PETCORE EUROPE



Pioneering PET circularity since 1993

PETCORE EUROPE

END WASTE RECYCLE THE 1

www.petcore-europe.org

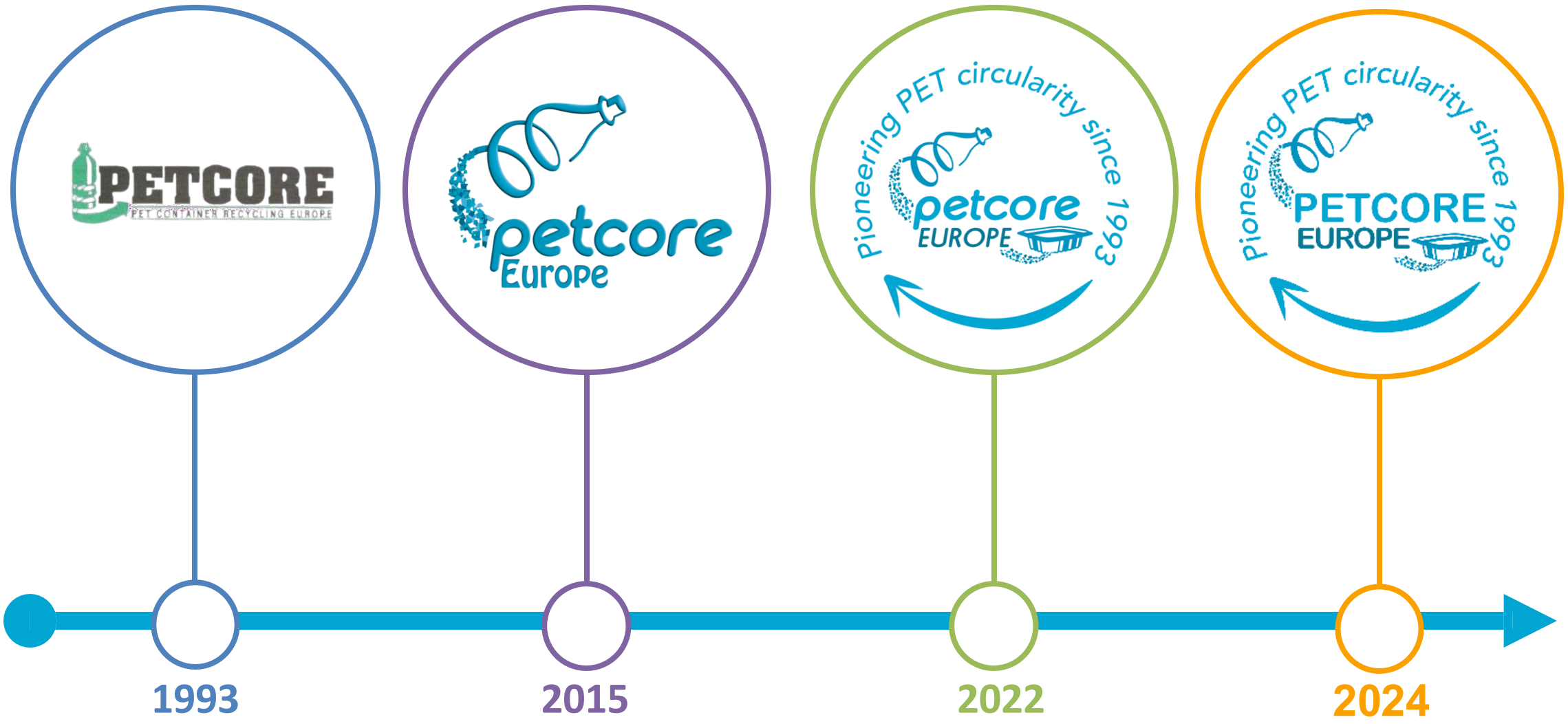
TABLE OF CONTENT

- Introduction
- Membership
- Organisation
- UNEP
- Working Groups
- PET collection & recycling in EU
- Recyclability Evaluation Platform
- Regulatory & Scientific Affairs
- PETCORE EUROPE Events
- Recycle the One Campaign

INTRODUCTION



HISTORY OF OUR PRESENCE SINCE 1993



PETCORE EUROPE VISION & MISSION



PETCORE EUROPE is a Brussels-based, non-profit organization, representing the entire PET value chain since 1993.

Its membership consists of more than 160 companies,11 associations, including PET producers, recyclers, converters, brand owners, technology suppliers, labels, masterbatch, waste management companies and retailers.

Our vision is to achieve widespread recognition of the performance of PET as THE circular material of choice for packaging and to make sure PET is collected and recycled.

The Mission of PETCORE EUROPE is to position PET as packaging material of choice in a sustainable circular economy.

PETCORE EUROPE GOALS

The Goals of PETCORE EUROPE are to ensure that:

The entire PET industry is well aligned and joins mutual forces to deliver sustainable growth across the whole value chain for its members and partners.

PET is recognized as an environmentally friendly material and as an outstanding contributor to the EU Circular Economy.

PETCORE takes initiatives and leads or contributes to specific projects, Working Groups and communication media, which effectively demonstrate such a recognition by:

Supporting and validating innovative packaging solutions which provide true life-cycle environmental benefits including post-consumer recycling.

Working with all relevant parties to ensure continuous increase of post-consumer PET collection, recycling, and usage.

Sharing a solid expertise to validate the recycling capability of the PET products for both food and non-food applications in the circular economy.

PETCORE will rapidly respond to any concern on products made by vPET and/or rPET from the public and the institutions using the expertise of its Members.

PETCORE will effectively advocate the benefits brought by the PET value chain so that they are well reflected by the European institutions and other leading European organizations in their respective legal framework and position statements.



More than 160 members

More than 600 companies

More than 500 sites across EU

More than 27k employees

Approx. 5 million tones utilized

More than 15 billion euros turnover 2022

PETCORE EUROPE IN FIGURES

Approx. 3 million tons of post-consumer PET packaging was collected in 2022 according to ICIS.

75% of bottles placed on the EU market have been collected.

MEMBERSHIP



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PETCORE EUROPE MEMBERSHIP- Associations

PET EUROPE is a non-profit trade association that represents the European PET resin producers. PET EUROPE represents an industry with a capacity of 2.6 million tonnes of Virgin PET (vPET) per year. PET EUROPE supports sustainable growth of PET manufacturing in Europe.

The plastics converting & processing companies, just with over 50.000 in Europe employing more than 1.600.000 people with a turnover of more than 300 billion €

46 National and European associations - 50'000 companies – 500 million tones - 260 bn €

The PET bottle associations in France (Elipso) and Germany (IK)European association for the self-adhesive label industry

Italian plastics and rubber processing machinery and molds manufacturers' Association

Registered charity and not-for-profit organization to promote, develop, stimulate and increase the levels of plastics recycling within the UK

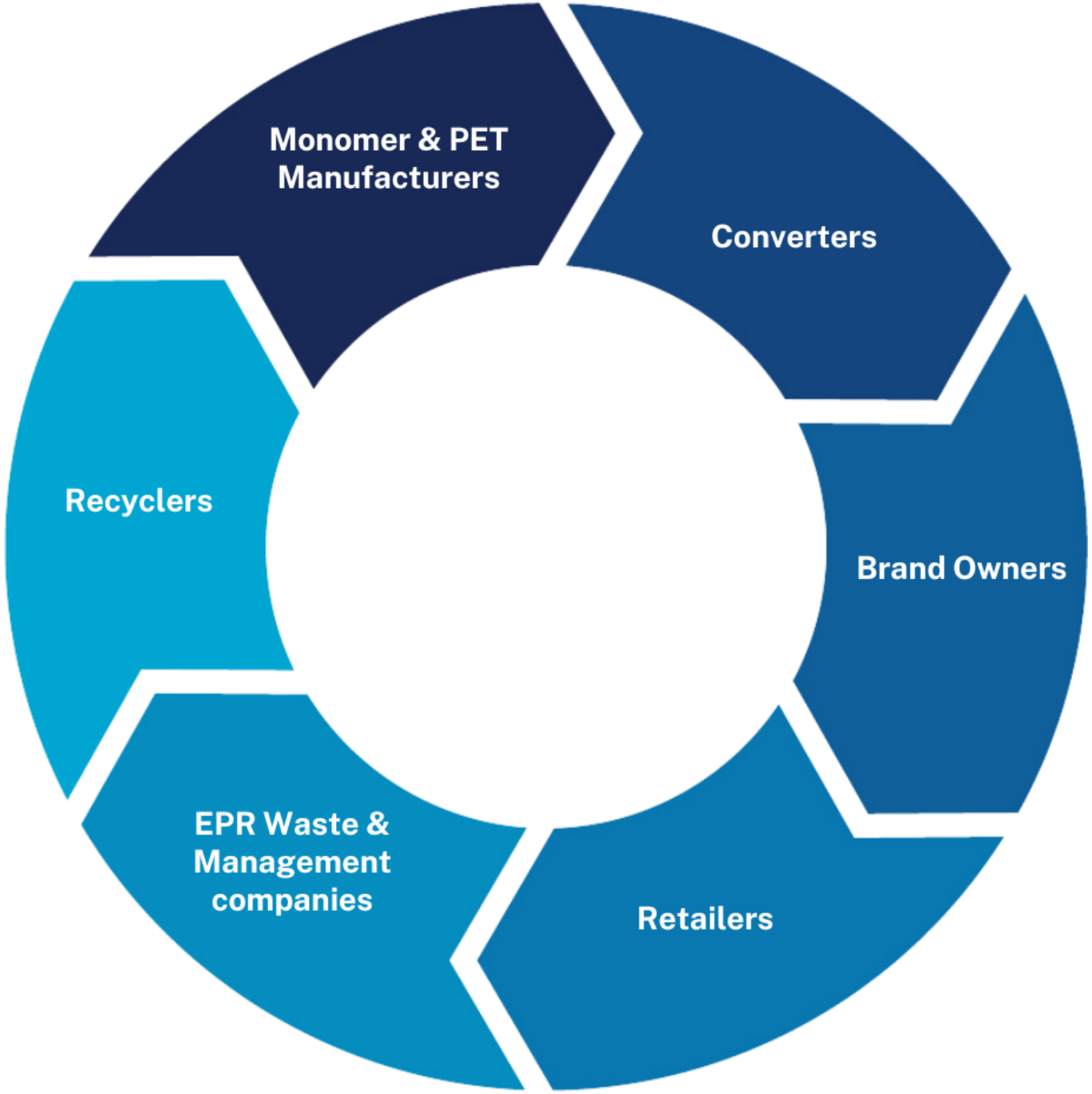
Accelerating Circularity is an action-oriented nonprofit focused on textile-to-textile recycling systems at commercial scale through a collaborative, stakeholder-led approach

