

# EPRO strengthens its commitment to a circular economy for plastics



For over two decades, EPRO and its members have been at the forefront of promoting plastics circularity. Today, the association reaffirms its commitment to driving this crucial initiative forward on a global scale.

"We are dedicated to transforming the plastics industry towards a truly circular model," states Mike Jefferson, EPRO's Managing Director. "Our focus is on bringing together international experts and stakeholders to create innovative solutions for sustainable plastic use and recycling."

EPRO's mission centers on several key areas:

1. Facilitating a global network for knowledge exchange and best practices in plastics circularity
2. Providing members with crucial information on technical advancements and legislative developments
3. Advocating for circular economy principles in industry forums and international platforms
4. Fostering partnerships with like-minded organizations to amplify impact

The association's current expertise primarily lies in packaging and agricultural plastics, with members being Producer Responsibility Organizations (PROs), national plastic collection bodies, and plastics circularity associations. However, EPRO is now expanding its reach to welcome supporting members who do not fit into one of these three categories but who also share the vision of a circular plastics economy.

Looking ahead, EPRO anticipates broadening its scope to address circularity in emerging areas such as end-of-life vehicles, marine plastics, textiles, mattresses, and furniture. This expansion reflects the growing importance of plastics circularity across diverse industries.

To better reflect its ambitions, EPRO has carried out a complete rebranding and developed a new website. The Association has decided to no longer use the full name *European Association of Plastics Recycling and Recovery Organisations* and has rebranded to simply **EPRO**, with a strapline of **Together for Plastics Circularity**. This change reflects the Association's growing membership outside of Europe in North America, South America, Africa, and Australasia. The new website can be found at [www.epro-plasticscircularity.org](http://www.epro-plasticscircularity.org)

EPRO invites organizations and individuals passionate about advancing plastics circularity to join their efforts. By combining expertise and resources, EPRO aims to accelerate the transition to a sustainable, circular economy for plastics on a global scale.

Full details on current EPRO activities and our working groups are available on our website: [www.epro-plasticscircularity.org](http://www.epro-plasticscircularity.org)

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