



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%

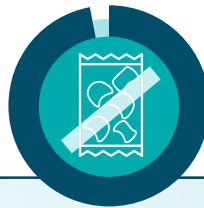


OF RESPONDENTS SAID THAT

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.)

WHAT'S IN IT FOR EU INDUSTRY?



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

FUNDING The EU is providing funding for research into feedstock, product designs and business models, collection and sorting systems, mechanical and chemical recycling, composting and biodegradability as part of the transition to a circular economy for plastics.

<p>Horizon 2020 has provided OVER 250 MILLION EUROS to finance research and innovation in areas related to the EU Plastics Strategy.</p>	<p>€100 MILLION to be spent during the remainder of Horizon 2020 financing the development of smarter and more recyclable plastics materials, and making processes more efficient.</p>	<p>The Work Programme 2018-2020 includes funding calls for pilots for CIRCULAR SYSTEMS IN PLASTICS, developing frameworks for monitoring and assessment, and “smart” plastics materials.</p>
<p>A Strategic Research and Innovation Agenda on plastics is being developed to provide guidance for research and innovation funding after 2020.</p>	<p>5.5 BILLION EUROS of Cohesion Funds have been dedicated to improve waste management across Europe.</p>	

POLICY SUPPORT

<p>The Circular Economy Financing Platform has been set up to identify the main challenges and obstacles for circular economy initiatives.</p>	<p>Bio-Based Industries Joint Undertaking (BBI JU) is a public-private partnership under Horizon 2020 that is helping to develop the EU's bio-based industrial sector.</p>	<p>The Bioeconomy Strategy mobilises key actors in the plastics value chain to support the development of substitutes to fossil resources, in particular bio-based, recyclable and marine biodegradable alternatives.</p>
<p>The Circular Plastics Alliance brings together the key industry stakeholders from the full plastics value chain as part of its efforts to reduce plastics littering, increase the share of recycled plastics and stimulate market innovation.</p>	<p>A pledging campaign invited stakeholders to submit voluntary pledges to boost the uptake of recycled plastics. The target is to have 10 million tonnes of recycled plastics finding their way into new products in Europe by 2025. 70 voluntary pledges have been submitted.</p>	

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.

