

PETCORE EUROPE



www.petcore-europe.org



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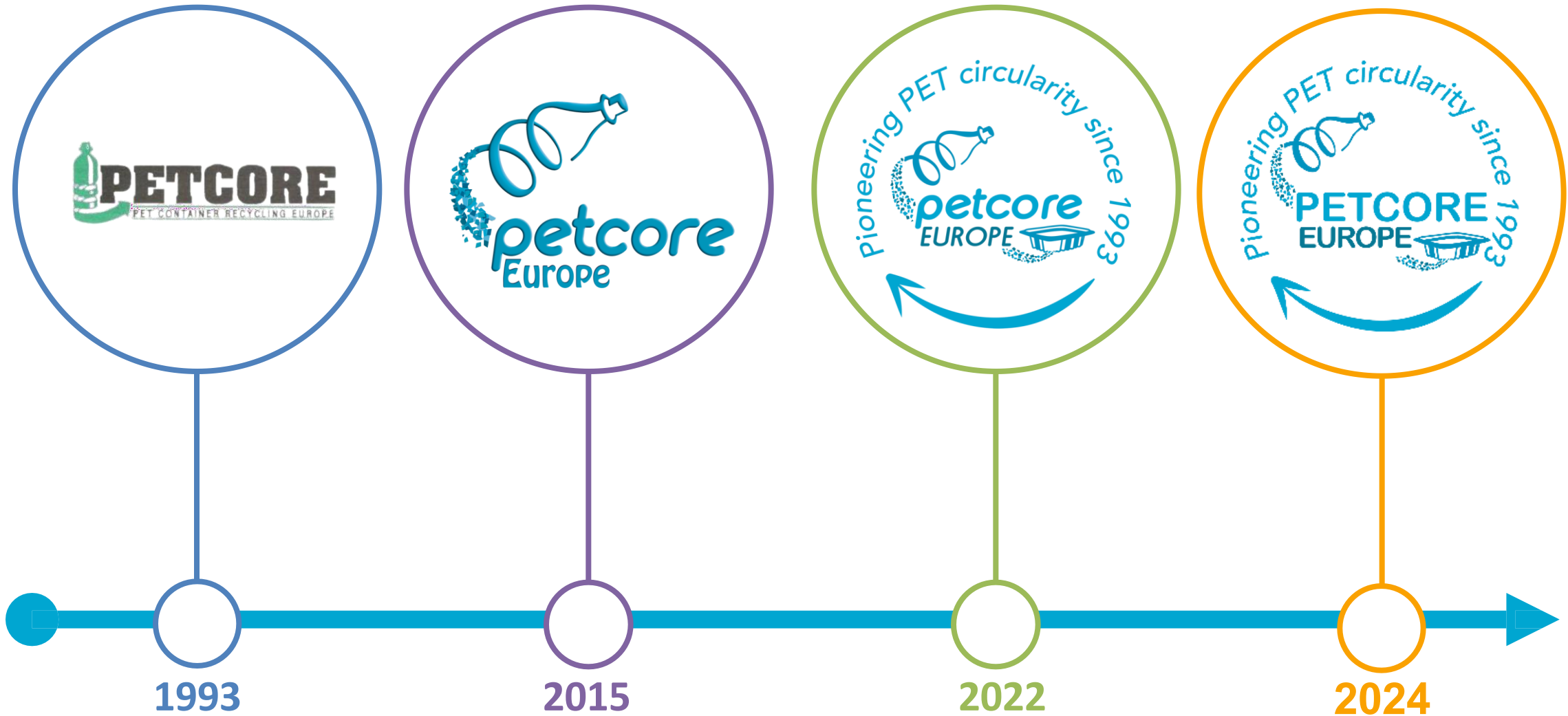
Recycle the One Campaign



INTRODUCTION



HISTORY OF OUR PRESENCE SINCE 1993



PETCORE EUROPE VISION & MISSION



PETCORE EUROPE is a Brussels-based, non-profit organization, representing the entire PET value chain since 1993.

Its membership consists of more than 160 companies, 11 associations, including PET producers, recyclers, converters, brand owners, technology suppliers, labels, masterbatch, waste management companies and retailers.

Our vision is to achieve widespread recognition of the performance of PET as THE circular material of choice for packaging and to make sure PET is collected and recycled.

The Mission of PETCORE EUROPE is to position PET as packaging material of choice in a sustainable circular economy.

PETCORE EUROPE GOALS



The Goals of PETCORE EUROPE are to ensure that:

The entire PET industry is well aligned and joins mutual forces to deliver sustainable growth across the whole value chain for its members and partners.



PET is recognized as an environmentally friendly material and as an outstanding contributor to the EU Circular Economy.

PETCORE takes initiatives and leads or contributes to specific projects, Working Groups and communication media, which effectively demonstrate such a recognition by:



Supporting and validating innovative packaging solutions which provide true life-cycle environmental benefits including post-consumer recycling.

Working with all relevant parties to ensure continuous increase of post-consumer PET collection, recycling, and usage.



Sharing a solid expertise to validate the recycling capability of the PET products for both food and non-food applications in the circular economy.

PETCORE will rapidly respond to any concern on products made by vPET and/or rPET from the public and the institutions using the expertise of its Members.



PETCORE will effectively advocate the benefits brought by the PET value chain so that they are well reflected by the European institutions and other leading European organizations in their respective legal framework and position statements.



**More than 160
members**



**More than 600
companies**



**More than 500 sites
across EU**



**More than 27k
employees**



**Approx. 5
million tones
utilized**



**More than 15
billion euros
turnover 2022**

PETCORE EUROPE IN FIGURES

**Approx. 3 million tons of post-consumer PET packaging was
collected in 2022 according to ICIS.**

75% of bottles placed on the EU market have been collected.

MEMBERSHIP



PETCORE EUROPE MEMBERSHIP- Associations



PET EUROPE is a non-profit trade association that represents the European PET resin producers. PET EUROPE represents an industry with a capacity of 2.6 million tonnes of Virgin PET (vPET) per year. PET EUROPE supports sustainable growth of PET manufacturing in Europe.



