2022

14-15 June 2022 - DoubleTree by Hilton Brussels City



CPME TODAY



ALL European PET Producers



~3.5 Mill. MT capacity of vPET per year



Sustainable Growth of PET manufacturing



Combine the Power of Science and Technology

- ✓ Responsible Operations
- ✓ Smart solutions for today
- ✓ Innovations for tomorrow
- ✓ Partners for change

Growth is only possible if it is Sustainable: PET is Leading the way

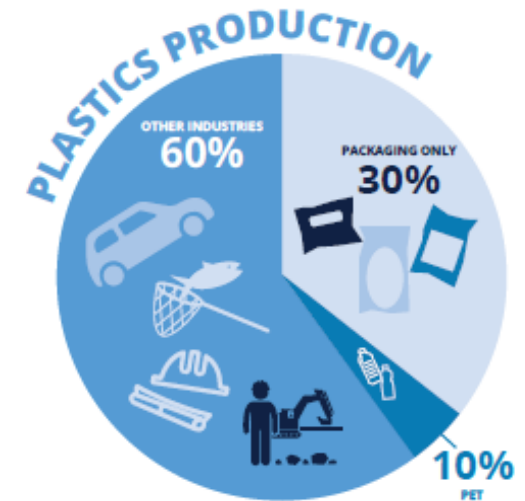
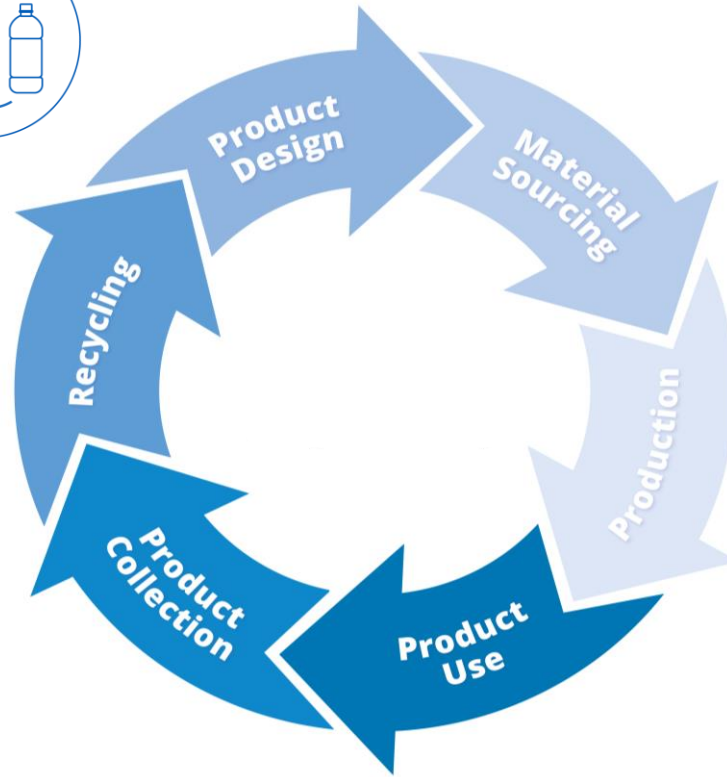
Design PET for circularity



