



Press Release

Alliance to End Plastic Waste

No Plastic Waste in the environment: ELIPSO and IK welcome the commitment of global companies

Bad Homburg/Paris, 22. January 2019 – IK Industrievereinigung Kunststoffverpackungen (German industrial association for plastic packaging) and its French partner association ELIPSO welcome the “Alliance to End Plastic Waste” as important step in fighting marine litter. With the ambitious target to stop plastic waste being released into the environment and investments provided especially for Asia and Africa the committing global companies want to tackle the root of the problem and are ready to take over a leading role.

While the two associations think that the measures taken in Europe for the reduction of plastic waste like the Single Use Plastics Directive are of rather limited effectiveness, Elipso and IK see much more potential in the initiative of the global alliance to control waste streams for the benefit of the environment. “The planned cooperation beyond the cross-value chain and the financial resources are methods that promise success. The value of plastics must go hand in hand with the value of plastic waste. This will be possible by developing the necessary infrastructure and intensive public education”, says IK-General Manager Dr. Jürgen Bruder about the cooperation in the new alliance.

“The European plastics packaging industry is fully prepared to contribute to innovations, resource protection and improvement of the circular economy. We appreciate the commitment of the Alliance and are ready to support it as a partner”, declares Emmanuel Guichard, General manager of ELIPSO, highlighting the importance of the Alliance. For example, among this global initiative, the improvement of waste management in India is a key answer to fight against marine litter and raise awareness, educate people on clean act.

About the “Alliance to End Plastic Waste”

With the “Alliance to End Plastic Waste” around 30 global companies launched a new organization to advance solutions to eliminate plastic waste in the environment, with the commitment of investing 1.5 billion US dollars in corresponding projects over the next five years. The Alliance members represent the



whole plastics value chain – from chemical and plastic manufacturers like Covestro to consumer goods suppliers and waste management companies. Chairman of the initiative is Daniel Taylor, President and CEO of Procter&Gamble. The projects to be financed aim at the significant and measurable reduction of marine litter by focusing on the most polluted rivers. www.endplasticwaste.org

About ELIPSO

ELIPSO is the trade organisation that represents plastic and flexible packaging manufacturers in France. The plastic and flexible packaging industries employ 38,000 employees in 320 companies for annual turnover of €8.1 billion. These industries are active in every sector of industry and distribution (food & agriculture, beauty & health, personal care, cleaning, chemicals, industrial products, construction transport and logistics).

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About IK

As an industry association, the IK (German industrial association for plastic packaging) represents the interests of manufacturers of plastic packaging and films in Germany and Europe. The industry which is characterised by many small and medium-sized businesses has over 90,000 employees and generates an annual turnover of 14 billion euros. Plastic packaging currently has a 44-percent share of the German packaging market.

The IK is a supporting member of the German Association of Plastics Converters (GKV) and therefore also involved in matters concerning the entire plastics processing industry.

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