



ANNUAL
REPORT
2020



PCEP
POLYOLEFIN
Circular Economy Platform

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REPORT
2020

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01 | INTRODUCTION

REPORT FROM THE CHAIR OF THE STEERING BOARD



In our second year of operations, PCEP's focus was to start delivering on the promises and commitments that we made in our launch year.

2020 was the first full year of normal operation for PCEP since we formally launched in 2019. Did I say 'normal'? It has hardly been that! The global Covid-19 pandemic brought economies around the world to a grinding halt in the middle of Q1, after which all activities had to be carried out virtually and at a distance. This was a major challenge for a young organisation such as PCEP, but I am delighted to say that we proved to be nimble-footed in the face of this unprecedented challenge and quickly adapted to the new working environment.

A start-up year is usually one of great excitement and energy, when everything is new. But in our second year of operations, PCEP's focus was to start delivering on the promises and commitments that we made in our launch year. Adding to the challenge, 2020 was the year when the Steering Board which launched the organisation was scheduled to hand over to its successors. This hand-over has given us a new Board composition, as well as a new Chair. On behalf of the new Board, I would like to send our heartfelt thanks to the launch Board and its Chair – and while I'm doing so, a warm welcome to our new Board Members.

To ensure that we maintain a steely focus on delivery, one of the first decisions of the Board was to engage more closely with PCEP's Working Groups. We decided that a Board Member would act as sponsor for each Working Group (and in some cases be its interim Chair). This new arrangement will give us, as a Board, much better visibility of PCEP's progress, as well as ensure there is better alignment between the Board and the Working Groups. I believe we are already seeing the benefits of these closer links, although I am also certain we will continue to refine the arrangements in 2021.

PCEP's focus on delivery is hugely important today – the world around us is not going to wait for PCEP to be ready. There is ever increasing pressure on our whole value chain, both in terms of the public's perceptions of plastic, as well as via EU regulatory developments.

Here, it is important to note that PCEP is playing an important role and is already seen as the partner of choice to develop an enabling regulatory framework – or indeed challenge it when we feel it does not work well.

Our overarching aims are to ensure that EU legislation treats polyolefins and other plastics in a fair manner relative to other materials; that our value chain is seen as part of the solution; that the legislation creates a level playing field, both across materials and across European countries; and that it incentivises good solutions, rather than creates hurdles for investment into a circular value chain.

I am delighted that our membership has grown this year and that our new members come from across the polyolefin value chain. We bid all our new members a very warm welcome and we very much look forward to working together.

A huge thank-you must also be sent to our existing members and associations, who first made the establishment of PCEP possible and who are now supporting the growth of PCEP's team and granting PCEP the financial resources to play the role we need to play – being the partner of choice for EU regulatory authorities and to help transform the entire polyolefin value chain into a circular economy.

Looking ahead, although the global economy is still fragile, we are hopeful that some semblance of normality will return in 2021 to enable us to engage more closely with our members and take them along with us on our PCEP journey.

We will continue to be the polyolefin value chain coordinator for the [Circular Plastics Alliance \(CPA\)](#). We will also develop additional EU policy positions on behalf of the full PO value chain and proactively communicate these to our stakeholders and influencers. And finally, we aim to expand our membership still further to

secure the scale and impact we need to achieve polyolefin circularity.

We are moving forward with confidence in 2021 and will gather ever more momentum through strong industry collaborations and partnerships.



REPORT FROM THE SECRETARY GENERAL



In the face of the global crisis, PCEP members all remained fully committed to playing our part in the transformation to a carbon neutral circular economy for Europe.

2020 is certainly the most extraordinary year to review for PCEP's first ever Annual Report. It was certainly not the year we were expecting in our first full 12 months of operations. Nevertheless, it gives me great pleasure to share PCEP's accomplishments during 2020, as well as take the opportunity to look ahead to this new year, whose challenges I hope will all be around the advancement of circularity.

In the face of the global crisis, PCEP members all remained fully committed to playing our part in the transformation to a carbon neutral circular economy for Europe. Everyone involved showed wonderful resilience despite everything the year threw at us. It took some nimble footwork, but PCEP has made significant progress on all fronts. And for this, I would like to offer huge and heartfelt thanks to our small but dedicated secretariat, our members, our working groups and our board - both outgoing and incoming.

DIALOGUE WITH STAKEHOLDERS

Dialogue with PCEP's key stakeholders continued throughout 2020. All across the plastics value chain we have worked hard this year to establish today's reality, understand each other's needs and discuss how we can overcome existing barriers to meet our voluntary commitments and speed up the transition to a circular economy.

