

# PETCORE EUROPE



[www.petcore-europe.org](http://www.petcore-europe.org)



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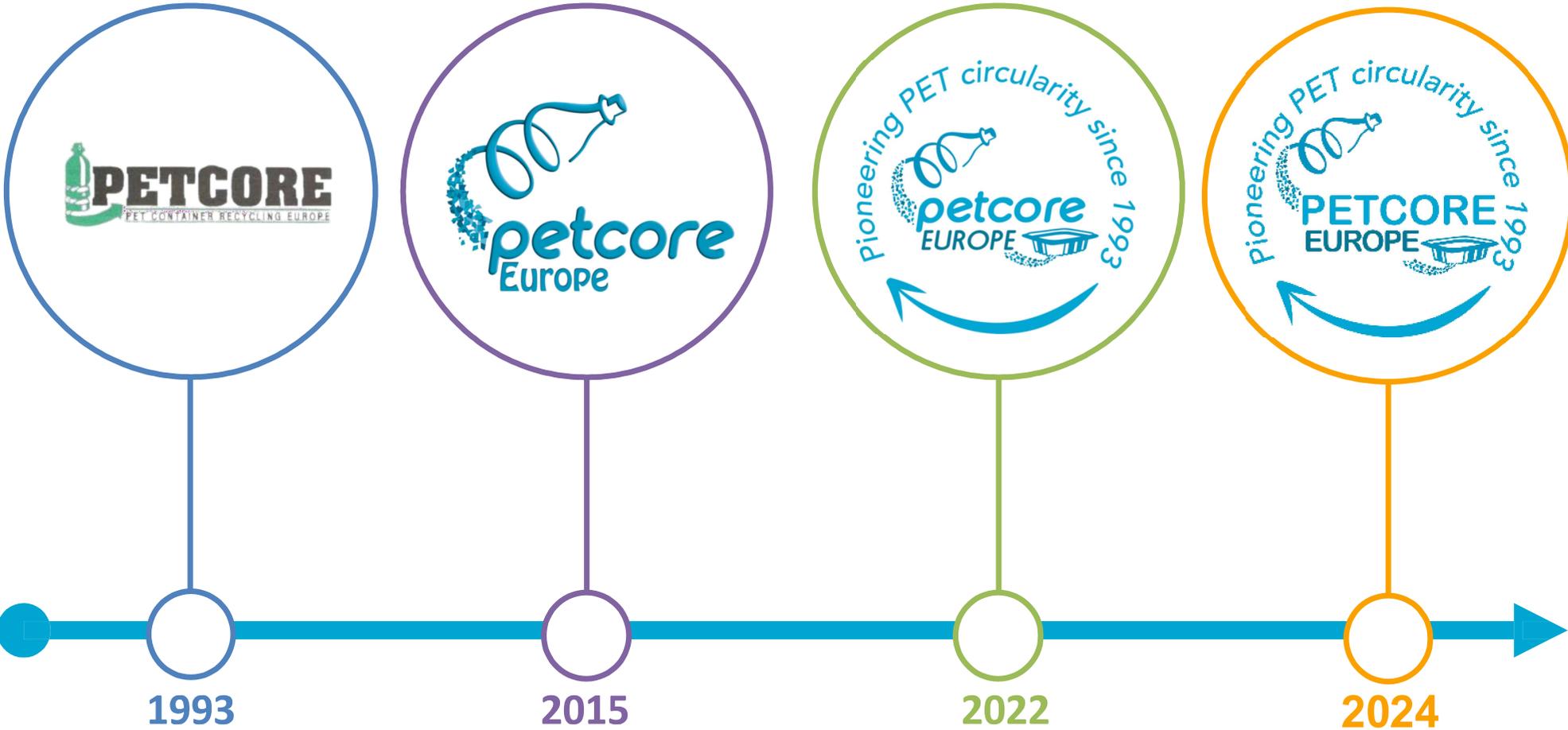
Recycle the One Campaign



# 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, 9 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

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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



