

Information Session – PRO Circularity Alliance



10.11.2025 10:00-12:00 CET



Online via Microsoft Teams



info@procircularityalliance.eu



Meeting link will be shared on request

As central actors in the implementation of Extended Producer Responsibility (EPR), Producer Responsibility Organisations (PROs) play a vital role in Europe's transition to a circular economy. Many policy decisions that were once made at national level are now shaped in Brussels, as the EU moves towards a more harmonised approach to producer responsibility. To ensure that PROs are effectively represented where today's legislation is being made, a strong and coordinated voice in Brussels is essential.

The PRO Circularity Alliance is a newly established international non-profit association that represents PROs across all waste streams. Its mission is to advocate for PROs at European level, to develop best practices, and to establish industry standards for EPR and take-back systems.

This open information session is designed to introduce the Alliance's objectives, structure and upcoming activities, and to provide an opportunity for dialogue with interested PROs as well as other organisations active in the wider EPR and circular economy community.

Agenda

10:00 – 10:05 Welcome and introduction

10:05 – 11:00 Presentation of the PRO Circularity Alliance: objectives, governance, membership

11:00 – 11:55 Open discussion and Q&A

11:55 – 12:00 Closing remarks

If you would like to participate in the event, please reach out to info@procircularityalliance.eu

