



Press Release

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The French Plastics Industry Organization Rallies to Reduce Marine Litter

As the European organization EuPC launches Operation Waste Free Oceans in France, the Fédération de la Plasturgie and its member associations have reaffirmed their commitment to the fight against marine litter.

This fight focuses first and foremost on preventing and reducing litter. For more than 15 years now, all of the players in the sector have been pursuing an active plastic product recovery and recycling policy in all areas of application (packaging, building and construction, automotive, electronics, etc.). Ecodesign is now a part of the industrial process for reducing impact at all levels (consumption of materials, energy, and end-of-life optimization).

The French plastics industry today is rallying directly around the issue of marine litter by:

- signing, with about thirty international organizations from the plastics industry, a joint declaration for solutions on marine litter, which includes a 6-point strategy
- launching the "SIRENA" program to reduce pellet loss in rivers and oceans
- launching awareness campaigns aimed at the general public and notably youths
- participating in the EWFO program with test operations in France.

For Patricia Lexcellent, Delegate General of the Fédération de la Plasturgie, *"The project launched by our European plastics industry organization is very ambitious. We thought it would be interesting to perform test operations on French coasts in order to measure the quantities and composition of floating litter that could be collected and also to test possible recovery. These tests, which should take place over the course of two years in several European countries, are essential before launching the program on a more global level. The involvement of the fishing community is a true opportunity."*

Dominique-Paul Vallée, Vice-President Europe of the Fédération de la Plasturgie and President of ELIPSO, thinks that *"the right path must include determination on the part of manufacturers. In addition to involvement by plastic and flexible packaging manufacturers and Vacances Propres, and to national initiatives led by the Fédération, we are paying particular attention to the European Waste Free Oceans initiative. Financing, which is in the process of being finalized by the European Commission, is one of the conditions for success."*

Key Figures

29 billion Euros in sales
7 billion Euros in exports
4.5 million tons delivered
10% of total sales in the intermediate goods industry
6% of the entire industry workforce
4,000 companies
140,000 employees
More than 90% of small and medium sized companies

Media Contact:

Fédération de la Plasturgie – 65, rue de Prony - 75854 Paris cedex 17 - Fax: +33(0)1.44.01.16.55
Communications Department – Tel: +33(0)1.44.01.16.05 – E-mail: com@fed-plasturgie.fr