



Plastics 2030 – A Voluntary Commitment for a circular and resource efficient Europe

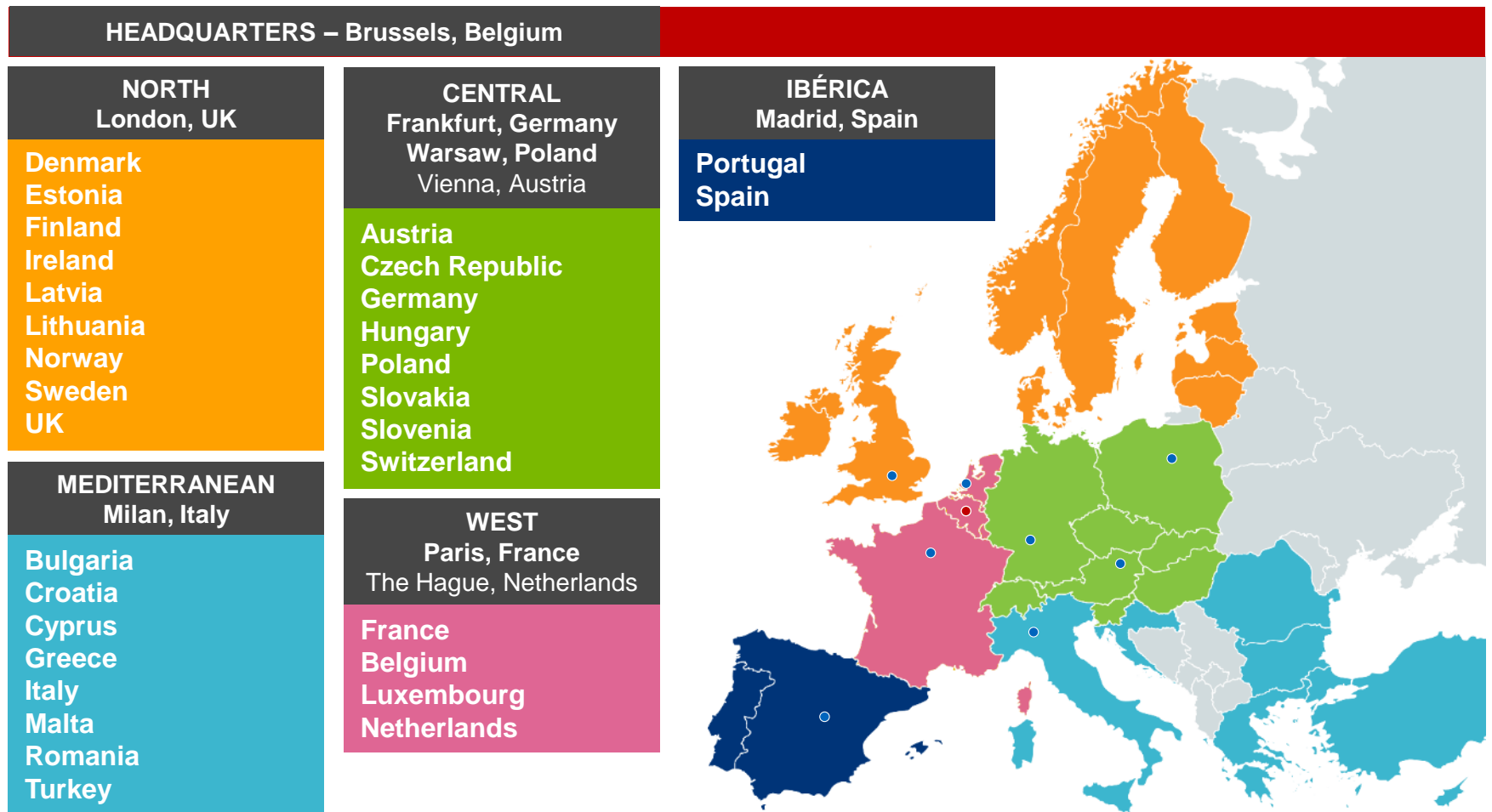
Dr. Leonor Garcia, Director Public Affairs

Steptoe panel discussion

19 April 2018, Brussels

PlasticsEurope
Association of Plastics Manufacturers

PlasticsEurope is the pan-European organisation (with more than 100 member companies) representing the plastics manufacturers at the EU, regional and national level.



Plastics Industry:

A strategic partner for a circular & resource efficient Europe

PlasticsEurope
Association of Plastics Manufacturers

The European plastics industry includes plastics producers, plastics converters and plastics machinery manufacturers in Europe.

