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Delivering a net-zero European beverage can industry

Metal Packaging Europe (MPE) has launched a decarbonisation roadmap for the European aluminium beverage can industry, establishing a clear and actionable pathway to net-zero greenhouse gas (GHG) emissions by 2050.

The roadmap analyses emissions across the aluminium beverage can value chain and identifies four decarbonisation priorities: aluminium sourcing, can manufacturing, transport and logistics, and recycling.

To accelerate progress, the roadmap calls for scaling low-carbon aluminium production powered by renewable energy and continuing advances in lightweight can design. The greatest opportunity lies in strengthening circularity: maximising recycled aluminium, returning more material to new cans, and supporting a closed-loop, can-to-can recycling system. Industry collaboration and innovation in alloy design will be key to achieving this.

The roadmap also highlights the essential role of effective Deposit Return Systems (DRS) in maximising collection and supporting closed-loop recycling across Europe. Well-designed DRS deliver high collection rates and high-quality material, with aluminium beverage can recycling rates reaching 99% in Germany and Finland. Implementation has also driven significant gains in Slovakia from 58% to 91%, Latvia from 60% to 74%, and Malta from 50% to 80%..

“This roadmap provides a clear pathway to decarbonisation,” said Krassimira Kazashka, MPE CEO. “Aluminium is a permanent material, recyclable forever without loss of quality. The pathway is clear, we need to improve material efficiency, accelerate the use of clean energy, and unlock the full circular potential of aluminium beverage cans keeping this essential resource in use for future generations.”



MPE is the united voice of Europe’s rigid metal packaging industry (steel and aluminium), bringing together manufacturers, suppliers, and national associations (metalpackagingeurope.org). We proactively position and support the positive attributes and image of metal packaging through joint advocacy, marketing, sustainability and technical initiatives.

The European metal packaging industry produces over 200 billion units annually across 650 manufacturing sites, directly employs more than 60,000 people, and plays a vital role in the Circular Economy, supporting numerous value chains and applications, including beverages, food, chemicals, aerosols and others. For further information: info@mpe-eu.com