

## **EuRIC becomes Recycling Europe: A new name for a stronger voice**

**Brussels, 30 September 2025** – EuRIC, The European Recycling Industries' Confederation, is proud to announce its rebranding to **Recycling Europe**, signalling a pivotal moment in reinforcing mission: to speak with one voice for Europe's recycling industry in an increasingly competitive and uncertain global landscape.

**As Europe navigates rising trade tensions**, raw material insecurity, and the urgent need for industrial decarbonisation, **Recycling Europe highlights the critical role of recyclers** in delivering on the EU's climate, circularity, resource autonomy, and competitiveness goals.

***"Recycling Europe embodies the evolution of the Confederation into a unified, forward-looking voice for recyclers across the continent"***, said Julia Ettinger, the association's Secretary General. ***"While our name has changed, our mission remains the same: to ensure that recyclers are recognised and empowered as indispensable partners in building Europe's circular and resilient economy."***

The new name reflects both continuity and ambition. Recycling Europe remains rooted in its founding principles: representing recyclers across all streams - from metals and plastics to paper, textiles, tyres and beyond -, while strengthening its visibility and impact at European and international levels.

**Recycling Europe** will continue to advocate for a regulatory framework that enables rather than restricts: one that supports open markets, investment in innovation, and the long-term resilience of European industry.

Note to editor: Recycling Europe (formerly EuRIC) is the voice of Europe's recycling industry, including 80 companies and national federations across 24 EU & EFTA countries. From metals and paper to plastics, textiles, tyres, ships, construction & demolition waste and WEEE, our members transform waste into resources—powering Europe's circular economy, ensuring resource autonomy, and boosting competitiveness and sustainable industrialisation across the continent. For press-related enquiries, please contact Zoi Didili, Recycling Europe's Senior Communications Advisor, by email at [zdidili@euric.org](mailto:zdidili@euric.org) or by phone at +32 (0) 489 09 46 02.