The plastics converting & processing companies, just with over 50.000 in Europe employing more than 1.600.000 people with a turnover of more than 300 billion €



46 National and European associations - 50'000 companies – 500 million tones - 260 bn €



The PET bottle associations in France (Elipso) and Germany (IK) European association for the self-adhesive label industry



Italian plastics and rubber processing machinery and molds manufacturers' Association



Registered charity and not-for-profit organization to promote, develop, stimulate and increase the levels of plastics recycling within the UK



Accelerating Circularity is an action-oriented nonprofit focused on textile-to-textile recycling systems at commercial scale through a collaborative, stakeholder-led approach



Brussels based association representing global & national soft drinks associations



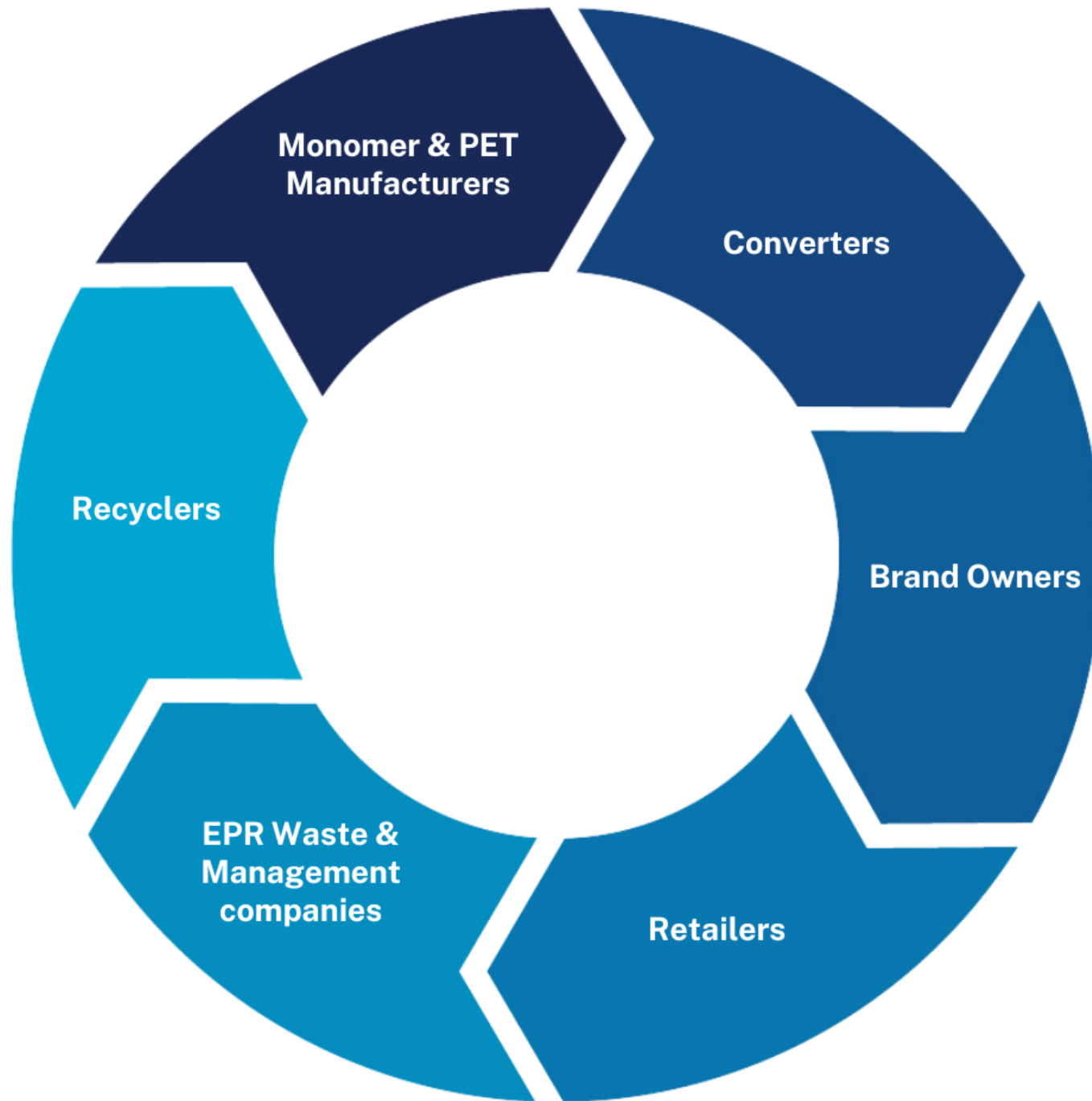
Natural Mineral Waters Europe is an industry association representing natural mineral and spring water producers in Europe.



Plarebel is the reference in Belgium for anyone looking for information, advice and guidance on all aspects of circular plastics, including circular design and effective recycling.



The association representing BOPET film producers in the European market



PETCORE EUROPE: the whole EU PET Value Chain



PETCORE EUROPE:

