



## EUROPEN Strategy

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- Continue to build EUROPEN as the recognized cross-sectorial European industry and trade organization and point of reference for packaging issues related to the environment.
- Work in co-operation with other industry and trade organizations to establish and support European policy which fosters a fully accessible European market for packaging which meets the legal requirements and contributes to sustainable and resource efficient marketing and distribution of packaged goods.
- Act as a catalyst of stakeholder dialogue to promote greater understanding and acceptance of the function and benefits of packaging as a contributor to resource efficiency and sustainable development by the prevention of product waste. This may include fostering dialogue with other industry organizations.
- Contribute to the development and guidance of environment policy that supports EUROPEN's objectives and stimulates continuous environmental improvement by members while taking social and economic aspects into account.
- Collect and make available to members packaging and environment best practice to facilitate optimal solutions, e.g. for Essential Requirements of Directive 94/62/EC, prevention, achievement of the EU sustainable development strategy and, at national level, anti-litter measures involving all packaging chain economic operators.
- Monitor, report, and where necessary, take action in respect of any European policy, which may create unfair competition and/or discrimination or infringe on the free movement of packaging used for packaged products. When in line with the national strategies of its members, EUROPEN will act upon any proposed national policies having similar consequences, provided always that any such actions may not interfere with issues of a competitive nature between members.
- Maintain a communication programme which develops agreed EUROPEN key messages and effectively convey them to selected target audiences.

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