Brussels based association representing global & national soft drinks associations

Natural Mineral Waters Europe is an industry association representing natural mineral and spring water producers in Europe.

Plarebel is the reference in Belgium for anyone looking for information, advice and guidance on all aspects of circular plastics, including circular design and effective recycling.

The association representing BOPET film producers in the European market


Monomer & PET Manufacturers
Converters
Brand Owners
Retailers
EPR Waste & Management companies
Recyclers

PETCORE EUROPE:
the whole EU PET Value Chain



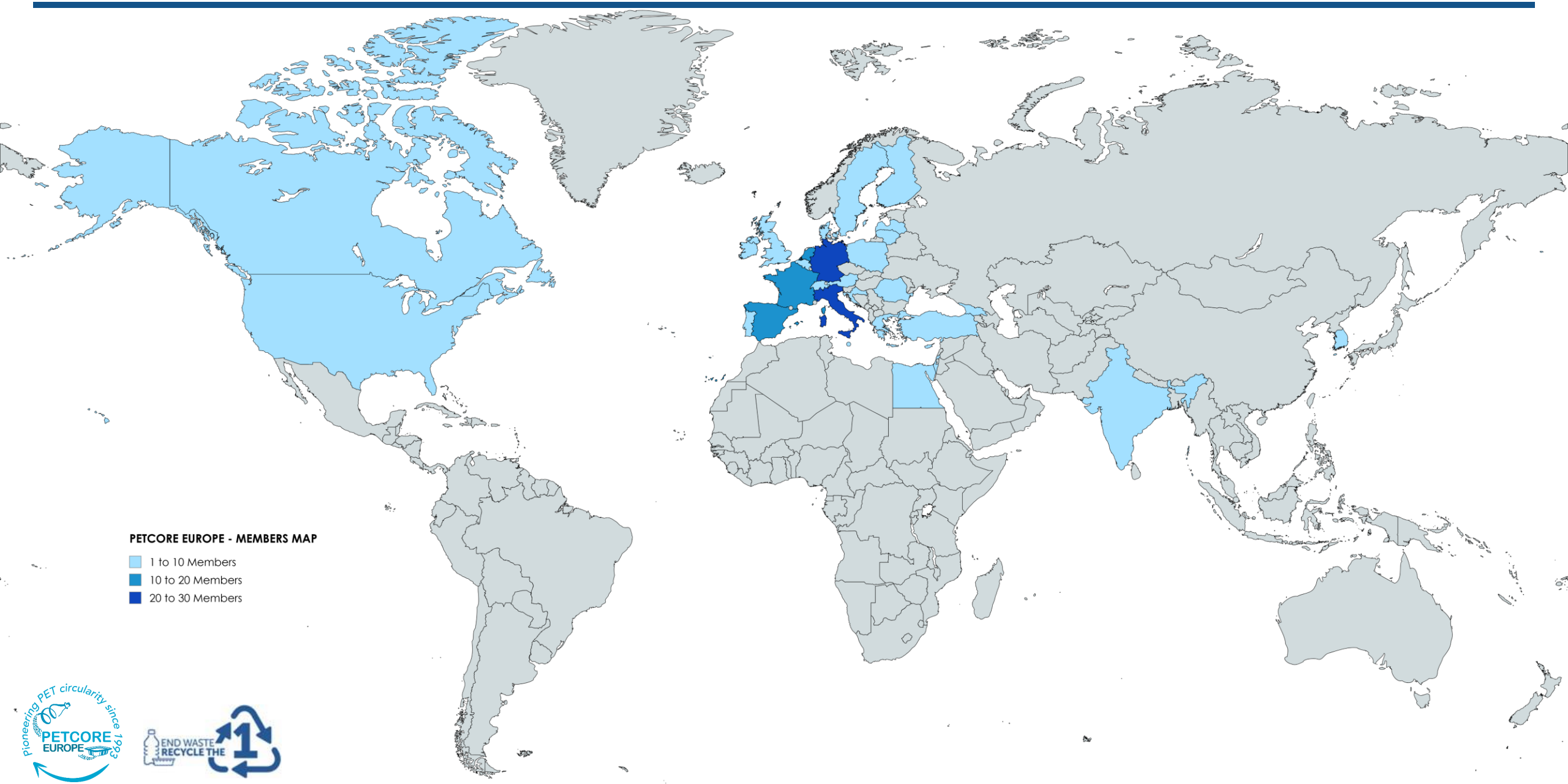
PETCORE EUROPE:
the whole EU PET Value Chain



PETCORE EUROPE:
the whole EU PET Value Chain



PETCORE EUROPE MEMBERSHIP PRESENCE



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UNITED NATIONS ENVIRONMENT PROGRAM (UNEP)

UN environment
United Nations Environment Programme

UNEP

UNEP's mission is to inspire, inform, and enable nations and peoples to improve their quality of life without compromising that of future generations.

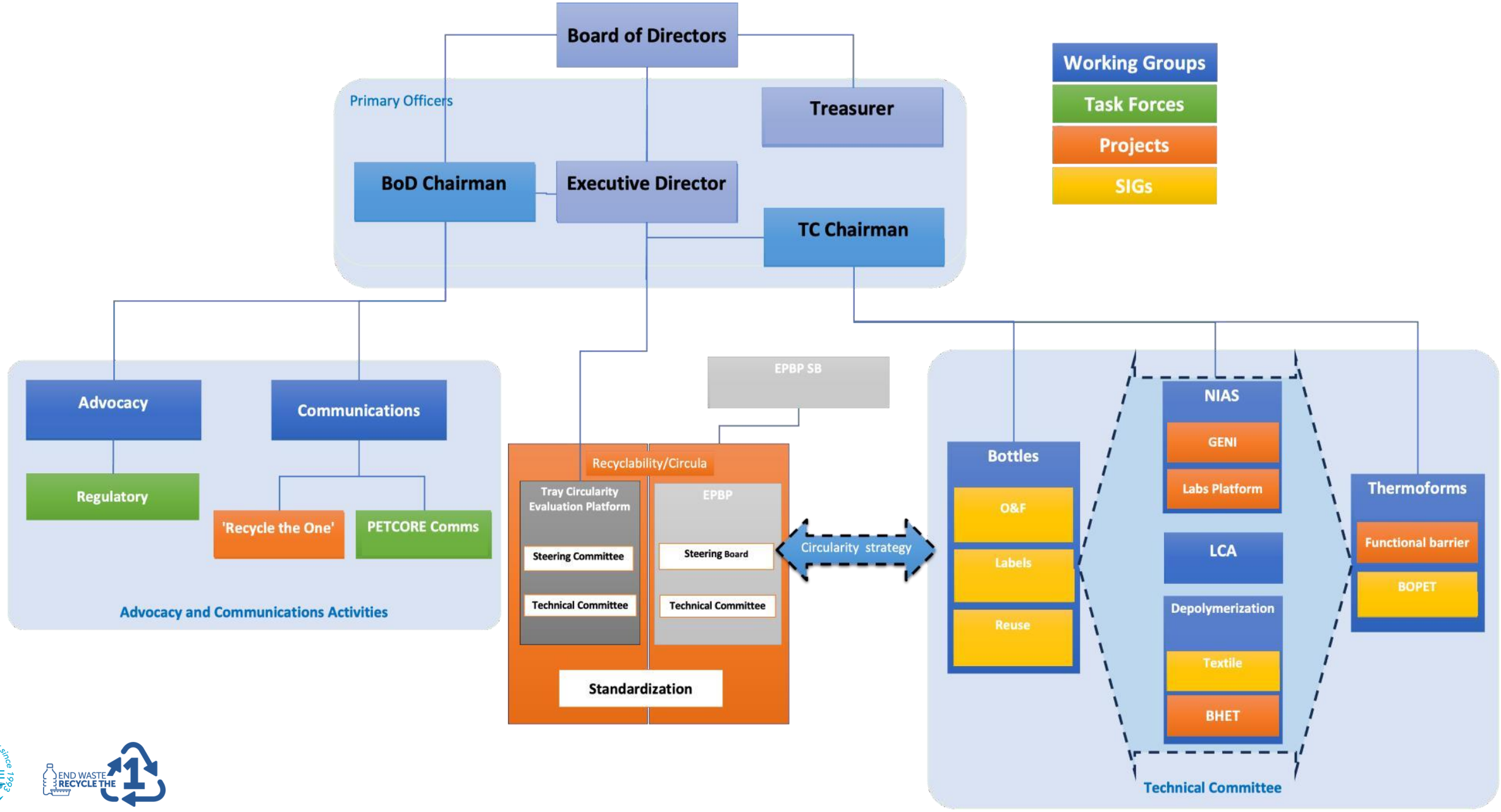
In 2023 **PETCORE EUROPE** has been granted an accreditation as **Observer** to the United Nations Environment Assembly and its subsidiary organs.

This accreditation allows PETCORE EUROPE to receive invitations to all public meetings and sessions of the **United Nations Environment Assembly** and actively participate in negotiations or stakeholders' sessions (e.g. UN Global Plastics Treaty).

ORGANISATION



PETCORE EUROPE ORGANISATION



PET COLLECTION &RECYCLING IN EU



PET RECYLING STATUS 2022

ICIS Report 2024

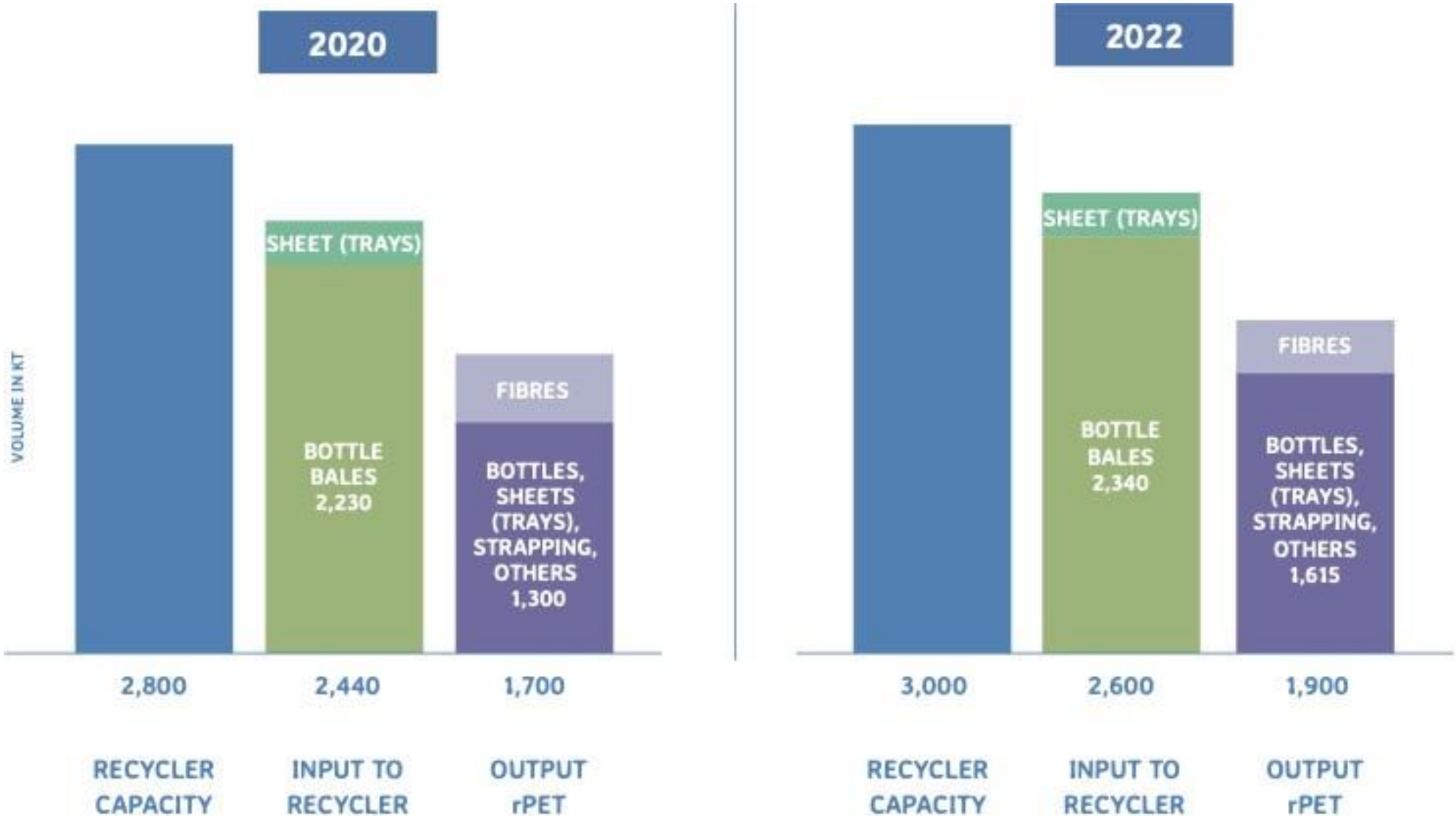
The European PET Packaging industry is striving to increase collection, recycling and recycled content to meet regulatory targets and beyond. The PET Market In Europe State of play report summarizes these efforts:

- 75 % collection rate for PET bottles
- Development of Collection and recycling for thermoforms
- Development to chemical recycling
- and much more...

The report has been developed In collaboration with PRE, UNESDA and NMWE. Have a look at it to have in-depth insights



PET RECYLING EVOLUTION



Source: ICIS Supply Demand Database, ICIS analysis, PRE survey data, Eurostat

PETCORE EUROPE Working Groups & Task Forces



PETCORE EUROPE Working Groups

- ✓ PETCORE EUROPE' WGs are the enablers that support to deliver its mission.
- ✓ The key to our success is the voluntary work of PET value chain experts in the working groups and platforms.
- ✓ Representatives of PETCORE EUROPE members can participate in the WG's.
- ✓ The WG's work under the lead of one industry expert who acts as the WG Chairperson and coordination of PETCORE EUROPE Technical managers.
- ✓ PETCORE EUROPE assures that the needed subject expertise is represented in the WGs.

ADVOCACY

Mission and deliverables

- Established in 2023, aiming to define a PETCORE EUROPE position on the regulatory & legislative developments shared among all members.

- To define a list of topics on which PETCORE EUROPE needs to take a position and elaborate the PETCORE EUROPE response by:

    1. Staying connected with the Technical WG's to identify/validate the key topics and ask them to develop the related argumentations.

    2. Setting up individual meetings with the above-mentioned stakeholders, to better understand the proposed regulatory developments and provide the position of the PET value chain.

ADVOCACY

Mission and deliverables

- To update PETCORE EUROPE Members on incoming legislation impacting the PET Business (webinars twice a year).
- To identify key stakeholders in the area of regulatory & legislative propositions, and establish ongoing communications with them.
- To identify activities/forums where regulatory stakeholders present their latest developments and where PETCORE EUROPE can present PET value chain presentation.

Recyclability Evaluation Platforms (EPBP and TCEP)

Drive and promote the circularity in the PET bottle and trays value chain, providing the industry design guidelines and package/technology assessments.

YES	CONDITIONAL	NO
Full compatibility – materials that passed the testing protocols with no negative impact	Limited compatibility – materials that passed the testing protocols if certain conditions are met	Low compatibility – materials that failed the testing protocols
		



Recyclability Evaluation Platforms (EPBP and TCEP)



- EPBP and TCEP strongly encourage all companies to bring their new PET bottle – tray solutions to the platforms in order to get an objective third party assessment of their recyclability.



- The platforms rely on strong processes and protocols for the assessments. As a result, these assessments are scientifically relevant, trustful and independent from a single sector's views. The assessment bodies cover the full value chain experience and expertise.

