



**Mr Jyrki Katainen**

Commissioner for Jobs, Growth, Investment and  
Competitiveness

European Commission

Rue de la Loi 200

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BELGIUM

3 April 2018

Dear Vice President,

On behalf of business in Europe at large, I would like to express my appreciation for the constructive and inclusive approach that you and your colleagues in the Commission have shown in the run-up to the Plastics Strategy, and now in its implementation phase. The targets of the Plastics Strategy are ambitious. However, I am positive that they can be reached with sufficient awareness raising and the right policy framework. We have a unique opportunity to show that the company-specific voluntary pledges and the value chain-wide voluntary approaches can deliver. Having said that, I would like to urge you to be mindful of the two following points regarding the pledges:

- **Boost the Commission's communication on the voluntary pledges.** We take note of the workshops that DG GROW has organised to explain to us and other stakeholders how companies can submit their voluntary pledges on how they plan to take up more recycled plastics by 2025. BusinessEurope and its members are currently busy disseminating this information to companies across Europe. However, it would be very welcome if the Commission also tries to spread the word beyond Brussels, for example via its national representative offices in the Member States.
- **Consider some level of flexibility on the 30 June deadline.** Awareness raising on the voluntary pledges is just the first step. The next step is for the companies to make an assessment of how much they can realistically pledge from a business case point-of-view. This will require intensive discussions between many layers of a company, such as its management, its manufacturing plants and other departments. Because this can be a very time-consuming exercise, I hope that you and your colleagues can be mindful of the fact that companies might not be able to make a pledge before the 30 June deadline, even though they are willing to do so.

I hope that you are able to take these points into consideration. On these and other issues, BusinessEurope stands ready to work together with you in the near future.

Yours sincerely,

Markus J. Beyrer