



OPPORTUNITIES FOR INNOVATION

THE PLASTICS VALUE CHAIN



As part of the EU Plastics Strategy, more than a dozen common single-use plastic products are being targeted by legislation intended to reduce the impact of plastic on the environment and promote the transition to a circular economy. In 2020, new rules will also be proposed to ensure that by 2030, all plastic packaging on the EU market will be either reusable or recyclable in a cost-effective way.

MASSIVE WASTE, MISSED OPPORTUNITIES

It is in the interest of European businesses to invest in the modernisation of the plastics value chain.

The current plastics economy produces waste by design; the way plastics are currently made, used and discarded fails to capture the economic benefits of a more 'circular' approach.

Of Europe's 25 million tons of plastic waste:

only **30%**
IS RECYCLED



39%
IS INCINERATED



31%
ends up IN LANDFILLS



Of the plastic that is actually recycled, a significant share is sent to be treated outside the EU. That means that the potential for recycling used plastic remains largely unexploited in the EU.

The potential annual energy savings that could be achieved from recycling all global plastic waste is equivalent to 3.5 billion barrels of oil per year. This would have a significant effect on our carbon footprint.

CONSUMERS ARE

#READYTOCHANGE

HOW DO CONSUMERS FEEL?

"In your opinion, how important is each of the following in reducing plastic waste and littering?"