END WASTE RECYCLE THE

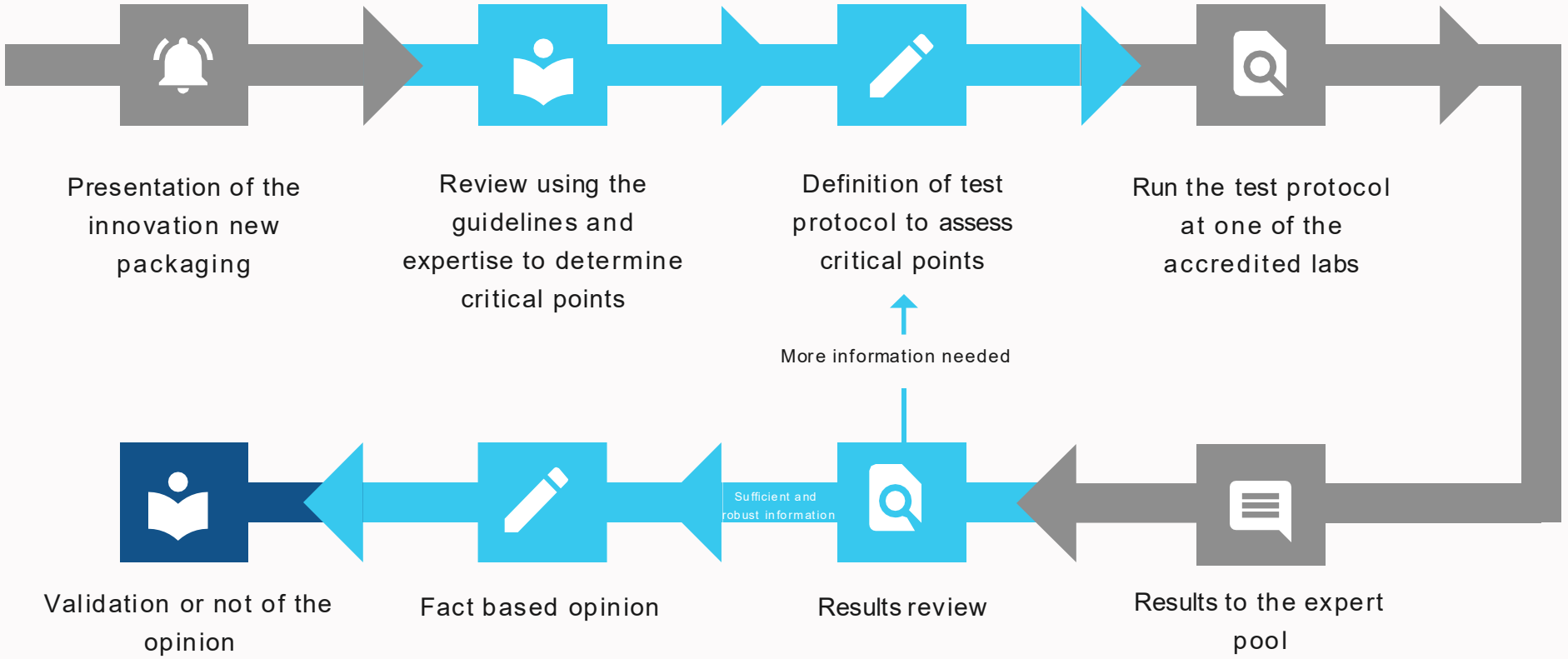
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epro European Association Of Plastics Recycling & Recovery Organisations

Natural Mineral Waters Europe Natural Mineral & Spring Waters

Unesda Soft Drinks Europe

Recyclability Evaluation Platforms Evaluation process



FUNCTIONAL BARRIER CONSORTIUM

- Established in 2022 to act as technology developer under EU 2022/1616.
- 60 companies are part of the Consortium sponsored by PETCORE and EuPC.

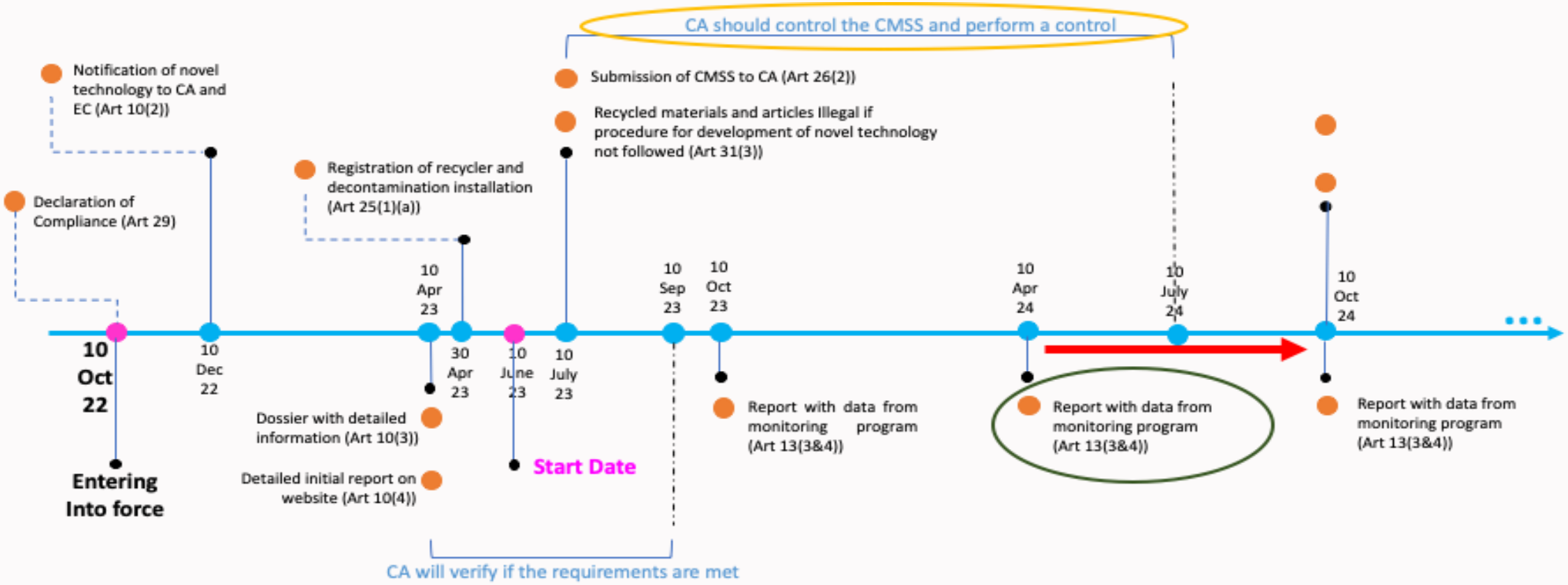
Deliverables

- Provide Technical documentation and dossiers to comply with EU 2022/1616 regulation.
- Deploy monitoring program and sampling plan.
- Maintain continuous dialogue with members and authorities.

Past activities

- Main dossier presented in April 2023
- Monitoring Protocols and procedures implemented.
- Laboratory platform implemented with KÖR to support sampling plan and monitoring program (see specific slide on LABS)
- Monitoring Reports delivered in October 2023 and in April 2024.

FUNTIONAL BARRIER CONSORTIUM



Novel technologies already on the market prior to entering into force

CMSS = Compliance Monitoring Summary Sheet
CA = Competent Authority

RECYCLING PET THERMOFORMS

- Established in 2015.
- 74 companies and organisations from the whole PET value chain.
- Working to make PET thermoforms circular.

Deliverables

- Improve design for recycling.
- Improve collection and sorting across the EU.
- Provide support on incoming legislations.

Past activities

- 24th of April 2024 – Steering Committee Meeting. Task force: rebuild and realignment.
- Thermoforming Event in Dijon in 2025.



OPAQUE & FUNCTIONAL BOTTLES

- Established in May 2016 with more than 75 participating companies.
- PET bottles in scope: non-clear (opaques), colored, sleeved and functional PET bottles.

Deliverables

- Establish and update of DfR guidelines for Opaque white PET.
- End of life proposal for all colored and opaque PET bottles.
- Special focus on sortability (a dedicated webinar has been held on the topic in March 2024.)
- Database of white opaque PET recyclers and outlet to facilitate the development of a stream of recycled opaque white PET.

Most recent achievements & upcoming activities

- Definition of specification for an opaque white rPET as non-mandatory guidance to industry.
- Listing of companies able to produce and companies able to use opaque white rPET.
- Design for recycling for opaque white PET bottles for EPBP and CEN Standardization work.



LABELS

Created 2021 - 30 companies and 1 association.

Deliverables

- Recommendations and best practices to brand owners, green dot associations, sorting centers and recyclers.
- Pressure sensitive labels design for recycling.
- Crystallizable PET labels: understanding impact.
- Interactions on Circularity and food safety.

Most recent achievements & activities

- Focus on food contact impacts of labels (shared activity with FINAT.)
- Revise preferred behavior of adhesives in conjunction with EPBP.
- Assess and promote the deployment of the design for recycling within the industry.

PET INDUSTRY NIAS GROUP(PING)

Deliverables

- PING focuses on compliance with EC Regulation N°10/2011.
- Targets the creation of an industry standard to
  - Measure,
  - Risk assess,
  - Control

  NIAS throughout the value chain.

Most recent achievements & upcoming activities

- Measurement guidelines for NIAS in PET.
- Development of a digital platform to support (see specific slide on LABS)
  - Production of quality data.
    analysis.
  - Ease data aggregation and statistical
  - Data trending through the value chain.

PET DEPOLYMERISATION

- Started in 2019 -15 members.

Deliverables

- Support development of recycling possibilities for non-circular waste:
  - Colored and multimaterial packaging.
  - Wastes from mechanical recycling units.
  - Polyester textiles.
- Support regulatory framework development for depolymerisation.

Most recent achievements & upcoming activities

- Revised PET depolymerization position paper 2023.
- End of Waste white paper.
- Support novel technology filing as per EU 2022/1616 regulation and EC 10/2011.

REUSE

- Started 2021.
- Align the industry's strategy regarding REUSE targets.
- Following up on PPWR developments.
- Sharing best practices across EU where both single use and reuse are in place.

LCA

- Started 2021.
- Focus on delivering relevant data regarding PET environmental impact.
- Evaluating 'green' claims made by competitive materials such as glass and metals.
- Developing a platform, that all members can use for developing their 'circularity position' and align communication.
- Being in contact with NAPCOR for leveraging on their advanced experience for LCA studies.

The two WGS are highly interlinked with the LCA platform providing the ground for better evaluations

TEXTILES SIG

- Rebounding on the EU Textile strategy.
- Filling the gap due to lack of knowledge from the textile associations about PET Ecodesign requirements for recycling, which will become MANDATORY.
- And after meeting with various stakeholders (EU Commission representatives, EU associations, Sorting machines manufacturers and textiles sorting plants).

