

EuroCommerce joins the Circular Plastics Alliance as retailers & wholesalers contribute to a more sustainable future

EuroCommerce today joined the Circular Plastics Alliance. Retailers and wholesalers have been playing an active role in increasing the sustainability of the products they sell. They work to influence and support sustainable consumption by reducing unnecessary use of virgin materials, optimising its logistics, and offering alternatives to plastic in products and their packaging. They also work to inform consumers about sustainable choices, and use the long-term partnerships with suppliers to encourage all parts of the supply chain to think and act sustainably.

EuroCommerce Director-General Christian Verschueren commented:

“EuroCommerce is delighted to join the Circular Plastics Alliance. This global initiative is an opportunity for our sector again to demonstrate - and build on - its long-standing commitment to sustainability. The Alliance reinforces the message which EuroCommerce members have already given through their engagement in wide-reaching national plastic pacts – that we are committed to do our part in making the supply chain contribute to a truly circular economy and a more sustainable future.”

In joining the Alliance, we will support our members in reducing plastics use, and in reinforcing dialogue with stakeholders in the supply chain and with regulators. Such a collaborative approach is vital to building the technical and regulatory framework to upscale circular business models. Equally central to creating the conditions for this to succeed is underpin industry efforts with efficient European systems of waste collection and sorting.

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EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 31 countries and 5.4 million companies, both leading global players such as Carrefour, Ikea, Metro and Tesco, and many small businesses. Retail and wholesale provide a link between producers and 500 million European consumers over a billion times a day. It generates 1 in 7 jobs, providing a varied career for 29 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.