



## **EUROPEN Mission Statement**

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As the recognized cross-sectorial European Industry and Trade organisation for packaging issues related to the environment, EUROPEN aims to achieve a fully accessible European market for packaging used for packaged products, whereby best use is made of the role, benefits and functions of packaging in society including its contribution to sustainability goals. These include protection of products and the environment while supplying information to and meeting the needs of consumers and customers.

We strive to influence European environmental legislation covering the marketing, sourcing, manufacture and distribution of packaging used for packaged products and the management of used packaging. We support legislation that is transparent, effective, and in proportion to the impacts of packaging and packaging waste and thus allows our members maximum scope to innovate, compete and operate in a resource efficient way.

We will encourage our members to take their share of responsibility in continuously improving the “sustainable footprint” of their packaging and the impact of packaging waste and be committed to contribute to supply chain resource-efficiency as a crucial part of sustainable development as described in the EUROPEN sustainable development vision.

We will stimulate stakeholder dialogue and implement a communication and lobby programme in support of these aims to serve our members and ensure recognition of their interests.

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