PETCORE EUROPE proposed guidelines will be elaborated by the SIG and presented for discussions by the EU Commission.

TEXTILES SIG

MEMBERS OF THE TEXTILE SIG



Collaboration PETCORE EUROPE – KÖR **LABS** Digital Platform

- The PET Value Chain has to permanently assess the quality of the virgin material, recycled material and packaging it produces.

- PETCORE EUROPE and KÖR have decided to partner to develop a digital platform called LABS to facilitate:

  - Connection between Laboratories and value chain players
  - Deployment of industry recognized standard
  - Ordering and results return
  - Results aggregation in one database, results report being standardized

- It facilitates the data aggregation for the monitoring requirements and proficiency tests set by EU 2022/1616 for Novel technologies and PETCORE EUROPE uses the LABS platform to support the Functional Barrier Task Force activities.

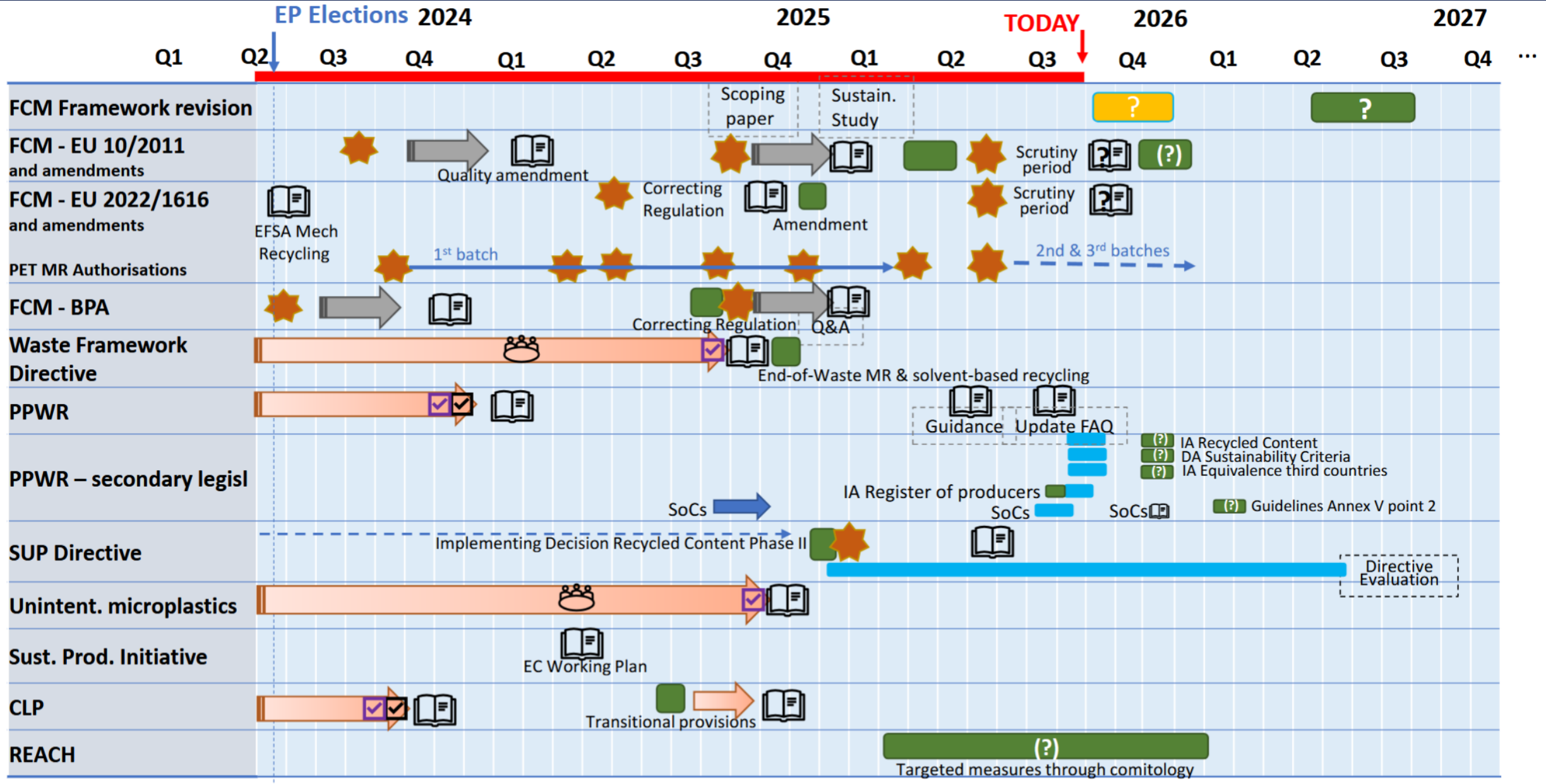
- Regular webinars (the last one in March 27th 2024) are being held to inform about the LABS platform capabilities and evolutions. Stay tuned!



REGULATORY AND SCIENTIFIC AFFAIRS



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EP Elections
2024
2025
TODAY
2026
2027
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 ...
FCM Framework revision
Scoping paper
Sustain. Study
?
?
FCM - EU 10/2011 and amendments
Quality amendment
Scrutiny period
(?)
FCM - EU 2022/1616 and amendments
EFSA Mech Recycling
Correcting Regulation
Amendment
Scrutiny period
PET MR Authorisations
1st batch
2nd & 3rd batches
FCM - BPA
Correcting Regulation
Q&A
Waste Framework Directive
End-of-Waste MR & solvent-based recycling
PPWR
Guidance
Update FAQ
PPWR – secondary legisl
IA Recycled Content
DA Sustainability Criteria
IA Equivalence third countries
IA Register of producers
SoCs
SoCs
SoCs
Guidelines Annex V point 2
SUP Directive
Implementing Decision Recycled Content Phase II
Directive Evaluation
Unintent. microplastics
Sust. Prod. Initiative
EC Working Plan
CLP
Transitional provisions
REACH
(?)
Targeted measures through comitology
Call for evidence /Consultations
Public Consultation
Impact Assessment
(?) (Planned) EC Proposal
Vote EP Plenary
Final adoption EP
Ratification Council
(?) (Foreseen) vote
Scrutiny EP & Council
Ordinary legislative procedure
Publication
Provisional trilogue agreement
Entering into force

Regulatory and Scientific affairs

Deliverables

- Monitor regulatory evolutions.
- Collect PETCORE EUROPE members feedback on regulatory matters and issues.
- Provide policy makers with relevant information to help regulation creation and evolution.
- Support our members in the understanding and deployment of the regulation.

Most recent achievements & upcoming activities

- Contribution to consultations:
  - BPA
  - EC 10/201
  - End of Waste
  - EC 2022/1616
  - PPWR/SUP
- Participation in workshops preparing regulatory evolutions.
- Updates on regulatory evolutions in the Working Groups.

The following slide shows the 'landscape' of the most relevant regulations for our value chain.

PETCORE EUROPE EVENTS:

Workshops & Annual

PETCORE EUROPE Conference



Annual Conference: 5th & 6th February 2026

14 sponsors: more than ever!

