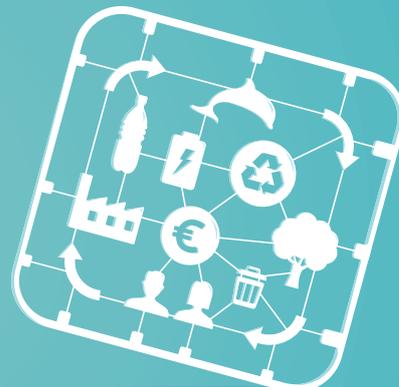




# A EUROPEAN STRATEGY FOR PLASTICS IN A CIRCULAR ECONOMY



*The transition to a more circular economy is an essential contribution to the European Union's efforts to develop a sustainable, low carbon, resource efficient and competitive economy. Such transition is the opportunity to transform our economy and generate new and sustainable competitive advantages for Europe.*

*Circular Economy Action Plan, December 2015*

## TURNING TODAY'S CHALLENGES INTO OPPORTUNITIES

Plastics are everywhere, from the packaging of our food to the toys of our children, from heat-saving domestic insulation to life-saving medical innovations. But we aren't getting the best out of plastics. Too much of it is used only once before we throw it away, and it ends up polluting the environment, depriving the economy of a valuable resource.

The Plastic Strategy proposed by the European Commission will not only help replying to citizens' concerns but is an essential element of the transition of Europe towards a low-carbon and circular economy, making a tangible contribution to reaching the 2030 Sustainable Development Goals and the Paris Agreement objectives.

**Building on the work of the Juncker Commission, and the commitment "to have all plastic packaging reusable or recyclable in a cost effective manner by 2030", the new EU-wide strategy on plastics will tackle the issue head on.**



### Revision of Waste

Fixing a new target of 55% recycling of plastic packaging waste by 2030



### Plastics Bag Directive

Member states to reduce consumption to 90 bags per person by 2019 and to 40 bags by 2026



### Eco-Design Working Plan

Improving product design to address durability, reparability and recyclability



### Marine Strategy Framework Directive

Member States obliged to monitor and reduce their marine litter

## INNOVATIVE AND GAME-CHANGING PROJECTS HAVE ALREADY TAKEN OFF BECAUSE OF EXISTING EU FUNDS:



### ► Horizon 2020

More than €250 million euro for research and development linked to plastics in the circular economy. An additional €100 million euros by 2020 will be devoted to financing priority actions, including the development of smarter and more recyclable plastics materials, more efficient recycling processes and the removal of hazardous substances and contaminants from recycled plastics.

**CIRC-PACK** €9 million project on the development of biodegradable plastics using alternative bio-based raw materials with eco-design packaging

**CLEANSEA** €3.7 million project developed a novel tool to collect and monitor litter, and advise policymakers on preventing litter

**RES URBIS** €3.3 million project putting urban biowaste to good use for the production of bioplastic

**FORCE** Cities cooperating for circular economy recycling and upgrading 5,000 tonnes of flexible plastic from enterprises and private households, corresponding to reducing emissions by 12,500 tonnes of CO<sub>2</sub>

### ► European Fund for Strategic Investments

The Juncker Investment Plan is financing strategic investments in areas including circular economy and waste management.

€7.5 million loan given to GreenFiber International SA to finance a recycling and circular economy project. 280 full-time jobs to be created and over 50,000 tonnes of waste collected and processed per year

### ► Structural Funds

More than €5.5 billion allocated to improved waste management, expected to create 5.8 million tonnes/year of additional waste recycling capacity.

Over €1.5 million to support the Walloon Region of Belgium, for the ERDF Technopoly Recyclage project implementing an innovative process for recycling rigid plastic waste at the landfill itself.