**100% of European PET manufacturers – 3.5 million tones installed capacity in EU - 3 bn € turnover**



**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**



**The association representing BOPET film producers in the European market**

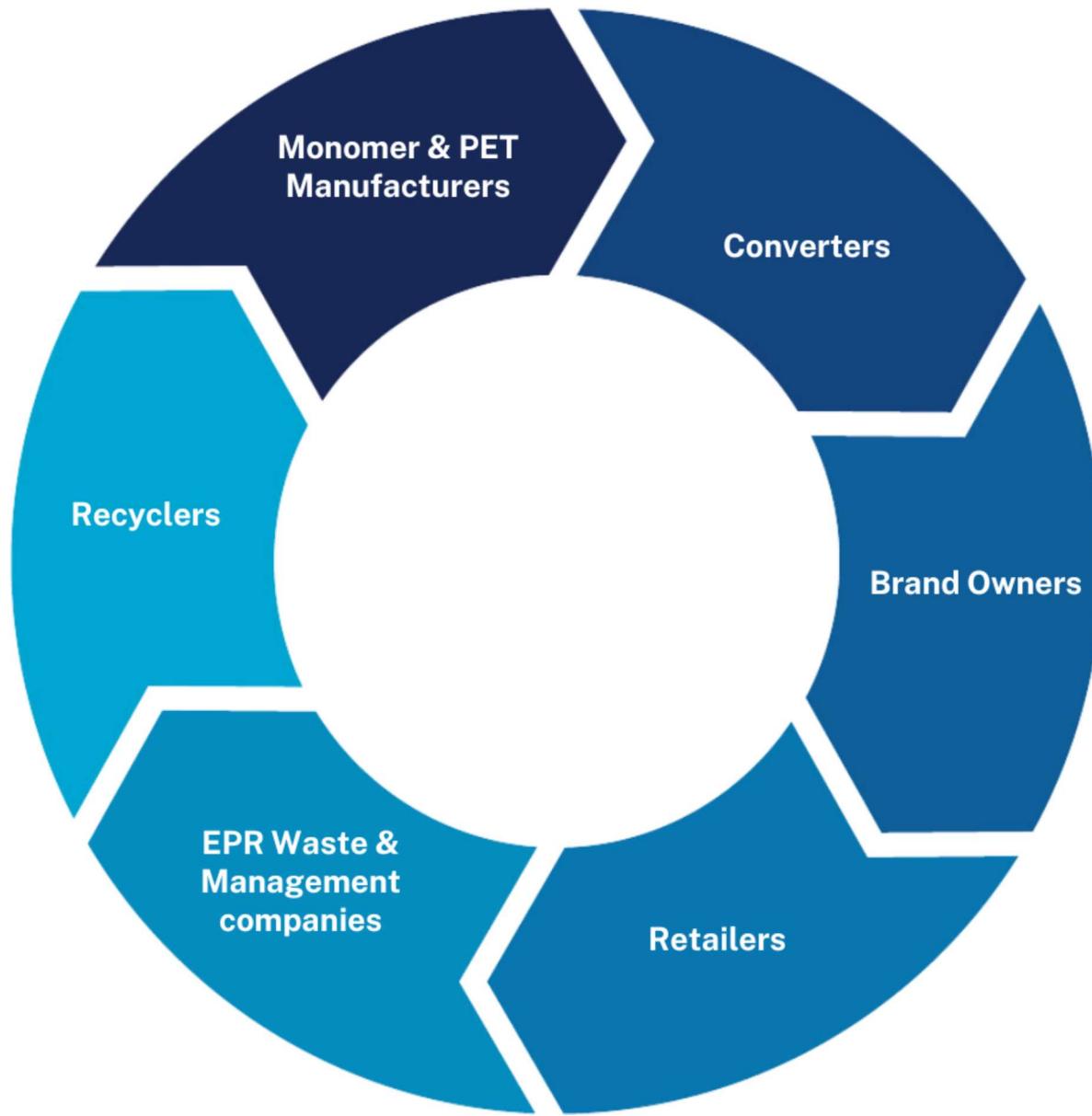


**Brussels based association representing global & national soft drinks associations**



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





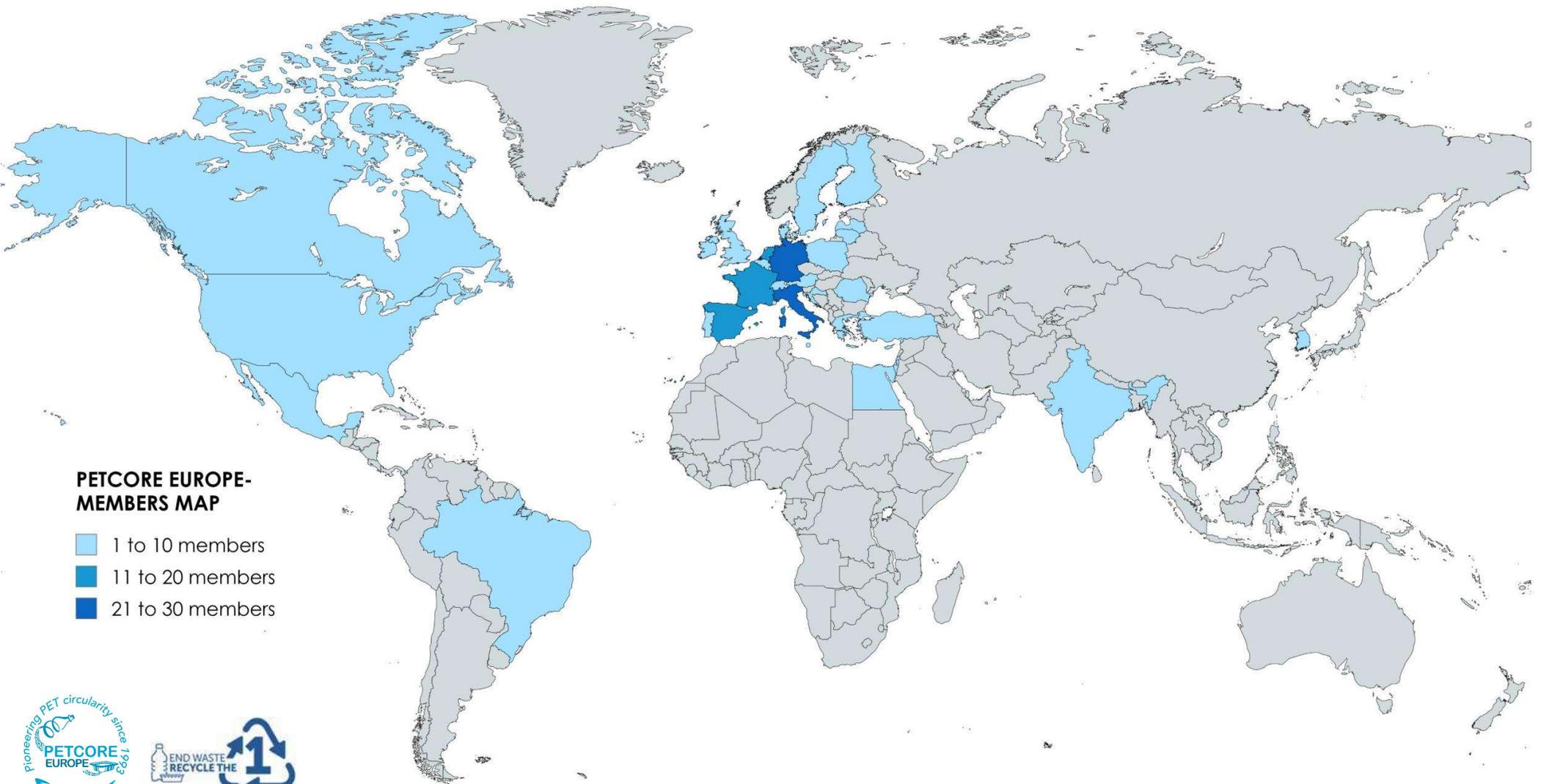
# PETCORE EUROPE: the whole EU PET Value Chain



# PETCORE EUROPE: the whole EU PET Value Chain



# PETCORE EUROPE MEMBERSHIP PRESENCE





# UNITED NATIONS ENVIRONMENT PROGRAM (UNEP)

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**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.

