

Press release

## How to make the most of the European Union's "Green Deal"

Landbell Group sets up new website with recommendations for boosting the circular economy

**Today the new European Commission publishes its plans for the "Green Deal", a set of policies to make Europe the first climate-neutral continent in the world. One of the key pillars of this strategy is the transition towards a circular economy with a new action plan to be released in March. Landbell Group welcomes the Commission's ambitions and is ready to actively contribute to the upcoming transformation process. This is why Landbell Group has set up a new website to provide information for decision-makers and share recommendations on how to best increase circularity.**

*"We welcome the new Commission's Green Deal and its strong focus on the circular economy," says Jan-Patrick Schulz, CEO of Landbell Group. "Increasing circularity provides enormous opportunities not only for the environment and the climate, but also for the economy. Landbell Group has contributed towards this transition for over 20 years and we are committed to maintaining this role on the journey ahead."*

By implementing extended producer responsibility for various waste streams, the company operates directly at the crucial interface between producers, consumers, recyclers and municipalities, and helps them to put the circular economy into practice. And, in addition to saving resources, the increased use of recycled materials significantly reduces CO<sub>2</sub> emissions which helps the EU achieve its climate targets.

*"Despite the efforts made so far, there are still a lot of challenges to overcome when transitioning towards circularity. That is why we want to share some key principles that we believe should be taken into account when shaping the policy framework for the next five years. Based on our extensive experience, operating 35 producer responsibility schemes in the European Union and beyond, we have developed a set of policy recommendations to make the most of the Green Deal and to point the European Union on the right track towards circularity," says Schulz.*

For this purpose, Landbell Group has set up a new website specifically dedicated to the circular economy. The website presents the achievements made so far, points out the challenges ahead, and provides recommendations for a policy framework that would enable all parties to contribute to the upcoming transition in the most effective way. The website is based on a comprehensive white paper, "Innovative and sustainable: Transitioning Europe towards a circular economy", which can be downloaded directly from the website.

Link to Landbell Group's website on the circular economy:

<https://circulareconomy.landbell-group.com>

# LANDBELL GROUP

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## **About Landbell Group**

Landbell Group is the leading supplier of services and consulting for global environmental and chemical compliance. It is a single source provider of take-back/collection schemes for various waste flows, comprehensive services and consulting, as well as software solutions. Established as a packaging scheme in Germany in 1995, Landbell Group operates 35 take-back/collection schemes worldwide and, up to now, has managed the collection and treatment of more than 3.5 million tons of waste electrical and electronic equipment, more than seven million tons of packaging and more than 65,000 tons of used batteries.

For more information on Landbell Group, please visit [www.landbell-group.com](http://www.landbell-group.com).