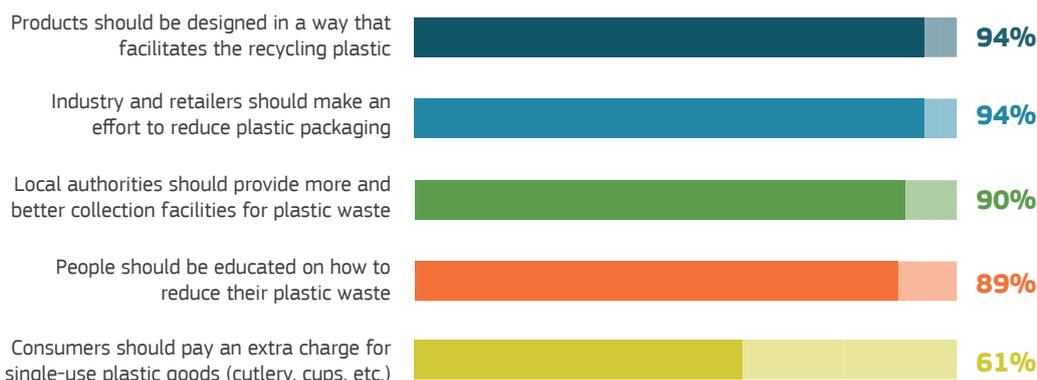
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## CITIZENS ASK FOR DECISIVE AND CONCERTED ACTIONS AT ALL LEVELS

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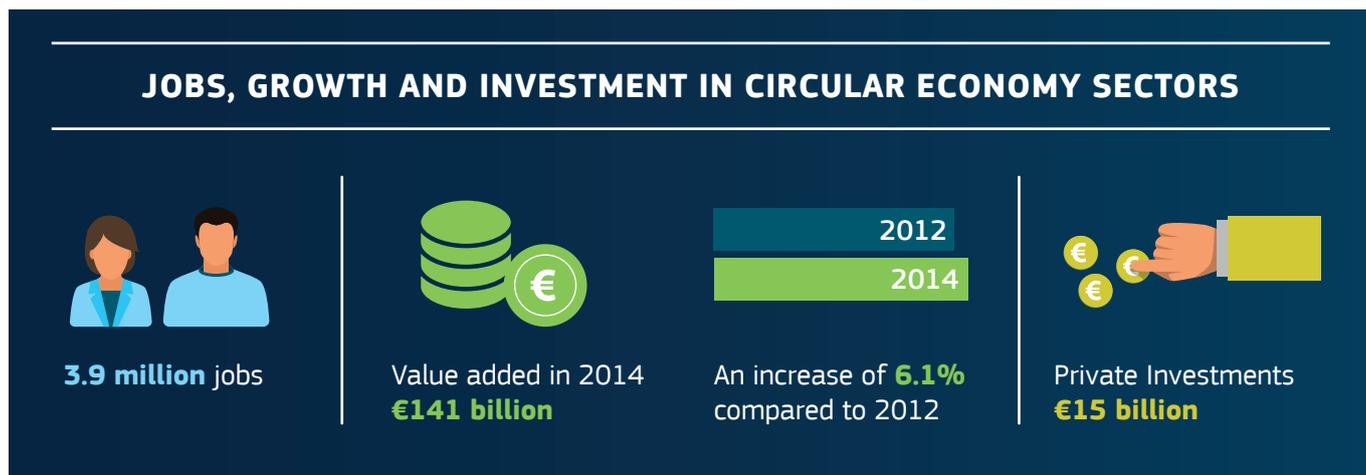
Majority of respondents think that each of the measures tested are important in reducing plastic waste and littering.

### In your opinion, how important is each of the following in reducing plastic waste and littering (%-EU)



## THE FOUNDATIONS OF THE NEW PLASTICS ECONOMY:

- **Circular approach to plastics:** design and production should fully respect reuse, repair and recycling needs
- A new plastics economy **contributing to Europe's political priorities:** job creation, economic growth, investment and social fairness



- **Bringing private sector, national and regional authorities, cities, citizens and consumers on board towards a set of common goals:** pledging exercise for companies, **European Solidarity Corps** for young people

The adoption of the Plastics Strategy coincides with the publication of voluntary commitments from a number of stakeholders from the European plastics value chain. For example, the European textiles industry's has set out a voluntary initiative to define common measurement methods, share knowledge and foster industrial research for the prevention of microplastic release into the aquatic environment. The Commission is ready to work with stakeholders, in particular as regards the uptake of recycled plastic.

## OUR STRATEGY FOCUSES ON 4 AREAS:

