

**PRO EUROPE extends its reach to Serbia****SEKOPAK becomes the 33<sup>rd</sup> member to join the recovery organisation network!**

**Brussels, 2 November** - *PRO EUROPE, the organisation representing the systems for the collection, recycling and recovery of packaging waste in Europe and Canada, has welcomed SEKOPAK as a new member, extending PRO EUROPE's reach to 33 countries.*

This year, producer responsibility for packaging waste has become a reality in Serbia. Since June 2009, national legislation obliges industry to sign contracts with packaging waste management operators in order to deal with the packaging placed on the market. These contracts will be managed by SEKOPAK, a not-for-profit organisation founded in 2006 by companies operating in Serbia including Procter and Gamble, Unilever and Coca Cola.

“With extended producer responsibility (EPR) becoming a legal requirement in Serbia, it is a natural step for SEKOPAK to join PRO EUROPE. We are glad to be part of this big family that is ensuring that packaging waste recovery and recycling targets are met every year,” said Rebeka Bozovic, from SEKOPAK. “We look forward to working in collaboration with our sister organisations as well as benefiting from PRO EUROPE's expertise on packaging waste policy in Europe. Implementing EPR in Serbia will be challenging but we are confident we will be successful!”

Joachim Quoden, PRO EUROPE General Manager, has welcomed SEKOPAK into the producer responsibility network: “All PRO EUROPE members are committed to support our colleagues from SEKOPAK to bring the concept of producer responsibility in Serbia to life in the smoothest way. As an organisation, we are proud to have gained strength and credibility over the years through a solid and growing membership. This demonstrates that PRO EUROPE's principles are increasingly shared across Europe and that we are successfully taking up the packaging waste management challenge.”

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Notes to the editor:

**About PRO EUROPE**

PRO EUROPE s.p.r.l. (Packaging Recovery Organisation Europe), founded in 1995, is the umbrella organisation for the packaging and packaging waste recovery schemes which mainly use the "Green Dot" trademark. PRO EUROPE acts as the authoritative voice and common policy platform for its members, representing the interests of all packaging recovery and recycling organisations mainly using the "Green Dot".

PRO EUROPE's members span 33 countries: 26 Member States (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom), 2 candidate countries (Turkey, Croatia), Serbia, Norway, Iceland, Ukraine and Canada.

The members of PRO EUROPE wish to demonstrate that the recycling of used packaging is an important step on the path towards the sustainable development that is necessary to safeguard our planet for future generations. Their work in Europe and worldwide is both successful and transparent.

PRO EUROPE is headquartered in Brussels. The President is Henri Meiresonne (Fost Plus, Belgium), the General Manager is Joachim Quoden, and Pascal Gislais and Ursula Denison act jointly as Secretary Generals.

For detailed information, please visit [www.pro-europe.info](http://www.pro-europe.info)

**About SEKOPAK**

SEKOPAK is a not-for-profit organization founded in 2006 by Serbian industry. SEKOPAK deals with packaging waste management and supports practical solutions towards minimising the overall impact of packaging and packaging waste on the environment. SEKOPAK is an advocate for implementation of new legislation regulating the packaging waste field in line with related EU Directives.

SEKOPAK founders are private companies dealing with production, importing, trade and distribution of packed goods on the Serbian market. The organisation is comprised of an Assembly, Management Board and General Secretary. The Management Board has 9 members and is the organ of SEKOPAK's business practice.

SEKOPAK does not use yet the "Green Dot" trademark.

For detailed information, please visit [www.sekopak.org](http://www.sekopak.org)