JOB

Direct employment
to over
1.5 million
people in Europe

COMPANIES

More than
60.000
most of them **SME**

TURNOVER

350 billion euro
in 2016

INNOVATION

Top 5
Most
Innovative
Sectors

PlasticsEurope welcomed
EC's Plastics Strategy and
its vision for a circular and
resource efficient Europe



Commonality of objectives:

- 1. Preventing plastic leakage into the environment
- 2. Increase of recycling and re-use
- 3. Innovation and investments
- 4. Global action



The ambitious strategy
provides the industry with
a challenging opportunity
that cannot be missed

Plastics Strategy

European Commission's action plan

Area 1



Area 2



Area 3

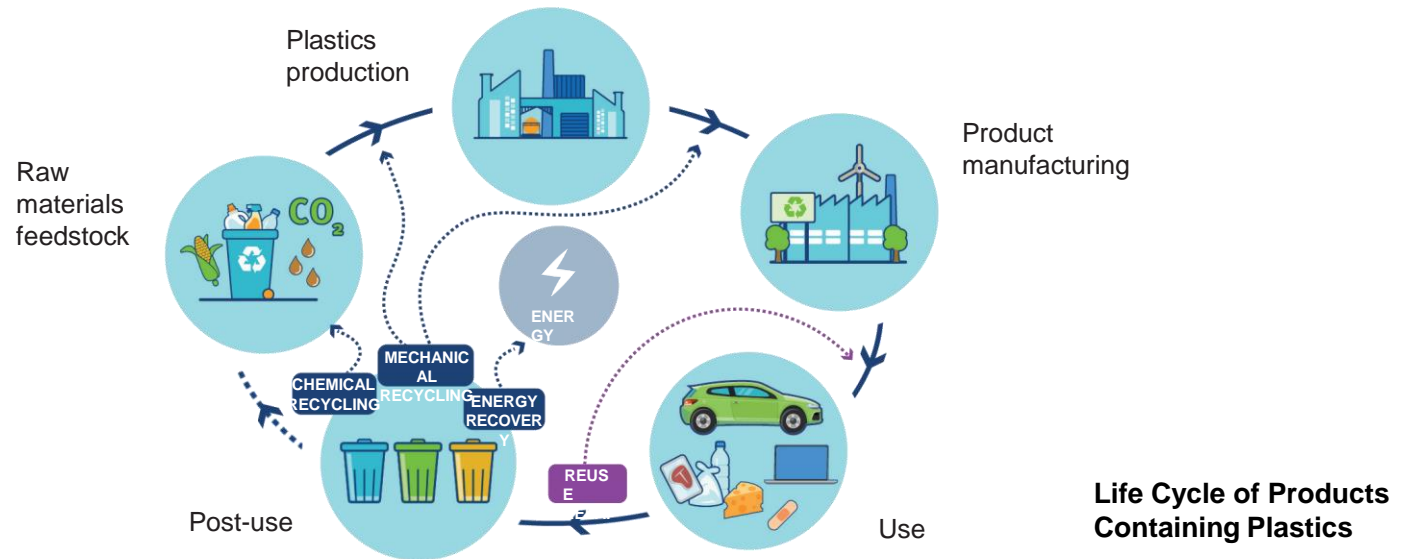


Area 4



Action plan: 39 initiatives to translate vision into reality

Area 1: Improve economics & quality of plastics recycling

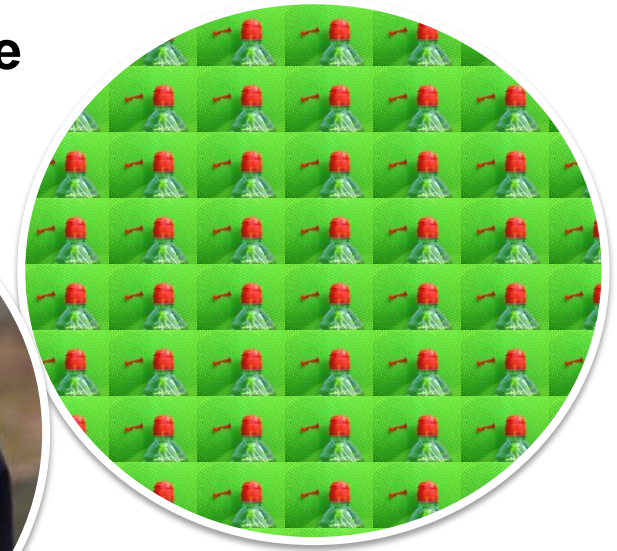


- Recycling is a key element in a Circular Economy
 - separate collection of all packaging needed
- Recycled content to be decided by brand owners
 - Both quality and quantity important
 - Optimise for life cycle resource efficiency
- Recyclability
 - Eco-design with plastics to increase recyclability
 - Recyclability to be assessed against overall resource efficiency
 - some materials currently not recycled can show better environmental performance
 - new innovations may initially not be recyclable
- Voluntary Commitment



