

PRESS RELEASE

The Extended Producer Responsibility Alliance (EXPRA) is expanding its network worldwide

Brussels, 26 April 2023 – EXPRA, the umbrella organisation for packaging and packaging waste recovery and recycling systems which are owned by the obliged industry and work on a not-for-profit basis, welcomed a new partner - Packaging Forum, NZ, thus welcoming the 32nd Organization joining the Alliance.

The Packaging Forum, representing the obliged industry in New Zealand, manages two government accredited voluntary stewardship schemes for glass and flexible plastic and is co-leading the design of a mandatory Plastic Packaging Product Stewardship Scheme for Aotearoa New Zealand. Thus, EXPRA will extend its reach to 32 PROs from 30 countries in Europe, Canada, Middle East, Latin America and now to the Southern Hemisphere.

Extended Producer Responsibility has been increasingly recognized as one of the most effective and efficient waste management tools. While being implemented in Europe for over 30 years, EPR is also being actively introduced and implemented in many other parts of the world. In particular, in New Zealand the Government is currently working on a new waste strategy aligning waste management with circular economy principles and working towards changing the way the society collectively thinks about resource use.

The Packaging Forum brings together over 220 members from across New Zealand's supply chain and has been running first voluntary schemes in 2008 for glass packaging, investing in public place recycling and litter solutions and finding solutions for soft plastic packaging since 2015. The aim of the forum is to develop a sustainable and efficient not for profit EPR scheme owned and driven by the obliged industry and offering a service of public or collective interest, fully in line with EXPRA [10 golden rules](#).

“We are extremely happy and honored to support the New Zealand’s responsible Industry in their efforts to strengthen their EPR system also for packaging” said Joachim Quoden, Managing Director of EXPRA. *“Starting with a partnership agreement is the first step in our, I hope, long term cooperation. We are very much looking forward to sharing our know-how and best practices with the Industry but also with the Authorities in New Zealand, thus supporting this great country on its way to sustainable waste management”* he added.

“We look forward to working with EXPRA and its members, especially regarding sustainable management of packaging waste”, said Rob Langford, Chief Executive Officer of The Packaging Forum *“Our vision is to develop a circular economy for packaging in New Zealand and we need EPR systems in place to achieve*

this. Working with colleagues from Europe and around the world can only enhance the exchange of best practices and strengthen our ability to develop EPR schemes that contribute to a sound economy and sustainable growth.”

ENDS

About EXPRA

EXPRA is the alliance for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of all its member packaging recovery and recycling organisations founded and run by or on behalf of obliged industry. EXPRA members provide over 220 million inhabitants with packaging collection, sorting and recycling infrastructure and ensure recycling and recovery of over 20 million tons of packaging per year. For additional information, please visit www.expra.eu

About The Packaging Forum

The Packaging Forum is a member-based organisation representing the depth and breadth of the New Zealand packaging industry from suppliers and importers of packaging, brand owners, retailers, resource recovery businesses and processors. Packaging Forum members have committed to having all packaging in New Zealand reusable, recyclable or compostable by 2025.

*The Packaging Forum operates two voluntary product stewardship schemes: the **Glass Packaging Forum Scheme** and the **Soft Plastic Recycling Scheme**. The Packaging Forum also managed the **Public Place Recycling Scheme** between 2014 and 2021. www.packagingforum.org.nz*

Together with the NZ Food & Grocery Council, The Packaging Forum is jointly leading the project to co-design a Plastic Packaging Product Stewardship Scheme for New Zealand. www.ppps.org.nz