Achieve at least 90% collection of PET packaging

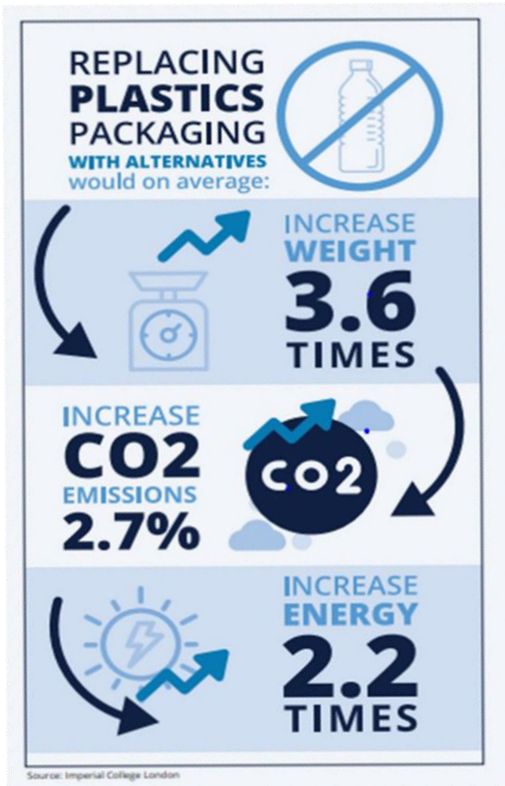


Focus on all consumer waste not just ~1% Plastic packaging waste



Greenwashing*: Less plastic does NOT mean more sustainability

What We Know



What We See



Education is Key

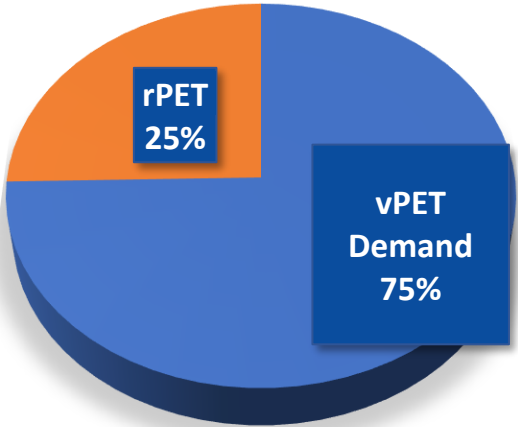
CPME is promoting the discussion with EU Institutions, with policy makers and representatives of international organizations, scientists and academics, entrepreneurs and stakeholders.



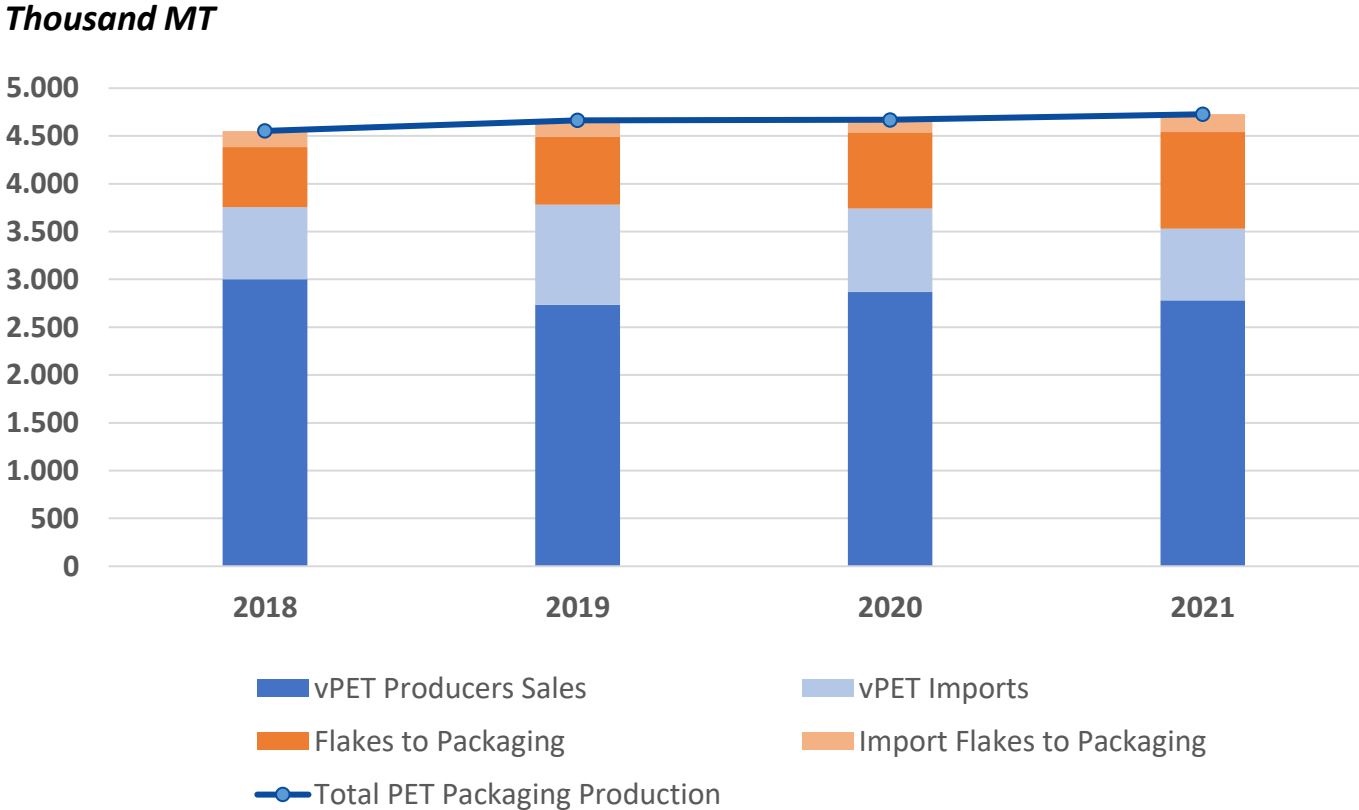
October 1°, 2021, Venice Symposium on Greenwashing and Sustainability