Proper waste management

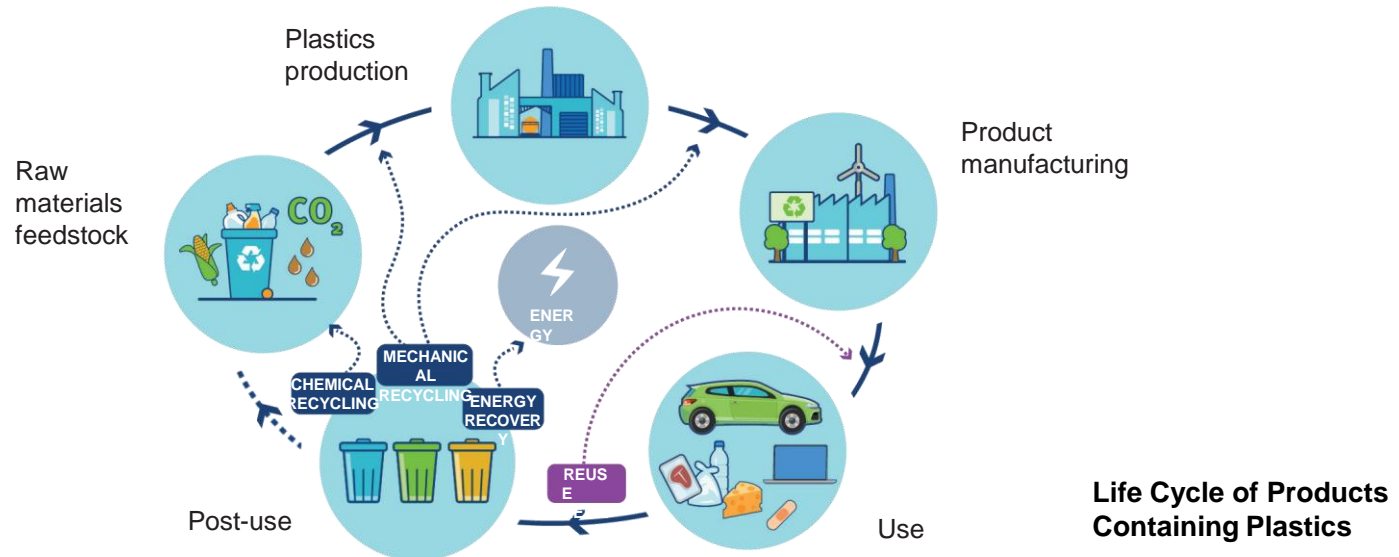
People's responsible behaviour



Mindful Product Design

- Single-use plastics – need for definition
- No bans – risk of burden sharing & not solving the root cause
- Zero plastics to Landfill
- Separate collection of all packaging
- Maintain European Internal market
- Proportionate, harmonised and effective measures

Circular Economy: Increase reuse & recycling and preserve resources over a product's full life cycle



Feedstock and Plastics Production

- One part of the full product life cycle
- Endeavouring continuous energy efficiency improvements, diversification of feedstock and energy sources

Innovation: CO₂, plastics waste and renewable raw materials as feedstocks to produce plastics,...

Use phase

- Often the most important part of a product's life cycle
- Saving resources through optimum product designs (e.g. saving food, saving energy, lasting longer,.....)

Innovation: lightweight products, durable products, digitalisation, miniaturization,...

Post-use phase

- An important part of the product's life cycle
- Recovering end-of-life products in the most eco-efficient way; no landfilling, illegal dumping and littering

Innovation: recycling of mixed plastics, feedstock recycling, re-use models, collection, sorting & treatment,...

