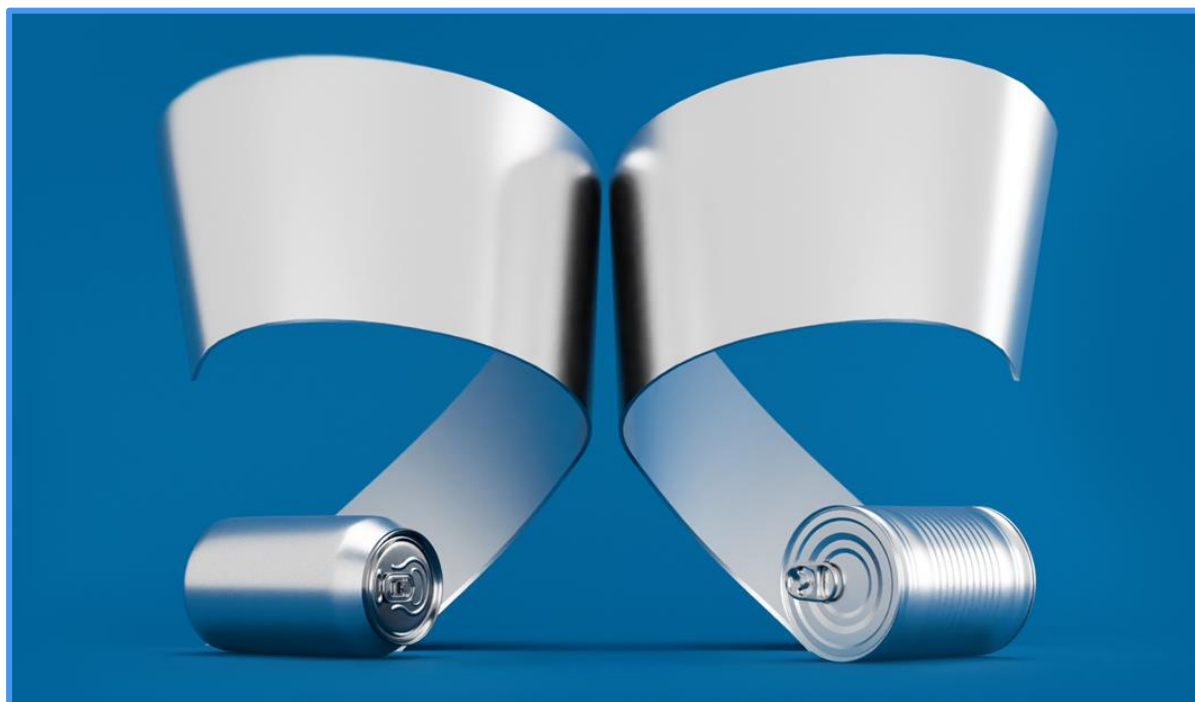


MPE Industry Roadmap

The voice of the European rigid metal packaging industry



Krassimira Kazashka
MPE CEO

*"I am thrilled to unveil the **MPE Industry Roadmap**, an initiative which presents a collaborative vision and strategy among all MPE members.*

*This roadmap aims to **strengthen rigid metal packaging's position as a valuable circular solution** and the perfect partner to meet our shared climate, circular economy, health, social and consumer objectives."*

