# APEAL WELCOmes revisions to Packaging and packaging waste directive

APEAL welcomes the political developments towards recycling that were demonstrated in the revised circular economy package announced by the European Commission last week.

The Commission proposal for the Revision of the targets of the Waste Framework Directive, the Packaging and Packaging Waste Directive, and the Landfill Directive has reviewed recycling targets and confirmed a significant increase of targets for all packaging materials, giving a more level playing field for the different materials. The proposal also bans the landfilling of recyclables by 2025, moving the EU closer towards a true recycling society.

The Commission has announced a 70% recycling objective for steel, rising to 80% by 2025. Considering the current European recycling rate of 74% Steel for Packaging and that top 5 EU performers already recycle an average of 90% of Steel for Packaging between them, APEAL believes this is certainly achievable. Indeed, our industry has long set its own recycling rate objective of 80% steel recycling by 2020 and zero steel to landfill.

APEAL has long shared the opinion that all EU member states should expand their efforts to reach higher recycling targets for all packaging materials, in the interest of recognising waste as a resource whose recovery and reinjection into the human economy contributes to resource efficiency, emissions reduction and the circular economy.

APEAL also welcomes the objective to reduce food waste by 30% across the food chain by 2025. The reliable preservation and protection of food from harvesting through to conservation in the home, as provided by the steel food container, can contribute to both food safety and food security in an increasingly pressured global food environment.

Alexander Mohr, secretary general of APEAL, commented “Steel is currently the most recycled packaging material in Europe. We will continue to put resources into ensuring that the full benefits of steel as a sustainable packaging material are understood across Europe, so that all EU member states can be brought up to the recycling level of today’s best performers.”

“We are pleased to see the EU taking a stance on food waste and APEAL must now also concentrate on ensuring understanding for how steel, with all of its natural preservative qualities, can and will play a valuable role” he added.

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**About APEAL**

APEAL - the Association of European Producers of Steel for Packaging is a federation of four multi-national producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, ThyssenKrupp Rasselstein, U. S. Steel Košice). In total these four companies employ over 200,000 workers in Europe. Founded in 1986, APEAL represents today about 95% of the total European production of steel for packaging.

**About Steel for Packaging**

Steel is a unique packaging material, combining exceptional performance capabilities with unrivalled environmental credentials. Strong, formable and long-lasting, steel offers numerous benefits for the safe packaging of a wide variety of products.