* EU Unfair commercial practices directive

EU (27+1) PET Packaging Market

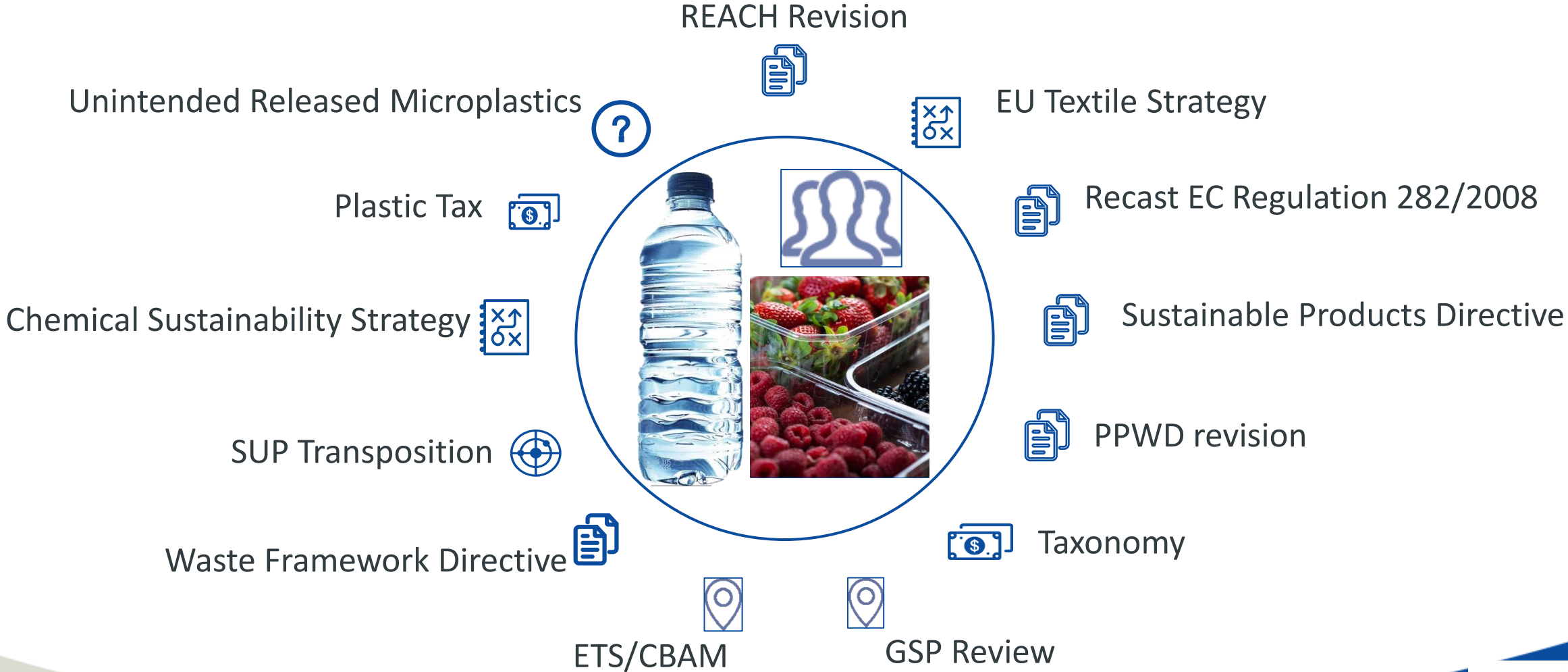


PET Packaging Consumption
2021



Sources: Eurostat, UK Trade Info, CPME, Eunomia

PET Value Chain: Legislative Challenges

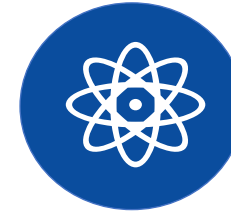
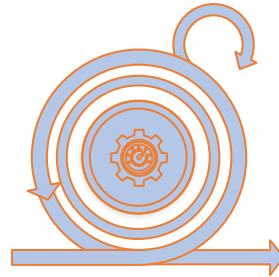