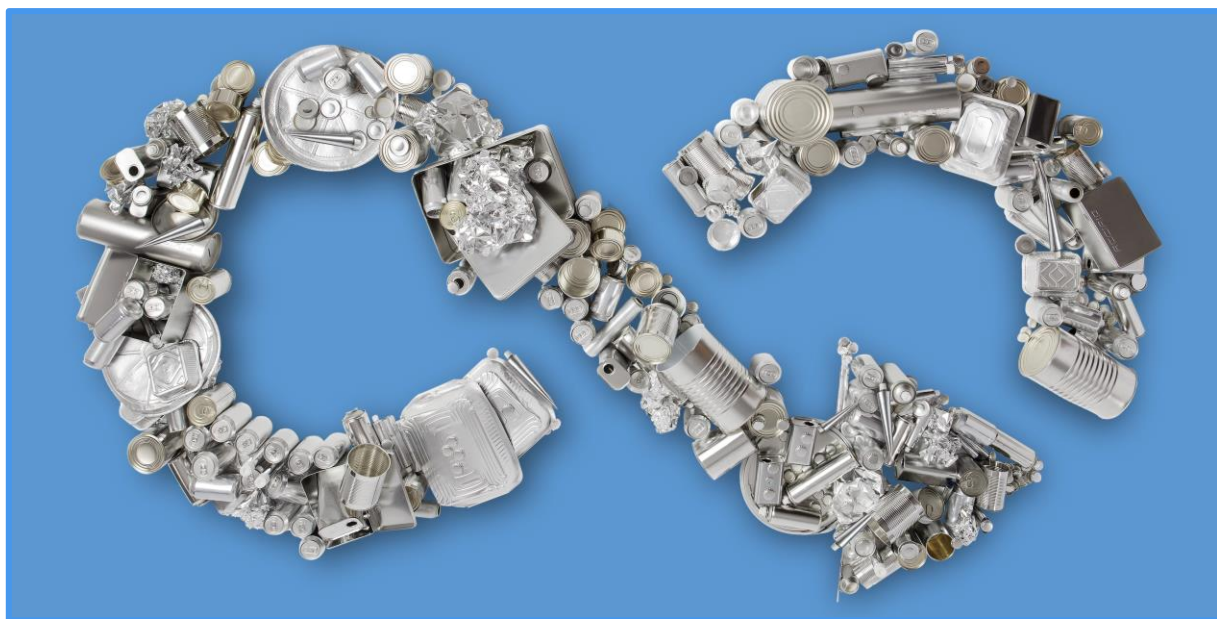


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1. Introduction – a permanent solution to a growing challenge



Global resources are limited: *Metal packaging provides a great example of a circular economy. Thanks to its endless recyclability, used metal packaging becomes a valuable and circular resource for future generations.*

The environmental challenge

- **Permanent materials matter.** If used packaging is not recycled, this necessitates the creation of new materials, which is often resource intensive. A more sustainable approach is needed to address environmental concerns and resource scarcity. Landfills and the natural environment become repositories for used packaging, polluting our oceans, streets, and landscapes. **The key to sustainable packaging is prioritising valuable, circular materials like rigid metal. This allows for continuous recycling and keeps the material in use for future generations.**

The advantage of metal

- **Metal is a permanent material** whose inherent properties do not change, regardless of the number of times it goes through a recycling process. Once produced for the first time and properly collected and processed at the end of its lifecycle, it becomes a raw material for new and endless production loops. According to the latest data, 80.5% of steel packaging was recycled in Europe in 2022, and 76.1% of aluminium beverage cans in 2021.¹ **Working together we can and will go higher.**

¹ <https://metalpackagingeurope.org>

Metal packaging supports climate targets

- **Metal packaging's permanence paves the way for its net zero future.** Permanent materials such as aluminium and steel will remain at the heart of any proven and well-functioning circular economy.



Climate change is a threat

- In Europe, we face a shared challenge: climate change. We're not only concerned about its impact on our lives, but also about our contribution to the problem. **The impact of metal packaging on climate change has reduced by 30-50% since 2000².**

Metal packaging has wider benefits

- **Food security is a crucial area where metal packaging can be a powerful ally.** By extending shelf life and ensuring superior protection, metal packaging reduces waste and greenhouse emissions by significantly reducing food spoilage. Metal packaging allows for safe storage at ambient temperatures, eliminating the need for energy-intensive refrigeration and ensuring year-round access to food, even in regions with limited access to cold storage.

Society needs the right solutions

- Securing a sustainable supply of raw materials, improving resource efficiency, and reducing carbon emissions are central components of government energy and climate agendas and green growth.



