

CIRCULAR ECONOMY

Closing the loop

CIRCULAR ECONOMY

***A European Strategy for Plastics
in the Circular Economy***

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Circular Economy: a priority



Circular Economy Package 2015



Action Plan



**List of 54
Initiatives**



European Commission



List of 54 Initiatives

>80% of actions delivered

- Production
- Consumption
- Ecodesign
- Ecolabelling
- Green public procurement
- Waste
- Water
- Construction
- Plastics

Actions	Timetable
Production	
Emphasis on circular economy aspects in future product requirements under the Eco-design directive.	2016 onwards
Eco-design work plan 2016-2017 and request to European standardisation organisations to develop standards on material efficiency for setting future Eco-design requirements on durability, reparability and recyclability of products.	December 2016
Proposal for an implementing regulation on televisions and displays	End 2016 or beginning 2018
Examine options and actions for a more coherent policy framework of the different strands of work of EU product policy in their contribution to the circular economy	2016
Include guidance on circular economy into Best Available Techniques reference documents (BREFs) for several industrial sectors	2016 onwards
Guidance and promotion of best practices in the mining waste management plans	2016
Establishing an open, pan-European network of technological infrastructures for SMEs to integrate advanced manufacturing technologies into their production processes	2016
Examine how to improve the efficiency and uptake of the EU Eco-Management and Audit Scheme (EMAS) and the pilot programme on environmental technology verification (ETV)	2017
Develop an improved knowledge base and support to SMEs for the substitution of hazardous substances of very high concern	2016

Consumption	Timetable
Better enforcement of existing guarantees on tangible products, accompanied by a reflection on improvements (upcoming Commission proposal for online sales of goods, and Fitness Check of consumer legislation)	2016-2017
Action on false green claims, including updated guidance on unfair commercial practices	2016
Analysis of the possibility to propose horizontal requirements on repair information provision in the context of Eco-design	2016
REFIT of Ecolabel, to be followed by actions to enhance its effectiveness	2016
Assessment of the possibility of an independent testing programme on planned obsolescence	2016
Subject to evaluation of the current ongoing pilots, explore the possible uses of the Product Environmental Footprint to measure and communicate environmental information	2016 onwards
Action on Green Public Procurement: enhanced integration of circular economy requirements, support to higher uptake including through training schemes, reinforcing its use in Commission procurement and EU funds	2016 onwards

Waste management	Timetable
Revised legislative proposal on waste	Dec. 2016
Improved cooperation with Member States for better implementation of EU waste legislation, and combat illicit shipment of end-of-life vehicles	2016 onwards
Stepping up enforcement of revised Waste Shipment regulation	2016 onwards
Promotion of industry-led voluntary certification of treatment facilities for key waste/recycling streams	2016 onwards
Initiative on waste to energy in the framework of the Energy Union	2016
Identification and dissemination of good practices in waste collection systems	2016 onwards

Market for secondary raw materials	Timetable
Development of quality standards for secondary raw materials (in particular for plastics)	2016 onwards
Proposal for a revised fertilisers regulation	Early 2016
Proposed legislation setting minimum requirements for reused water for irrigation and groundwater recharge	2017
Promotion of safe and cost-effective water reuse, including guidance on the integration of water reuse in water planning and management, inclusion of best practices in relevant BREFs, and support to innovation (through the European Innovation Partnership and Horizon 2020) and investments	2016-2017

Analysis and policy options to address the interface between chemicals, products and waste legislation, including how to reduce the presence and improve the tracing of chemicals of concern in products	2017
Measures to facilitate waste shipment across the EU, including electronic data exchange (and possibly other measures)	2016 onwards
Further development of the EU raw materials information system	2016 onwards

Best-of-kind action	
Plastics	
Strategy on plastics in the circular economy	2017
Specific action to reduce marine litter implementing the 2030 Sustainable Development Goals	2016 onwards

Food waste	
Development of a common methodology and indicators to measure food waste	2016
Stakeholders platform to examine how to achieve SDGs goals on food waste, share best practice and evaluate progress	2016
Clarify relevant EU legislation related to waste, food and feed in order to facilitate food donation and utilisation of former foodstuffs for animal feed	2016
Explore options for more effective use and understanding of date marking on food	2017

Critical raw materials	
Report on critical raw materials and the circular economy	2017
Improve exchange of information between manufacturers and recyclers on electronic products	2016 onwards
European standards for material-efficient recycling of electronic waste, waste batteries and other relevant complex end-of-life products	2016 onwards
Sharing of best practice for the recovery of critical raw materials from mining waste and landfill	2017

