

## **Circular Plastics Alliance's Declaration: The European food and drink industry joins forces to further tackle plastic pollution**

**(Brussels, 19 September 2019)** On the occasion of the high-level conference of the Circular Plastics Alliance (CPA) on 20 September, FoodDrinkEurope, on behalf of the European food and drink industry, will sign a Declaration aimed at ensuring that 10 million tonnes of recycled plastics find their way into new products by 2025.

The Declaration will be signed by almost 100 actors of the plastics value chain, including Member States, national authorities, companies and sector associations. In addition, FoodDrinkEurope member companies and European sector associations will also sign the declaration, making the food and drink sector the biggest supporter of this initiative.

The food and drink sector has long been engaged in the fight against plastic pollution, as spelled out in FoodDrinkEurope's Roadmap for Sustainable Packaging. The CPA Declaration is thus a natural step towards our main objective to ensure the use of more sustainable packaging for food and drink products and support the transition to a circular economy.

Mella Frewen, FoodDrinkEurope Director General commented: *"While our members have been making efforts to reduce the use of plastics in food and drink packaging and explore more sustainable alternative materials, they are also willing to use resources more efficiently, in particular by increasing the use of recycled plastic materials. The Circular Plastics Alliance will help achieve this goal by contributing to improve collection, sorting and recycling schemes throughout the EU and ensure that the quality of recycled plastics is high to allow their safe use in food contact materials."*

*"The greatest strength of the Declaration is to bring together, for the first time, the entire plastics value chain to work towards building a European circular economy and further tackling plastic pollution,"* Ms Frewen added. *"We therefore call on the European Commission to play a leading role in the CPA, by encouraging the involvement of all stakeholders throughout the value chain, including Member States and civil society organisations, and ensuring synergies and coherence among the various European and global initiatives, towards the common goal."*

**-ENDS-**

### **Note to the editors:**

*FoodDrinkEurope is the organisation of Europe's food and drink industry, the largest manufacturing sector and leading employer in the EU and a key contributor to its economy (294,000 companies, 99% SMEs, 4.6 million employees.)*