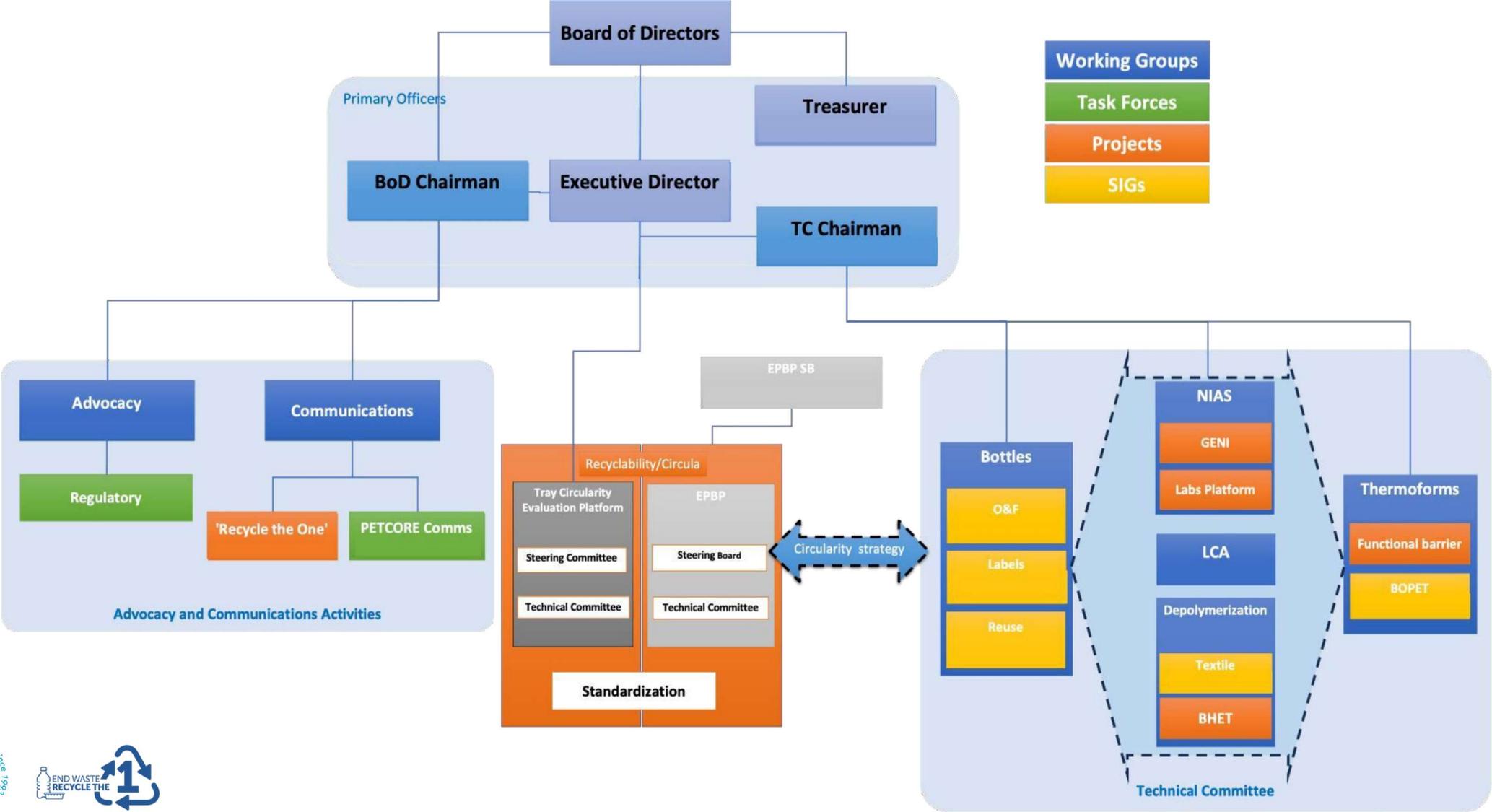
This accreditation allows PETCORE EUROPE to receive invitations to all public meetings and sessions of the **United Nations Environment Assembly** and actively participate in negotiations or stakeholders' sessions (e.g. UN Global Plastics Treaty).



