Multi-stakeholder Platform on Marine Litter and Microplastics
Product design session
13/07/21

Dr Anne-Gaelle Collot,
Senior Manager circularity
Laser focused on shaping a plastics circular economy

Accelerating solution-driven approaches

Strong value chain partnerships

Up-to-date, comprehensive industry data

Facilitating cooperation

Boosting innovation & technology

Covering 90% of all polymers produced in Europe

Making the industry’s voice effectively heard

Catalyst for the industry

Pan-European

Positive change

100 members and counting

Meeting Green Deal ambitions

Delivering safe, circular and sustainable solutions

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Meeting Green Deal ambitions

Delivering safe, circular and sustainable solutions
Plastics 2030: PlasticsEurope’s voluntary commitment

➢ Increase engagement inside and outside our industry

➢ Accelerate innovation in the full life cycle of products

➢ Reach in 2040: 100% reuse, recycling and/or recovery of all plastic packaging
  • In 2030: 60% reuse and recycling of all plastic packaging

➢ Prevent the leakage of plastics into the environment:
  • Operation Clean Sweep® signed by 100% of our members
Sector specific commitments – increasing reuse and recycling

- 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, creative and action
- Delivering innovative solutions to advance polyolefin circularity
- 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
- Within the framework of VinylPlus 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
Circular Plastics Alliance

• **AIM:** To promote new voluntary actions aimed at ensuring that 10 million tons of recycled plastics find their way into new European products by 2025

- Design for recycling
- Collection and sorting
- Recycled content
- R&D and investments, including chemical recycling
- Monitoring

Source: EU Commission webpage
A priority product can be considered circular only if it complies with a standardised evaluation process.
Our members working together with the value chain to develop new product designs for circularity

BASFPerformanceMats @BASFPerforMats · 5 Jul
Take a look at all of the different ways BASF performance materials are making vehicles better, lighter and safer. #Automotive #AutomotiveIndustry

Sabic @SABIC · Aug 25, 2020
7 million fully recyclable Magnum ice cream tubs made with our #TRULYCIRCLE™ certified circular polypropylene rolled out across Europe and will be launched globally in 2021. This is how our collaboration is closing the loop on used plastics.

Sabic @SABIC · Aug 25, 2020
7 million fully recyclable Magnum ice cream tubs made with our #TRULYCIRCLE™ certified circular polypropylene rolled out across Europe and will be launched globally in 2021. This is how our collaboration is closing the loop on used plastics.

DowPackaging @DowPackaging · Apr 22
Today we’re announcing our new partnership with @MuraTechnology. We will support the rapid scaling of an innovative advanced recycling solution to close the loop on plastic waste and advance a #CircularEconomy for plastics. Read more →

Dow and Mura Technology announce partnership to scale game-changing new advanced recycling solution → corporate.dow.com

Solvay @SolvayGroup · 31 May
Solvay’s lightweighting solutions allow manufacturers to design + build, safe, aerodynamic + fuel efficient aircraft. Speak with our team at JECConnect to discuss how we can be your partner of choice now and for the future. bit.ly/3yuUNvS @JECComposites

"Despite the challenges the covid-19 crisis has presented the aerospace industry has a proud history of innovation & an exciting future ahead. To progress beyond, we need to go back to a culture of breakthrough innovation!"