

# MARINE LITTERING SOLUTIONS

***Marine litter is a global challenge that affects the world's oceans, seas and rivers, harming wildlife, fisheries and tourism. A growing number of authorities and organisations such as the UN, OECD, European Commission, etc. have placed marine litter on their agendas. In order to contribute to the marine litter reduction target of the Marine Strategy Framework Directive (MSFD), EU Member States have also developed Regional Action Plans with key measures focusing on improving waste management infrastructures and changing human behaviour.***

The European Commission aims to transform Europe into a more circular and resource-efficient economy. PACCOR fully supports this objective. PACCOR's approach is that no waste should enter the oceans. Plastics are too valuable a resource to be thrown away.

Our vision to become the leader in the Circular Economy for the sector plays a fundamental role in tackling marine litter at the source by improving the circularity of plastics packaging applications and the use of resources. PACCOR has committed to achieve its target of 100 % recycling of all plastics packaging by 2023, ahead of the EU target.

To achieve that, we embed ecodesign guidelines in our innovation process to deliver circular packaging solutions and facilitate their re-usability and recyclability. We partner along the value chain with suppliers, recyclers, and public authorities on the use of circular materials (both mechanically and chemically recycled) and the development of enablers for increasing packaging recyclability, such as the Digimarc Barcode technology. We substantiate our research and efforts into alternative feedstocks and circularity of our products by continuously updating our product Life-Cycle Analysis and Environmental Product Declarations. We further increase our existing activities aimed at preventing littering including educational projects for local communities in the countries in which we operate.

These efforts are complemented by additional actions to enhance the resource efficiency of plastics materials used in our production and prevent pellet losses into the environment, such as our participation to the Operation Clean Sweep® initiative.

Since its start in 2018, PACCOR is one of the more than 500 signatories of the Ellen MacArthur New Plastics Economy Global Commitment providing a common vision and targets for a circular economy for plastics, in which plastics never become waste. Our performance is transparently reported each year through the Global Commitment Annual Progress Report. As of 2020, we are also one of the Call to Action signatories of the Business for Nature coalition to reverse nature loss in this decade.

## ABOUT PACCOR

At PACCOR we create innovative and sustainable packaging solutions for the consumer, food and foodservice market. Our overall goal is to protect what is worth being protected: our planet, our partners' products and our employees. We have high expertise in developing and providing valuable rigid plastic packaging products. Our solutions meet current market trends by constantly thinking outside the box. With more than 3,000 dedicated employees in 15 countries, PACCOR is a global player in the packaging industry. Everything we do contributes to the protection and hygienic safety of valuable products. PACCOR leads the transition towards a circular economy. Because we believe this is the best way to achieve real change in the industry and to create shared value for all our stakeholders and society.

More: <https://www.paccor.com/>