Construction and demolition	
Pre-dentury assessment guidelines for the construction sector	2017
Voluntary industry-wide recycling protocol for construction and demolition waste	2016
Core indicators for the assessment of the lifecycle environmental performance of a building, and incentives for their use	2017 onwards

Biomass and bio-based materials	
Guidance and dissemination of best practice on the cascading use of biomass and support to innovation in this domain through Horizon 2020	2016-2019
Ensuring coherence and synergies with the circular economy when examining the sustainability of bioenergy under the Energy Union	2016
Assessment of the contribution of the 2012 Bio-economy Strategy to the circular economy and possible review	2016

Innovation and investments	
Initiative 'Industry 2020 and the circular economy' under Horizon 2020	October 2015
Pilot project for 'innovation deals' to address possible regulatory obstacles for innovators	2016
Targeted outreach to encourage applications for funding under EFSI, and support the development of projects and investment platforms relevant to the circular economy	2016 onwards
Targeted outreach and communication activities to assist Member States and regions for the uptake of Cohesion Policy funds for the circular economy	2016 onwards
Support to Member States and regions to strengthen innovation for the circular economy through smart specialisation	2016 onwards
Assessment of the possibility of launching a platform together with the EIB and national banks to support the financing of the circular economy	2016
Engagement with stakeholders in the implementation of the action plan through existing fora in key sectors	2016 onwards
Support to a range of stakeholders through actions on public-private partnerships, cooperation platforms, support to voluntary business approaches, and exchanges of best practices	2016 onwards
Monitoring	
Development of a monitoring framework for the circular economy	2017



Plastic Packaging Industry

- *The packaging industry represents 59% of the plastic sector.*
- *In the EU, the plastics sector as a whole employs 1.5 million people and generated a turnover of EUR 340.000 million in 2015.*
- *Mandatory percentage of plastics packing recycling: new binding targets agreed on December 2017 for 2025, 2030 and 2035 (55, 60 and 65% respectively).*
- *New target to reduce landfill to a maximum of 10% by 2035 (with a 5-year derogation for countries which sent over 60% of waste to landfill in 2013).*
- *According to the Ellen MacArthur Foundation, 95 % of the value of plastic packaging material, i.e. between EUR 70 and 105 billion annually, is lost to the economy after a very short first-use cycle. By not recycling, we are wasting valuable materials worth billions of euros.*



European
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EUROPE PRODUCES A HUGE AMOUNT OF PLASTIC: **58 MILLION TONNES** EVERY YEAR



40%
packaging



22.5%
consumer &
household goods



20%
building &
construction



9%
cars &
lorries



6%
electrical &
electronic equipment



3%
agriculture

Source: PlasticsEurope

#PlasticsStrategy



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EUROPE PRODUCES **25 MILLION TONNES** OF PLASTIC WASTE



**ONLY
30%**
is recycled



39%
is incinerated



31%
is in landfills

Source: PlasticsEurope, 2014



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What are you doing about plastic waste?



EU average



65%

separate waste
for recycling



34%

avoid single-use
goods like
cutlery & cups



24%

avoid buying
over-packaged
products



75%

use fewer
single-use
plastic bags

Source: Eurobarometer

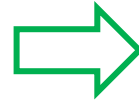
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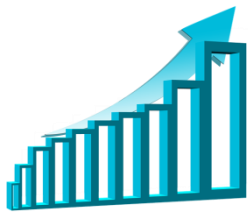
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Plastics: what do we want to achieve?

*The Plastics Industry
of the future*



**Smart
Innovative
Sustainable**



**ECONOMIC
OPPORTUNITIES**



**SOCIAL
INNOVATION**



**PROTECT THE
ENVIRONMENT**

A VISION FOR THE CIRCULAR PLASTICS ECONOMY

- **Economic incentives**
- **Strategy for jobs**
- **Investment in infrastructure and innovation**
- **More integrated value chain**
- **Growing market for recycled content**
- **Alternative feedstock + innovative & sustainable materials**
- **Growth decoupled from plastic waste generation**
- **More sustainable consumption patterns**

A circular and sustainable plastics industry

BETTER PRODUCT DESIGN MAKES PLASTICS RECYCLING EASIER



**Saving 77-120 EUR
for each tonne
of plastic waste
collected**

Source: Ellen MacArthur Foundation (2016)

CO₂ BENEFITS OF PLASTICS RECYCLING



A EUROPEAN STRATEGY FOR PLASTICS IN THE CIRCULAR ECONOMY



**Improve
the economics
and quality
of plastics
recycling**



**Curb plastic
waste and
littering**



**Drive
investments
and innovation
towards circular
solutions**



**Harness
global
action**



By 2030

**All plastics packaging reusable or recyclable
>50% of plastic waste recycled
Sorting & recycling capacity X 4 (vs. 2015)**

How to achieve it?