# ORGANISATION



# PETCORE EUROPE ORGANISATION



# PET COLLECTION & RECYCLING IN EU



# PET RECYCLING 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...

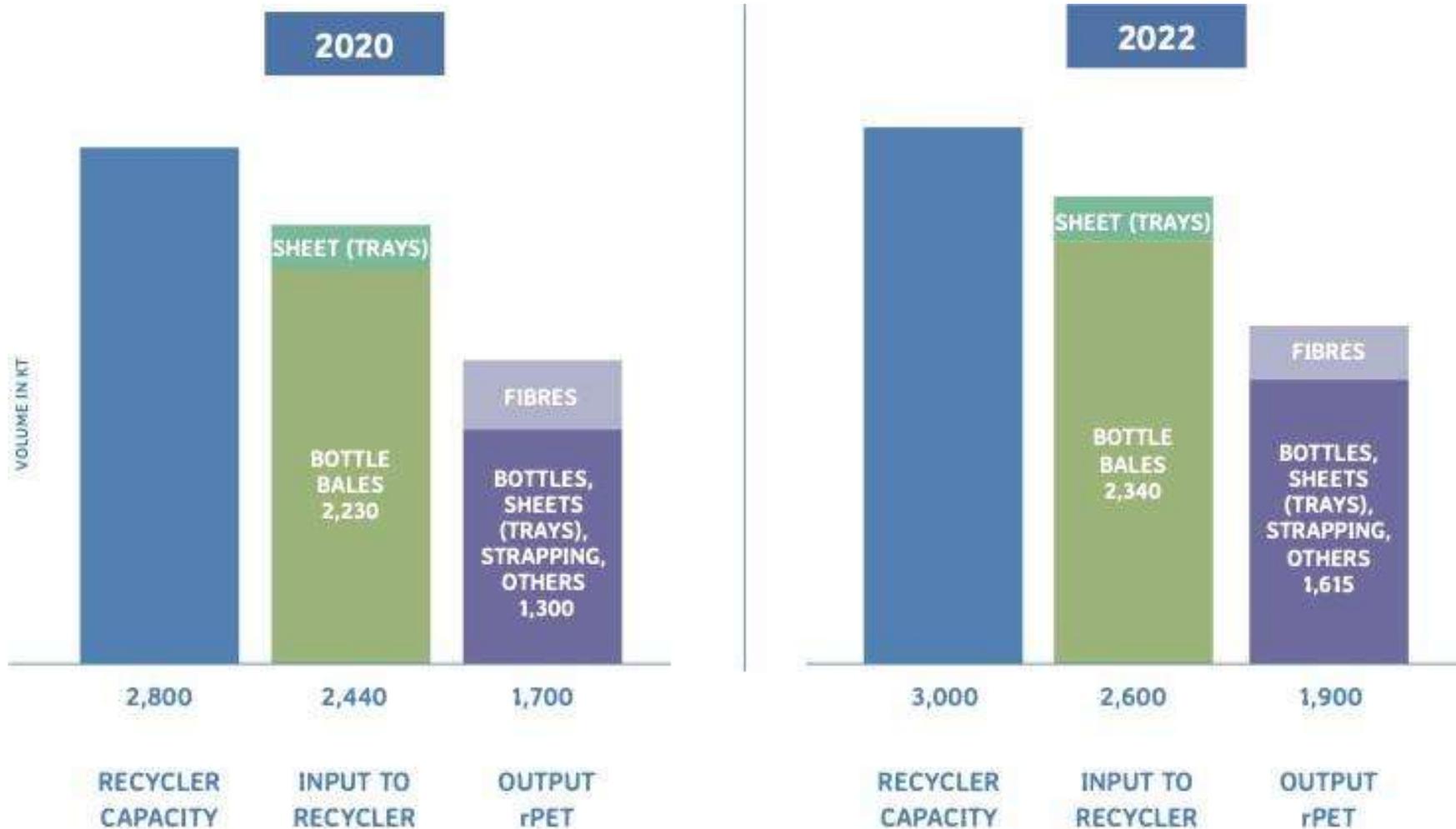
The report has been developed in collaboration with PRE, UNESDA and NMWE. Have a look at it to have in-depth insights



PETCORE EUROPE PET collection & recycling in EU



# PET RECYCLING EVOLUTION



Source: ICIS Supply Demand Database, ICIS analysis, FFEsurvey data, Eurostat



# PETCORE EUROPE

## Working Groups & Task Forces

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# PETCORE EUROPE Working Groups

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- ✓ 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.

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



# Recyclability Evaluation Platforms (EPBP and TCEP)

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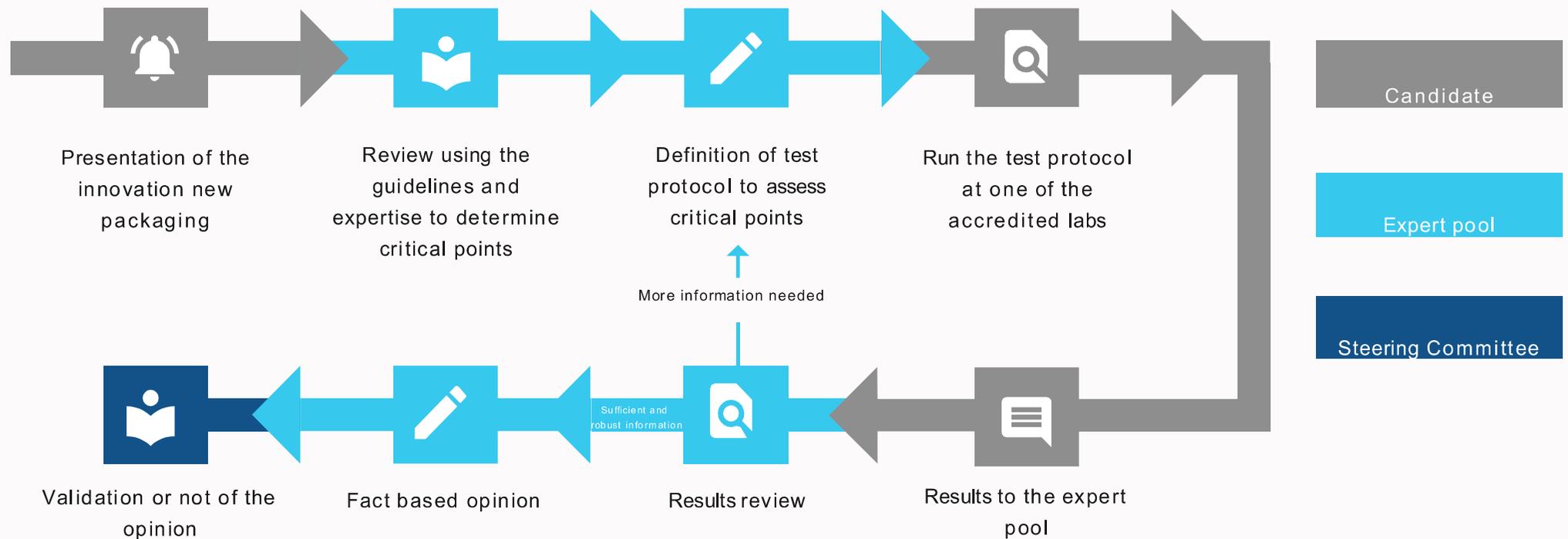
- EPBP and TCEP strongly encourage all companies to bring their new PET bottle – tray solutions to the platforms in order to get an objective third party assessment of their recyclability.



- 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.



# Recyclability Evaluation Platforms Evaluation process



# FUNCTIONAL BARRIER CONSORTIUM

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- 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.

