

PCEP – a key platform to drive polyolefins circularity

The best way to boost the uptake of recycled plastics into new products on the EU market is through strong value chain cooperation. This is the reason why the European plastics industry has created the Polyolefins Circular Economy Platform (PCEP). PCEP is a European Joint Industry Value Chain Initiative to advance the circular economy by increasing the reuse and recycling of polyolefin based products and the use of recyclates as raw material. By working together PCEP aims to ensure the long term sustainability of polyolefin products.

Launched initially by the Polyolefin (PO) producers, converters and recyclers, PCEP today has become an independent legal entity and is currently actively recruiting brandowners, retailers and waste management industry representatives. Through its strong voluntary commitment, PCEP seeks to identify the barriers and opportunities to increase Europe's polyolefins recycling and work towards ensuring the supply of high-quality recycled polyolefins into the European market.

PCEP is currently conducting in-depth stakeholder discussions and a thorough analysis of Europe's polyolefin recycling rates.

PCEP will

- announce in 2018 an ambitious industry-wide 2030 roadmap to reach 60% recycling and reuse of collected Polyolefin (PO) packaging.
- work collaboratively with all relevant stakeholders in Europe to have more than 75% of all PO packaging readily designed-for-recycling by 2030.
- work collaboratively with all relevant stakeholders of the waste management value chain in Europe, including municipalities and collection schemes, with the aim to collect all PO packaging, to sort them to produce a high quality/value feedstock for the PO value chain.
- prepare an annual reporting system and invite the EU legislators to challenge and scrutinise PCEP progress on a yearly basis.

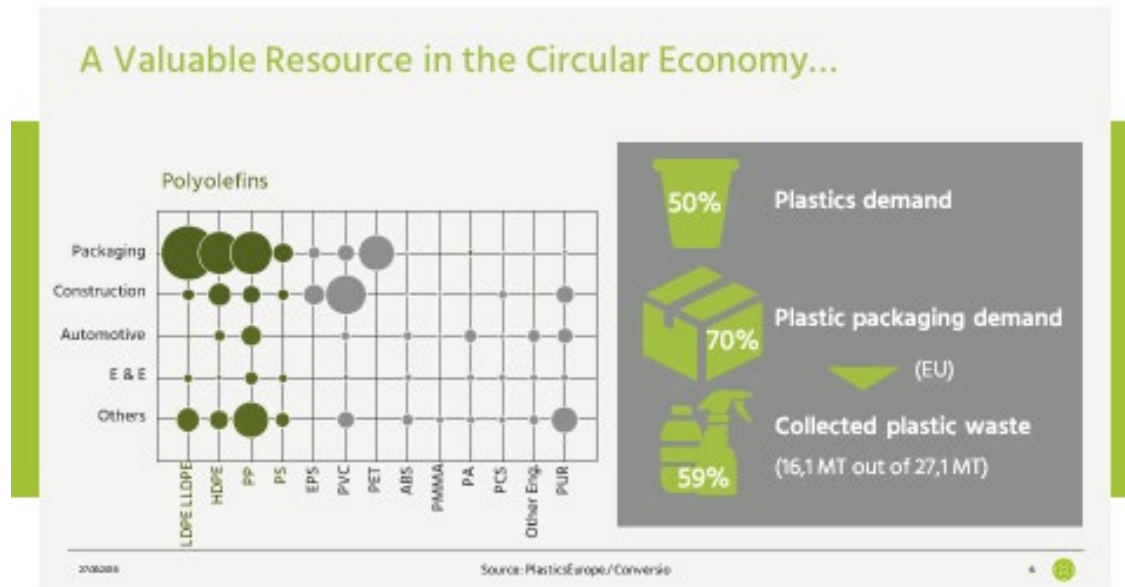
Innovation is at the heart of this initiative and will require both public and private support to be successful.

For PCEP the following priority areas of work have been identified:

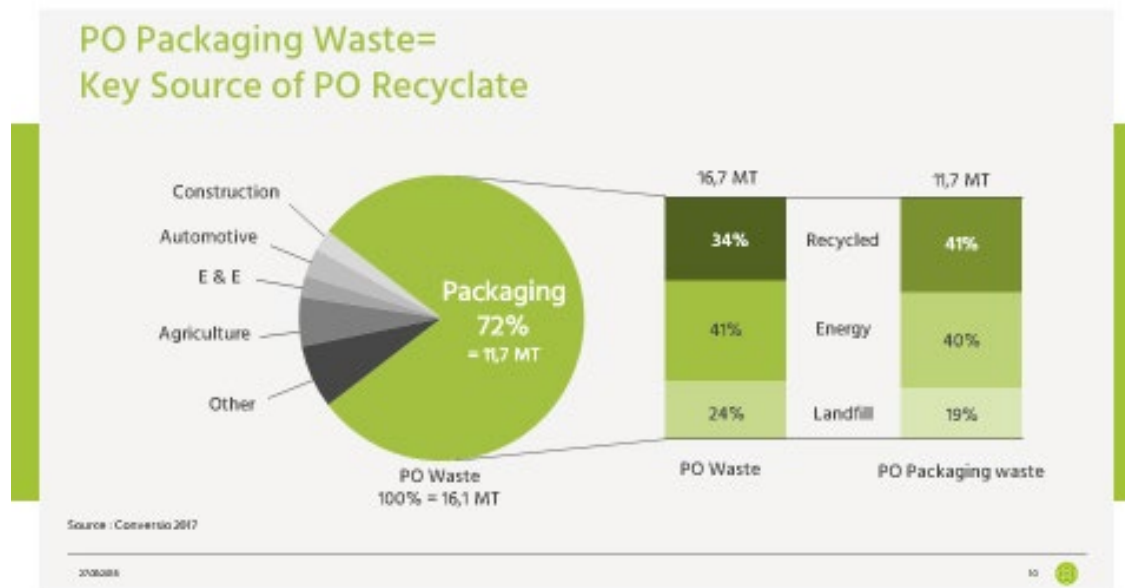
- Development of packaging design guidelines and assessment protocols according to the principles of the Circular Economy.
- Innovation and standardisation to increase the recyclability of polyolefin packaging.
- EU wide quality standards for pre-sorted plastic waste, harmonisation of test methods for recycled plastic materials and certification of plastic recycling operations.
- Innovation & development of end-use markets to stipulate reuse and encourage demand for recycled plastics.
- Stimulating innovation to improve recycling, conversion technologies and reuse.