Area 4: Global actions for a global challenge

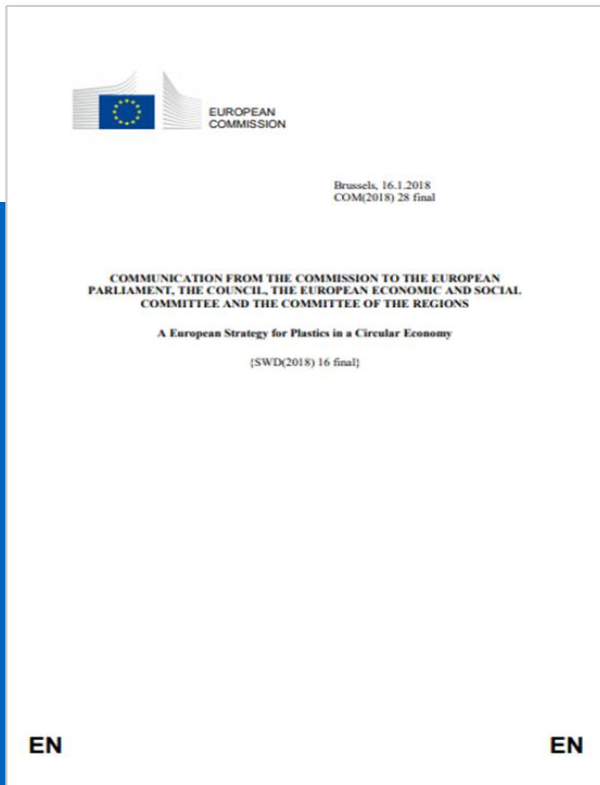
PlasticsEurope's engagement



Global Plastics Alliance



A European Strategy for Plastics in a Circular Economy



Voluntary Commitment Plastics 2030

PlasticsEurope
Association of Plastics Manufacturers

Overarching goals

- Prevent leakage of plastics into the environment
- Improve resource efficiency
- Improve circularity of plastics packaging

General commitments

Prevent the leakage of plastics into the environment

- Prevent littering: identification and littering prevention solution of most found items into the environment
- Prevent pellet loss: Operation Clean Sweep®



Improve resource efficiency and circularity of plastics

- Accelerate research of alternative feedstocks
- Product Life Cycle Inventory: update of datasets every three years
- Extension of waste data collection, including new data on circularity of plastics
- Eco-design guidelines for plastics packaging finalised by 2020
- Support standardisation for quality standards for sorted plastics

Global Initiatives

- Global Plastics Alliance
Marine Litter Solutions: 260+ projects in 35 countries
- World Plastics Council
Support of global initiatives and cooperation with UNEP, G7/G20



Different plastics for different products:



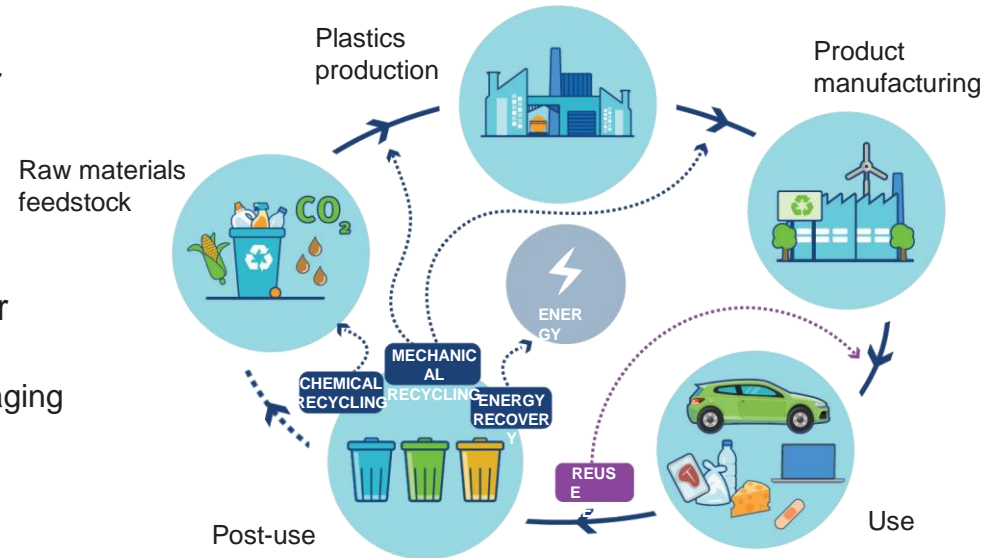
Summary of the Voluntary Commitment

Targets

by increasing engagement inside and outside our industry

by accelerating innovation in the full life cycle of products

by reaching in 2040 100% reuse, recycling and/or recovery of all plastic packaging
in 2030: 60% reuse and recycling of all plastic packaging



Sector-specific commitments



- Define design guidelines for packaging
- Encourage demand for recyclates
- Drive R&D of new technologies to convert non mechanically recyclable plastics into feedstock to produce new materials
- Improve mechanical recycling



- Develop technologies to recycle PS/EPS back into original applications
- Collaborate with value chain to improve collection and sorting systems for packaging waste
- Create an independent structure to finance promising technologies



PVC Packaging Platform

- Develop eco-efficient and cost-effective PVC packaging materials, increasing shelf-life for PVC packaged material
- Increase safe and quality PVC recycling, and define targets toward 2030 through VinylPlus®
www.vinylplus.eu

Reporting

Monitoring the progress of the voluntary commitment

- Action plan and time-based performance indicators
- Yearly evaluation provided by independent committee



Plastics

The Material for the 21st Century