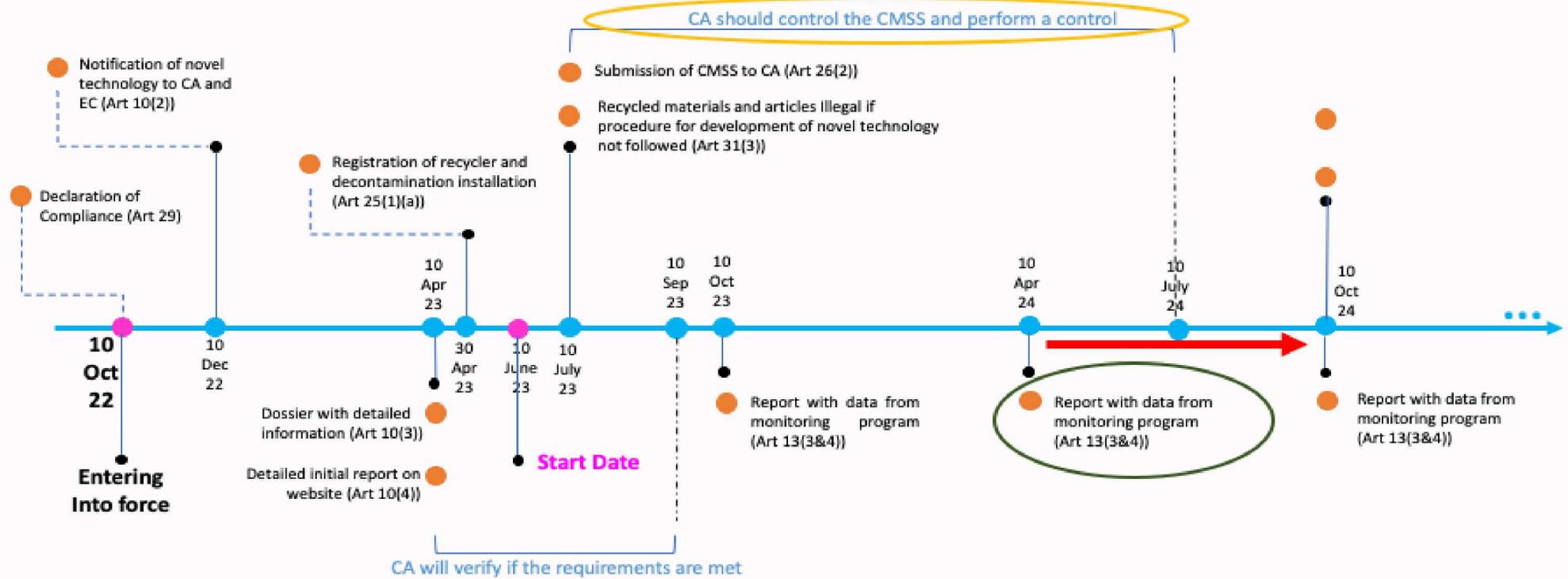


## Past activities

- 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

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



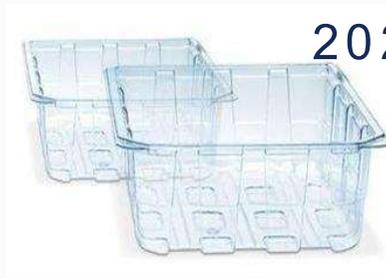
## Deliverables

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



## Past activities

- 24<sup>th</sup> 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,
  - ControlNIAS 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.

PETCORE EUROPE Working Groups





# 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

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- 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 27<sup>th</sup> 2024) are being held to inform about the LABS platform capabilities and evolutions. Stay tuned!



SAVE THE DATE  
Petcore Europe - KÖR 4<sup>th</sup> Webinar  
**NIAS testing via Labs**  
& an outlook to migration tests  
27 March 2024, 2.00-3.30PM CET

KÖR Growing industrial intelligence  
Labs  
PET CORE EUROPE

PETCORE EUROPE Working Groups



# REGULATORY AND SCIENTIFIC AFFAIRS

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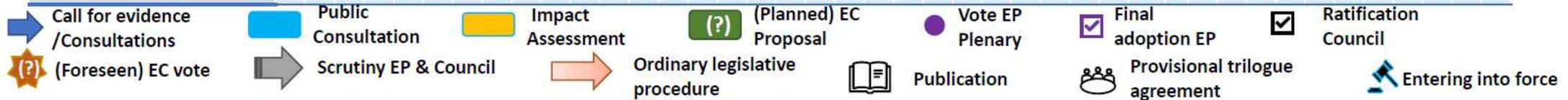
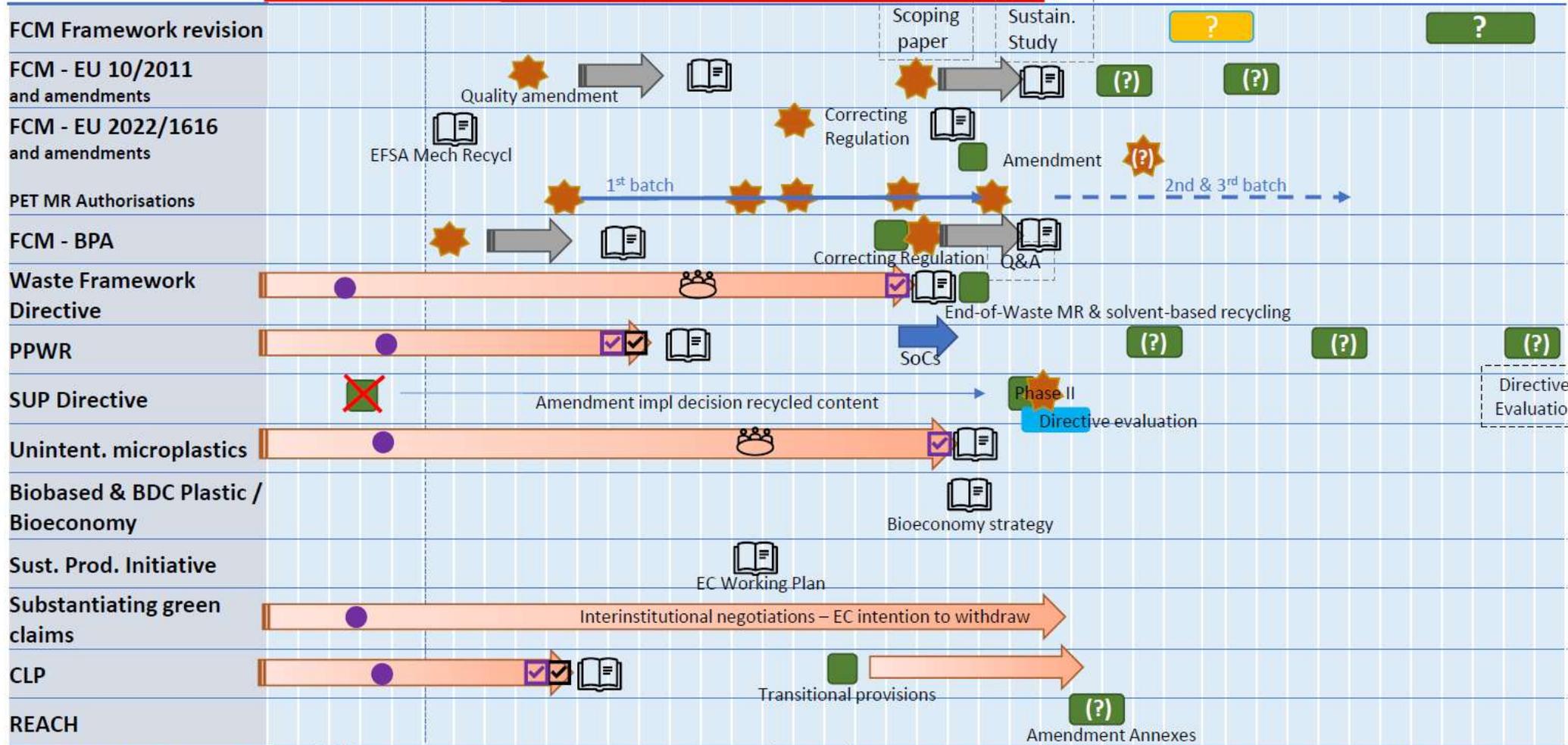
EP Elections 2024