1. Improve product design

2. Better separate waste collection

3. Boosting recycled content



Prevent plastic waste entering in our environment be it on land or in the oceans- action single use plastics

Clear framework for the use of biodegradable and compostable plastics

Significant part of marine litter originates from sea-based sources, including lost and abandoned fishing gear

Curb microplastics pollution: REACH



European Commission

REDUCING MARINE LITTER:

10 most common plastic objects found on European beaches



Cigarette butts



Food containers



Drink bottles



Bags



Crisp packets/
sweet wrappers

Single-use plastic items represent
50%
of marine litter



Balloons and balloon sticks



Cups & lids



Cutlery, straws & stirrers



Cotton buds

Sanitary applications



Source: Based on JRC report

#PlasticsStrategy



ACTION ON SINGLE USE PLASTICS AND FISHING GEAR-Spring 2018



Innovation is a key enabler for the transformation of the plastics value chain.

While the EU can play an enabling role, European businesses need to invest in the future and affirm their leadership in the modernisation of the plastics value chain.

Strategy also reaffirms our commitment to find alternative feedstock for plastics production. Bio-based plastics can play a role, provided they are truly sustainable

Voluntary Commitments of Plastic Industry

- ***Part of Plastic Strategy: voluntary commitments of plastic industry until June 2018.***
- ***The Ellen MacArthur Foundation announced at the World Economic Forum in Davos that the list of leading brands, retailers, and packaging companies working towards using 100% reusable, recyclable or compostable packaging by 2025 or earlier has grown to 11.***
- ***Amcor, Ecover, Evian, L'Oréal, Mars, M&S, PepsiCo, The Coca-Cola Company, Unilever, Walmart, and Werner & Mertz.***
- ***Together they represent more than 6 million tonnes of plastic packaging per year.***



Plastics value chains and challenges from plastic pollution are global. So are the solutions

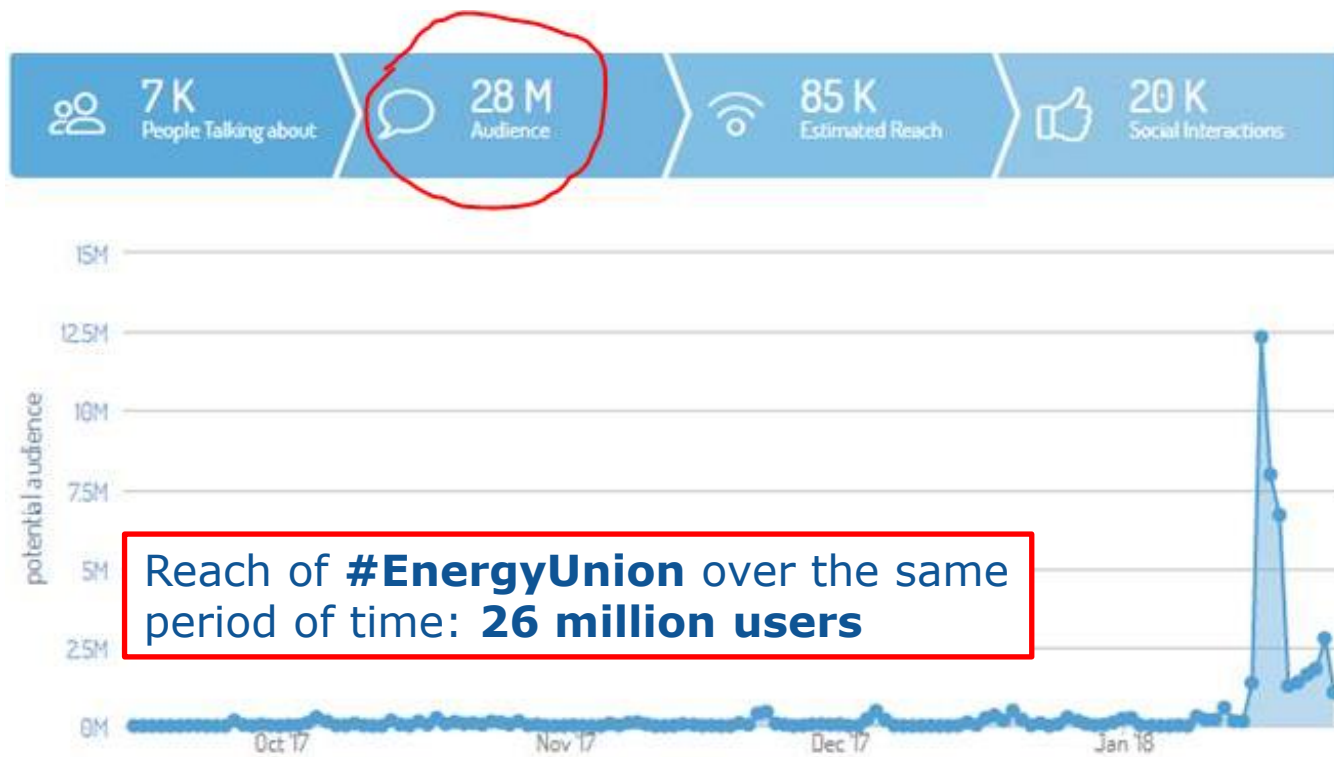
The strategy will harness global action through stronger engagement in international fora, enhanced support to projects in East and South-East Asia, and strengthened policy dialogue with countries outside Europe.