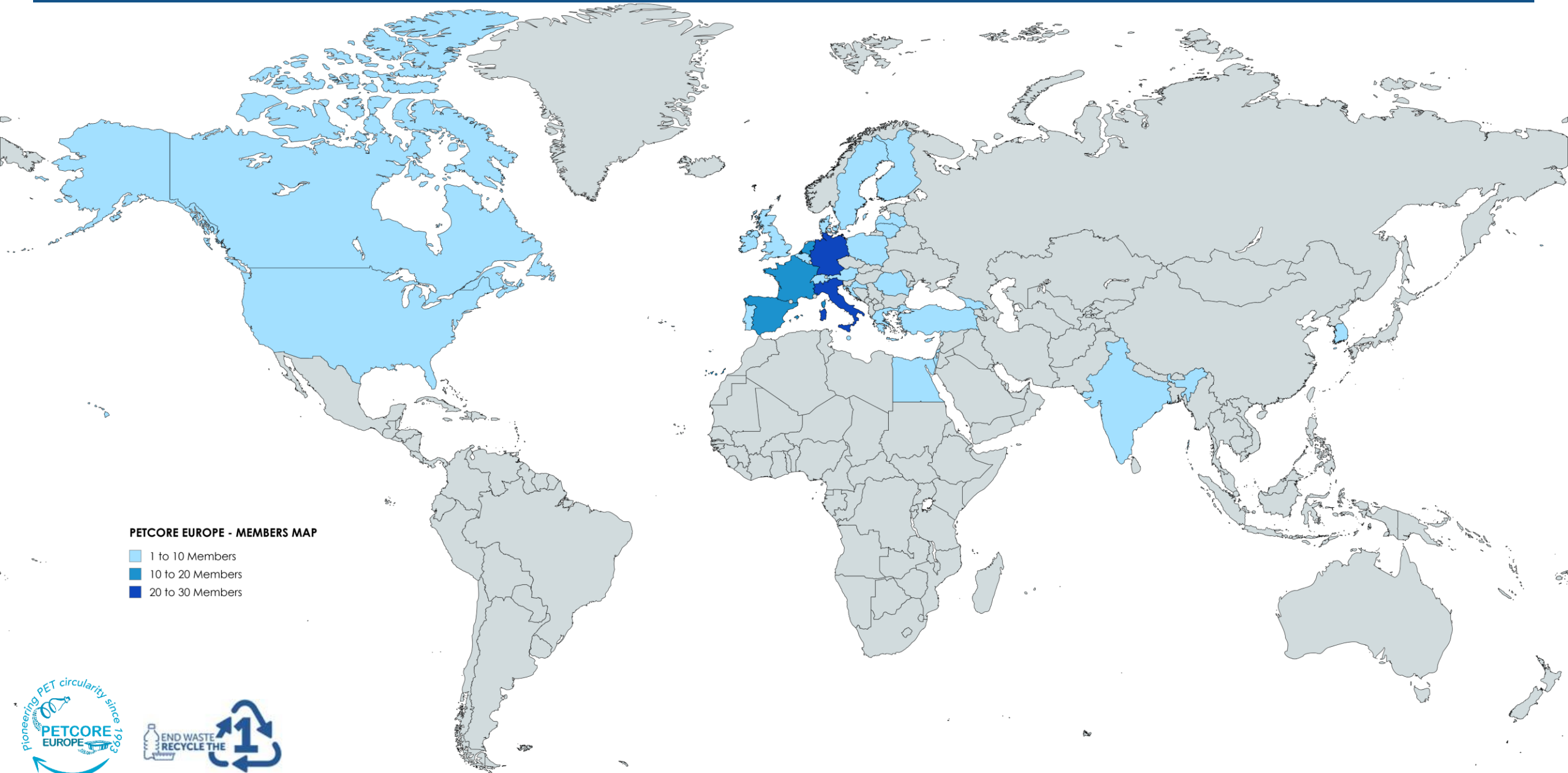
the whole EU PET Value Chain



PETCORE EUROPE: the whole EU PET Value Chain



PETCORE EUROPE MEMBERSHIP PRESENCE





UNITED NATIONS ENVIRONMENT PROGRAM (UNEP)



UNEP's mission is to inspire, inform, and enable nations and peoples to improve their quality of life without compromising that of future generations.



In 2023 **PETCORE EUROPE** has been granted an accreditation as **Observer** to the United Nations Environment Assembly and its subsidiary organs.

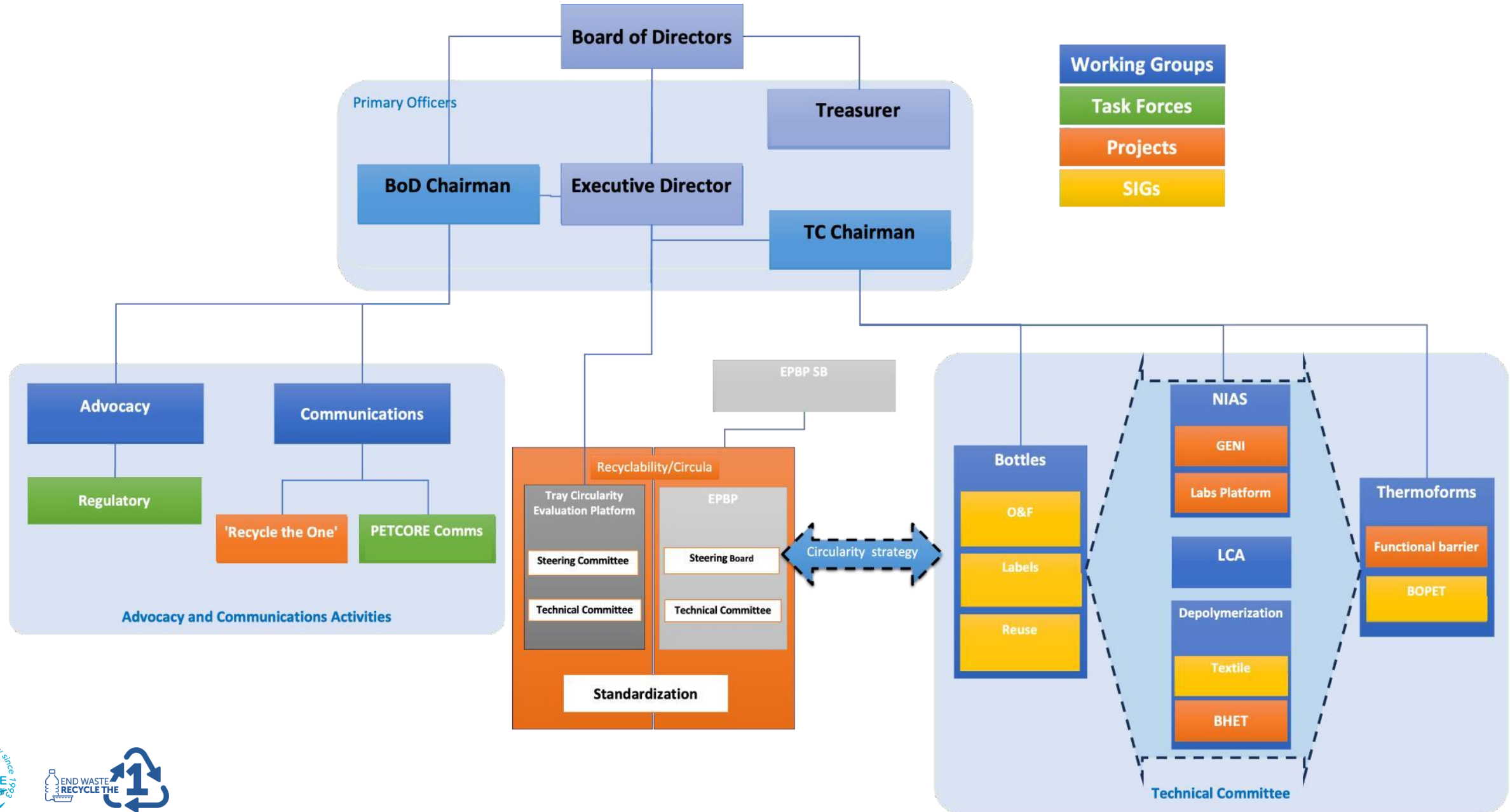
This accreditation allows PETCORE EUROPE to receive invitations to all public meetings and sessions of the **United Nations Environment Assembly** and actively participate in negotiations or stakeholders' sessions (e.g. UN Global Plastics Treaty).



