

The Extended Producer Responsibility Alliance (EXPRA) further extends its reach in Europe

New partner - The Dansk Emballage Producentansvar joins the EPR Network

Brussels, 30 June 2022 – EXPRA, the umbrella organisation for packaging and packaging waste recovery and recycling systems which are owned by the obliged industry and work on a not-for-profit basis, welcomed a new partner - The Dansk Emballage Producentansvar, thus welcoming the 30th Organization joining the Alliance.

“Dansk Emballage Producentansvar” (Danish Packaging Producer Responsibility) (DEP) was founded in November 2021 by the Danish Agriculture & Food Council, The Danish Chamber of Commerce, the Confederation of Danish Industry, the Branded Goods Association and The Federation of Retail Grocers in Denmark. The organization was set up with the objective to develop a sustainable and efficient, not-for-profit EPR scheme owned and driven by the obliged industry and offering a service of public or collective interest, fully aligned with EXPRA [ten golden rules](#).

“We look forward to working with EXPRA and its members to design our EPR organization based on EPR best practices and success stories of our colleagues in EU and beyond” said Marianne Roed Jakobsen, Director of Dansk Emballage Producentansvar. *“The cooperation and exchange of information in sustainable packaging waste management will allow us to move faster and face the challenges ahead”*.

Oscar Martin, President of EXPRA and CEO of Ecoembes, welcomed the new partner to the EPR alliance and said: *“We are happy to have Danish Packaging Producer Responsibility joining EXPRA, especially at this moment when the EU waste legislation is being shaped as it is of crucial importance for PROs to promote the genuine EPR principles, aligning circularity with climate protection”*

“Just some months before EXPRA’s 10th Anniversary next year, I am happy and honored to welcome the 30th EPR Organization in our family” said Joachim Quoden, Managing Director of EXPRA. *“I believe that the need for mutual support and learning from the good examples of others will grow as the demands of legislators and other stakeholders increase and that with joint efforts, we could shape an ambitious but still implementable legal framework in EU”*, added Mr Quoden.

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About EXPRA

EXPRA is the alliance for 30 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 all its member packaging recovery and recycling organisations founded and run by or on behalf of obliged industry. EXPRA members provide over 200 million inhabitants with packaging collection, sorting and recycling infrastructure and ensure recycling and recovery of over 20 million tons of packaging per year. For additional information, please visit www.expra.eu

About Dansk Emballage Producentansvar

The Danish Agriculture & Food Council, The Danish Chamber of Commerce, the Confederation of Danish Industry, the Branded Goods Association, and The Federation of Retail Grocers in Denmark have founded “Dansk Emballage Producentansvar” (Danish Packaging Producer Responsibility) (DEP). DEP was founded in November 2021 with the intention to establish a full cost system for the EPR for packaging waste management from January 2025.

Our aim is to develop a sustainable and efficient, not-for-profit EPR scheme owned and driven by the obliged industry and offering a service of public or collective interest. Our ambition is to engage the majority of the more than 40.000 Danish companies that will be affected by the Extended Producer Responsibility (EPR) for packaging waste by 2025

For additional information, please visit www.danskindustri.dk/medlemsforeninger/dep