

# INTRODUCTION MPE

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**Portion Sizes**  
**Convenience**



# More than just a pretty wrapping: the essential role of packaging for spirits

*#SpiritOfSustainability*

CIRCULAR CANS: OUR VISION TO INCREASE REAL RECYCLING BY 2030

**ROBERT-JAN TER MORSCHE** - *European Director Product Stewardship & Packaging Policy, Ardagh Group & Beverage Executive Committee Chair, Metal Packaging Europe*





Metal  
Packaging  
Europe

# **Circular Cans: Our vision to increase real recycling by 2030**

 **Robert-Jan ter Morsche, Beverage Executive Committee Chair**

 Spirits Europe, 21 September 2021



# 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

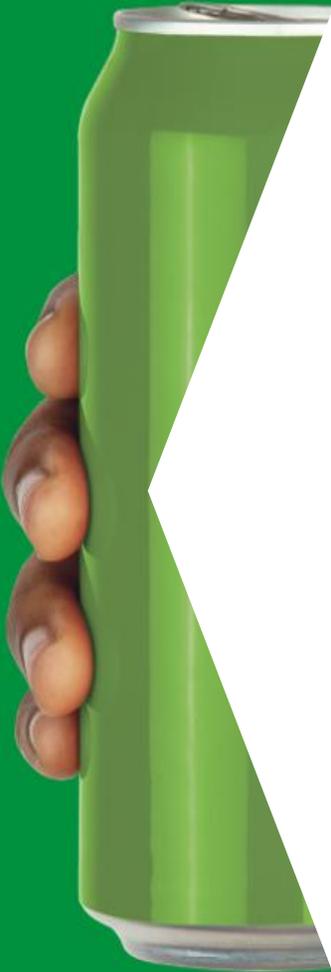
- **Lightweight, unbreakable, fast and easy to cool**
- Available in a **wide range of sizes for consumers**
- **Innovative** with a **large surface for customizable printing designs for brands**
- Made from a **permanent and high value material**
- **Infinitely recyclable** without loss of its inherent properties
- Recycled with **95% less energy compared to that needed for primary production**



# SUSTAINABILITY ACTION

Some of our Bev Can members' most recent initiatives:

- Under the 'Every Can Counts' Initiative, in Summer 2021 they ran an inspiring 'on the go' can recycling campaign simultaneously in 15 countries and 19 locations across Europe to celebrate outdoor spaces and promote a more circular economy.
- In September 2021, they ran an online comms campaign on the promotion of the sustainability benefits of the can – true recycling, resource savings, portion control, versatility etc.
- Continuously promoting the use of the 'Metal Recycles Forever' Logo to effectively communicate the infinite recyclability of the can to consumers thereby incentivizing them to place them in the right recycling bin!





# 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!





# ALUMINIUM BEVERAGE CAN RECYCLING ROADMAP

**100%**  
BY 2030

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

- **Minimise resource use and carbon footprint (e.g. material, 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

**100%**  
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## We need everyone on board

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



Thank you for your attention!