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TAGS CIRCULAR ECONOMY PET



Petcore has added the Italian market to its PET recycling communication campaign and broadened its channels to include TikTok and Instagram.

Now in its third year, the RecycletheOne campaign spreads the word on the circularity of PET packaging to both EU decision makers and national markets, emphasising the importance of collection and recycling to ensure that no, fully recyclable PET ends up in landfill or incineration.

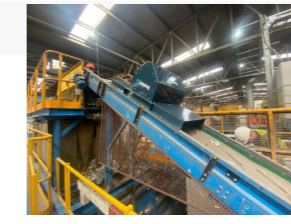
The UN Environment Programme (UNEP) acknowledges PET as the world's most recycled plastic, and in Europe today, two out of every three PET bottles are collected for recycling. EU regulation mandates that by 2029, 90 per cent of all PET drinks bottles must be collected. Some ten EU countries already collect more than this, but others lag behind and it is vital that the infrastructure is set in place to enable all markets to reach the target.

"Policymakers and consumers are increasingly understanding that PET is fully recyclable and made to be remade," said Petcore president, Antonello Ciotti. "Our RecycletheOne campaign is working to address misinformation and communicate the message that consumers and institutions need to cooperate to increase the separate collection of PET bottles and trays as they are not waste but a resource for the future."

Petcore's targeted LinkedIn campaign showcases how PET packaging fits the EU's agenda for decarbonisation and a carbon neutral Europe by 2050.

The consumer campaign runs at national level, targeting consumers in language-version campaigns via Google Adwords, Facebook, Instagram and most recently Tik-Tok. It now operates in four of Europe's largest markets – France, Germany, Italy and the UK.

The latest video at a recycling plant has already received one quarter of a million views.



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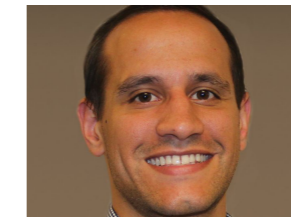


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