

HELP US MAKE POLYOLEFINS CIRCULAR



PCEP
POLYOLEFIN
Circular Economy Platform

www.pcep.eu

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Why circular polyolefins

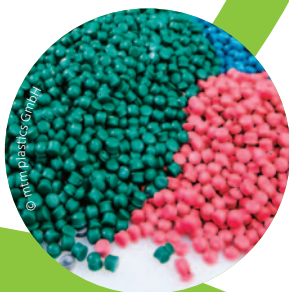
Polyolefins are extremely valuable and versatile plastics. They are also vital materials if we want to decarbonise our society and have high quality, safe, eco-friendly lives. But we can't do that by simply throwing plastic away after we've used it. We must be responsible for the plastic that we produce. That means only making what we need, designing it for re-use in its first life and for collection and recycling, so that we reuse it again and again... and again... for as many lives as possible.



How we become circular

Our goal is to transform the entire polyolefin system from a linear to a circular one by bringing together organisations from every point in the polyolefin chain: brand owners, retailers, waste management organisations, recyclers, converters, producers and everyone else.

Through dialogue and collaboration, PCEP is delivering innovative solutions to today's barriers.



PCEP is a collaborative organisation with **three strategic goals for polyolefins:**

1

Designing out waste

2

Keeping maximum products and material in use for as long as possible

3

Recycling into high-quality new raw material

TRANSFORMATION THROUGH VOLUNTARY ACTION

PCEP is all about action. We are already committed to:

- Increase the volume of recycled post-consumer polyolefin content used in European products to 3m tonnes a year by 2025, an increase of 1m tonnes;
- Reuse or recycle 60% of collected polyolefin packaging by 2030;
- Ensure more than 75% of polyolefin packaging is designed for recycling by 2030;
- Improve collection and sorting systems; and
- Review our level of ambition every two years.

Circular polyolefins today

Polyolefins are a leading material in a wide variety of industries and applications. They are the most widely used family of plastics accounting for half of all European plastics demand and nearly two thirds of all collected post-consumer plastics waste. The high-quality recycled polyolefin made from this waste drives circularity in many European markets including building and construction, packaging, agriculture, electronics, automotive and others.

Delivering solutions

Our Steering Board oversees the mission to deliver the transformation to a circular polyolefin economy and ensure long term sustainability of polyolefins. PCEP members work together:

INNOVATING

for a circular economy

ENHANCING

collection and sorting

DEVELOPING

end markets for recycled polyolefins

UNDERSTANDING

our material flow and progress towards our commitments

COMMUNICATING

the advances in a circular polyolefin economy

ADVOCATING

for a supportive regulatory framework

Become a member

PCEP membership is open to all organisations active in polyolefins.

Help us to deliver the solutions that will benefit our society, our environment and our industry.

Membership benefits

Deliver solutions to increase polyolefin circularity

Forum to network with whole polyolefin chain

Exchange knowledge and ideas

Showcase circular products and projects

Represent polyolefins in policy and public debates

Member of EU Circular Plastics Alliance

Any questions?

Contact PCEP
Secretary General
Venetia Spencer
venetia.spencer@pcep.eu



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