

Mission Statement of PRO EUROPE

The mission of PRO EUROPE is to help national recovery organisations¹ to be able to offer the best possible service for lowest sustainable costs to their client companies.

Therefore PRO EUROPE contributes towards a holistic, stable and ecologically and economically feasible European and member state legislative environment in the area of packaging waste management, particularly under producer responsibility, for the benefit and in the interest of the clients of its members;

PRO EUROPE provides know how to European authorities and associations regarding the management of packaging waste and producer responsibility;

PRO EUROPE promotes and protects the international establishment and the use of the Green Dot as the symbol of producer responsibility and efficient packaging waste management;

PRO EUROPE promotes the continuous development of its members towards a sustainable and efficient realisation of their local objectives, inter alia by running a network for the exchange of experience and know how between the members;

PRO EUROPE supports the establishment of stable and functioning markets for secondary raw materials to minimise recycling and recovery costs;

PRO EUROPE promotes the convergence of regulations and procedures existing in European Member States regulatory regime as well as between its members to facilitate industry compliance in coordination with the clients of its members;

PRO EUROPE develops and provides value added services in the packaging recovery area, particularly under producer responsibility, related to compliance to packaging recovery legislation for multinational clients of its members as supplement to the national activities by its members;

PRO EUROPE supports on request of the multinational clients of its members the establishing of adequate solutions, e.g. recovery organisations of industry, in other countries.

¹ARA - Altstoff Recycling Austria (Austria); DSD - Duales System Deutschland AG (Germany); Eco-Emballages (France), Eco Embalajes Espana (Spain); FOST Plus (Belgium); HE.R.R.CO (Greece); REPA (Sweden); REPAK (Ireland); SPV - Sociedade Ponto Verde (Portugal); VALORLUX (Luxembourg); Grønt Punkt Norway (Norway); CEVKO (Turkey); EKO KOM (Czech Rep.); EnviPak (Slovakia); Green Dot Cyprus (Cyprus); Latvijas Zālais Punkts (Latvia); CSKOPANNON (Hungary); RekoPol (Poland); SLOPAK (Slovenia); Zaliasis Taskas (Lithuania), EcoPack (Bulgaria), GreenPak (Malta), Eco Rom (Romania), ERO (Estonia) and the co-operation partners VALPAK (UK) and CSR (Canada).