

Your Voice In Europe: ROADMAP feedback for Communication: Strategy on Plastic in a Circular Economy (including action on marine litter)

User's data:

- Domain : Organisations other than business/companies/NGOs
- Domain - other : full flexible packaging value chain project
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Related document: Communication: Strategy on Plastic in a Circular Economy (including action on marine litter)

Feedback:

The CELFEX project – Already working on implementation of the Plastics Strategy Goals

The CEFLEX project is an industry collaboration of 33 companies and associations from across the flexible packaging value chain with the objective to get the value already being added by flexible packaging in the circular economy recognised and to make flexible packaging even more relevant in the circular economy by enabling more of this waste stream to be sustainably collected, sorted, recycled and recovered into valued secondary materials.

As plastics are the most used material in flexible packaging, we welcome this initiative as we have a significant vested interest in ensuring that the EU Plastics Strategy is both environmentally and economically sustainable and that the resulting Legislation and Policy recognises the strengths, as well as addressing the perceived collection, sorting and recycling challenges, with this very resource efficient packaging solution.

What CEFLEX seeks to deliver in the coming five years is well aligned with two of the Goals of the Plastics Strategy: Namely the:

- *Low rate of recycling*
- *Leakage into the environment*

To address these CEFLEX will:

1. Develop and drive implementation of design guidelines for flexible packaging in a circular economy:

- *Develop, validate and disseminate 'Design for a Circular Economy' Guidelines (D4ACE);*
- *Develop a robust methodology to quantify the economic and environmental 'value added' by flexible packaging including recycling/recovery; both in terms of waste prevention and resource efficiency;*

- *Develop a tool/process to assess the D4ACE; and*
- *Establish a mechanism to periodically update and re-validate the D4ACE Guidelines.*
(This initiative might be described as “eco-design for flexible packaging” but we feel this description doesn’t comprehend all the principles of circular economy).

Input for the Plastics Strategy:

Collection of all flexible packaging is a pre-requisite to increasing recycling and to help prevent leakage into the natural environment:

- *Optimised design of flexible packaging for recycling only makes sense if it will be collected in all European countries for recycling.*

2. Identify and develop sustainable end markets for secondary materials from flexible packaging

- *Understand which markets represent faster to implement opportunities; and*
- *Stimulate end market development through demonstration projects that provide ‘proof of principle’.*

Input for the Plastics Strategy:

EU policy and economic instruments: These need to facilitate a sustainable business case for both newly developed End Markets and for the whole value chain supplying the secondary materials resulting from increased flexible packaging recycling.

3. Facilitate the adoption of existing and new technologies/practises that increase the recycling of flexible packaging

- *Undertake assessment and development work on marking, sorting and recycling technologies relevant to post-consumer flexible packaging; and*
- *Identify, communicate and support the ‘roll-out’ of best practice in*
 - *The design/manufacture of flexible packaging to improve the ‘recyclability’; and*
 - *The design of ‘end of cycle’ collection, sorting, recycling and recovery systems.*

Input for the Plastics Strategy:

External funding such as H2020 to support the work of full value chain collaborations like CEFLEX: This funding is essential to assess and show “proof of principle” to validate and roll out best practise and enabling material design, sorting and recycling technologies that will help increase the quality and quantities of materials from recycled flexible packaging.

Thank you for considering our input. The CEFLEX project management team would be happy to address any of the above inputs in more detail with you.

Feedback file:

[DraftCEFLEXinputforplasticsstrategyopenconsultation2732017final.docx](#)