



INVITATION

The European association of beverage wholesalers (CEGROBB), German Environmental Aid (Deutsche Umwelthilfe, DUH) and the Association of small and independent breweries in Europe (S.I.B.) would like to invite you to the

4th European ReUse Conference

Reusable beverage packaging in Europe: a profitable and sustainable choice

18th of September 2012, 10.30-17.00

[Radisson SAS EU Hotel](#), rue d'Idalie 35, Brussels

Keynote Speaker:

Karl Falkenberg, Director DG Environment

Reusable packaging: protecting nature and strengthening regional economy

Refillable beverage packaging illustrates how ecological, economical and social aspects interact. Together they form a sustainable approach for production and consumption. They prevent packaging waste as well as costs for producers. Compared to one-way packaging, valuable raw materials and energy can be saved. The promotion of reusable packaging systems helps ensuring wide product diversity and securing regional jobs in Europe.

Taking stock and creating the way forward

In order to set focus and targets for future packaging systems, the conference looks at good practice and recent developments in the field of reusable beverage packaging. Knowing the direction is essential for developing the still needed political measures ensuring resource efficiency and sustainable use of packaging materials.

We would like to invite you to discuss the advantages and potentials of refillable packaging systems with our expert speakers and participants from the beverage industry and NGOs as well as from the European institutions and Member States. At the end of the conference, the winner(s) of the 3rd European Refillables Award will be presented. Attached you may find the detailed program of the one-day conference. Please **register by 3 September 2012** by sending an e-mail to info@cegrob.org or using the attached response fax form.

Günther Guder,
CEGROBB

Jürgen Resch,
Deutsche Umwelthilfe

Roland Demleiter,
S.I.B.



RESPONSE FORM

Registration until 3 September 2012

Fax: +32 2 410 35 45
E-mail: info@cegrobb.org

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***Reusable beverage packaging in Europe:
a profitable and sustainable choice***

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Keynote Speaker:
Karl Falkenberg, Director DG Environment

NAME:

SURNAME:

POSITION:

ORGANISATION:

E-MAIL:

PHONE/FAX:

I WILL ATTEND THE CONFERENCE ON REUSE.

I WILL NOT ATTEND THE CONFERENCE ON REUSE.