Gold Sponsors

Silver Sponsors

Bronze Sponsor

Annual Conference: 5th & 6th February 2026

More than 350 attendees
14 Media Partners

Media Partners

SUSTAINABLE PACKAGING SUMMIT

TEXTILES RECYCLING EXPO

eco-plastics in packaging

POLYMERUPDATE
INTELLIGENCE ANALYTICS CONFERENCES

ChemOrbis
CONNECTING MARKETS

MACPLAS MP

S&P Global
Commodity Insights

PETplanet

argus
argusmedia.com

CIOTIMES

Plastech
plastics & packaging vortal

pricenxt

rePlanet

ResourceWise

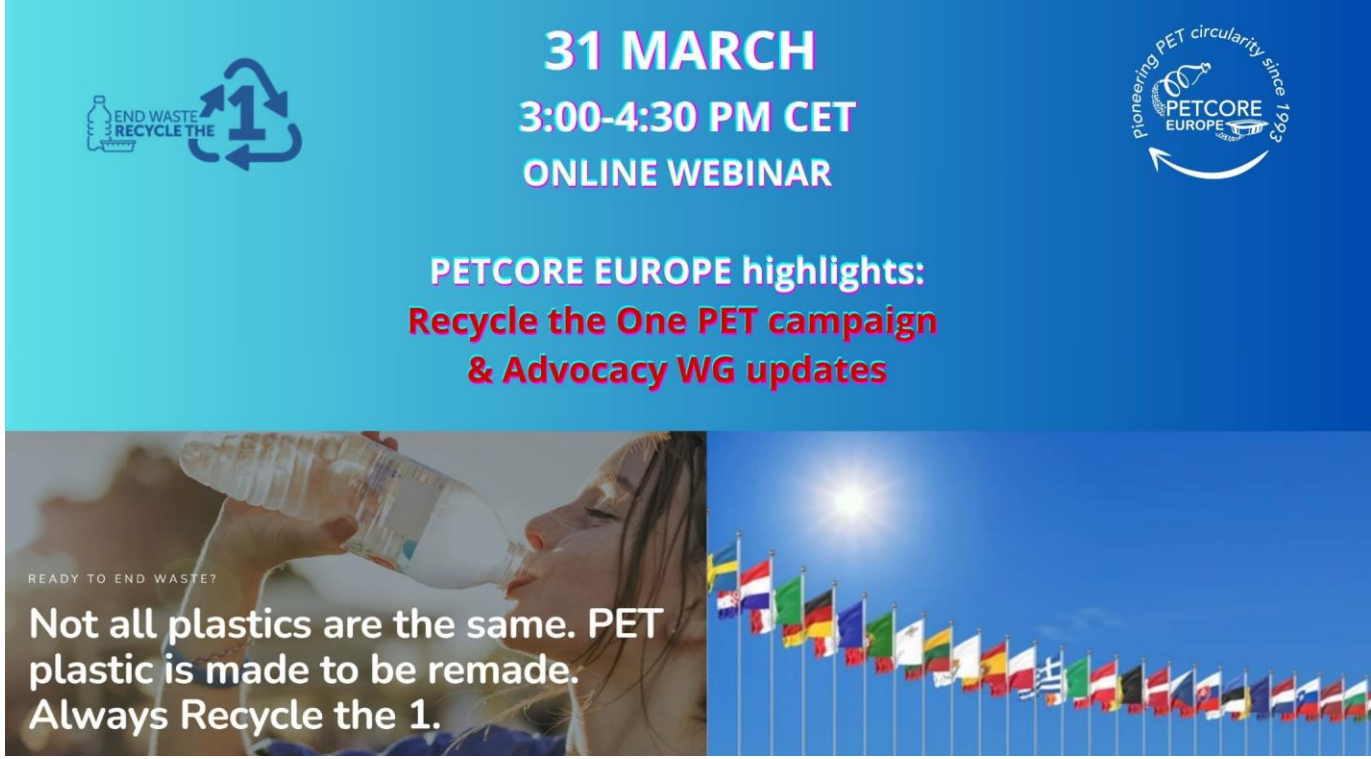
Annual Conference: 5th & 6th February 2026

Keynote speakers

- Wolfgang Trunk - Team Leader for plastics and packaging, EU Commission (DG ENV)
- Louhane Jacob - French Entreprise Directorate General (French Ministry of Economy)
- Stefano Soro - Head of Unit Sustainable Products (DG GROW)
- CASIRAGHI Costanza & Ellen Van Haven (EFSA)
- Pietro Fiocchi - Member of the European Parliament
- Bastiaan Schupp - Team leader Food Contact Materials (DG Sante)
- Diego Modonesi - Head of Sector European Anti-Fraud Office (OLAF)
- Martin Lukas - Director for Trade Defense, EU Commission (DG Trade)
- Leonidas Milios - Scientific Officer (JRC)

Online Webinar “PETCORE EUROPE highlights: Recycle the One PET campaign & Advocacy WG updates”

31th March 2026



The objective of this online webinar was to showcase the fascinating results that the PET communication campaign “Recycle the One” achieved in the last 5 years & to launch a call for joint PET value chain effort to support this initiative. Additionally, PETCORE EUROPE shared the progress of the Advocacy Working Group that covered the latest regulatory updates.

ANTONELLO CIOTTI



ERMIS PANAGIOTOPOULOS

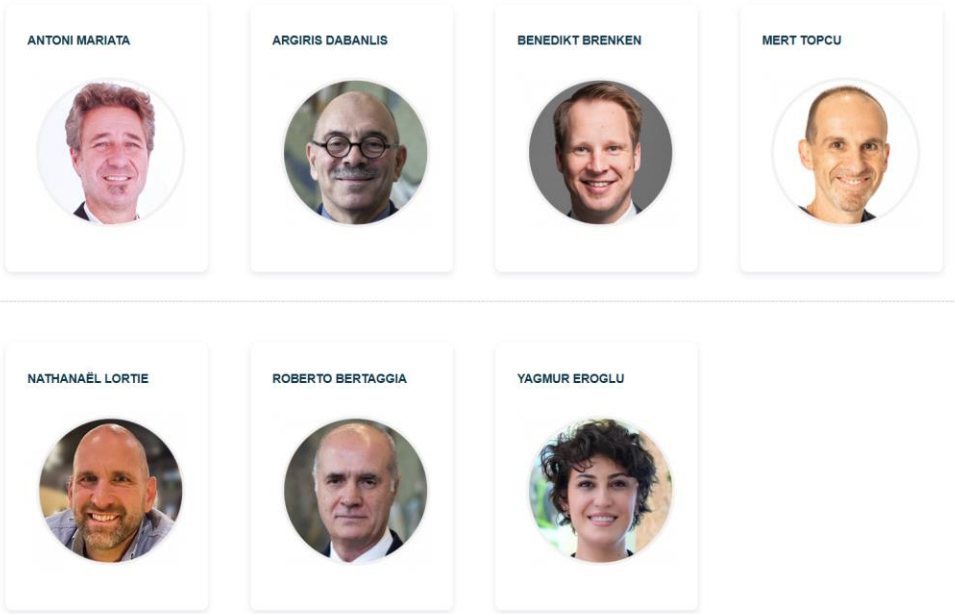


COLM JORDAN



Online Webinar “PETCORE EUROPE: INNOVATIONS IN THE PET VALUE CHAIN”

During the preparation for the Annual Conference 2026, PETCORE EUROPE received a big number of the projects related to innovation & only 5 papers have been selected to present at the event. Thus, it was decided to organise an online webinar dedicated to innovation projects, where all the presenters, whose projects were not selected earlier, were invited to participate & present their innovation papers.





16th April 2026

The submitted innovation papers included the following topics:

- **Innovation in relation with Artificial Intelligence (AI) applicable to PET value chain**
- **Innovations in relation to traceability of recycled content**
- **Innovations in relation to recycled plastics quality improvement and analysis**
- **Innovations in relation with collection methodologies**
- **Innovations in relation with recycled material processing**
- **Innovations in relation with depolymerization**

Online Webinar “FROM FRAGMENTATION TO TRUST IN FOOD CONTACT MATERIALS (FCM)”

28th May 2026

The food contact materials (FCM) industry is facing increasing complexity driven by regulatory pressure, rising use of recycled PET (rPET), and fragmented data across the value chain. This webinar brought together brand owners, recyclers, and industry experts to align on how to ensure food safety in a circular system.



Thermoforms Conference 2026
Spain, Valencia
18-19th June

GOLD SPONSORS

SILVER SPONSORS

BRONZE SPONSOR

SPONSORS

MEDIA PARTNERS

REVENUE – 8K € & 100+ ATTENDEES

MAIN TOPICS

- The PET value chain targets for collection, sorting and recycling in order to reach the PPWR
- Overview of the PETCORE EUROPE activities: Thermoforms WG & Tray Circularity Evaluation Platform (TCEP)
- Collection and sorting of PET thermoforms as a first key step towards circularity
- Follow-up on CEN: revision of the published standards
- Standardization of design for recycling and recyclability evaluation in connection with PPWR
- Application of EU 20222/1616 for Functional Barrier (FB) as Novel Technology and its implications

Thermoforms Conference 2026

KEYNOTE SPEAKERS

- Matt Tudball (ICIS)
- Carolina Gregorio (DOW)
- Bastiaan Schupp (DG Sante)
- Isabel Goyena (ANAIP)
- Samuel Pardo (Klöckner Pentaplast)
- Ermis Panagiotopoulos (Indorama Ventures)
- Jose Maldonado Ibañez (ECOEMBES)
- Juliette Beaulieu (CITEO)

Media Partners

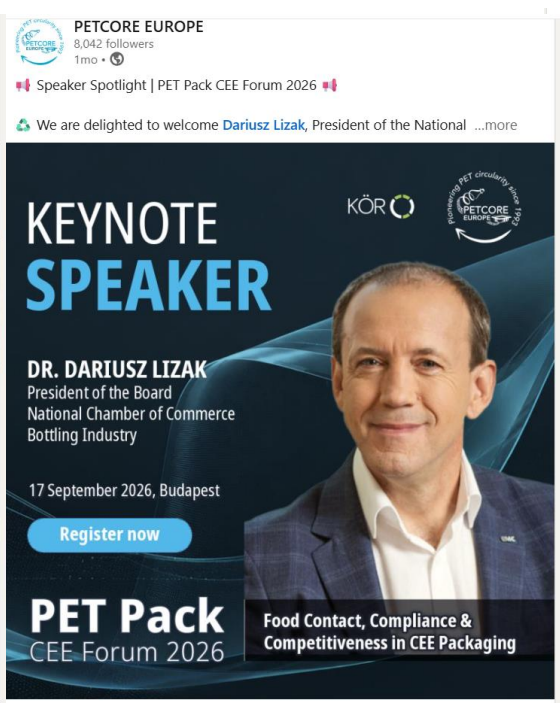
argus argusmedia.com Opakowanie.pl Plastech plastics & packaging portal TRANSPACK dontwasteit.hu

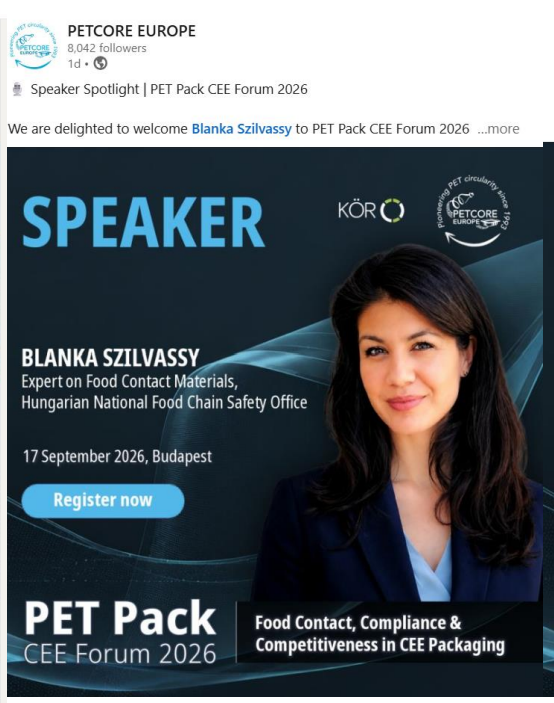


17th SEPTEMBER BUDAPEST

Building collaboration within PETCORE EUROPE's PET value chain across Central, Eastern and Western Europe requires a multi-faceted approach that includes regulatory alignment, deep technical expertise and infrastructure development. By focusing on these areas, PETCORE EUROPE and its members can move faster towards a truly circular economy and support all regions by benefiting from this collaboration.







