

### **European Recycling Week 2004**

#### **Strengthening international commitment for the protection of the environment**

**Brussels, June 5th, 2004.** Europe is becoming one, not just economically, but also where the protection of the environment is concerned. This year PRO EUROPE, the umbrella organisation for 22 European packaging and packaging waste recovery and recycling schemes and two co-operation partners in the UK and Canada, will organise the European Recycling Week 2004. This event will promote packaging recycling through consumer activities in the Green Dot countries of an expanded Europe. Numerous sorting and recovery operations in many countries will open their doors to inform the public of the status and the prospects of modern packaging recycling. The members of PRO EUROPE will use this opportunity to communicate a sharper focus to consumers on how their environmental and economical behaviour can be changed.

The climax of the European Recycling Week 2004 will be the 2nd International PRO EUROPE Congress. This conference entitled "Green Dot 2004 – Recycling Benefits for Future Generations" will take place in Berlin on 23rd and 24th September 2004. It will be held at the Humboldt University, under the patronage of Vaclav Havel, a great European and former President of Czech Republic.

The significant contribution that recycling of packaging materials is making to sustainable development today and for the future will be put in perspective by the 2nd International PRO EUROPE Congress. Delegates from over 30 countries in Europe and all over the world are coming together to exchange ideas and experiences on the future of recycling and the benefits that a policy of sustainability can have in general.

## Press Release

True sustainability can only be realised if successive generations accept responsibility for the stewardship of the environment. For this reason, PRO EUROPE has convened the 1st European Youth Eco-Parliament and has invited young people from around Europe to actively participate in this unique initiative at the Berlin Congress. In Berlin, over 120 students aged between 13 and 15 from ten Green Dot countries, will meet to voice and safeguard their interests and help design the future of Europe – their future. Since last winter, they have worked in national committees to develop concrete resolutions on the topics of waste, water, energy, air and foodstuffs which will be compiled into a White Book on the protection of the environment. The young people will then present this White Book, at a separate ceremony during the PRO EUROPE Congress on 23rd September 2004 in Berlin, to representatives of the European Union.

“Recycling is an important part of establishing a co-operative, sustainable waste policy in Europe. The Green Dot has developed into a financing model setting an international example of how the EU Packaging Directive can be efficiently fulfilled in terms of environmental and national economic requirements,” say Bernard Hérodin and Fritz Flanderka, joint md’s of PRO EUROPE. This is a perfect example of how Europe, east and west, is growing together to implement a policy of sustainability through intensive co-operation on an international level.

For further information please contact:

Angela Emons

Project Manager

Phone: +32-2-23 000 67

Fax: +32-2-73 462 85

Mail: [proeurope@green-dot.org](mailto:proeurope@green-dot.org)

## Who is PRO EUROPE?

PRO EUROPE s.p.r.l. (PACKAGING RECOVERY ORGANISATION EUROPE) is the umbrella organisation for European packaging and packaging waste recovery and recycling schemes which 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 the authoritative voice and common policy platform representing the interests of all packaging recovery and recycling organisations using the "Green Dot" as their financing symbol.

The "Green Dot" has evolved into a proven concept in many countries. Industry in twenty-two nations is now using the "Green Dot" as the financing symbol for the organisation of recovery, sorting and recycling of (mainly) sales packaging. Private-sector compliance schemes working toward this objective are today in place in nineteen EU member states, viz., Austria, Belgium, Cyprus, Czech Republic, France, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, and Sweden as well as additional countries include Norway (as an EEA member), Bulgaria and Turkey. Moreover PRO EUROPE has concluded co-operation agreements with similar systems in UK (VALPAK) and Canada (CSR) which are taking care for the Green Dot in UK and the NAFTA region to ensure that all licensees of the Green Dot may use labelled packaging without problems throughout the world.

### **Please also visit our websites:**

[www.proeurope-congress.com](http://www.proeurope-congress.com)

[www.eyep.info](http://www.eyep.info)

[www.pro-e.org](http://www.pro-e.org)