



**PCEP**  
POLYOLEFIN  
Circular Economy Platform

DRIVING THE  
CIRCULAR POLYOLEFIN  
ECONOMY TOGETHER



## OUR MISSION & OBJECTIVES



PCEP's goal is to transform the entire polyolefin system from a linear to a circular one through collective voluntary action.

We bring together organisations from every point in the polyolefin value chain, including brand owners, retailers, waste management organisations, recyclers, converters and resin producers.

We provide a common platform, data and tools to enable the polyolefin value chain to collaborate, identify barriers and develop solutions to deliver a circular polyolefin economy.

PCEP represents the united voice of the polyolefin industry in Europe.

## WHY POLYOLEFINS

Polyolefins are extremely valuable materials. They are also very versatile, used across a wide variety of industries and applications, from everyday household use to specialised industrial applications. And they are fully recyclable. That is why we cannot and must not simply throw them away after use.

## OUR BOLD NEW VOLUNTARY TARGETS



Increase the volume of **recycled post-consumer polyolefin** used in European products to 4MT a year by 2025, an increase of 2 million tonnes.\*



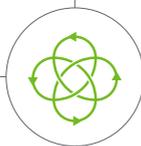
Increase the share of **post-consumer polyolefin recycles to 30%** of total polyolefin use by 2030.



**Recycle 60%** of collected polyolefin packaging by 2030.



**Recycle 50%** of collected total polyolefin waste by 2030.



In 2018, PCEP committed to strong voluntary action for our value chain. Our 2021 Polyolefin Material Flow Study showed that we have already reached the industry's voluntary pledge to increase the amount of recycled post-consumer polyolefin used in European products to 3 million tonnes. Consequently, in 2022, we **upgraded our level of ambition** and strengthened further our commitment to Europe's circular economy.

\*Baseline: PCEP 2018 Polyolefin Material Flow Study (reflecting 2016 market data for EU27 plus UK, Norway and Switzerland)

## EXAMPLES OF OUR WORK

At PCEP, we are working on a range of member-driven projects which directly contribute to the delivery of our circular polyolefin vision. If you wish to receive a comprehensive overview of all our ongoing activities, please contact [secretariat@pcep.eu](mailto:secretariat@pcep.eu) to request the latest copy of PCEP's Work Programme.



ADVOCATING FOR A  
SUPPORTIVE REGULATORY  
FRAMEWORK



DEVELOPING DESIGN  
PRINCIPLES FOR CIRCULAR  
POLYOLEFINS



CREATING TOOLS TO HELP  
BOOST CONFIDENCE IN  
RECYCLED POLYOLEFINS



UNDERSTANDING THE  
POLYOLEFIN MATERIAL  
FLOW IN EUROPE



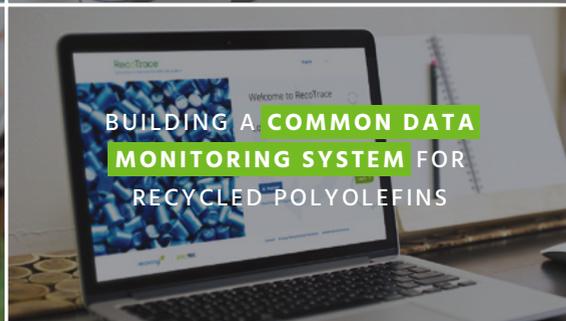
EXPLORING REUSE, REFILL &  
REFURBISHMENT BUSINESS  
MODELS AND BEST PRACTICE



DEFINING NET ZERO  
& WHAT IT MEANS FOR  
POLYOLEFINS



FACILITATING FOOD AND  
NEAR FOOD END MARKETS  
FOR RECYCLED POLYOLEFINS



BUILDING A **COMMON DATA  
MONITORING SYSTEM** FOR  
RECYCLED POLYOLEFINS

## OUR MEMBERS



## BENEFITS OF MEMBERSHIP

PCEP provides a forum for all parts of the polyolefin value chain to network with each other, establish best practice, showcase products and projects, exchange knowledge and collaborate to innovate together.

We create a collaborative environment that brings together the collective expertise of all organisations operating in every stage of the polyolefin value chain to take action to increase the circularity of polyolefins.

We share ideas and expertise on how to design polyolefin products to be more reusable and recyclable, as well as enhance collection and sorting systems to improve the recycling process and develop end markets that increase the use of recycled polyolefins as raw materials.

PCEP represents polyolefins in the EU policy and regulatory debate and is an active member of the Circular Plastics Alliance (CPA), created under the auspices of the European Commission.

## BECOME A MEMBER

PCEP membership is open to any organisation that plays an active role in the polyolefin value chain. To learn more, please contact PCEP at [secretariat@pcep.eu](mailto:secretariat@pcep.eu) or visit [www.pcep.eu](http://www.pcep.eu)

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