ORGANISATION



PETCORE EUROPE ORGANISATION



PET COLLECTION & RECYCLING IN EU



PET RECYCLING STATUS 2022

ICIS Report 2024

The European PET Packaging industry is striving to increase collection, recycling and recycled content to meet regulatory targets and beyond. The PET Market In Europe State of play report summarizes these efforts:

- 75 % collection rate for PET bottles
- Development of Collection and recycling for thermoforms
- Development to chemical recycling
- and much more...

The report has been developed In collaboration with PRE, UNESDA and NMWE. Have a look at it to have in-depth insights



PET RECYCLING EVOLUTION



PETCORE EUROPE

Working Groups & Task Forces



PETCORE EUROPE Working Groups

- ✓ PETCORE EUROPE' WGs are the enablers that support to deliver its mission.
- ✓ The key to our success is the voluntary work of PET value chain experts in the working groups and platforms.
- ✓ Representatives of PETCORE EUROPE members can participate in the WG's.
- ✓ The WG's work under the lead of one industry expert who acts as the WG Chairperson and coordination of PETCORE EUROPE Technical managers.
- ✓ PETCORE EUROPE assures that the needed subject expertise is represented in the WGs.

Mission and deliverables

- Established in 2023, aiming to define a PETCORE EUROPE position on the regulatory & legislative developments shared among all members.
- To define a list of topics on which PETCORE EUROPE needs to take a position and elaborate the PETCORE EUROPE response by:
 1. Staying connected with the Technical WG's to identify/validate the key topics and ask them to develop the related argumentations.
 2. Setting up individual meetings with the above-mentioned stakeholders, to better understand the proposed regulatory developments and provide the position of the PET value chain.

Mission and deliverables

- To update PETCORE EUROPE Members on incoming legislation impacting the PET Business (webinars twice a year).
- To identify key stakeholders in the area of regulatory & legislative propositions, and establish ongoing communications with them.
- To identify activities/forums where regulatory stakeholders present their latest developments and where PETCORE EUROPE can present PET value chain presentation.

Recyclability Evaluation Platforms (EPBP and TCEP)

Drive and promote the circularity in the PET bottle and trays value chain, providing the industry design guidelines and package/technology assessments.

YES Full compatibility – materials that passed the testing protocols with no negative impact	CONDITIONAL Limited compatibility – materials that passed the testing protocols if certain conditions are met	NO Low compatibility – materials that failed the testing protocols
		



Recyclability Evaluation Platforms (EPBP and TCEP)



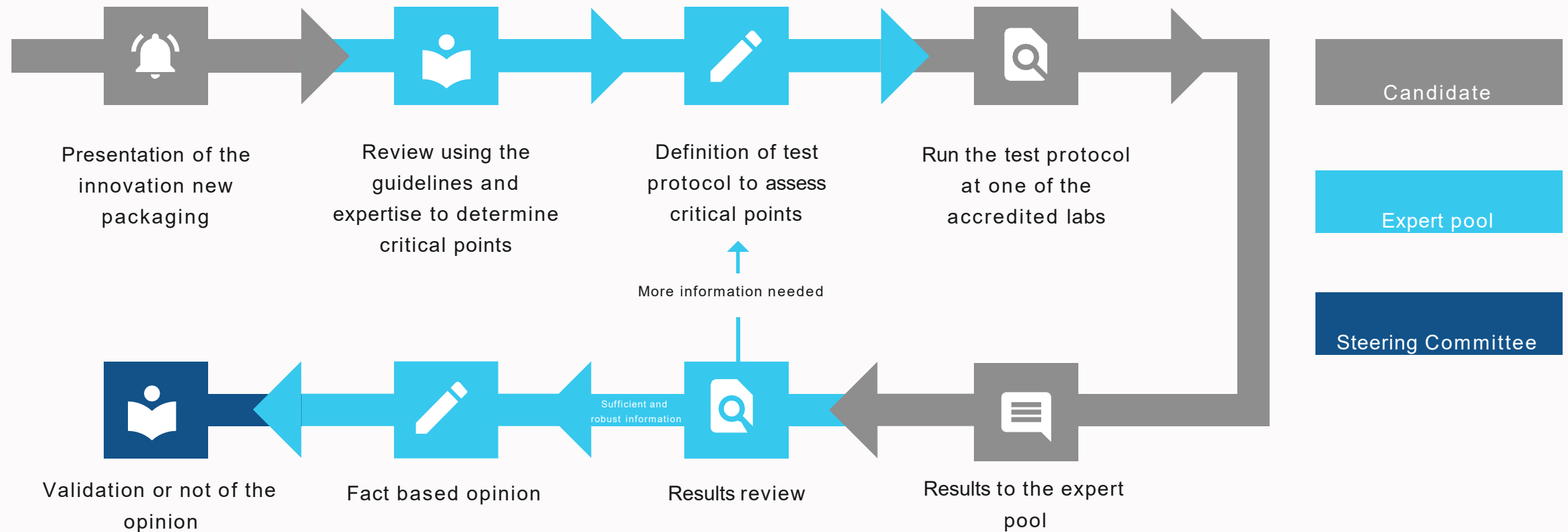
- EPBP and TCEP strongly encourage all companies to bring their new PET bottle – tray solutions to the platforms in order to get an objective third party assessment of their recyclability.



- The platforms rely on strong processes and protocols for the assessments. As a result, these assessments are scientifically relevant, trustful and independent from a single sector's views. The assessment bodies cover the full value chain experience and expertise.



Recyclability Evaluation Platforms Evaluation process



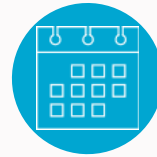
FUNCTIONAL BARRIER CONSORTIUM

- Established in 2022 to act as technology developer under EU 2022/1616.
- 60 companies are part of the Consortium sponsored by PETCORE and EuPC.