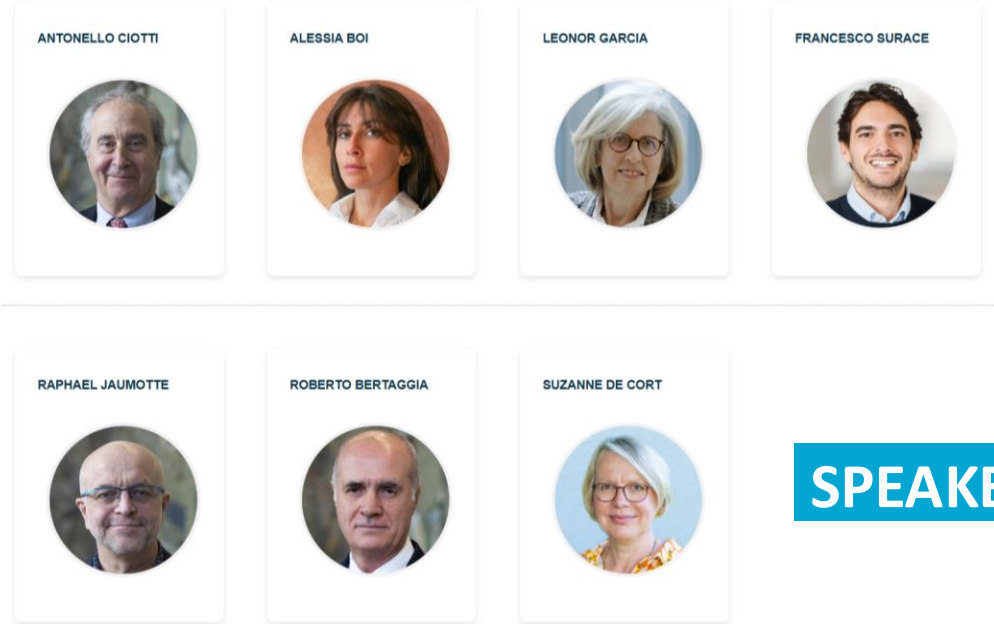


Webinar "Industry Associations Vision for regulation that supports Circularity, Investments & Competitiveness”

7th OCTOBER 2026



The objective of this webinar is to investigate methods to shape a stronger European market through effective regulation. The European Packaging Regulations are becoming increasingly complicated due to a variety of topics concentrating on reducing single-use plastics and packaging waste, combating plastic pollution, and encouraging a circular economy. Experts in Food Packaging, Regulatory Affairs, Safety, and Sustainability Policies get together for this webinar.



SPEAKERS

PETCORE EUROPE Annual Conference

ROME

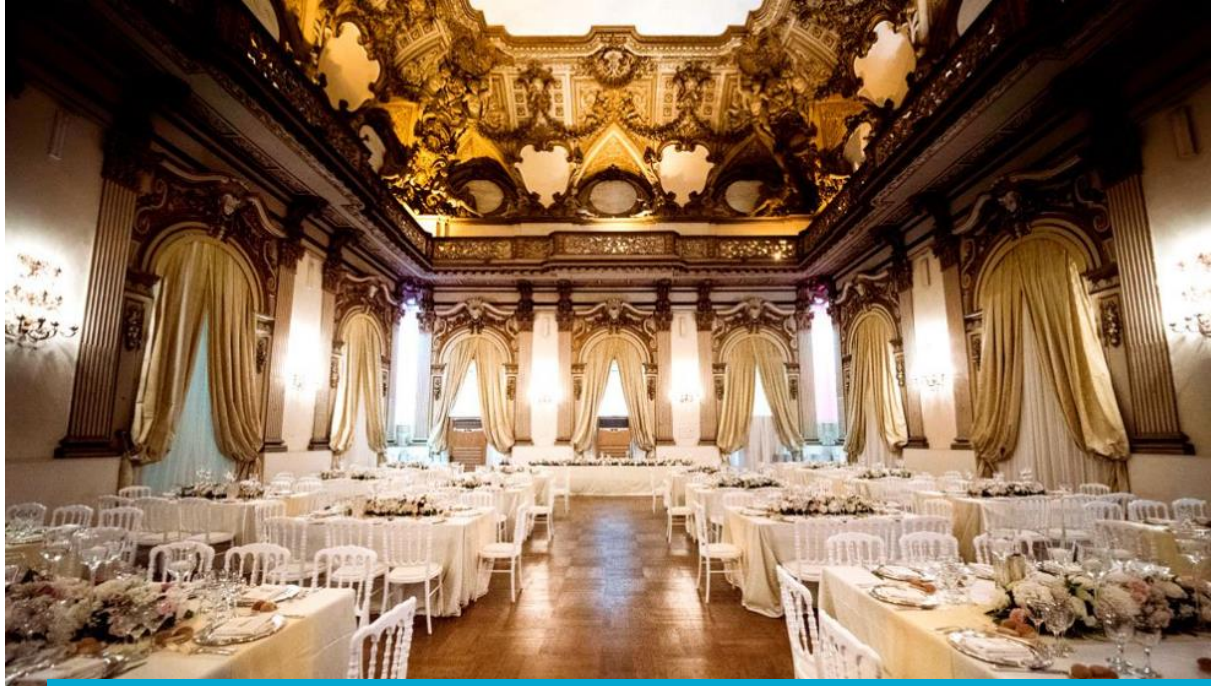
10-11 FEBRUARY 2027



IN PARTNERSHIP WITH ICIS

EARLY BIRDS FEES WILL BE AVAILABLE ON THE 15TH SEPTEMBER 2026

As every year, we are delighted to announce the PETCORE EUROPE Annual Conference. This year's edition will take place on 10-11 February 2027 at the Auditorium Antonianum - Centro Congressi Roma, in Rome in partnership with ICIS.



GALA DINNER – PALAZZO BRANCACCIO



RECYCLE THE 1 COMMUNICATIONS CAMPAIGN



pioneering PET circularity since 1994
PETCORE EUROPE
END WASTE RECYCLE THE 1

RECYCLE THE 1 CAMPAIGN AT-A-GLANCE



- **Launched in 2021**
- **Funded directly by corporates**
- **Audiences:**
  - **EU Policymakers**
  - **Consumers** in France, Germany, Italy and the UK.
- **360°social media & search campaign,** driving audiences to recycletheone.com campaign hub, available in 4 languages.
- **Monitored against 5 KPIs**

CAMPAIGN CONTENT – CARRYING THE MESSAGE

Website hub
Available in 4 languages

2 videos
+50 short edits for social media

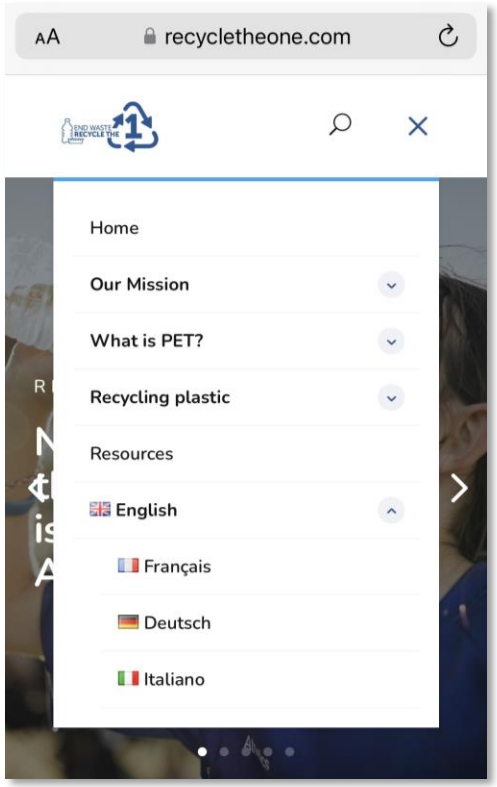
25
LinkedIn, FB, Insta videos, GIFs, images

