

## RESS RELEASE

### EXPRA launches online information tool to facilitate packaging recyclability

**Brussels 26 July 2019.** The packaging sector recognizes the need to minimise the environmental impact of both product and its packaging. That is why EXPRA, the umbrella organisation bringing together 26 non-profit packaging and packaging waste recovery and recycling systems, developed **the Packaging for Recycling (P4R) Project**, a dynamic online information tool aiming to facilitate the industry's efforts in **improving the recyclability of packaging**.

Prepared in follow up to the EU's 2015 Circular Economy Action Plan, the P4R project is centred around three main objectives:

- Raising **awareness of recyclability** and relevant guidelines
- Disseminating information on **cutting-edge and innovative packaging** trends
- Strengthening the **link between packaging producers and recyclers**

Accessible through a dedicated website – <https://www.packaging4recycling.eu/> – and based on an interactive questionnaire, the online toolkit acts as comprehensive resource for users to obtain information on packaging, per material and waste management stage, and how recyclable it is. To this end, users will learn about best practices and guidelines for packaging along a recyclability roadmap covering four critical points, namely design, labelling, collection and sorting. Additionally, they will also be able to learn more about ongoing research and development (R&D) initiatives in this area.

EXPRA's Managing Director, Joachim Quoden, commented: *"As an alliance representing organisations from across 24 countries, we have a deep understanding of the differences between various national systems and how these can create bottlenecks to recyclability efforts. That is why we set out to create an unbiased online tool that will act as a one stop shop for the obliged industry to easily access information on packaging and its recyclability. To ensure its long-term value for users, P4R is meant to be a living project, continuously updated with latest developments from across Europe."*

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#### **About EXPRA**

EXPRA is the Extended Producer Responsibility Alliance – the organisation for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of its members, which are all founded and run by or on behalf of obliged industry. Over the past 25 years, our members across 20 countries thereof 17 EU Member States have co-organised the collection, sorting and recycling of used packaging (with a focus on household packaging) on behalf of industry, to fulfil their legal take back and recycling obligations, serving over 200 million inhabitants and recycling over 20 Million tons of packaging per year.

For more information, please visit [www.expra.eu](http://www.expra.eu)