PCEP is very active in the [Circular Plastics Alliance \(CPA\)](#), from representing polyolefins on the Steering Committee to engagement in every sector working group.

We are actively working toward the plastics industry's collective goal of 10MT of recycled plastics in European products by 2025 by committing to the largest demand-side pledge for uptake of post-consumer recycled content.

In November, the CPA published its first deliverables with the Workplan on Design for Recycling, State of Play on Collection & Sorting and an R&D Agenda. In addition to the CPA, PCEP is actively represented in the [European Coalition for Chemical Recycling](#) and the [Plastics Industry Recycling – Food Contact Experts Group](#).

PCEP also organised a number of its own events, including (before the pandemic took hold) a recycles workshop for members at the Plastix factory site in Denmark. Post lock-down, these went virtual with a training session on plastics and the EU's REACH legislation, as well as presentations on new developments in the industry, such as [APK's Newcycling®](#) technology, [SUPERPE](#) consortium in France and [NEXTLOOPP](#) project in UK.

MEMBERSHIP

We have welcomed several new members of PCEP since our AGM in May 2020. These include: the Barbier Group - a leading converter producing polyethylene film; LyondellBasell - one of the largest plastics, chemicals and refining companies in the world; APK - which brings traditional mechanical and innovative new recycling expertise; and PepsiCo - the global food and drinks manufacturer.

It is really encouraging that, even in the midst of a global crisis, these companies have still made it their priority to join the transformation to a circular polyolefin economy. If you are interested in joining us, or you know someone who might be interested to join, please do get in touch. You can contact us at info@pcep.eu.

NEW OFFICES AND TEAM MEMBERS

Patricia Dresse joined us as Office Manager on a part-time basis last July and has done sterling work keeping all our collective activities on track. We are also supported by a team at [ianus Group](#), who support all our legal and financial work.

In November, we moved into our stylish new and sustainably designed offices at 6-9 Avenue des Arts, a few minutes' walk from the centre of Brussels and the EU district. At the time, Belgium was in lockdown, so we are still looking forward to celebrating the new premises, which we share with [Styrenics Circular Solutions \(SCS\)](#), sometime in 2021. With our common commitment to the circular economy, our two associations are well aligned. A shared workspace will allow us to maximize on synergies, exchange information and provide a more pleasant working environment for our teams. When this pandemic finally recedes, please don't hesitate to drop in on us – the restaurant has a great reputation!

In 2021, we also look forward to expanding the PCEP secretariat, welcoming Rebecca Colley-Jones as PCEP's Circular Economy Project Manager, and Petya Todorova as the Circular Economy Advocacy and Communications Manager.

LOOKING AHEAD

With a new team in place and the continuing commitment of our members - old, new and still to join, we look forward to driving the transition to the circular polyolefin economy.

Building back better requires us all to work together to find a new normal, post COVID. This may be a once-in-a-generation opportunity to make the systemic changes that a circular, carbon-neutral economy requires.

At PCEP we are proud to provide the platform for everyone in the extensive polyolefin value chain to come together, exchange ideas, spread knowledge and shape the path forward, united by our common mission.



The background of the page is a dense field of small, multi-colored plastic fragments, likely representing waste. This field is viewed through a large, dark, semi-transparent circular lens that is centered on the page. The colors of the plastic include various shades of blue, red, green, yellow, and white. The overall effect is a textured, abstract pattern.

02 | WORKING GROUP ACTIVITIES IN 2020

INNOVATING FOR A CIRCULAR ECONOMY - WG1



It has been a busy year for this working group with three full team meetings, all conducted remotely, well attended and very engaging. The group also created three sub-groups to discuss in more depth topics that the team identified as being critical for the polyolefin value chain.

At the first meeting in April, the group was given a presentation of the [PREP](#) system, an online tool for calculating whether an item is recyclable. PREP is currently available in Australia and by [OPRL](#) in the UK, but the aim will be to develop a European version. The group then went on to look at workstreams for the coming year. Two were identified: design for recycling guidelines; and characterisation of recyclates. Both are key to developing a full circular economy.

For 'design guidelines', the group will develop principles to enable the assessment of how relevant a set of product guidelines is to creating a circular economy in polyolefins, rather than creating new sets of guidelines which risk adding confusion to an already crowded arena.

For 'characterisation of recyclates' the aim is to find common ways to characterise recycled material to aid the dynamics of the secondary material market.