² <https://www.metalpackagingeurope.org/article/new-life-cycle-assessment-metal-packaging-shows-significant-reduction-greenhouse-gases>

- **Global resources are limited, yet society's needs are growing.** Resource efficiency is a top priority for the European Union, governments around Europe, and all metal packaging manufacturers. It helps protect our environment, keep costs and prices under control, and ensure sufficient resources – including energy – to support all our needs.

... and **transparency about green claims**

- **Consumers care about the environment,** and they want to be able to make the right choices. There is often a confusing array of messaging on product labels and conflicting stories in the media and advertising. The EU and governments across Europe are taking the accuracy of “green claims” very seriously – so that consumers can be confident in the choices they are making to support the prevention of pollution of air, land and seas.

*Metal packaging is perfectly placed to contribute to our shared goals for society and the environment. **Often the way forward involves solutions we already know.***



2. A vision for MPE

The most circular packaging makes net zero possible

MPE members make packaging for diverse products – from aerosols to food and beverage, to packaging for paints, solvents and hazardous substances.

Metal packaging offers the opportunity for safe and sustainable closed material loops in which packaging materials retain their intrinsic properties after recycling, time and time again.

*MPE plays its part in bringing the whole value chain together around a shared vision that **can contribute to climate objectives and social needs.***

3. Our strategic pillars

Delivering for people and the planet, with integrity

1. Net zero and the circular economy

Our sector commits to reaching net zero carbon emissions by 2050 and driving the circular economy forward.

2. Social responsibility

We are focused on delivering social and environmental benefits through rigid metal packaging.

3. Transparency

We support stakeholder interest in sustainability and invite engagement, recognising the importance of transparency.



1. Net zero is possible!

There are different paths to decarbonisation for steel and aluminium, involving harnessing the potential of the circular economy and working together with our supply chain partners.

There is urgency – driven not only by the clear environmental changes we are experiencing around the world but by the economics of the transition to net zero which favours early engagement with clean technologies to avoid potentially costly challenges later.

The circular economy is a vital underpinning to decarbonisation because it requires much less energy to recycle material than to produce virgin. Using recycled steel saves 70% of energy³ and recycling aluminium uses up to 95% less energy than producing it from raw materials.

Currently, some virgin material is required and for steel this will continue beyond 2050, so decarbonising its production is essential to reach net zero and steel production is in the vanguard of decarbonisation efforts across Europe.

By achieving can-to-can recycling, aluminium beverage cans will reach net zero through a clear focus on circularity. Science-based targets, and a clear focus on cutting emissions in line with the recognised greenhouse gas protocol, form the backbone of the net zero strategy for aluminium.



³ <https://www.steelforpackagingeurope.eu/>

Recycling drives circularity

Steel materials benefit from the simple fact that steel is magnetic. That means it is remarkably simple to separate for recycling. It can even be recovered from incinerator ashes. Steel can be used to package tomatoes one moment, then recycled and used in the frame of a car. Years later it will be recycled again – perhaps a bicycle frame, or back to rigid metal packaging once more.

Aluminium has a multitude of uses too and is easy to separate from other materials in recycling using commonplace eddy current separation. For companies making beverage cans, the aim is to recycle the cans back into beverage cans – catching them in a can-to-can loop and aiming for a recycled content target of close to 100%.



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2. Social responsibility

Responsible business is good business. Consumers rightly expect a lot from their products.

The consumer benefits of metal packaging include its long shelf life, its prevention of food or product spoilage and protecting humans and the environment from hazardous products, along with its role in waste reduction.

For some products – like food – the format helps to preserve nutritional value and cut food waste in the home – a major contributor to climate change. In the EU around 88 million tonnes of food waste are generated annually with associated costs of 143 billion euros⁴.

Our passion for the benefits we provide drives our sector to build social value wherever it can, bringing high-value jobs and economic benefits through its manufacturing facilities spread widely across Europe. The sector continues to meet the requirements of policymakers regarding its use of coatings to protect the integrity of consumer products and is committed to continuous improvement and innovation.