2025 **TODAY**

2026

2027

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 ...



\*UCPD: Unfair Commercial Practices Directive; \*\*CRD: Consumer Rights Directive; \*\*\*ESPR: Eco-design for Sustainable Products Regulation

# Regulatory and Scientific affairs

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## 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

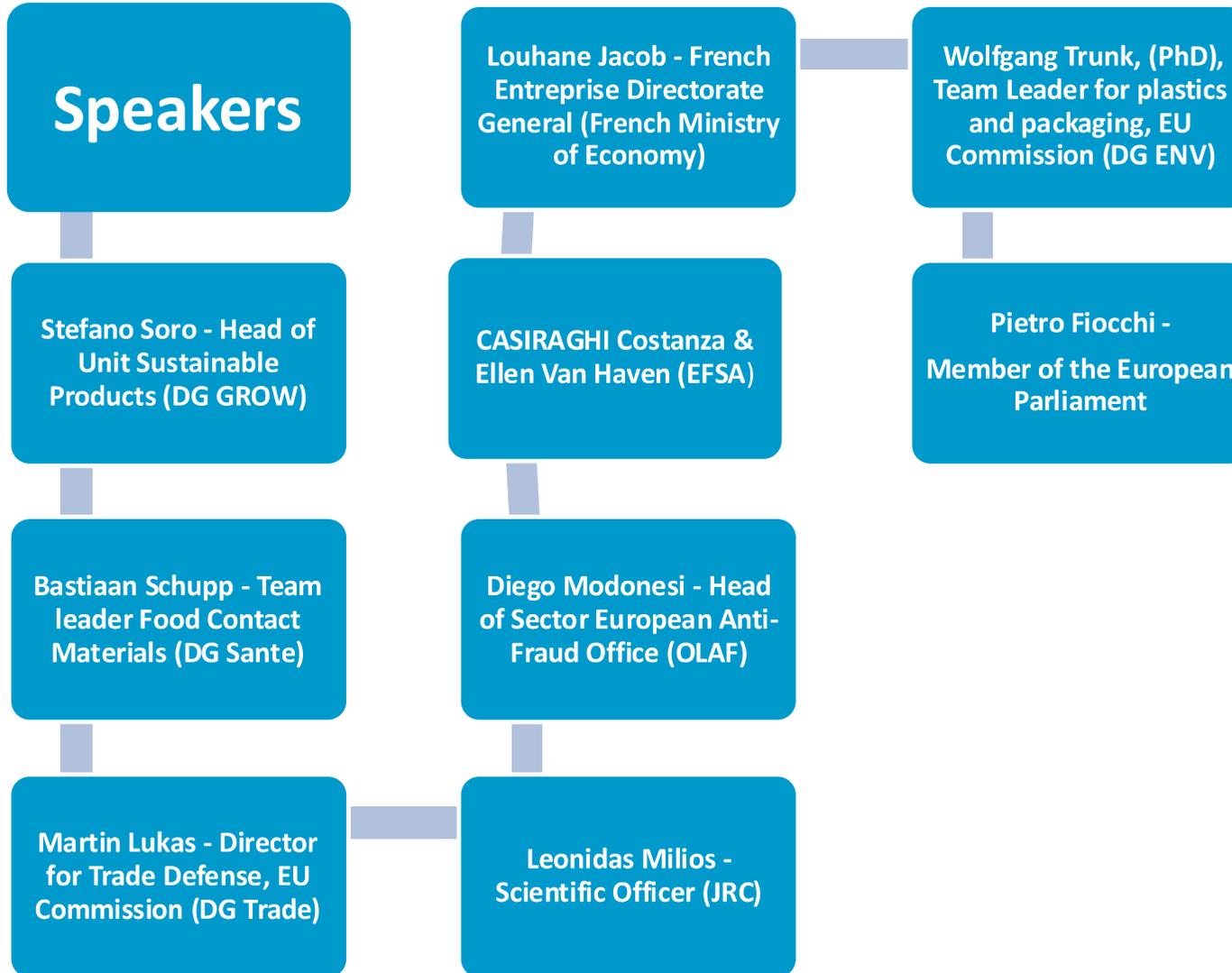


More than 350 registrations  
14 Media Partners (more than ever before)

## Media Partners



# Annual Conference: 5th & 6th February 2026





## NAVIGATING PET PACKAGING AND FOOD CONTACT TRANSFORMATION

### A strategic guide to help the CEE region adapt to market and regulatory change

An in-person event by PETCORE EUROPE and KÖR Group to support PET packaging leaders across the Central and Eastern European value chain.