Deliverables

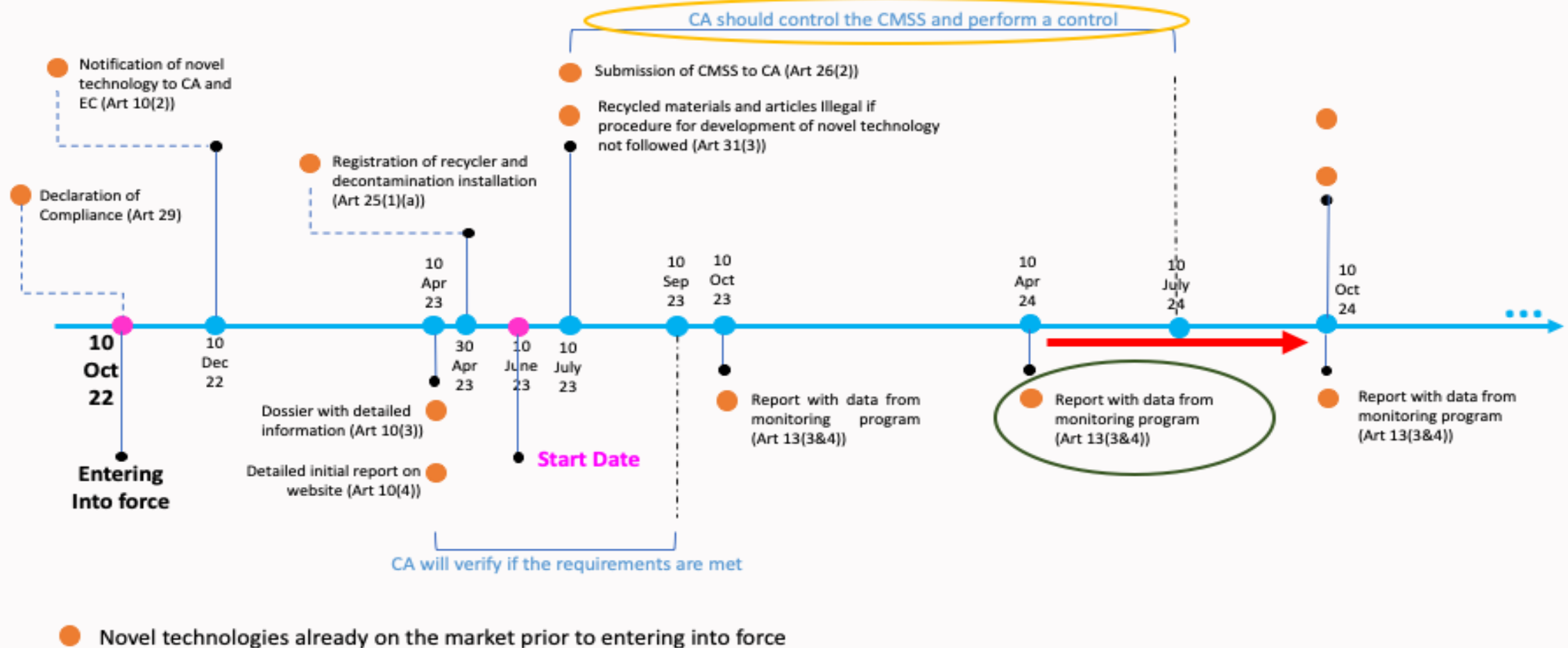
- Provide Technical documentation and dossiers to comply with EU 2022/1616 regulation.
- Deploy monitoring program and sampling plan.
- Maintain continuous dialogue with members and authorities.



Past activities

- Main dossier presented in April 2023
- Monitoring Protocols and procedures implemented.
- Laboratory platform implemented with KÖR to support sampling plan and monitoring program (see specific slide on LABS)
- Monitoring Reports delivered in October 2023 and in April 2024.

FUNTIONAL BARRIER CONSORTIUM



CMSS = Compliance Monitoring Summary Sheet
CA = Competent Authority

RECYCLING PET THERMOFORMS

- Established in 2015.
- 74 companies and organisations from the whole PET value chain.
- Working to make PET thermoforms circular.



Deliverables

- Improve design for recycling.
- Improve collection and sorting across the EU.
- Provide support on incoming legislations.



Past activities

- 24th of April 2024 – Steering Committee Meeting. Task force: rebuild and realignment.
- Thermoforming Event in Dijon in 2025.



OPAQUE & FUNCTIONAL BOTTLES

- Established in May 2016 with more than 75 participating companies.
- PET bottles in scope: non-clear (opaques), colored, sleeved and functional PET bottles.



Deliverables

- Establish and update of DfR guidelines for Opaque white PET.
- End of life proposal for all colored and opaque PET bottles.
- Special focus on sortability (a dedicated webinar has been held on the topic in March 2024.)
- Database of white opaque PET recyclers and outlet to facilitate the development of a stream of recycled opaque white PET.



Most recent achievements & upcoming activities

- Definition of specification for an opaque white rPET as non-mandatory guidance to industry.
- Listing of companies able to produce and companies able to use opaque white rPET.
- Design for recycling for opaque white PET bottles for EPBP and CEN Standardization work.



LABELS

Created 2021 - 30 companies and 1 association.



Deliverables

- Recommendations and best practices to brand owners, green dot associations, sorting centers and recyclers.
- Pressure sensitive labels design for recycling.
- Crystallizable PET labels: understanding impact.
- Interactions on Circularity and food safety.



Most recent achievements & activities

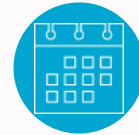
- Focus on food contact impacts of labels (shared activity with FINAT.)
- Revise preferred behavior of adhesives in conjunction with EPBP.
- Assess and promote the deployment of the design for recycling within the industry.

PET INDUSTRY NIAS GROUP(PING)



Deliverables

- PING focuses on compliance with EC Regulation N°10/2011.
- Targets the creation of an industry standard to
 - Measure,
 - Risk assess,
 - ControlNIAS throughout the value chain.



Most recent achievements & upcoming activities

- Measurement guidelines for NIAS in PET.
- Development of a digital platform to support (see specific slide on LABS)
 - Production of quality data. analysis.
 - Ease data aggregation and statistical
 - Data trending through the value chain.



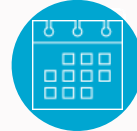
PET DEPOLYMERISATION

- Started in 2019 -15 members.



Deliverables

- Support development of recycling possibilities for non-circular waste:
 - Colored and multimaterial packaging.
 - Wastes from mechanical recycling units.
 - Polyester textiles.
- Support regulatory framework development for depolymerisation.



Most recent achievements & upcoming activities

- Revised PET depolymerization position paper 2023.
- End of Waste white paper.
- Support novel technology filing as per EU 2022/1616 regulation and EC 10/2011.



REUSE

- Started 2021.
- Align the industry's strategy regarding REUSE targets.
- Following up on PPWR developments.
- Sharing best practices across EU where both single use and reuse are in place.

