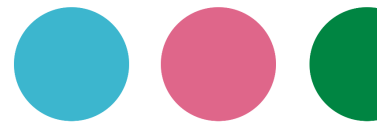


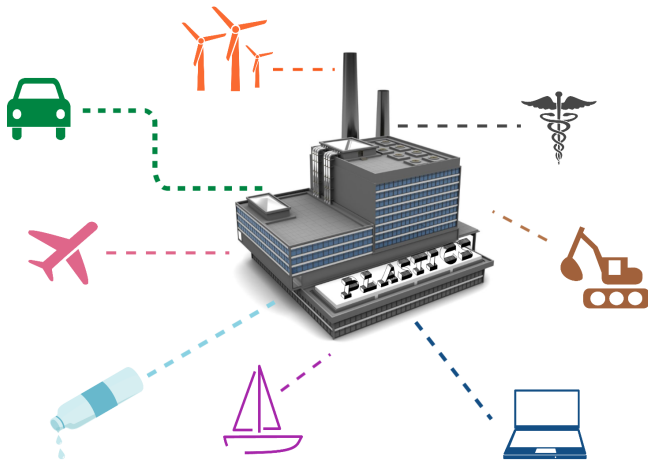
The Plastics Industry

A strategic partner for economic recovery and sustainable growth in Europe

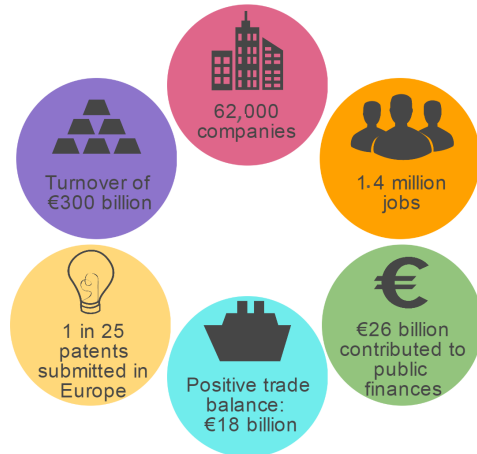


An Important Source of Growth and Jobs

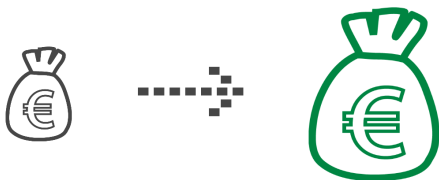
Plastics - an integral part of manufacturing



The Plastics Industry in Europe accounts for:



The Multiplier Effect



For example, in Italy €100 GDP in the plastics supply chain generates €238 GDP in the economy ...



... and every job created in the plastics sector leads to the creation of almost 3 additional jobs in the wider economy.

A Resource Efficient Europe with Plastics



Compared with alternative packaging materials, plastics packaging helps more than double the energy resource efficiency of a product.



A 5% reduction in the weight of the bodywork of a car through the use of plastics can translate into an average 3% reduction in fuel consumption.



The European plastics industry is working towards 'Zero Plastics to Landfill in Europe' to prevent the loss of huge amounts of resources and reduce the risk of litter.



The Plastics Paradox

Over their life cycle, most plastics products save considerably more energy than is required to produce them. Using plastics in Europe, rather than alternative materials, results in:



Annual energy savings equivalent to the CO₂ emissions of Belgium



60% lower greenhouse gas emissions



57% lower energy consumption



The EU being able to meet its Kyoto targets

Despite all these assets, the plastics industry is not the only manufacturing sector finding itself under significant competitive pressure vis-à-vis lower cost economies, and facing critical challenges unique to doing business in Europe. We call on the support of policymakers to tackle these challenges.

CHALLENGES



Challenge 1

Higher energy prices and restricted access to raw materials



Challenge 2

Declining number of science graduates and technical apprentices



Challenge 3

Reduced investment in manufacturing sectors



Challenge 4

Lack of coherence in EU environment, energy and industry policies



Challenge 5

Landfilling of 9.6 million tonnes of plastic waste in Europe in 2012

CALL TO ACTION



ENSURE COMPETITIVE PRICES FOR ENERGY AND RAW MATERIALS

- Ensure the completion of a single European energy market
- Enable responsible exploration and production of shale gas in Europe



PROMOTE EDUCATION AND TRAINING

- Promote STEM education in Europe and make it more attractive to younger generations
- Integrate plastics manufacturing, converting and recycling into curricula in schools
- Create a European degree in plastics at superior level (Technician/Engineer)
- Encourage apprenticeships at all levels in the plastics industry



STIMULATE ONGOING INVESTMENT IN INNOVATION

- Provide incentives for energy efficiency in buildings
- Accelerate the introduction of innovations to market
- Promote the uptake of new technologies to ensure social acceptance



ENCOURAGE CONSISTENT & COMPLEMENTARY REGULATION

- Harmonise chemicals legislation following a 'one market – one regulation' approach
- Promote better controls of products entering the EU to ensure compliance with European regulations
- Encourage a risk-based approach with evidence-based assessment to inform political decisions
- Strengthen the position of the Chief Scientific Advisor to the President of the European Commission and create a network of equivalent positions all over Europe to advise national governments



INVOLVE THE PLASTICS INDUSTRY IN INITIATIVES PROMOTING SUSTAINABLE GROWTH

- Include the plastics sector in policies related to re-industrialisation
- Create a dedicated resource to foster the interests of plastics in the European Commission
- Enforce a ban or phase out of landfilling of recoverable waste to stimulate resource efficiency, further develop the plastics recycling industry
- Discourage littering through public awareness campaigns on the value of plastics products

We firmly believe that investment in and promotion of the plastics industry can help stimulate resource efficiency, drive economic growth and create high quality employment opportunities.