



Metal  
Packaging  
Europe



## Delivering a Circular and Decarbonised Future for Packaging

### PRESS RELEASE

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Metal Packaging Europe (MPE) has launched a **Call for Actions** to support circularity and decarbonisation actions across the metal packaging sector. MPE urges policymakers to recognise the critical role of aluminium and steel as circular packaging materials within the European Commission's Clean Industrial Deal and the New Circular Economy Act, both highlighted by President von der Leyen in her [Political Guidelines for 2024-2029](#).

Metal packaging is one of the most circular packaging formats and continues to achieve record breaking recycling rates in Europe, following the introduction of harmonised recycling rate calculation methodology. The most recent figures reflect this progress, with a recycling rate of 80.5% for steel packaging in 2022 and 76% for aluminum beverage cans in 2021<sup>1</sup>. Unlike other materials, metal can be recycled again and again, with no loss in the material's inherent properties. This means it is a permanent material and a model material for a circular economy.

MPE is advocating for a shift in EU policy from a waste-based approach to a resource-focused circular model that recognises the enduring value of permanent materials like steel and aluminium. This shift should embed circularity into climate targets and prioritise high-quality recycling processes to preserve these crucial resources. Using recycled metals to create new packaging reduces energy consumption by up to 70% for steel and 95% for aluminium, delivering significant environmental benefits in the manufacturing process and throughout the value chain by reducing emissions and food waste.

To achieve full decarbonisation in the metal packaging industry, MPE now reiterates the urgent need to transition to green energy sources and invest in effective collection and recycling infrastructure in addition to consumer education campaigns. MPE calls on policymakers, industry leaders, and stakeholders to unite in fostering a genuinely circular and sustainable future for metal packaging.

For more information and to access the full Call for Actions, visit [metalpackagingeurope.org](https://metalpackagingeurope.org).



<sup>1</sup>[metalpackagingeurope.org](https://metalpackagingeurope.org)



MPE gives Europe's rigid metal packaging industry a unified voice by bringing together manufacturers, suppliers, and national associations ([metalpackagingeurope.org](https://metalpackagingeurope.org)). Our members produce over 140 billion cans annually, supporting 66,000 direct jobs in Europe across 350 sites.

For further information: [info@mpe-eu.com](mailto:info@mpe-eu.com)



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