LCA

- Started 2021.
- Focus on delivering relevant data regarding PET environmental impact.
- Evaluating 'green' claims made by competitive materials such as glass and metals.
- Developing a platform, that all members can use for developing their 'circularity position' and align communication.
- Being in contact with NAPCOR for leveraging on their advanced experience for LCA studies.

The two WGS are highly interlinked with the LCA platform providing the ground for better evaluations

TEXTILES SIG

- Rebounding on the EU Textile strategy.
- Filling the gap due to lack of knowledge from the textile associations about PET Ecodesign requirements for recycling, which will become MANDATORY.
- And after meeting with various stakeholders (EU Commission representatives, EU associations, Sorting machines manufacturers and textiles sorting plants).

PETCORE EUROPE proposed guidelines will be elaborated by the SIG and presented for discussions by the EU Commission.

TEXTILES SIG

MEMBERS OF THE TEXTILE SIG



Collaboration PETCORE EUROPE – KÖR LABS Digital Platform

- The PET Value Chain has to permanently assess the quality of the virgin material, recycled material and packaging it produces.
- PETCORE EUROPE and KÖR have decided to partner to develop a digital platform called LABS to facilitate:
 - Connection between Laboratories and value chain players
 - Deployment of industry recognized standard
 - Ordering and results return
 - Results aggregation in one database, results report being standardized
- It facilitates the data aggregation for the monitoring requirements and proficiency tests set by EU 2022/1616 for Novel technologies and PETCORE EUROPE uses the LABS platform to support the Functional Barrier Task Force activities.
- Regular webinars (the last one in March 27th 2024) are being held to inform about the LABS platform capabilities and evolutions. Stay tuned!



REGULATORY AND SCIENTIFIC AFFAIRS



EP Elections 2024

2025

2026

2027

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

TODAY

Q2

Q3

Q4

Q1

Q2

...

FCM Framework revision

FCM - EU 10/2011
and amendments

FCM - EU 2022/1616
and amendments

PET MR Authorisations

FCM - BPA

Waste Framework
Directive

PPWR

SUP Directive

Unintent. microplastics

Biobased & BDC Plastic /
Bioeconomy

Sust. Prod. Initiative

Substantiating green
claims

CLP

REACH

Quality amendment

EFSA Mech Recycl

1st batch

Correcting Regulation

End-of-Waste MR & solvent-based recycling

SoCs

Amendment impl decision recycled content

Phase II

Guidance

Bioeconomy strategy

EC Working Plan

Interinstitutional negotiations – EC intention to withdraw

Transitional provisions

Targeted measures through comitology

Call for evidence
/Consultations

Public
Consultation

Impact
Assessment

(Planned) EC
Proposal

Vote EP
Plenary

Final
adoption EP

Ratification
Council

(?) (Foreseen) vote

Scrutiny EP & Council

Ordinary legislative
procedure

Publication

Provisional trilogue
agreement

Entering into force

*UCPD: Unfair Commercial Practices Directive; **CRD: Consumer Rights Directive; ***ESPR: Eco-design for Sustainable Products Regulation

Regulatory and Scientific affairs



Deliverables

- Monitor regulatory evolutions.
- Collect PETCORE EUROPE members feedback on regulatory matters and issues.
- Provide policy makers with relevant information to help regulation creation and evolution.
- Support our members in the understanding and deployment of the regulation.



Most recent achievements & upcoming activities

- Contribution to consultations:
 - BPA
 - EC 10/201
 - End of Waste
 - EC 2022/1616
 - PPWR/SUP
- Participation in workshops preparing regulatory evolutions.
- Updates on regulatory evolutions in the Working Groups.

The following slide shows the 'landscape' of the most relevant regulations for our value chain.



PETCORE EUROPE EVENTS:

Workshops & Annual

PETCORE EUROPE Conference





Annual Conference: 5th & 6th February 2026

14 sponsors: more than ever!



Gold Sponsors



Silver Sponsors



Bronze Sponsor





Annual Conference: 5th & 6th February 2026



More than 350 attendees
14 Media Partners

Media Partners



Annual Conference: 5th & 6th February 2026

Keynote speakers

Stefano Soro - Head of
Unit Sustainable
Products (DG GROW)

Bastiaan Schupp - Team
leader Food Contact
Materials (DG Sante)

Martin Lukas - Director
for Trade Defense, EU
Commission (DG Trade)

Wolfgang Trunk - Team
Leader for plastics and
packaging, EU
Commission (DG ENV)

CASIRAGHI Costanza &
Ellen Van Haven (EFSA)

Diego Modonesi - Head
of Sector European Anti-
Fraud Office (OLAF)

Leonidas Milios -
Scientific Officer (JRC)

Louhane Jacob - French
Entreprise Directorate
General (French Ministry
of Economy)

Pietro Fiocchi -
Member of the
European Parliament



Online Webinar “PETCORE EUROPE highlights: Recycle the One PET campaign & Advocacy WG updates”

31th March 2026

The objective of this online webinar was to showcase the fascinating results that the PET communication campaign “Recycle the One” achieved in the last 5 years & to launch a call for joint PET value chain effort to support this initiative. Additionally, PETCORE EUROPE shared the progress of the Advocacy Working Group that covered the latest regulatory updates.



31 MARCH

3:00-4:30 PM CET

ONLINE WEBINAR



PETCORE EUROPE highlights:
Recycle the One PET campaign
& Advocacy WG updates



ANTONELLO CIOTTI



ERMIS
PANAGIOTOPOULOS



COLM JORDAN



Online Webinar “PETCORE EUROPE: INNOVATIONS IN THE PET VALUE CHAIN”

During the preparation for the Annual Conference 2026, PETCORE EUROPE received a big number of the projects related to innovation & only 5 papers have been selected to present at the event. Thus, it was decided to organise an online webinar dedicated to innovation projects, where all the presenters, whose projects were not selected earlier, were invited to participate & present their innovation papers.

