

New website launched by PETCORE Europe aims to help recycle over 90% of PET beverage bottles

Empowering European citizens with knowledge needed to ‘Recycle the One’

Brussels, June 24 – As part of PETCORE Europe’s ambitious campaign to end waste, the association, which represents the wider PET value chain, has launched a new interactive website dedicated to raising awareness amongst European citizens. The *End Waste, Recycle the One* (<http://www.recycletheone.com/>) website aims to equip consumers with critical knowledge on PET as a valuable resource and packaging material and the tools and understanding on how to properly recycle it. Currently in English, the site will soon be available in both French and German.

A mission to recycle every PET beverage bottle in Europe

Used to package vital everyday products, PET is a packaging material that is made to be remade and can be recycled over and over again. As well as keeping food fresh, PET serves as the packaging of choice for **70%** of carbonated soft drinks and bottled water. Following significant expansion of European recycling units in recent years, PET recyclers stand ready to recycle an additional **11.8 billion** bottles per year. As part of their mission to recycle every PET bottle in Europe and go beyond the EU’s 2029 PET collection targets of 90%, the PET value chain has made it a priority to raise citizens awareness on the importance and understanding of recycling practicalities.

A key resource hub for European citizens

End Waste, Recycle the One provides European citizens with valuable and reliable information about what PET is and why it matters. The new resource hub clarifies common misconceptions around sustainable packaging and outlines the importance of recycling PET. Consumers can find practical information on how to recycle in France, Germany and the UK as well as understand the differences between PET and other materials.

“Great progress has been made in increasing PET recycling rates across Europe, with Germany now recycling 97% of their PET bottles. Recycling PET and using post-consumer PET bottles as a feedstock for new bottles, gives value to waste. This drives improvements in waste collection systems, meaning less waste and a cleaner environment. The launch of this website is a key milestone in our campaign and broader mission to recycle every PET bottle in Europe. We aim to foster trust in the recycling process and enhance the understanding of what a sustainable packaging material looks like.”

Christian Crépet, Executive Director at PETCORE Europe

About the *End Waste, Recycle the #1* campaign

Facilitated by PETCORE Europe on behalf of key players in the wider PET value chain, this communications campaign was launched to raise awareness of PET as a valuable and sustainable packaging material of the future. The campaign aims to support the EU in its ambitions to reach a fully circular economy and empower European citizens with the knowledge needed to recycle more, and better.

About PETCORE Europe

PETCORE Europe, based in Brussels, is the association representing the complete PET value chain in Europe since 1993. As the voice of the European PET industry, PETCORE Europe's mission is to enhance the value and sustainable growth of the complete PET value chain.