



Metal  
Packaging  
Europe

# Metal Packaging Europe

An Introduction

Infinitely Recyclable  
Endless Possibilities  
Metal is Forever



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## VISION

Establish metal packaging as a recognized and valuable contributor to sustainability in public policy and through the supply chain

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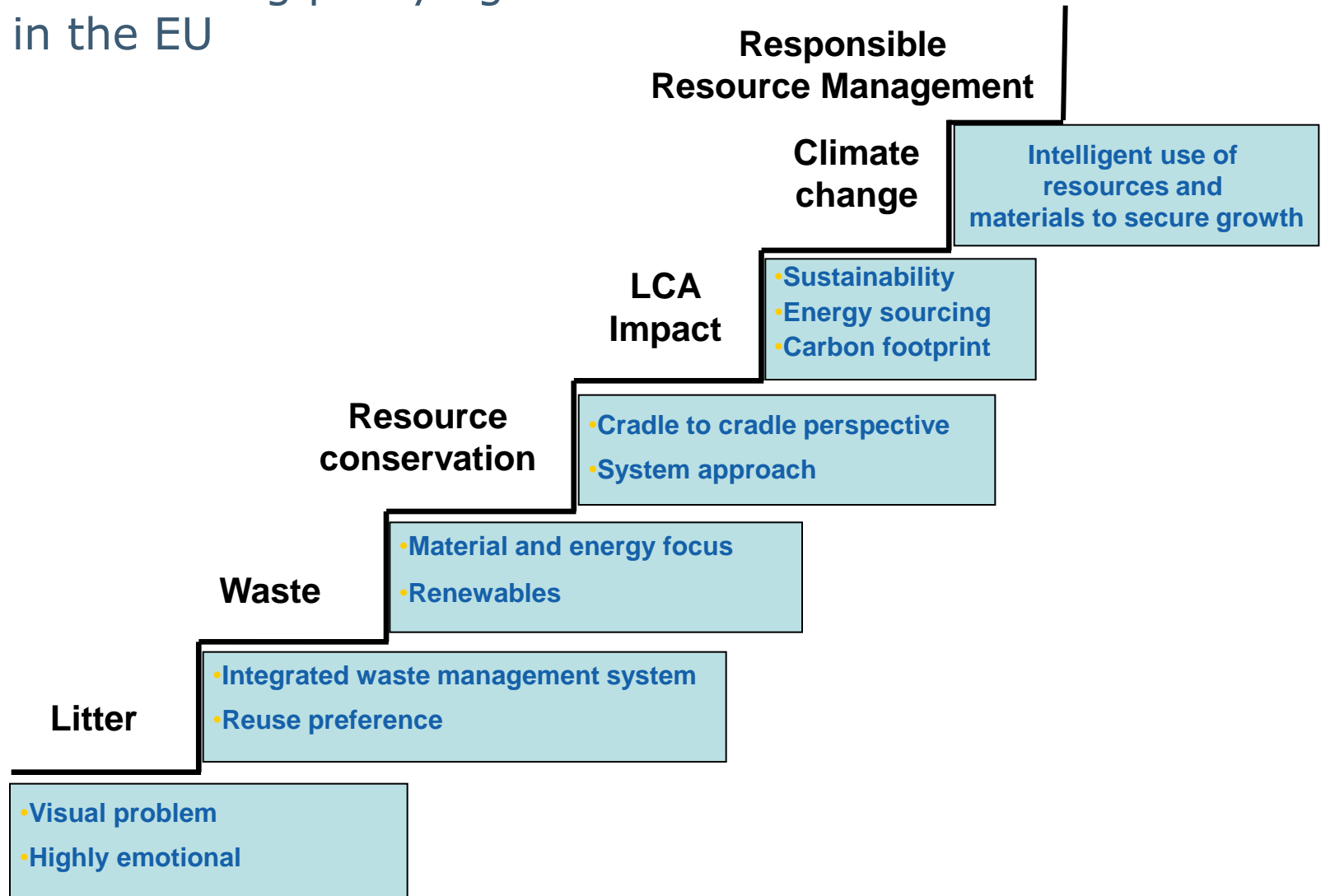
# Sustainability

strategies and practices that meet the needs of stakeholders today while seeking to protect, support and enhance the human and natural resources that will be needed in the future.





## The evolving policy agenda in the EU





## Mission

- Bring together metal producers and metal packaging manufacturers to optimize the conditions for metal packaging in Europe from a legal, environmental and social perspective.
- Be proactive and engage with stakeholders to create a positive mindset and recognition of metal packaging by enhancing its specific contribution to sustainability.



## Objectives

- A level playing field for metal packaging in Europe with harmonized and non discriminatory EU-regulation, national legislation, soft law and standards.
- A recognized position as the preferred packaging option in the packmix to meet sustainability objectives in the supply chain.