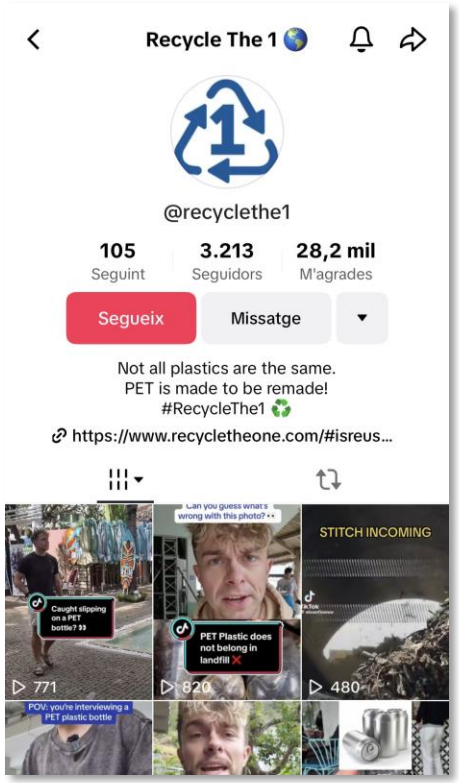
Over 100
TikTok videos

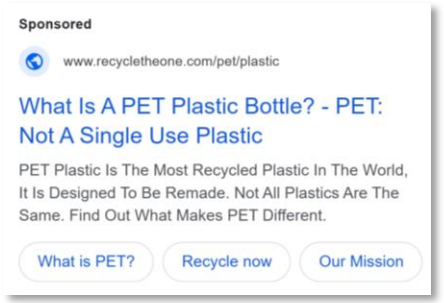
22 Google Search Ads











Overview of EU “Brussels Bubble” campaign 2024 & 2025

Making PET part of the solution
A targeted advocacy campaign showcasing PET as a fully recyclable, sustainable packaging solution to key EU policymakers shaping legislation that impacts the industry’s future. Using social (LinkedIn), digital (Google Ads) and media (op-eds, sponsorships) channels, the campaign drives visibility, understanding and influence. Content has reached tens of thousands across EU institutions, including engagement from senior European Commission officials.

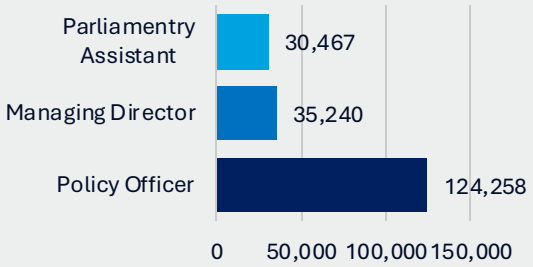
2024 & 2025 LinkedIn impact

782,455 Impressions

233,660 European Commission

87,849 European Parliament

Top job titles reached



A selection of high-value decisionmakers who have interacted with our content



Samuel Buttegig
Accredited Parliamentary Assistant to Roberta Metsola, President of the European Parliament.

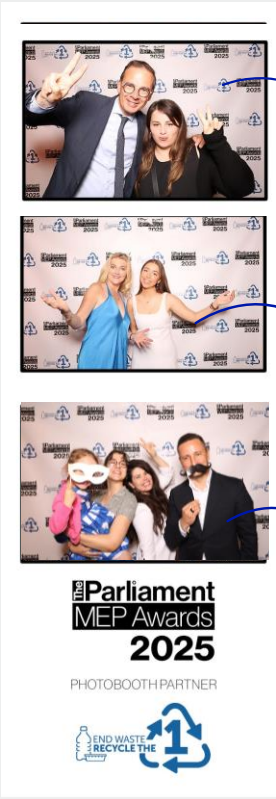


Ruth Reichstein
Cabinet Member President Ursula von der Leyen



Michael McGrath
European Commissioner

MEP Awards Sponsorship



Wouter Beke MEP (EPP, Belgium)

Cynthia Ní Mhurchú MEP (Renew, Ireland)

Nicolae Ștefănuță MEP (Greens/EFA, Romania)

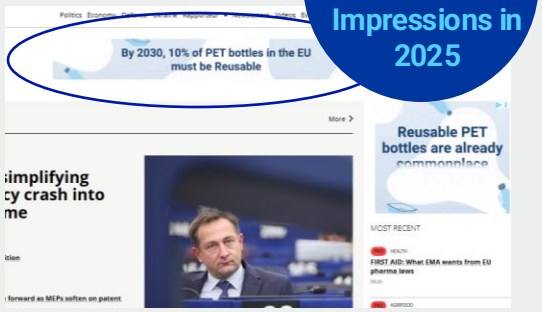
Networking event with:
- 13 MEPs
- 1 European Parliament VP
- Parliamentary assistants

Paid media

Opinion pieces in influential media outlet targeted at EU decisionmakers



300,000 Banner ad Impressions in 2025



FLEISHMAN HILLARD X END WASTE RECYCLE THE 1

Consumer campaign 2024 & 2025 (Germany, France, Italy & UK)

Website hub
Available in 4 languages

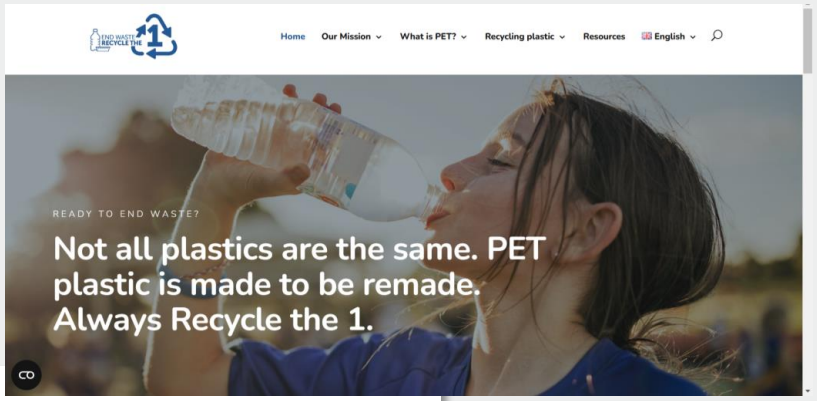
We're the #1 ranked website on Google for 'PET recycling'

+163 K website visits
from organic and ad traffic

+12.3 M reached
through IG & Facebook

+1,9 M reached
through TikTok

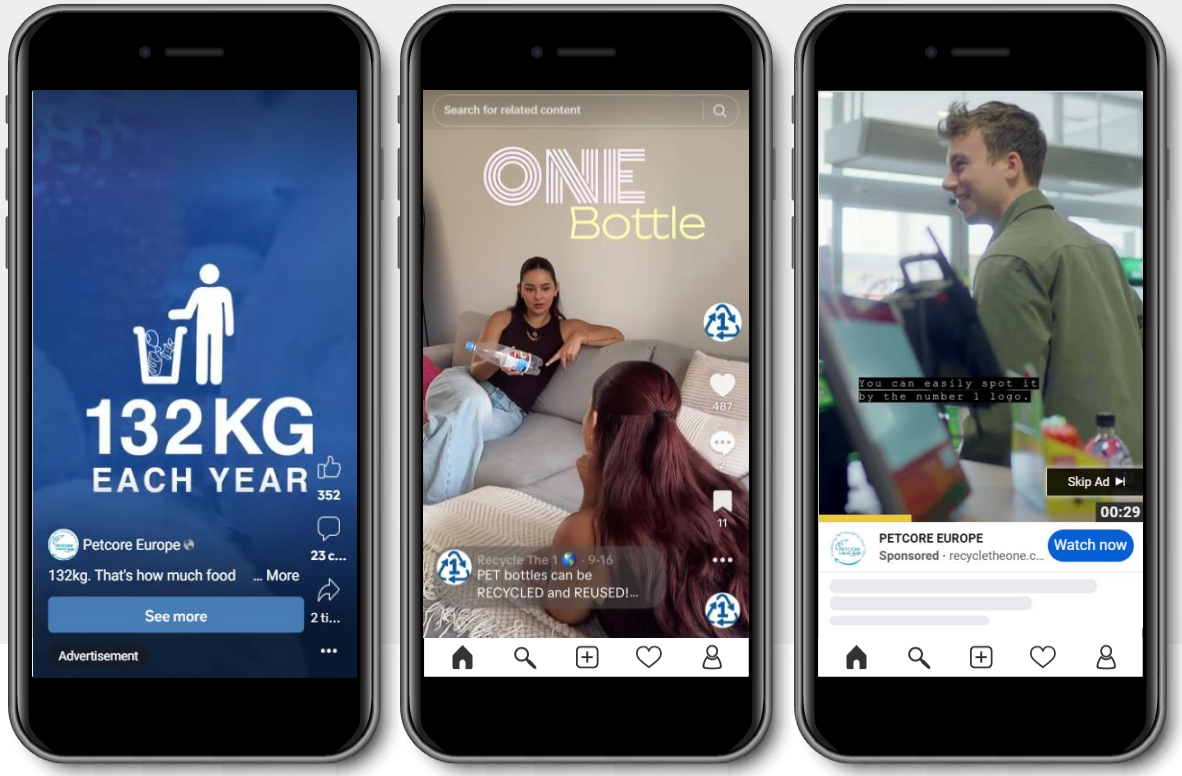
+2.3 M reached
through YouTube



Recycle the One
https://www.recycletheone.com › ... · Tradueix aquesta pàgina

How does PET plastic recycling work?

PET bottles are collected and taken to a recycling plant along with other recyclable materials. Collection is key as the industry has more recycling capacity ...



FLEISHMAN HILLARD X END WASTE RECYCLE THE 1



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Annual Conference 2025

www.petcoreeuropeannualconference.eu

Communications Campaign

www.recycletheone.com

END WASTE RECYCLE THE 1

Pioneering PET circularity since 1993

PETCORE EUROPE

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