

## PRO EUROPE widens its reach to Finland, Iceland and Ukraine

**Brussels, 13 December** - PRO EUROPE<sup>1</sup>'s network is expanding. Thanks to the recent conclusion of cooperation agreements<sup>2</sup> with the producer responsibility schemes operating in Finland, Iceland and Ukraine, PRO EUROPE now gathers nearly all collection and recovery organisations founded and run by and on behalf of fillers and retailers throughout Europe and beyond. This demonstrates that PRO EUROPE's principles are more and more widely shared.

The three organisations have come on board at an interesting time, given the legislative changes underway in European waste and packaging waste regulations. While Finland will be directly impacted by the revision of Directive 75/442/EEC on waste and possible future measures arising from the Commission's recently adopted assessment of the Packaging Directive<sup>3</sup>, Iceland and Ukraine will look on with interest as discussions in Europe unfold.

PYR, the Finnish Environmental Register Packaging, is a non-profit organisation which has been working in conjunction with producers since 1997. It assists member firms and the Finnish authorities so that their recovery obligations in relation to EU and national legislation are fulfilled as cost effectively as possible. Over 95% of Finland's packaging producers, fillers and producers are registered with PYR. As part of PRO EUROPE network, PYR aims to be better informed on legislative developments in the packaging arena at different levels (local, national, European) and will contribute by sharing its own experiences and expertise.

The mission of the Iceland Recycling Fund (IRF) is to effectively manage the growing quantity of waste that accompanies today's consumer society. Its Board is composed of representatives of municipalities and industry. IRF applies economic incentives to establish practical arrangements for processing waste, which means providing the monetary prerequisites to enable businesses to realise the benefit of involving themselves in the processing programme. The Fund has just recently started up the recovery system for packaging in Iceland and considers it is therefore a natural step to formalise its cooperation with PRO EUROPE. IRF's Managing Director Ólafur Kjartansson commented, *"For IRF it is really important to become part of PRO EUROPE and as such, get closer to the latest developments in Europe in packaging and waste management, as well as take part in discussions on the development of packaging waste recovery operations in Europe in the coming years"*.

UkrPEEC, the Ukrainian Packaging and Ecological Coalition, was founded in 1999 by several multinational companies operating in Ukraine that manufacture and distribute packaged goods and packaging materials including Mars, Coca-Cola, Pepsi, Elopak, Nestlé, Unilever, TetraPak and McDonald's. The goal of the Coalition is to assist in implementing a packaging waste management scheme in Ukraine which minimises the negative impact of used packaging materials on the environment. UkrPEEC is also charged with developing recommendations on the most environmentally sound packaging technologies and treatment of packaging waste.

Joachim Quoden, PRO EUROPE Managing Director, has welcomed the organisations to the producer responsibility network, *"The cooperation between these three organisations and PRO EUROPE highlights that the principle of producer responsibility has become an international model beyond Europe's frontiers. I and the existing PRO EUROPE members look forward to future collaboration with our new colleagues in Finland, Iceland and Ukraine"*.

For further information, please contact PRO EUROPE Managing Director Joachim Quoden on +49 171 201 70 55 or [info@pro-europe.info](mailto:info@pro-europe.info)

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<sup>1</sup> PRO EUROPE is the umbrella organisation for packaging and packaging waste recovery and recycling schemes which acts as a platform for an exchange of experience and the ongoing development of packaging recycling in Europe and beyond. 30 national compliance schemes now work under the umbrella of PRO EUROPE - 22 EU Member States (Austria, Belgium, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and United Kingdom), 2 accession countries (Bulgaria and Romania), 2 candidate countries (Croatia and Turkey), Iceland, Norway, Ukraine and Canada.

<sup>2</sup> For political or legal reasons, cooperation partners do not use the Green Dot symbol as a financing mark and differ in this regard from the other members. PRO EUROPE has already concluded cooperation agreements in the past with Valpak in the UK and CSR in Canada.

<sup>3</sup> Report from the Commission on the implementation of Directive 94/62/EC on packaging and packaging waste and its impact on the environment, as well as on the functioning of the internal market, COM(2006)767

***Note to the editor***

PRO EUROPE s.p.r.l. (PACKAGING RECOVERY ORGANISATION EUROPE), founded in 1995, is the umbrella organisation for packaging and packaging waste recovery and recycling schemes which mainly use the "Green Dot" trademark as a financing symbol. In its primary role, PRO EUROPE is the general licensor of the "Green Dot" trademark. It also acts as a platform for an exchange of experience and the ongoing development of packaging recycling in Europe and beyond.

PRO EUROPE is headquartered in Brussels. Its Managing Director is Joachim Quoden, the President is Bernard Hérodin (Eco-Emballages S.A.) and Angela Emons (DSD GmbH) and Pascal Gislais (Eco-Emballages S.A.) jointly act as its Secretary General.