PET Value Chain: Risks & Effects



Risks

- Reduce the availability of strategic raw materials in Europe
- Increase costs for European Producers
- Increase price of primary goods for EU Consumers
- Increase imports from less regulated countries



Effects

- Make EU uncompetitive in the global markets
- Increase unemployment rate in EU
- Discourage investments in the EU
- Global GHG emissions increase



PET EUROPE

PRODUCERS' ASSOCIATION



PET EUROPE

CPME changes to PET EUROPE



Identification



- Refers to the identity of the association & its geographical horizon;
Easy to explain, Easy to remember

Awareness



- Who we are; What we do; Where we operate

Future Proof

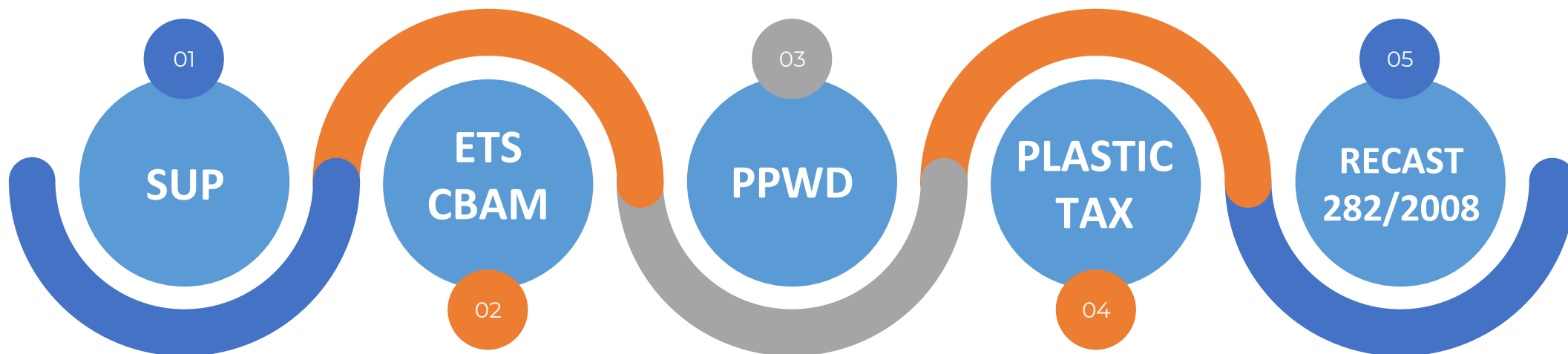


- Builds on PET and our European scope of work on Sustainability & Circular Economy



PETCORE & PET EUROPE: Opportunities

Working together to support the EU and Member States Legislators to further enhance PET unique sustainability characteristics



- PET at the Front Edge of Collection & Recycling
- Reducing CO2 emissions
- Availability of strategic raw materials
- Avoiding Carbon Leakage
- Increase value of secondary raw Materials (Waste Framework Directive, Sustainable Products Initiative)
- Fiscal advantage for packaging which includes recycled content
- Promote local collection
- Advancing PET Closed Loop Recycling

PET EUROPE – Policy Paper



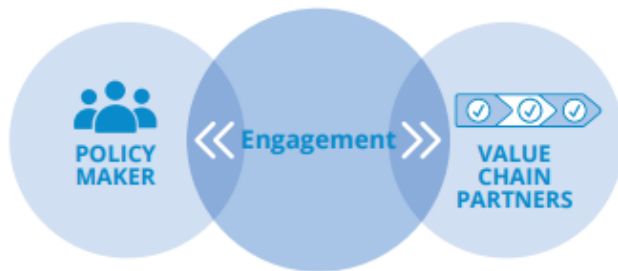
- Support EU & Member States Legislation
- Support path towards Circular Economy
- Protect the Environment
- Fight Climate Change

PETCORE & PET EUROPE:

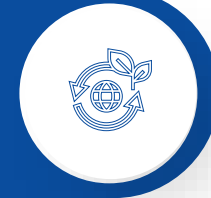
Transforming Challenges into Opportunities



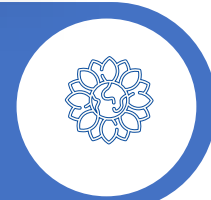
Working together



If we want to mitigate climate change



If we want to avoid Carbon Leakage



If we want to maintain a local Supply Chain of strategic raw materials



If we want to protect European Jobs



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Thank you