How to achieve it?

- **Call for global action**
- **Support for multilateral initiatives on plastics**
- **Promote international industry standards development**
- **Development in cooperation funding**
- ***Focus on key regions: 10 rivers contributing between 88% and 94% of the total land based plastic debris to marine litter. Source: Christian Schmidt et al.***



Social media reach on 24 January: 28 million users





European Commission

Media coverage: initial results 239 articles

- Publications in **EU 28 and beyond**
- Initial results cover articles published **only in seven EU Member States**
- Published **only during first two days** following the Strategy adoption

EFE: VERDE

PLÁSTICOS ENTREVISTA
KARMENU VELLA: LA ESTRATEGIA EUROPEA SOBRE PLÁSTICOS ES UN MODELO PARA AMÉRICA LATINA



Archivo EFEverde

Publicado por suscriptor/a 14 Enero, 2018 Madrid

Madrid, 16 ene (EFE). La estrategia sobre plásticos aprobada hoy por la Comisión Europea y que prevé que en 2030 todas las botellas comercializadas en la UE sean reutilizables o reciclables "es un modelo a seguir" en América Latina, según el comisario europeo de Medio Ambiente, Karmenu Vella.

Trudno bez niego żyć,
Plastik Komisja Europejska przedstawiła 16 stycznia 2018 r. w Brukseli strategię dotyczącą tworzyw sztucznych



25
7,3
8,4
-16,6

Plastik Komisja Europejska przedstawiła 16 stycznia 2018 r. w Brukseli strategię dotyczącą tworzyw sztucznych

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STIRI NON-STOP

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INTERVIU UE si plasticul: Comisarul European pentru Mediu explica intr-un interviu pentru HotNews.ro ce masuri trebuie sa ia Romania

de Catalina Ivanov | HotNews.ro
Miercuri, 17 Ianuarie 2018, 11:43 Actualitate | Mediu

Comisia Europeana a lansat marti strategia pentru reducerea deseurilor de plastic. Principalele prevederi sunt ca pana in 2030 toate plasticile puse pe piata sa fie reciclabile, iar 5% sa fie reciclate. Romania, ca stat membru UE, trebuie sa respecte si ea aceste prevederi, insa in conditiile in care reciclam doar 5% din gunoi, desi tinta este de 50% pana in 2030, taxa de depozitare la groapa a fost amanata cu 2 ani, iar peste 90% din sistemele de management integrat al deseurilor construite cu bani europeni nu functioneaza, acest lucru este greu de crezut. Intr-un interviu acordat HotNews.ro, Karmenu Vella, Comisar European pentru Mediu, explica ce prevede aceasta strategie si ce masuri vor fi luate in urmatoarea perioada pentru punerea in aplicare, dar si ce santii risca Romania fiindca este un dezastru in gestionarea deseurilor.



Estão a ser preparadas novas metas de reciclagem?
As medidas desta estratégia vão ser gradualmente mais próximas aos 100%, independentemente disso, pedimos que estejam a trabalhar nos planos para a reciclagem assim que terminarem a primeira onda de negociações do pacote para a Economia Circular, lançado há dois anos. Para já, pedimos garantir que a nova meta para a reciclagem de plásticos vai estar por 55% em 2030 e que haverá a proibição de deposição em aterro de lixo que é reciclado para reciclagem. Também haverá medidas mais robustas para entender a responsabilidade do produtor.

*"The only **long-term solution** is to reduce plastic waste by recycling and reusing more.*

*This is a huge challenge, but also an opportunity that citizens, industry and governments must seize **together.**"*

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Learn more about the plastics strategy and the circular economy

http://ec.europa.eu/environment/circular-economy/index_en.htm