Budapest, Hungary



19.03.2026

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.





# 18-19 JUNE 2026

## Thermoforms Conference 2026



**Beyond the theory, towards PPWR compliance:  
Real Recycling of PET trays**



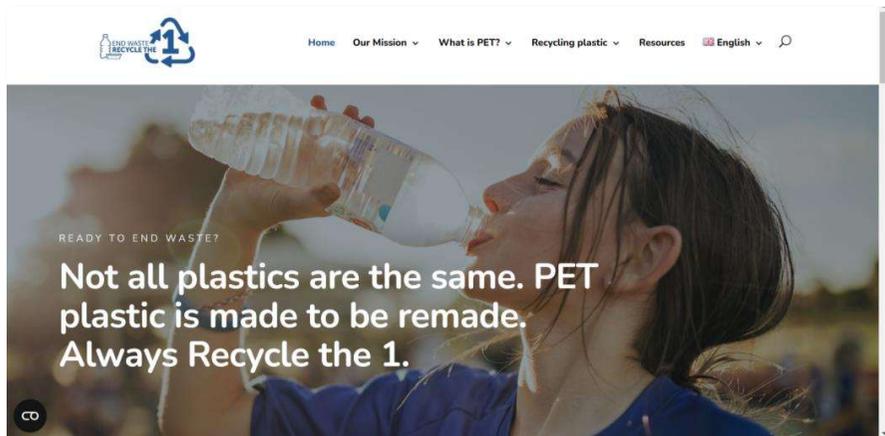
# RECYCLE THE 1 COMMUNICATIONS CAMPAIGN

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# 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](https://recycletheone.com) campaign hub, available in 4 languages.
- Monitored against 5 KPIs



# EU STAKEHOLDER CAMPAIGN IMPACT (2023 + 2024)

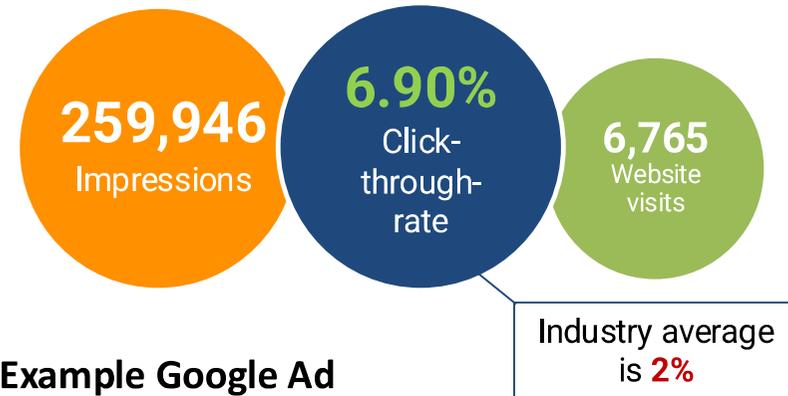
## LINKEDIN CAMPAIGN

**Our content is reaching an influential Brussels audience. For example:**

- Head of office to an MEP
- Member of Cabinet for EU Commissioner for Energy

**Top job titles reached:** Policy officer, policy advisor, parliamentary assistant

## GOOGLE ADWORDS CAMPAIGN



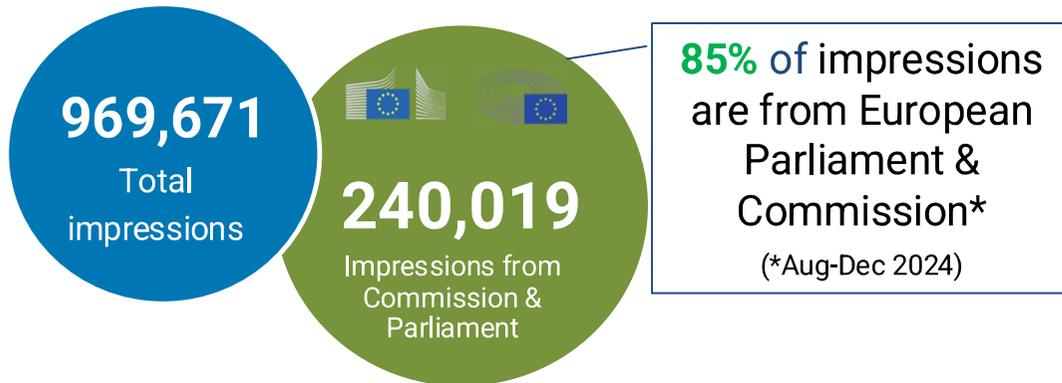
### Example Google Ad

Sponsored

 [www.recycletheone.com/pet/not\\_single\\_use](http://www.recycletheone.com/pet/not_single_use)

**PPWR: PET Is Not Single Use - PET: It's Made To Be Recycled**

PET Plastic Is Part Of The Circular Solution To End Europe's Waste Problem. Not All Plastics Are The Same. Find Out What Makes PET Different.



# OVERALL CONSUMER CAMPAIGN IMPACT (2023 + 2024)



## META CAMPAIGN



## GOOGLE ADWORDS



**Sponsorisé**  
[www.recycletheone.com/](http://www.recycletheone.com/)  
**PET: Entièrement Recyclable - C'est Quoi l'emballage PET**  
 Qu'est-ce que le plastique portant le symbole du chiffre 1 ? Est-il recyclable. Tous les plastiques ne sont pas à usage unique. Découvrez pourquoi recycler le numéro 1.