ANTONI MARIATA



ARGIRIS DABANLIS



BENEDIKT BRENKEN



MERT TOPCU



NATHANAËL LORTIE



ROBERTO BERTAGGIA



YAGMUR EROGLU



16th April 2026



The submitted innovation papers included the following topics:

- ❖ Innovation in relation with Artificial Intelligence (AI) applicable to PET value chain
- ❖ Innovations in relation to traceability of recycled content
- ❖ Innovations in relation to recycled plastics quality improvement and analysis
- ❖ Innovations in relation with collection methodologies
- ❖ Innovations in relation with recycled material processing
- ❖ Innovations in relation with depolymerization



5-6 May 2026 **RAI, Amsterdam**

See us on Stand M50

**Panel Discussion: ♻️ Importance of Traceability
for Global Plastic Trade**

PETCORE EUROPE will present at #PRSE26



Online Webinar “FROM FRAGMENTATION TO TRUST IN FOOD CONTACT MATERIALS (FCM)”

28th May 2026

The food contact materials (FCM) industry is facing increasing complexity driven by regulatory pressure, rising use of recycled PET (rPET), and fragmented data across the value chain. This webinar brought together brand owners, recyclers, and industry experts to align on how to ensure food safety in a circular system.

WEBINAR

📅 28 May 2026 - 2:00 PM CET



From Fragmentation to Trust in Food Contact Materials

rPET safety & quality

Data & digitalization

Industry alignment

Join the discussion with recyclers, brand owners and industry experts to explore how to strengthen food safety assurance as the circular economy scales.

Register to attend

🕒 2 hours

Panel + Q&A



Thermoforms Conference 2026

Spain, Valencia
18-19th June

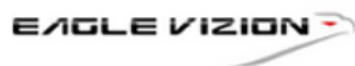
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BRONZE SPONSOR

GOLD SPONSORS



Main Topics:

- The PET value chain targets for collection, sorting and recycling in order to reach the PPWR
- Overview of the PETCORE EUROPE activities: Thermoforms WG & Tray Circularity Evaluation Platform (TCEP)
- Collection and sorting of PET thermoforms as a first key step towards circularity
- Updates on Trays recyclability
- Follow-up on CEN: revision of the published standards
- Standardization of design for recycling and recyclability evaluation in connection with PPWR
- Application of EU 20222/1616 for Functional Barrier (FB) as Novel Technology and its implications

📅 17 September 2026 📍 Budapest, Hungary

PET Pack

CEE Forum 2026

Food Contact, Compliance & Competitiveness in CEE Packaging



Bringing together PET packaging teams across the CEE value chain to discuss food contact, compliance and market change.

[Register now](#)

Building collaboration within PETCORE EUROPE's PET value chain across Central, Eastern and Western Europe requires a multi-faceted approach that includes regulatory alignment, deep technical expertise and infrastructure development. By focusing on these areas, PETCORE EUROPE and its members can move faster towards a truly circular economy and support all regions by benefiting from this collaboration.

PETCORE EUROPE Annual Conference

ROME

10-11 FEBRUARY 2027

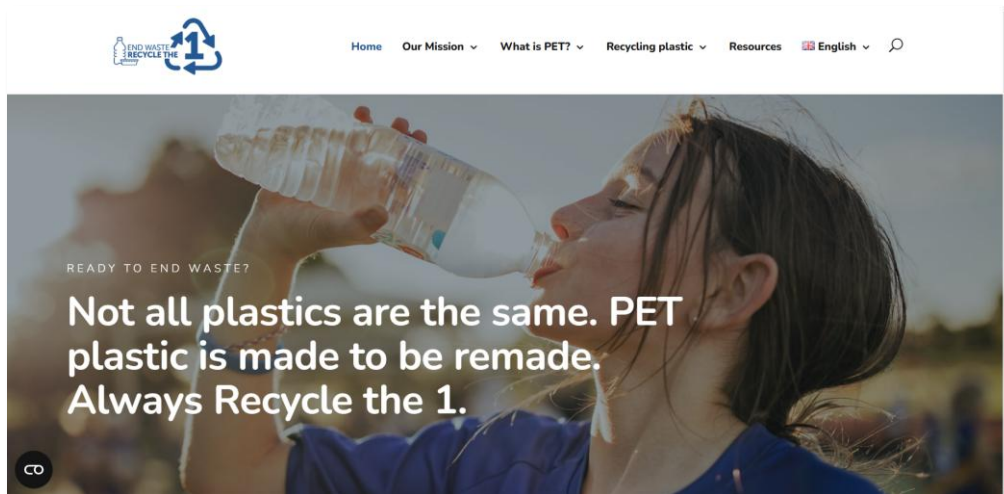


IN PARTNERSHIP WITH ICIS

RECYCLE THE 1 COMMUNICATIONS CAMPAIGN



RECYCLE THE 1 CAMPAIGN AT-A-GLANCE



- Launched in 2021
- Funded directly by corporates
- Audiences:
 - EU Policymakers
 - Consumers in France, Germany, Italy and the UK.
- 360° social media & search campaign, driving audiences to recycletheone.com campaign hub, available in 4 languages.
- Monitored against 5 KPIs