## Priorities

- APPRECIATION– Metals as permanent resource. Obtain official and public recognition at EU, national level and in supply chain scorecards – Metal is Forever!
- NATIONAL COORDINATION - Improve intelligence, lobbying and coordinated actions at national level.
- INCREASE RECYCLING RATES – Take advantage of metals unique advantages to deliver on responsible material and resource management and climate change policies



## Why Metal Packaging Europe?

- We are a unified sector and can contribute more effectively to sustainable development by involving all parties in the chain.





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Ball Packaging Europe



REXAM



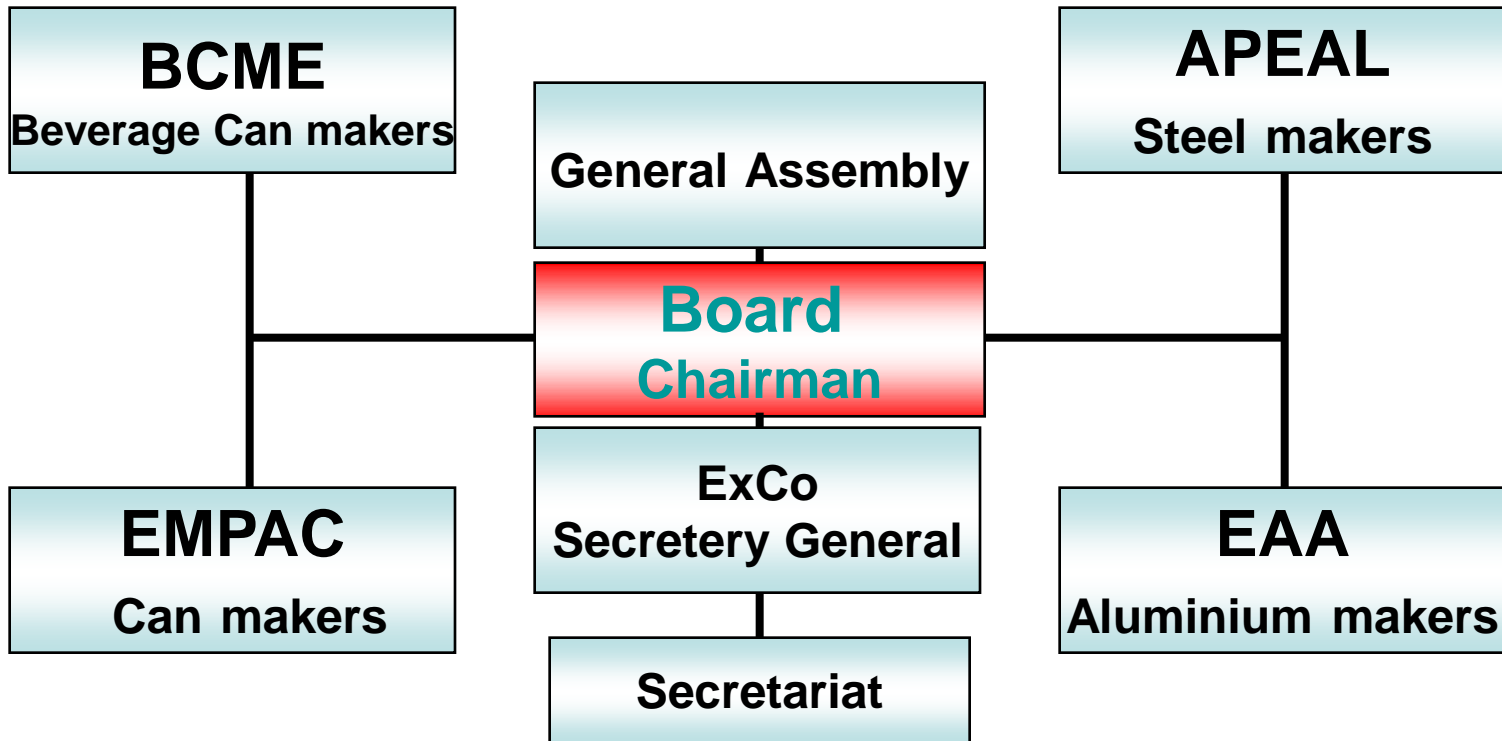
TATA STEEL



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## Structure





# The Manifesto

- A unified sector makes stronger commitments
  - Decouple market growth from resource use
  - No metal packaging should go to landfill
  - Keep all metal packaging in the material loop
  - 80% of metal packaging will be recycled 2020
  - Reduce CO2 emissions and other environmental impacts by dedicated programs and commitments in steel and aluminum production.



## Metal Packaging - a new positioning

- Infinite recycling not well recognized – downcycling has the same legal status
- Permanent material not recognized – renewable and biodegradable materials preferred
- Recycled content – fighting rearguard action against policy suited to plastics



## Metal Packaging in Policy

- Metal packaging must be properly positioned in “Responsible Resource Management” policy
- Metals should be recognized as permanent materials with infinite recycling possibilities, preserving virgin metal qualities and with unlimited availability for future generations.



