

PRO EUROPE launches new waste prevention website - *www.proeurope4prevention.org*

Brussels, 29 June 2012 – An important mission for PRO EUROPE and its members is to contribute to reducing the environmental impact of packaging. As part of the work that we do, PRO EUROPE is proud to announce the launch of its new website [proeurope4prevention](http://www.proeurope4prevention.org).

The website will serve as a platform gathering a wide range of the waste prevention initiatives that PRO EUROPE members have proposed to their clients. These include, for example eco-design tools, 'design for recycling' advices, best practice catalogues, trainings, awards, and more. The website also provides visitors with up to date information about packaging trends, eco-design, waste prevention as well as packaging legislation and its environmental requirements.

In addition to its active work to reach national recycling and recovery targets, PRO EUROPE members support their clients in order to improve packaging from an environmental point of view. Joachim Quoden, Managing Director of PRO EUROPE said: *"I am very pleased about the launch of [proeurope4prevention](http://www.proeurope4prevention.org). With this new website, we can showcase our practical experience and knowledge on waste prevention in the packaging field, which spans over 15 years. I hope and believe that our website will be of interest and use for all stakeholders"*. Waste prevention is on the top of the EU's waste management hierarchy and PRO EUROPE hopes that the website can contribute to spreading the message on the importance of taking actions that contributed to this.

For more information visit www.proeurope4prevention.org

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About PRO EUROPE

PRO EUROPE (PACKAGING RECOVERY ORGANISATION EUROPE), founded in 1995, is the umbrella organization for packaging and packaging waste recovery and recycling schemes which mainly use the "Green Dot" trademark as an identification symbol. PRO EUROPE acts as the authoritative voice and common policy platform representing the interests of all packaging recovery and recycling organizations founded and run by or on behalf of obliged industry.

- PRO EUROPE has 35 member organizations active in 35 countries in 2012 of which 28 use the Green Dot, financing and / or running the infrastructure for the collection, sorting and recycling of (mainly household) packaging waste
- PRO EUROPE member organizations ensure access for over 400 million inhabitants to separate collection of used packaging
- PRO EUROPE member organizations recover yearly about 33,300,000 tons of packaging
- PRO EUROPE member organizations recycle yearly more than 3,300,000 tons of plastic packaging
- PRO EUROPE member organizations run communication and education campaigns, support anti-litter campaigns and cleaning projects