



PRO CARTON
PACKAGING FOR
A BETTER WORLD



legislation



SUPD, PPWD, EGD, XYZ - what does it all mean to me?

Taking the confusion out of key European legislation and what it means in practice for the paper-based packaging industry.

11th May 11.00 CET

The webinar will last less than one hour.

This is the first joint webinar to be held by **ECMA and Pro Carton** and aims to summarise key **EU legislation facing the packaging industry and its impact on mills and converters**. It will concentrate on the **Single Use Plastics Directive**, the forthcoming **Packaging and Packaging Waste Directive** as well as the **Waste Framework Directive** and how they fit into the **European Green Deal**.

The webinar will provide practical advice and a broader understanding of these important pieces of legislation.

Speakers



The main speaker is **Tom Parker**. Tom is **Chairman of Cambre Associates**, a leading advocacy and communications consultancy based in Brussels. Cambre are the public relations/public affairs agency for #Greensource. Tom is a

well-known figure in the Brussels government relations and public affairs community and has also worked on some of Europe's highest profile reputational challenges. He took an unusual route into lobbying having initially gained a degree in Environmental Chemistry before then taking a Law degree! When not involved in advocacy he enjoys listening to his enormous collection of vinyl albums.



Our second speaker, **Mike Turner**, is well known to most of you and is the **Managing Director of ECMA**. Mike has become an expert in EU legislative matters and is an active lobbyist on behalf of the carton industry. Before he

moved into the packaging industry, Mike was a helicopter pilot in the military. Once, when landing his helicopter, he smashed a runway light which closed the airport for two hours. No one was hurt but he's now restricted to just taking a helicopter view of the legislative landscape.

The webinar, which will be of interest to everyone involved in the fibre-based packaging industry, will be hosted by **Tony Hitchin, General Manager of Pro Carton**.

Joining Instructions

The webinar is free to attend.

Register using this link.

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