## False Perception

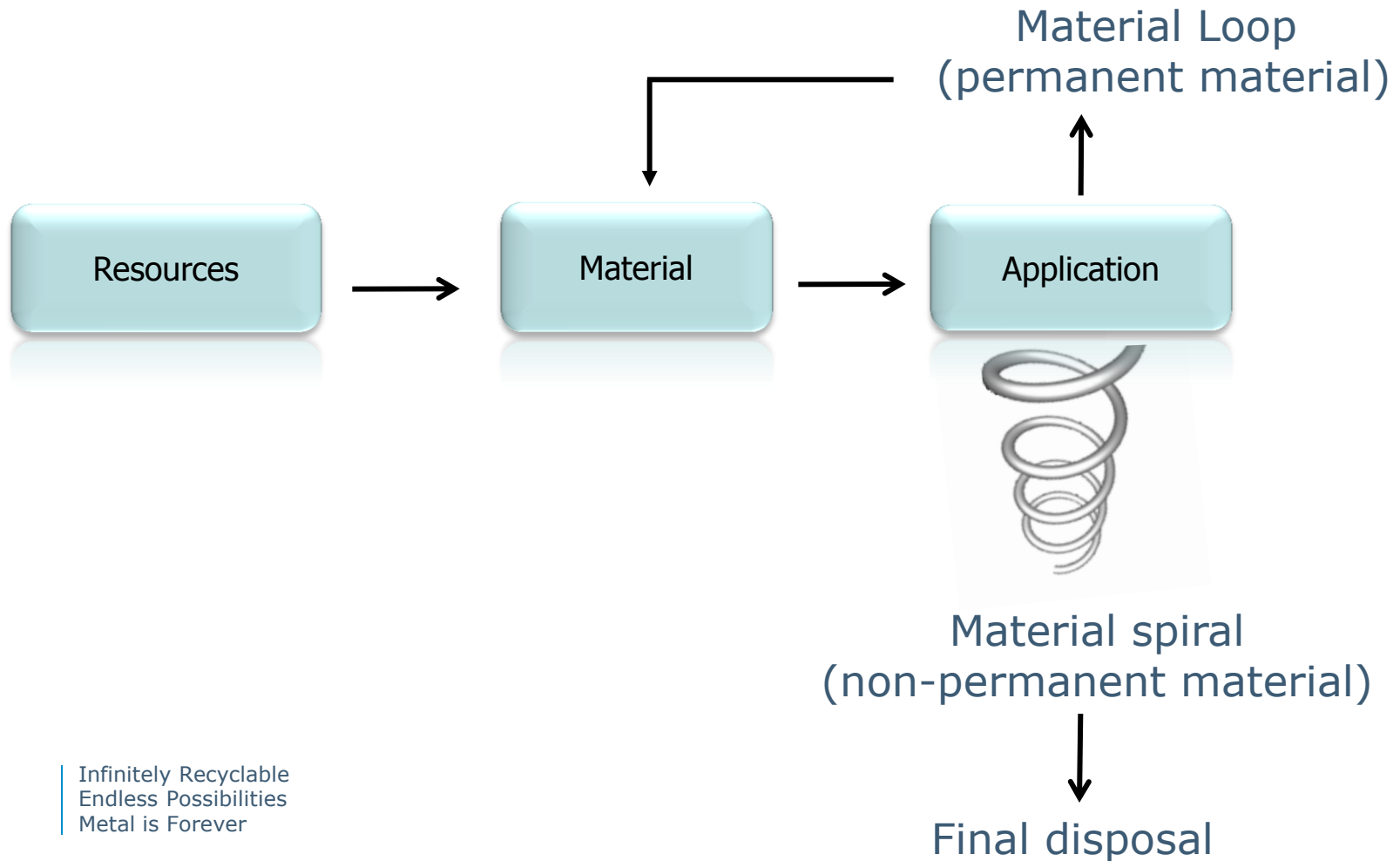
The polarization of material categories into renewable and non-renewable is misleading and not helpful

Statements claiming that non-renewable resources are gone, once used, is false in the case of metals. Metal elements are not lost, they change location and appear in different forms





# Material management cycle





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## Metal is permanent Keep it in the loop

Metal contributes to  
society and every  
lifestyle

Metal has  
many  
applications



Abundant supplies  
of ore exist. The  
metal produced is  
permanently  
available and  
infinitely recyclable

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## Summary

- Misleading to equate mining of metal ore with depletion of the earth's resources
- Metals are elements and cannot be destroyed
- Metals can be recycled without loss of their properties and can be used again and again to form new packaging or other product applications
- Metals are a permanently available resource

**What is more sustainable than permanent?**



## Geared up for Success

- Strong commercial imperative to act
- We have a strong story to tell
- We are prepared to unite and tell the story.
- We are prepared to pool resources to tell the story.
- We will take charge of our legacy – a sustainable strong, growing and profitable metal packaging industry



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