

## Press Release

# Recycling and innovation should be key components of the future resource efficiency policies, says EAA

**Brussels, 24 May 2012:** Following today's vote in the European Parliament on a Resource-Efficient Europe, the European Aluminium Association (EAA) is calling for recycling and innovation to effectively become key components of future policy choices at EU level.

EAA welcomes the focus set by the European Parliament on recyclability and resource efficiency as cornerstones of Europe's sustainability. Valuable resources can be saved with no loss of quality thanks to recycling and efficient collecting and sorting processes.

According to Mr de Schrynmakers, EAA's Secretary General, higher durability and energy performance sometimes require more resources at the production stage. *"To achieve a circular economy, it is key to take into account the complete life-cycle of products, harmonise methodologies at the EU level, and adopt measures to ensure that the materials are recycled efficiently."* Optimising resource use is an objective that can be effectively achieved through the life-cycle approach.

Moreover, the smarter and better use of resources cannot be implemented without further innovation. Therefore, EAA is calling for innovation to have greater prominence within Europe's resource-efficient strategy, with an ambitious implementation of the European Innovation Partnership (EIP) on Raw Materials as well as more fiscal incentives for separate collection and innovative sorting technologies, as suggested by the European Parliament's report.

EAA warns, however, against setting taxes on resources and raw materials, which would unjustly penalise those primary materials where demand cannot be met by recycling alone and which bring significant environmental benefits during the use and end-of-life phase of the product. *"Even though EAA supports the political call for more resource-efficiency, any practical implications should be carefully considered. The setting of taxes on resources is an example of a political idea that sounds simple, but could be counterproductive when the full product life-cycle is considered,"* said Mr de Schrynmakers.

Aluminium is a permanent material available for the next generations. All scrap collected is recycled, and recycling aluminium saves up to 95% of the energy required for primary production. Aluminium has well-established recycling markets and high end-of-life recycling rates (close to 55% for packaging and more than 90% for building and automotive).

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### **About the European Aluminium Association:**

The European Aluminium Association, founded in 1981, represents the European aluminium industry from alumina and primary production to semi-finished and end-use products, through to recycling. The European aluminium industry directly employs about 255,000 people.

**Please click [here](#) to read the EAA Roadmap towards a low-carbon and resource-efficient Europe. Click here for [more information](#) on recycling.**

### **Contact:**

EAA Press Office c/o Grayling  
Avenue des Arts 46  
1000 Brussels Belgium  
Tel +32 (0)2 738 17 82  
Email [press@eaa.be](mailto:press@eaa.be)