



## Press Release

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Brussels, 9 April 2017

### **Recycling the ‘R’ in ERPC, the European Recovered Paper Council becomes the European Paper Recycling Council (EPRC)**

To align with its new “Declaration on Paper Recycling” the European Recovered Paper Council (ERPC) has been renamed the European Paper Recycling Council (EPRC). The name change also takes into consideration the use of the term of *paper for recycling* rather than *recovered paper* in the updated European Standard List of Grades of Paper and Board for Recycling ([EN 643](#)).

To coincide with the launch of the new title and identity, a more user-friendly [website](#) is now live and includes additional information on the EPRC’s activities and more on its plan to meet its new paper recycling rate [target of 74% by 2020](#).

The chairmanship of the EPRC has also rotated accordingly with the confirmation of Lisa Kretschmann, Managing Director of the European Federation of Envelope Manufacturers ([FEPE](#)) as new chairperson for the 2016-2020 commitment/monitoring period.

*“I am delighted to have been selected as the new chairperson of the ERPC at a time where the European paper recycling value-chain seeks to surpass new boundaries with its revised target of 74% paper recycling rate. I am confident that the rebranding will provide the EPRC with an opportunity to relaunch the debate on how to achieve effective paper recycling across Europe”* says [Lisa Kretschmann](#)

The EPRC is also now accepting applications for the 6<sup>th</sup> edition of the European Paper Recycling Award, hosted by member of the European Parliament [Ms. Simona Bonafè](#). Full information including eligibility criteria can be consulted [here](#).

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#### **Note to editor:**

*The European Recycled Paper Council (ERPC) was set up as an industry self-initiative in November 2000 to monitor progress towards meeting the paper recycling targets set out in the 2000 European Declaration on Paper Recycling. Since then the commitments in the Declaration are renewed every 5 years. In 2017 the ERPC committed itself to meeting and maintaining a voluntary recycling rate target of 74% in the EU27 plus Switzerland and Norway by 2020 as well as qualitative targets in areas such as waste prevention, ecodesign, and research and development. In 2017, Members of the ERPC are ACE, CEPI, CITPA, EMFA, ERPA, ETS, FEPE, INGEDE and INTERGRAF. Supporters are Afera, EuPIA, FINAT and RadTECH Europe. The European Commission, DG Environment and DG Grow, are permanent observers to the ERPC.*