CAMPAIGN CONTENT – CARRYING THE MESSAGE

Website hub

Available in 4 languages

2 videos

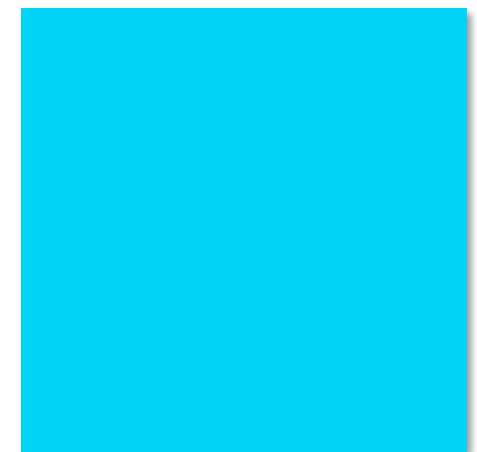
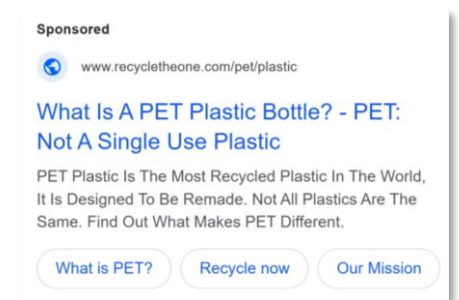
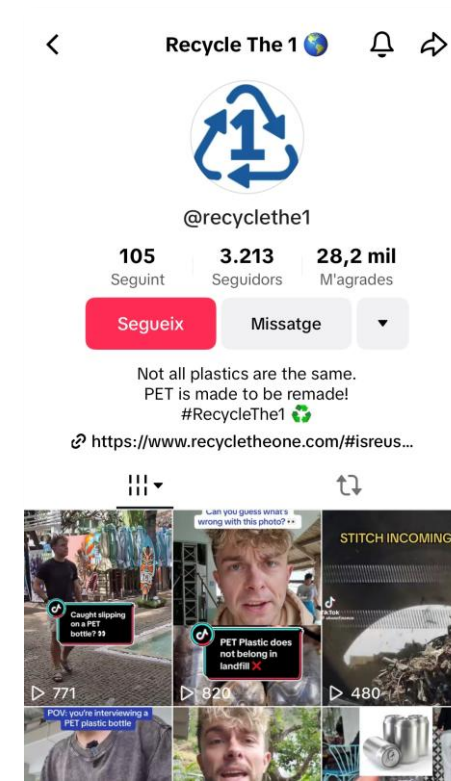
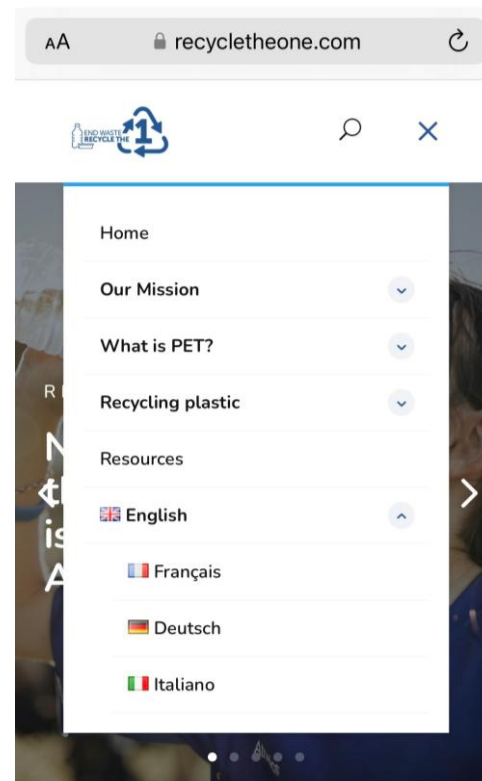
+50 short edits for social media

25

LinkedIn, FB, Insta videos, GIFs, images

Over 100
TikTok videos

22 Google Search Ads



Overview of EU “Brussels Bubble” campaign 2024 & 2025

Making PET part of the solution

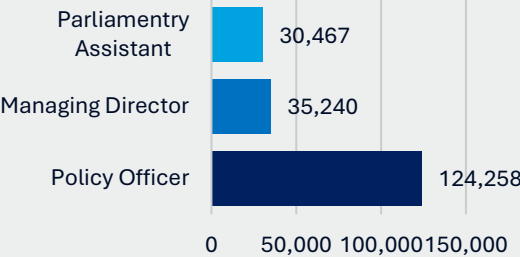
A targeted advocacy campaign showcasing PET as a fully recyclable, sustainable packaging solution to key EU policymakers shaping legislation that impacts the industry’s future. Using social (LinkedIn), digital (Google Ads) and media (op-eds, sponsorships) channels, the campaign drives visibility, understanding and influence. Content has reached tens of thousands across EU institutions, including engagement from senior European Commission officials.



2024 & 2025 LinkedIn impact



Top job titles reached



A selection of high-value decisionmakers who have interacted with our content



Samuel Buttegi
Accredited Parliamentary Assistant to Roberta Metsola, President of the European Parliament.

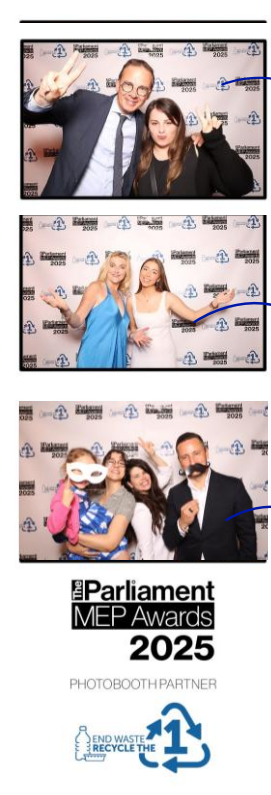


Ruth Reichstein
Cabinet Member President Ursula von der Leyen



Michael McGrath
European Commissioner

MEP Awards Sponsorship



Wouter Beke MEP
(EPP, Belgium)

Cynthia Ní Mhurchú MEP
(Renew, Ireland)

Nicolae Ștefănuță MEP
(Greens/EFA, Romania)

Networking event with:

- 13 MEPs
- 1 European Parliament VP
- Parliamentary assistants

Paid media

Opinion pieces in influential media outlet targeted at EU decisionmakers



300,000 Banner ad Impressions in 2025



Consumer campaign 2024 & 2025 (Germany, France, Italy & UK)

Website hub
Available in 4 languages

We're the #1 ranked website on Google for 'PET recycling'

+163 K website visits
from organic and ad traffic

+12.3 M reached
through IG & Facebook



+1,9 M reached
through TikTok



+2.3 M reached
through YouTube





**Recycle the One**
<https://www.recycletheone.com> · Tradueix aquesta pàgina ·
How does PET plastic recycling work?
PET bottles are collected and taken to a recycling plant along with other recyclable materials. Collection is key as the industry has more recycling capacity ...



132KG EACH YEAR

Petcore Europe

132kg. That's how much food ... More

See more

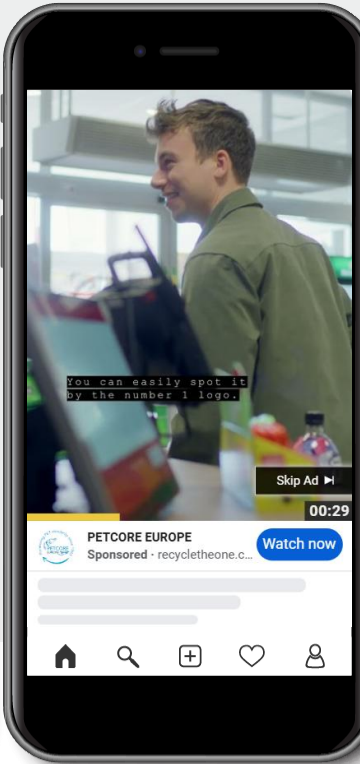
Advertisement



ONE Bottle

Recycle The 1

PET bottles can be RECYCLED and REUSED!



PETCORE EUROPE

Sponsored · recycletheone.c...

Watch now



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Brussels, Belgium**



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management@petcore-europe.org



www.petcore-europe.org



Annual Conference 2025

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Communications Campaign

www.recycletheone.com



**END WASTE
RECYCLE THE**



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