

## Press Release

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## IdentiPlast 2012: zero plastics to landfill by 2020 – how to reach the goal

The 10th edition of IdentiPlast 2012, held in Warsaw (Poland) on 6-7 November 2012, brought together some 170 European experts on plastics waste management. Europe's leading event on plastics waste management, focused on the ambitious goal of zero plastics to landfill by 2020. Along with representatives of plastics production, recycling and recovery industries from Europe and abroad, high profile guest speakers included Prof. Helmut Maurer, European Commission, DG Environment, MEP Boguslaw Sonik as well as representatives of the Polish Ministry of Environment.

The plastics industry is committed to work with key stakeholders to achieve the challenging goal of reaching zero plastics going to landfill by 2020. Whilst good progress is being made there needs to be a step change to reach the goal. "All parties must step up their efforts, from policy makers enforcing strong landfill restrictions to rapidly expanding collection and reprocessing infrastructure. We will do our part and if others do theirs, the 2020 target is within reach" says Jan-Erik Johansson, Programme Director, Resource Efficiency, PlasticsEurope.

Achieving the 2020 objective would create, according to one of the IdentiPlast speakers, the creation of 160.000 jobs in the recycling sector in Europe.

In his opening statement, Polish MEP Boguslaw Sonik, referred to diversion of plastics waste from landfill as a serious challenge for Member States which encounter numerous obstacles while striving to implement the related EU directives. He further insisted on the relevance of equipping European countries with still a high rate of landfilling with a state of the art technology be it in recycling or energy recovery from plastics waste.

Organised jointly by the international plastics value chain since 1997, IdentiPlast was born from the idea that plastic is too valuable to be thrown away. It consists in an exhibition, discussion panels and key note speeches on identification, sorting, collection, recycling and energy recovery technologies and markets for plastic waste.

Further information on IdentiPlast, including presentations given, can be found at: <http://www.plasticseurope.org/identiplast2012>

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### Editors' note

PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. We are networking with European and national plastics associations and have more than 100 member companies, producing over 90% of all polymers across the EU27 member states plus Norway, Switzerland, Croatia and Turkey.

The European plastics industry makes a significant contribution to the welfare in Europe by enabling innovation, creating quality of life to citizens and facilitating resource efficiency and climate protection. More than 1.45 million people are working in about 59.000 companies to create a turnover in excess of 300 billion € per year.

The plastics industry includes polymer producers - represented by PlasticsEurope, converters - represented by EuPC and machine manufacturers - represented by EUROMAP. For further info see the web links: [www.plasticseurope.org](http://www.plasticseurope.org), [www.plasticsconverters.eu](http://www.plasticsconverters.eu), [www.euromap.org](http://www.euromap.org).