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# Our Vision for the Beverage Can in Europe by 2030

👤 **Oliver Graham, MPE Beverage Board Chair**

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# METAL PACKAGING EUROPE

- **Voice of Europe's rigid metal packaging industry**
- Brings together **manufacturers, suppliers, and national associations**
- Our **Beverage Commission** proactively positions and supports the positive attributes and image of **the beverage can** relative to other beverage packaging alternatives



# SUPPLIERS OF SUSTAINABLE & INNOVATIVE PACKAGING

- **Lightweight, unbreakable, easy to cool**
- Available in a **wide range of sizes for consumers**
- **Innovative** with a **large surface for customizable printing designs for brands**
- Made from **a permanent and high value material**
- **Infinitely recyclable** without loss of its inherent properties
- Recycled with **95% energy savings and equivalent carbon emissions**



# CONSUMERS' PERCEPTION OF THE CAN

## Consumer Survey on the Can and the MRF Logo in 7 countries

- More than 75% of consumers in BE, FR, IT, ES and the UK cite **can's infinite recyclability** as **a reason for their positive opinion of the can**
- 88% of consumers across all 7 countries state that seeing **the Metal Recyclers Forever logo** on packaging **would positively influence their purchase decision**
- **Informing, educating and engaging consumers** about effective can collection, sorting and recycling is crucial!

More and more brands use our logo to communicate on the infinite recyclability of their canned beverages!



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# ALUMINIUM BEVERAGE CAN RECYCLING ROADMAP



To achieve our **2030 Vision for a fully Circular Beverage Can** we need to:

- **Minimise** the **carbon footprint** and **resource** (e.g. water, energy) **impact**
- **Harmonise kerbside and on-the-go PMD** & household waste collection systems
- Support **modern and balanced Deposit Return Systems**
- **Improve sorting and recycling infrastructure**
- **Capture informal can recycling** through partnerships
- **Recover metal from non-separated waste**

# ALUMINIUM BEVERAGE CAN RECYCLING ROADMAP



## We need everyone on board

- Brand owners, fillers and retailers
- Consumers & Local Authorities
- Packaging Recovery Organisations
- Waste management operators
- Sorting technology companies
- Recycling: scrap dealers, aluminium refiners and recyclers



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Thank you for your attention!



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