



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.*



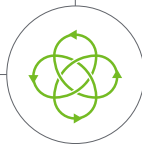
Increase the share of **post-consumer polyolefin recycles to 30%** of total polyolefin use by 2030.



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 to request the latest copy of PCEP's Work Programme.



ADVOCATING FOR A
SUPPORTIVE REGULATORY
FRAMEWORK



DEVELOPING DESIGN
PRINCIPLES FOR CIRCULAR
POLYOLEFINS



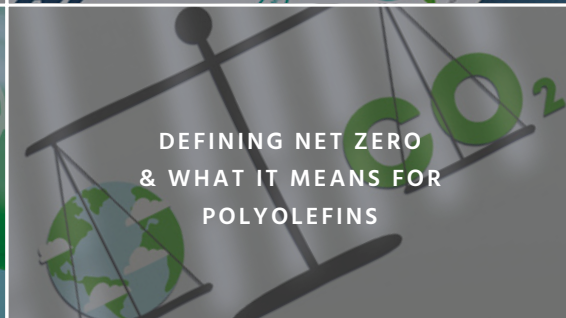
CREATING TOOLS TO HELP
BOOST CONFIDENCE IN
RECYCLED POLYOLEFINS



UNDERSTANDING THE
POLYOLEFIN MATERIAL
FLOW IN EUROPE



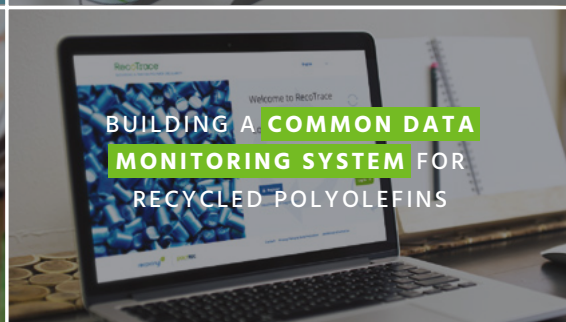
EXPLORING REUSE, REFILL &
REFURBISHMENT BUSINESS
MODELS AND BEST PRACTICE



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