⁴ <https://sdgs.un.org/partnerships/eu-platform-food-losses-and-food-waste-flw-working-together-fight-food-waste>

3. Transparency

Misinformation is a significant threat to both the EU Green Deal and the trust of consumers.

To overcome this challenge, it is important to provide accessible, robust information and data promptly. Challenging misleading claims is crucial. The aim is to achieve net zero emissions, circularity, and broader social and environmental benefits, and metal packaging plays a vital role in the transition to a sustainable economy in Europe.

Open and transparent dialogue is necessary to agree on – and to target – the right solutions. This roadmap is therefore shared with stakeholders to accelerate the journey towards sustainability.



4. Roadmap to 2030

Working across the sector to accelerate the green transition



OUR COMMITMENT TO NET ZERO 2050 AND A CIRCULAR ECONOMY

We commit to reaching net zero carbon emissions by 2050 and driving the circular economy forward.

RIGID METAL PACKAGING INDUSTRY COMMITMENT

1. CUT CARBON EMISSIONS FROM MANUFACTURING AND OPERATIONAL PROCESSES
2. CUT CARBON EMISSIONS FROM RAW MATERIALS AND WIDER SUPPLY CHAIN
3. MAXIMISE THE CIRCULAR ECONOMY BENEFITS OF METAL PACKAGING

	INDUSTRY ACTIONS	EXTERNAL ENABLERS
1	Operate energy-efficient sites and increase our use of renewable energy	- Electrical grid decarbonisation - Continued policy progress to support the expansion of renewable energy - Decarbonisation of raw materials and the wider supply chain
2	Work with partners to reduce supply chain carbon emissions upstream and downstream	
3	Increase recycling rate, recycled content and encourage separate collection as well as improve design for recycling	- Recognition of Materials Circularity Index - Infrastructure for separate collection and sorting for high-quality recycling



OUR COMMITMENT TO SOCIAL RESPONSIBILITY

We are focused on delivering social and environmental benefits through metal packaging.

RIGID METAL PACKAGING INDUSTRY COMMITMENT

4. DELIVER PRODUCT AND SOCIAL BENEFITS THROUGH METAL PACKAGING, INCLUDING WASTE MINIMISATION

5. CONTINUE TO PRIORITISE PRODUCT SAFETY FOR BRANDS AND CONSUMERS

6. OFFER SUSTAINABLE ECONOMIC GROWTH AND COMMUNITY BENEFITS ACROSS EUROPE

	INDUSTRY ACTIONS	EXTERNAL ENABLERS
4	Demonstrate the social benefits such as preserving product integrity, providing food security, waste reduction and protecting human health and the environment	Effective policy actions and increased consumer awareness on waste minimisation and food security
5	Work with the supply chain and legislators to deliver continuous improvement	Innovations from upstream suppliers leading to the development of materials which use less harmful and more sustainable ingredients
6	Focus on innovation and technology to improve competitiveness and responsible growth	- Developments in Artificial Intelligence - Advancements in raw material processes, speed and quality of production and distribution methods



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OUR COMMITMENT TO TRANSPARENCY

We support stakeholder interest in sustainability and commit to transparency.

RIGID METAL PACKAGING INDUSTRY COMMITMENT

7. DEMONSTRATE OPENNESS ACROSS MPE AND INVITE ENGAGEMENT

8. MAINTAIN UP TO DATE INFORMATION

9. ENSURE TRANSPARENCY THROUGHOUT THE MATERIALS LOOP

	INDUSTRY ACTIONS	EXTERNAL ENABLERS
7	Industry open communication and shared engagement with MPE.	- Consumer interest driving brand and policymaker engagement. - Recognition of shared responsibility within the value chain
8	Timely response to external criticisms to help ensure an accurate public debate and quash unfounded myths.	- Implementation of green claims legislation - Empowering consumers and brands to be champions of reliable information
9	Work with other trade associations to align terminology and common understanding .	Advancements in standardisation processes to validate credible claims and build trust with consumers.



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