

## **PRO EUROPE - Change in the management**

**Brussels, 28 February 2013** – PRO EUROPE, the umbrella organization representing those packaging recycling systems that mainly use the Green Dot as a trademark to symbolize the financial contribution to their organization set up in accordance with the principles defined by EC Council Directive 94/62, has appointed a new Managing Director today.

Today, the shareholders of PRO EUROPE have appointed Ms Ursula Denison as the new Managing Director of PRO EUROPE with effect from March 1, 2013. Ms Denison, is a senior executive at Der Grüne Punkt - Duales System Deutschland GmbH, the German Green Dot system since 1991, and most recently has acted in the role of head of marketing. Her involvement with PRO EUROPE is not new, as she has served since 2007 as its Secretary General. In addition to her on-going role at DSD, she will now dedicate part of her time to the office of Managing Director of PRO EUROPE.

*“All 31 members of PRO EUROPE are very happy that we were able to avail of the services of Ms Denison for this important position. She is highly experienced and knowledgeable in dealing with all aspects of the Green Dot, Extended Producer Responsibility (EPR) principles and schemes, and the packaging compliance and recycling business in general” said Dr Luís Veiga Martins, President of PRO EUROPE.*

*“I look forward to the opportunity to work with all PRO EUROPE members and stakeholders in ensuring that the Green Dot as a financing symbol for the successful model of Extended Producer Responsibility remains strong and relevant in the future” remarked Ms Denison.*

PRO EUROPE’s long-term managing director, Joachim Quoden, will step down at the end of February 2013 to pursue new challenges in his personal career. *“It was a great pleasure to work for PRO EUROPE for more than 12 years and especially with the various member organisations throughout Europe and further afield,” said Mr Quoden.* Dr Luís Veiga Martins: *“On behalf of all members of PRO EUROPE, I would like to thank Mr Quoden for all the good work he has done for PRO EUROPE. I wish him all the best in his further career.”*

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## **About PRO EUROPE**

PRO EUROPE (PACKAGING RECOVERY ORGANISATION EUROPE), founded in 1995, is the umbrella organization for packaging and packaging waste recovery and recycling schemes which use the "Green Dot" trademark as an identification symbol. In its primary role, PRO EUROPE is the general licensor of the "Green Dot" trademark.

The registered trademark "The Green Dot" - protected in more than 170 countries around the world - on packaging means that, for such packaging, a financial contribution has been paid to a national packaging recovery company that has been set up in accordance with the principles defined in European Directive No. 94/62 and its national law if distributed in a country with a functioning Green Dot system.

- PRO EUROPE has 31 member organizations active in 31 countries in 2013 of which 28 use the Green Dot, financing and / or running the infrastructure for the collection, sorting and recycling of (mainly household) packaging waste
- About 150,000 companies are contributing licensees/members of PRO EUROPE member systems.
- About 300 million inhabitants have access to separate collection financed by PRO EUROPE member systems.
- About 460 billion packaging items are yearly labeled with the 'Green Dot', a registered trademark in more than 170 countries.