Key Figures

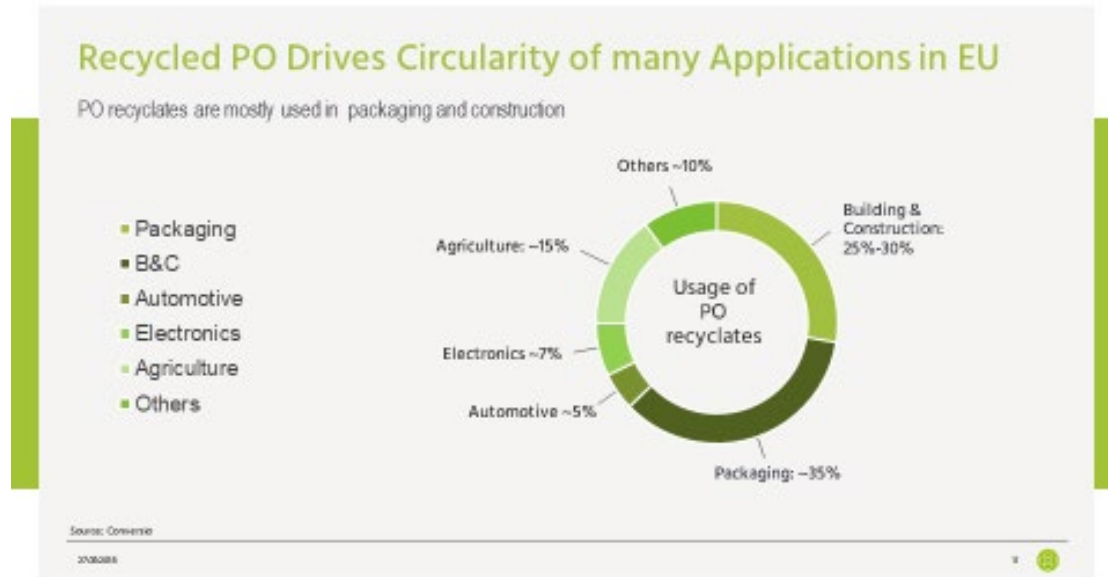
Polyolefins account for 50% of the total amount of plastics consumed in Europe and 70% of plastic packaging representing 40% of European plastics demand application wise. 27 million tonnes of post-consumer plastic waste were collected in Europe in 2016 from which about 16 million tonnes are polyolefins and 12 million tonnes are polyolefins packaging waste.



In 2016, 41% of PO packaging waste was available for recycling

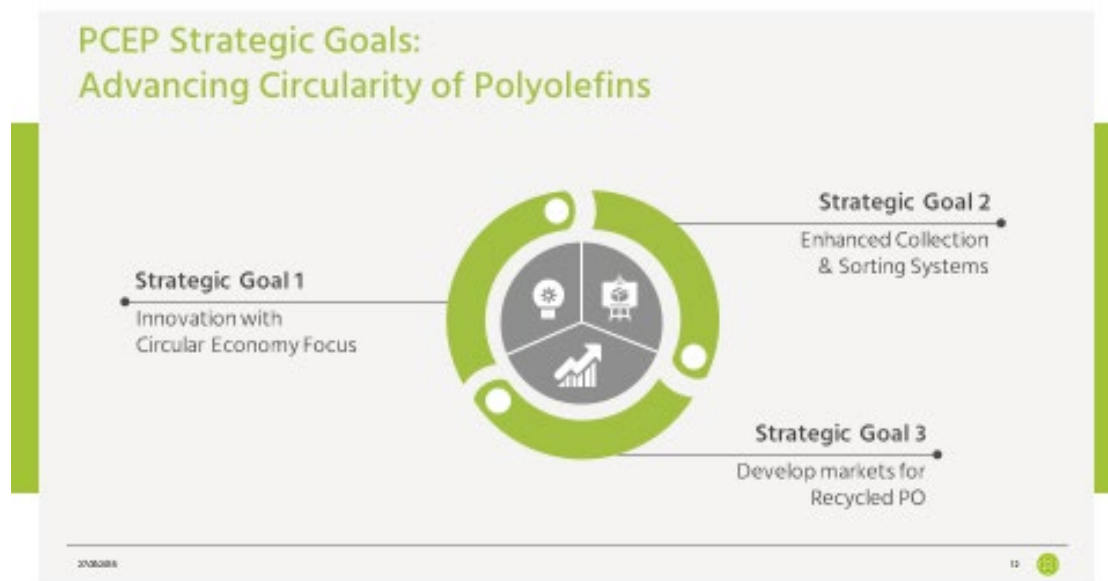


And, recycled polyolefins already drive circularity of many applications in Europe.



With its strong voluntary commitment, PCEP will be a key contributor to increase the use of recycled plastics into EU products.

PCEP is committed to the circular economy and sustainable development and will drive this through three Strategic Goals.



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