



## KEY FACTS

**75%**  
**OF ALL THE ALUMINIUM EVER PRODUCED IS STILL IN USE.**



**50%**  
**OF THE ALUMINIUM USED TO PRODUCE ALL KINDS OF PRODUCTS IN EUROPE, FROM BEVERAGE CANS TO CARS, IS RECYCLED ALUMINIUM INPUT.**




Recycled content is just one measure of the environmental impact of a product, and calls to ensure a minimum level of recycled content **RISKS SPLITTING** the limited pool of available material....

...Instead working to ensure that the end-of-life recycling rate of aluminium products continues to increase is a more effective way to improve the sustainability of aluminium. It helps to **GROW THE POOL** of available recycled aluminium and decrease reliance on primary aluminium.

## FURTHER INFORMATION

- Recycling aluminium saves over 90% of the carbon and energy used to make primary aluminium (made directly from bauxite ore).



- The long lifespan of some aluminium applications, such as buildings or cars, means that the quantity of end-of-life aluminium available for packaging is limited and much less than the current production demands.



- The demand for aluminium is growing and is forecast to do so into the future. As a result, the gap between the supply of recycled aluminium and demand needs to be filled by primary aluminium. Calling for high recycled content in aluminium products will not change that situation.



- Instead, calling for high end-of-life recycling rates stimulates the already high collection rates for recycling of used aluminium products and ensures that the pool of recycled aluminium continues to grow.



- A new roadmap for Europe shows how the industry envisions using better collection and sorting techniques, as well as consumer engagement programmes, to get every can back.



[www.canroadmap2030.eu](http://www.canroadmap2030.eu)