



Metal Packaging Europe Manifesto

Using resources more efficiently, avoiding spoilage and improving the recovery of materials, in short, using resources responsibly has always been key to our success.

Metals are elemental, aluminium and steel are therefore permanently available resources regardless of their many applications. Metal has always been valuable and has always been recycled. We have long-standing experience in sustainable materials management and continuously increasing resource efficiency. The industry track-record of decoupling market growth from resource use testifies to this.

We have an agreed strategy to use our planets resources in the most efficient and accountable way possible. Our vision is that no metal packaging should go to landfill. That means striving towards keeping all metal packaging in the material to material loop as metal can be recycled an infinite number of times, saving energy and resources, and does not disappear or degrade.

We have come together as Metal Packaging Europe because as a unified sector we will contribute more to this vision than we can individually.

We have already put into place significant projects to ensure the availability of metal as a permanent resource. We commit to further increase recycling. We are currently close to an average European metal packaging recycling rate of 70% and aim to increase this to 80% by 2020 by working with all relevant stakeholders in the EU member states.

Our engagement does not stop here. The aluminium and steel producing industries have made commitments to reduce environmental impact in their production process through major projects such as the Ultra Low Carbon Steel initiative (ULCOS) and the Global Aluminium Industry Sustainability Scorecard.

We also commit to working with external stakeholders on other social, economic and environmental aspects of our industry. Based on this dialogue, we expect to develop further pledges for our industry.