**Gesponsert**  
[www.recycletheone.com/pet/recycling](http://www.recycletheone.com/pet/recycling)  
**Plastik-Recycling Funkioniert - Wird PET-Kunststoff recycelt?**  
 Da sie recyclet werden können, sind PET-Kunststoffflaschen eine Investition in die Zukunft. Es gibt einen VOLLSTÄNDIG recycelbaren Kunststoff. Er heißt PET! Wählen Sie das Beste.



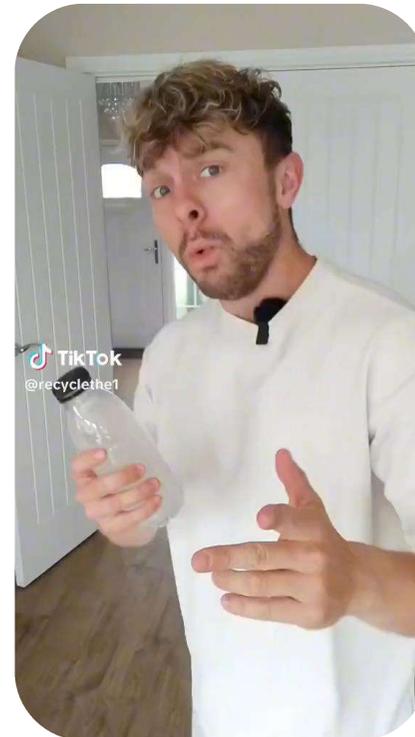
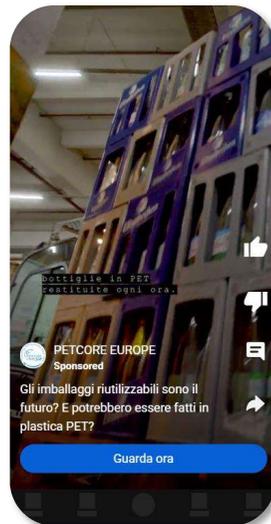
# OVERALL CONSUMER CAMPAIGN IMPACT/2 (2023 + 2024)

**YOUTUBE CAMPAIGN**

**TIKTOK CAMPAIGN**



**2,297,482**  
Video views

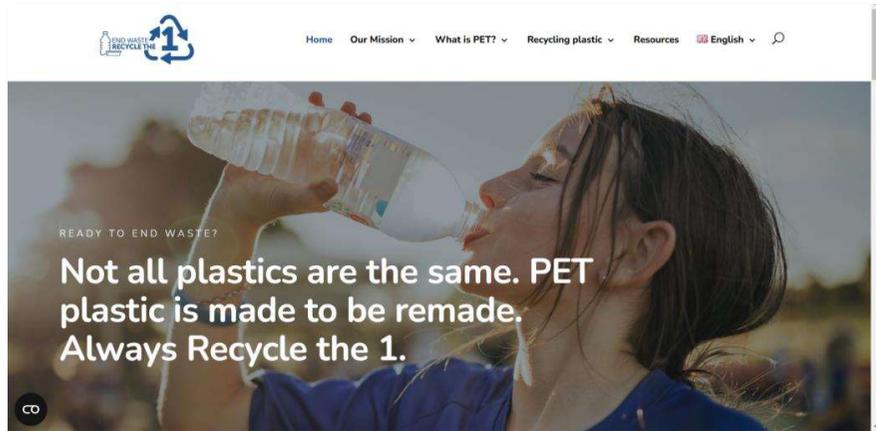


**4,345,212**  
Video views

**2,907**  
Followers

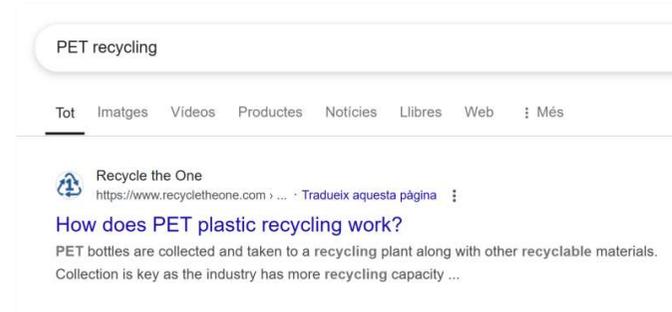


## DRIVING VISITORS TO THE WEBSITE (2023 + 2024)

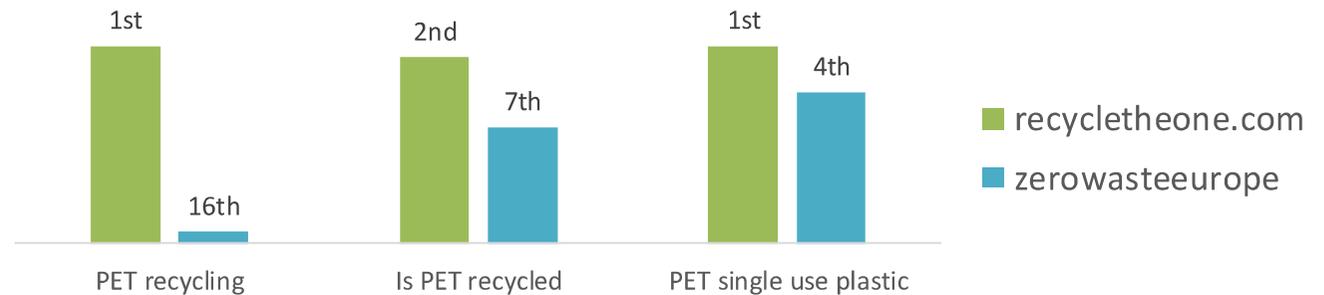


[recycletheone.com](https://www.recycletheone.com)

Our website ranks first in Brussels, DE, FR, IT and UK for 'PET recycling'



Google ranking of [recycletheone.com](https://www.recycletheone.com) compared to websites discussing waste like [zerowasteurope.eu](https://www.zerowasteurope.eu) in Brussels





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**Annual Conference 2025**

**[www.petcoreeuropeannualconference.eu](http://www.petcoreeuropeannualconference.eu)**



**Communications Campaign**

**[www.recycletheone.com](http://www.recycletheone.com)**



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