ALPLA Group

Press release

**World Environment Day 2020: ALPLA supporting three organisations**

ALPLA employees doing their bit for environmental protection

*Hard, 4 June 2020 – ALPLA, the global specialist for packaging solutions and recycling, is not allowing the coronavirus pandemic to stand in the way of its good habits. To mark World Environment Day on 5 June, the family-owned enterprise is making donations to NGOs and initiating employee activities.*

In what has become something of a valued tradition for many ALPLA employees, clean-up campaigns and environmental protection activities will be taking place at many of the 181 plants in 46 countries on World Environment Day. Once again this year, management is calling upon staff to get active – as long as the current situation allows them to do so and the health of those who take part is not put at risk. ‘The clean-ups will therefore extend into autumn, but this is by no means affecting the employees’ level of commitment,’ says a motivated Christoph Hoffmann, Director of Strategy, Sustainability & Circular Economy, following initial feedback from the ALPLA regions.

**Financial support for NGOs**

ALPLA is also supporting three organisations financially. The idea behind the non-profit organisation *One Tree Planted* is simple – plant a tree and do the environment and climate some good and protect biodiversity. ALPLA is making it possible for 5,000 saplings to be planted. The plastics specialist is additionally making a donation to The Great Bubble Barrier and to Plastic Collective. *The Great Bubble Barrier* has set itself the goal of freeing rivers and canals of waste plastic with the help of a barrier created out of bubbles, while *Plastic Collective* is helping to make materials recycling a recognised and viable business model in remote or disadvantaged regions through training and by providing the necessary equipment.

**5 June: World Environment Day**

In 1972, the United Nations declared ‘World Environment Day’ on the opening day of the first Conference on the Human Environment in Stockholm. Since 1974, around 150 countries have been celebrating the day with events and campaigns. This year, World Environment Day is shining a spotlight on the topic of biodiversity with its motto of ‘Time for Nature’. The website <https://www.worldenvironmentday.global/> states that biodiversity is an urgent and existential issue. The organisers argue that this is clearly borne out by disasters such as the bush fires in Australia, locust infestations in Africa and the coronavirus pandemic.

More information about the company: [www.alpla.com](http://www.alpla.com)

**About the ALPLA Group:**

ALPLA is one of the leading companies involved in plastic packaging. Around 20,800 employees worldwide produce custom-made packaging systems, bottles, caps and moulded parts at 181 sites across 46 countries. The high-quality packaging is used in a wide range of areas, including for food and drinks, cosmetics and care products, household detergents, washing and cleaning agents, pharmaceutical products, engine oils and lubricants.
ALPLA operates its own recycling plants for PET and HDPE in Austria, Poland and Spain, and in the form of joint ventures in Mexico and Germany. By signing the New Plastics Economy’s Global Commitment in October 2018, ALPLA pledged to achieve certain goals by 2025: all packaging solutions are to be fully recyclable and the volume of recycled materials is to increase to 25 per cent of the total materials used. A sum of 50 million euros has been earmarked for ALPLA’s expansion of its recycling activities.

**Captions:**

**ALPLA-Nature-Cleanup.jpg:** Every year, hundreds of ALPLA employees worldwide take part in clean-up campaigns to mark World Environment Day on 5 June. Due to the COVID-19 pandemic, the activities will extend into autumn in 2020, but are set to take place in all the regions subject to the necessary safety precautions.

Copyright: ALPLA. Reprinting free of charge for reporting on ALPLA. Photo credit required.

**Enquiry information for editorial:**

ALPLA, Alexandra Dittrich (PR & Corporate Communications), tel.: +43 (0)5574 6021 083, email: alexandra.dittrich@alpla.com

Pzwei. Pressearbeit, Werner F. Sommer, tel.: +43 (0)699 1025 4817, email: werner.sommer@pzwei.at