

How EUROPEN Membership Contributes to the Corporate Bottom Line

EUROPEN members recognise that acting as and being recognised as responsible corporations forms **the basis for long-term business success**.

To live up to this desirable image EUROPEN members believe that **companies must be close to legislation and policy developments**.

EUROPEN is **the only European organization representing all facets of packaging and packaged goods industries**. As such it strives to meet consumer and customer demands for sustainable development. **EUROPEN** has established itself as **a competent and reliable voice recognised and heard by the Commission and other stakeholders**.

All EU decision makers consistently state their preference for a **unified industry viewpoint** on proposed legislation. EUROPEN serves that need. Without a united voice, the variety of opinions presented by sectoral industry associations risks giving licence for regulators to ignore industry opinion based on the absence of consensus.

Through membership of EUROPEN companies can have **a continuous influence on legislation related to packaging and packaged goods**. This is equally important for packaging material producers, converters, packaging users and traders of packaged goods.

Companies which are EUROPEN members are **engaged in shaping policies** related to packaging in the widest sense.



The European Organization for Packaging and the Environment

Benefit of EUROPEN Membership

A cost effective means of **securing timely information** about developments in European environmental policy affecting packaging and packaged products which could have direct financial and practical impacts on their operations.

Saving precious staff time by obtaining early warning of all EU and national proposals for environmental legislation affecting packaging, with professional guidance and advice on possible impact.

Receiving **a continuous and authoritative Pan-European perspective** on current developments and industry responses to packaging and environment issues, with interpretative analysis to help assimilate this information.

Participating in setting the agenda for industry initiatives, positions and responses which help shape policy and legislation; a process involving the European Commission, Parliament, Council and ultimately, national adaptation and implementation of EU rules.

Sharing activity and policy development **with companies from other affected** packaging chain **sectors**, so as to help develop common understanding and optimum industry responses to legislative and regulatory issues, and participation in their implementation.

Giving tangible support to the campaign to promote a better understanding of the role of packaging in society, **which is urgently needed** to counter unfounded criticism which can lead to unrealistic and misguided legislation, market restrictions, higher costs for companies and consumers without achieving any significant environmental gain.

Joining a cross-sectoral network with their customers, suppliers and other stakeholders in fighting to secure the free movement of packaging and packaged products in Europe and beyond.