



Plastics 2030
PlasticsEurope's Voluntary Commitment
to increasing circularity and resource efficiency

Overarching goals

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



General commitments

Prevent the leakage of plastics into the environment

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



www.opcleansweep.eu

Improve resource efficiency and circularity of plastics

- Accelerate research of alternative feedstocks
- Update Product Life Cycle Inventory datasets every three years
- Extend waste data collection, including new data on circularity of plastics
- Develop eco-design guidelines for plastic packaging by 2020
- Support standardisation related to the circularity of plastics

Global initiatives

- **Global Plastics Alliance**
Working on Marine Litter Solutions: 355 projects conducted by 75 associations across 40 countries
- **World Plastics Council**
Supporting global initiatives and cooperating with UNEP, G7/G20



www.marinelittersolutions.com



WORLD
PLASTICS
COUNCIL

www.worldplasticscouncil.org

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 the whole EU

**In 2030:
60% reuse and
recycling of all
plastic packaging**



Polymer-specific commitments

- Transforming from a linear to a circular polyolefin economy; designing out waste; keeping products and materials in use; and recycling into high-quality new raw materials
- Facilitating value chain trust, knowledge transfer, partnerships, creativity and action
- Delivering innovative solutions to advance polyolefin circularity



PCEP
POLYOLEFIN
Circular Economy Platform
www.pcep.eu

- Unlocking the unique potential of styrenics for circularity by engaging with the whole value chain
- Developing and scaling-up innovative technologies to recycle styrenics back into high-quality applications, even for food contact
- Creating a market pull away from incineration and landfill towards game-changing recycling solutions for styrenics



**Styrenics
Circular
Solutions**
www.styrenics-circular-solutions.com

- Within the framework of VinylPlus (www.vinylplus.eu) further advance, and increase, safe and quality recycling for all PVC applications
- Propose a complementary chemical recycling solution for the treatment of PVC waste fractions which cannot be recycled by already developed and well established mechanical recycling technologies



**Vinyl
Circular
Solutions**

Reporting

Monitoring the progress of the Voluntary Commitment

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

Please read the full report on
www.plasticseurope.org

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