Eurobarometer

94%

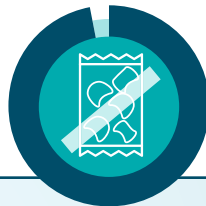


OF RESPONDENTS SAID THAT

Products

should be **DESIGNED** in a way that **FACILITATES THE RECYCLING OF PLASTIC**

94%



OF RESPONDENTS SAID THAT

Industry and retailers

should make an **EFFORT TO REDUCE PLASTIC PACKAGING**

61%



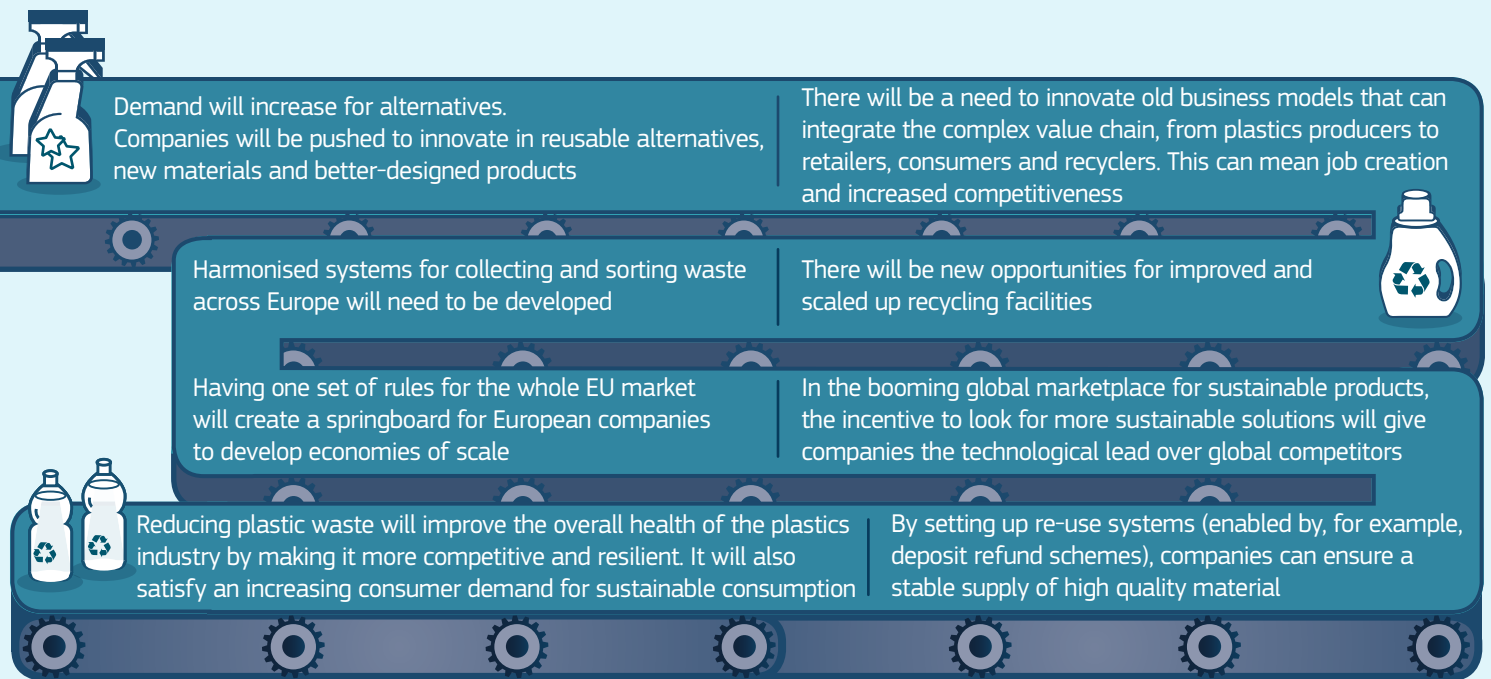
OF RESPONDENTS SAID THAT

Consumers

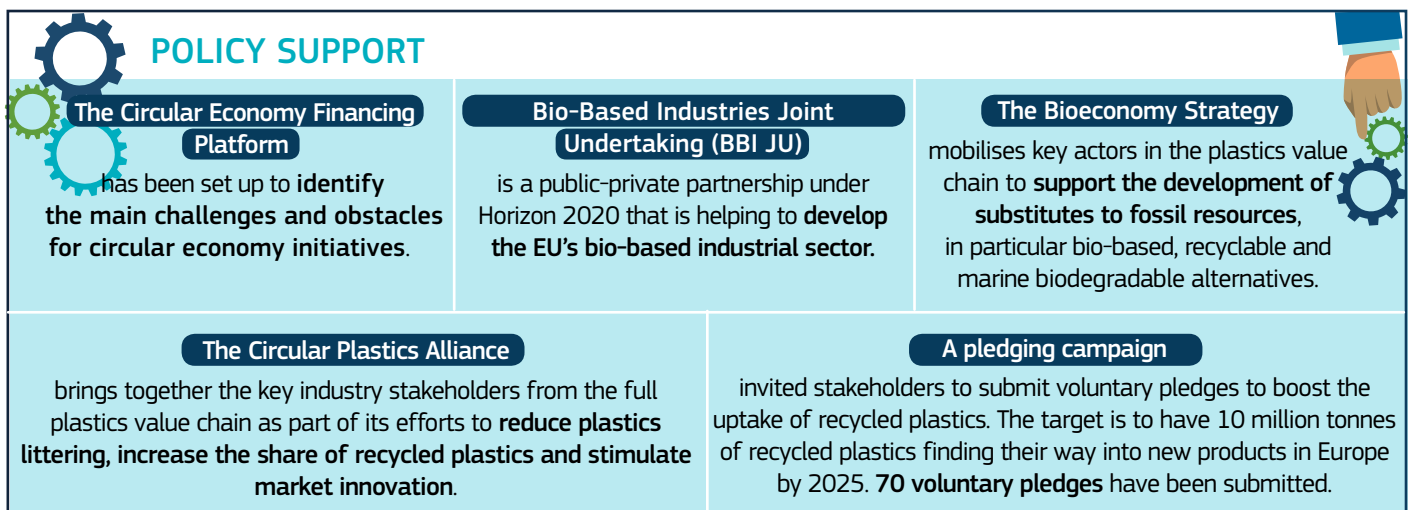
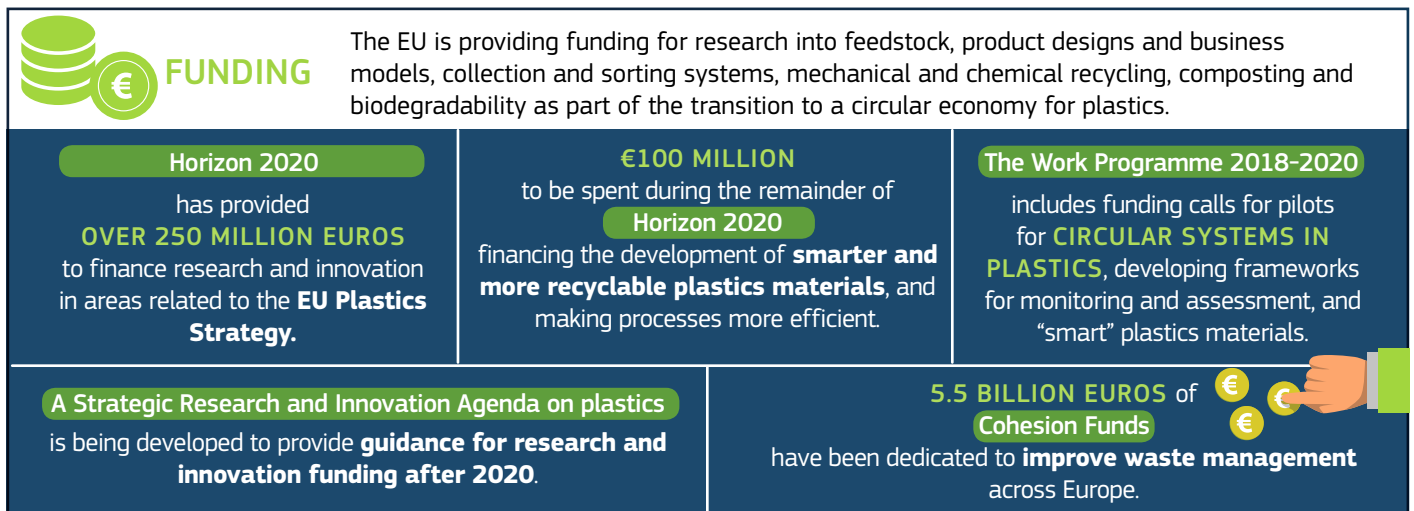
should **PAY AN EXTRA CHARGE FOR SINGLE-USE PLASTIC GOODS** (cutlery, cups, etc.)

Research and
Innovation

WHAT'S IN IT FOR EU INDUSTRY?



WHAT IS THE EU DOING TO SUPPORT INDUSTRY IN THE TRANSITION?



PROJECT EXAMPLES

The innovation developed by the project **SYMBIOPTIMA** constitutes a breakthrough in the recycling of PET. It can represent a business opportunity by allowing more efficient recycling of widely-available plastic waste in an economically viable way.

CIRC-PACK aims to develop a more sustainable, efficient, competitive, less fossil fuel-dependent, interconnected plastic value chain, addressing the design of products with biodegradable and compostable plastics.

EFFECTIVE is developing first-of-its-kind economically viable routes for the production of recyclable and biodegradable plastics from sustainable, renewable feedstock.

PolyCE tests the feasibility of the circular plastics supply and value chain while substantially reducing the WEEE (waste electrical and electronic equipment) plastics generation and enhancing the use of recycled plastics in new applications.

