



PCEP Recycled Polyolefin Pledge Statement

June 2022

Driving The Circular Polyolefin Economy

The best way to boost the uptake of recycled plastics into new products on the EU market is through strong value chain cooperation. This lies at the heart of the Polyolefin Circular Economy Platform (PCEP), a platform that brings together all actors in the polyolefin value chain to increase circularity of polyolefin products.

PCEP committed to strong voluntary action for our value chain as part of the European Commission's campaign to reach 10 million tonnes of recycled plastic in new products on the EU market by 2025. After achieving our initial target ahead of schedule, PCEP has now upgraded its level of ambition, further strengthening our commitment to Europe's circular economy.

Updated PCEP Pledge

Increase the volume of recycled post-consumer polyolefin used in European products to 4 million tonnes a year by 2025, an increase of 2 million tonnes.¹

PCEP members will strive to exceed this target if the following enabling conditions are met:

- All post-consumer polyolefin waste will be collected along with other dry recyclable materials and sorted to standards which PCEP will help to establish.
- All polyolefin products and packaging across the value chain will be designed according to [PCEP's Design Principles](#), maximising potential use of recycled polyolefin and promoting the purest possible polymer streams.
- Product specifiers (e.g. brand owner procurement departments) make the increase of recycled polyolefin content in the product mix a strategic objective thereby driving acceptance of the material

Advancing the EU market for recycled polyolefin in products will not be achieved by the industry alone. PCEP therefore sees the following support from European policymakers as critical to success:

- Clear **recognition** that **all forms of recycling** will count towards both recycling rates and recycled content targets.

¹ Baseline figure 2 million tonnes of post-consumer polyolefin recyclates placed on the European market in new products in 2016. Source: PCEP 2018 Polyolefin Material Flow Study for EU27 plus UK, Norway and Switzerland.

- Secure the **full potential of plastics recycling through maintenance of risk assessment** as the decision-making basis.
- Maintenance of the **EU internal market** as the legal basis for all relevant legislation to allow the free movement of goods.
- Dedication of resources to support the development and timely approval of technologies to enable **recycled polyolefin content in food contact applications**, without compromising food safety.
- Full implementation of all the **EU waste directives** across all member states by 2025.
- Legal framework that **encourages investment in recycling innovations** and allows appropriate transition time for that investment to be translated into on the ground capacity.

Revised 2030 voluntary commitments

In addition, if the above enabling conditions are met, PCEP members also commit to:

- **Increase the share of post-consumer polyolefin recyclates to 30% of total polyolefin use by 2030;**
- **Recycle 60% of collected polyolefin packaging by 2030;**
- **Recycle 50% of collected total polyolefin waste by 2030;**
- **Review level of ambition every two years.**

About PCEP

PCEP is a unique association and forum for dialogue and cooperation between companies and organisations operating at every point in the polyolefin value chain: brand owners, retailers, waste management organisations, recyclers, converters, producers and any other stakeholders. Our goal is to transform the entire polyolefin system from a linear to a circular one, keeping this valuable material in the economy, at its highest value, for as long as possible.

For more information please visit www.pcep.eu or contact: secretariat@pcep.eu.