



Petcore Europe AC 2024 / Advocacy WG

www.petcore-europe.org



Context for the creation of the working group

- A brand new working group (WG)
- A lot of legislative developments that the Commission is working on/willing to close before the next European election in 2024 (more than 13 pieces of regulation having an impact on our industry).
- Moving from purely technical to also political: Petcore Europe has a wealth of technical expertise which will now feed into our political engagement (Commission, Parliament, Council).
- Petcore Europe must communicate and work with decision makers, proposing them solutions towards a science based decision making (rather than opinion based).
- Petcore is a PET value chain association representing, amongst others, PET producers, recyclers, converters and users and as such all advocacy actions must focus on the common positions of the value chain
- This new WG will be the interface between the various Petcore's WGs/activities and external stakeholders.

Interaction with internal – external environment

Thermoforms

Labels

NIAS

Depolymerization

Reuse

Opaque & Functional

LCA

Internal environment

Advocacy
WG

External environment (Commission,
Legislators, industry associations)



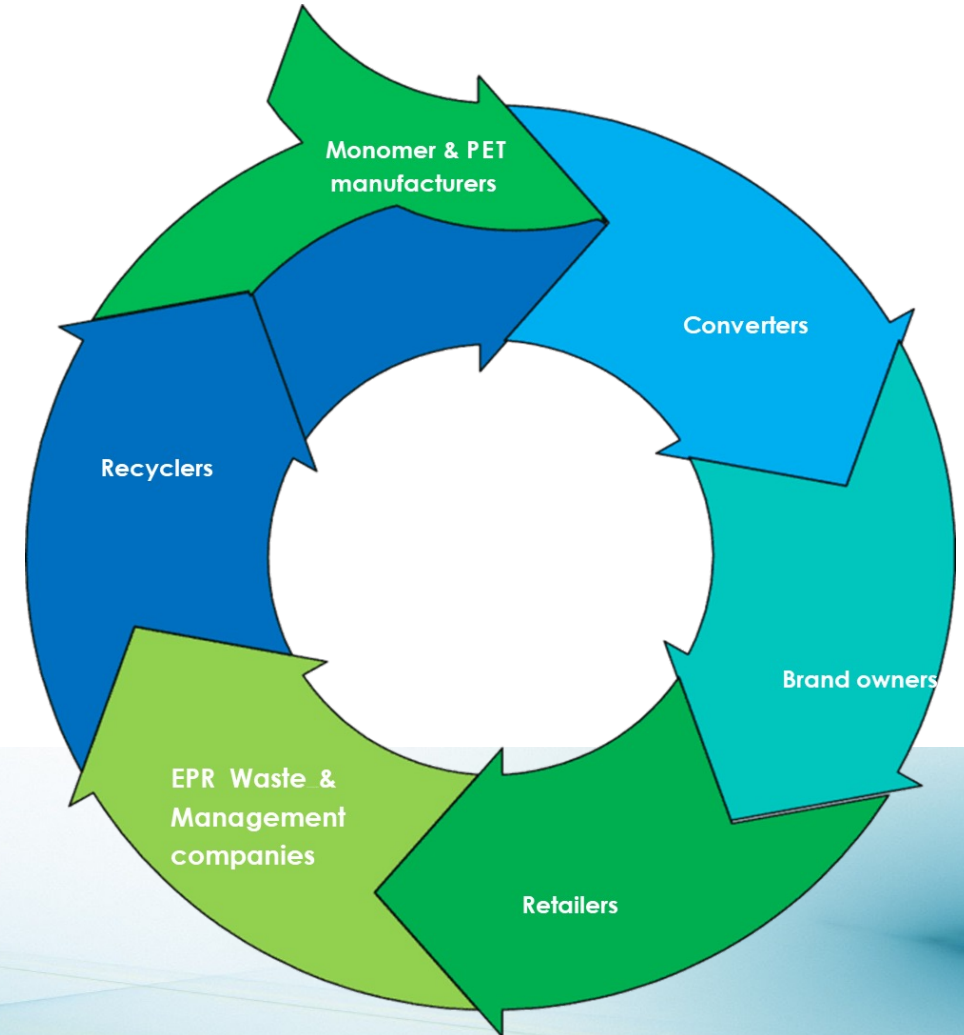
Mission and deliverables of the working group

- Bi-monthly updates for the regulatory developments
- Short free webinars, for Petcore members, related to regulatory developments (twice per year)
- Identify key stakeholders in the area of legislative developments and built interactions with them
- Identify the list of topics on which PETCORE must have a position (pro/con/neutral position) and define if this should be a public position or not
- Be connected to the Technical WG's to identify/validate the key topics and ask them to develop the related argumentation for the position
- Set up individual meeting with the above-mentioned stakeholders. The scope of these meeting is to better understand the proposed regulatory developments and provide the position of the PET value chain;
- Invite, twice per year, the stakeholders and present them the benefits, constrains and concerns related to the legislative developments
- Identify activities/forums where regulatory stakeholders present their latest developments and where we can speak on behalf of the PET value chain.



Full PET value representation

Company	Sector representation
Coca-cola	Brand Owners
Unesda	Brand Owners
Retal	Converters
Petcore Europe	Value Chain
Indorama Ventures	PET Producer/Recycler
Alpla	Converters/Recyclers
Digimarc	Tech Providers
Unesda	Brand Owners
Tomra	Techology Providers
Eastman	Chemical Recycling
C&Z	Advocacy Firm
E&ACT	Regulatory Firm
Guillin Emballages	Converters
Dow	Chemicals
Corepla	PRO
C&Z	Advocacy Firm





Priorities for the next 6 months

➤ What:

- PPWR
- SUPD implementation:
- rPET restrictions:
 - ✓ Recycled content certification

➤ How:

- Task force to define the working framework and bring the topics to the WG
 - ✓ Make a work programme
 - ✓ Identify common positions on each dossier
 - ✓ Build equal representation of the entire PET value chain

Call for action:

Members who want to participate in this WG please communicate with us your public affairs professionals