In June, the group expanded its two work streams and added a third. The additional workstream was to develop guidelines for circular resins. This could help the polyolefin industry to develop and design virgin materials that will be easier to recycle more often and so be more suited for purpose in a circular economy.

Other topics discussed included ensuring that PCEP was fully represented in [Circular Plastics Alliance \(CPA\)](#) workgroups (11 of 19 priority products identified are polyolefins), as well as an update on the current state of the [Holy Grail](#) project on digital watermarking (how

it presented opportunities to make polyolefins more circular).

At the October meeting, the sub-groups had met and there was progress in all three work-streams. The goal for the characterisation of recyclates group is not to work on improving quality of recyclates, rather to identify an accurate description that helps match materials to end markets. The design guidelines team have a draft proposal and the circular resins group called for input from across the value chain to help in the project.

The role of the CPA in helping the future circularity of polyolefins was discussed, as well as the need for as many members as possible to support this work. PREP's work to develop a tool suitable for use in Europe is proceeding well and PCEP members volunteered to test the system.

By defining the three workstreams and creating dedicated teams to develop their work, the working group has a strong agenda for 2021.





CASE STUDY

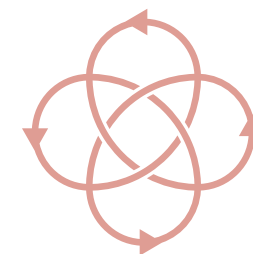
SUSTAINABLE PACKAGING AND LABEL PRINTING

DESIGN FOR RECYCLING

PCEP members SONGWON and German packaging specialist RPC bpi Nordfolien have collaborated to develop polyethylene (PE) bags, made of recycled materials from different waste streams, including used printed industrial bags.

SONGWON is one of the first chemical companies to package its products in 20kg PE bags made of 50% recycled PE (mid-term target is to increase this to 80%).

All of the solvents required for de-inking are also recycled in a closed-loop process. The label is printed without ink, using fiberlaser marking technology.



ENHANCING COLLECTION AND SORTING - WG2



During 2020, this working group established itself and started to work together under its new chair, Ronald van der Meer of Borealis Group, who took up the Chairmanship in June.

The key task for the group was to analyse the available data from the PCEP study on 2019 material flow, as well as from the [Circular Plastics Alliance - State of Play on Collection and Sorting](#), to identify the most valuable points of focus for the coming years.

Foremost among the challenges that the group is addressing is that of increasing the 'input' of quality plastic waste into the recycling system. As things stand today, while post-consumer polyolefins are collected each year across all waste streams, there is not enough volume of plastic waste coming into the recycling system and it is not of high enough quality to support widespread circularity.



The working group's focus for the coming 2-3 years will be to analyse best practice and identify supportive frameworks, with the intention of rolling these out across Europe. The group's work will support our advocacy colleagues to encourage the development of European and national-level legislation to unlock a reliable capacity of plastic waste to recycle, coupled with an expansion of collection, sorting and recycling infrastructure. Without both of these elements in place, the industry will have a social and legislative obligation to recycle, but not enough waste available in the right form to make it possible to recycle into secondary raw materials that can be taken up by the end market applications seeking them.

The 'Enhancing collection and sorting' working group will need to work closely with both the Advocacy and the Communications working groups to raise awareness of this challenge, both at EU level and in national capitals, so encouraging the development of legislation, coupled with investment, to unlock this capacity.





#ClosedLoopRecycling

CASE STUDY

RECYCLED FOOD-GRADE SOFT PLASTIC PACKAGING

CLOSED LOOP COLLABORATION

A collaboration involving PCEP member SABIC developed a new food-grade plastic packaging through a pioneering process of recycling soft, flexible plastic packaging.

Companies from across the value chain – SABIC, Plastic Energy, Sealed Air, and Bradburys Cheese – worked together with the supermarket Tesco to recycle soft plastic collected from Tesco customers into new food-grade packaging. The trial proved that soft plastic, that would typically go to waste, can be recycled multiple times into new high-quality plastic as a part of a closed-loop recycling system and thereby contributing to the creation of a circular economy for plastics.

The soft plastic material collected by Tesco was sent to Plastic Energy who converted it via their pyrolysis recycling process into TACOIL. SABIC then used this recycled oil as feedstock in their production process instead of traditional fossil materials to make new plastic pellets from their TRUCIRCLE™ portfolio that are as safe and effective as virgin plastic.

These pellets were used by Sealed Air in one of their plastic packaging designs, still meeting the performance requirements of Tesco's cheese supplier, Bradburys. Seven different cheeses wrapped in this flexible plastic were sold in selected Tesco's stores.



© SABIC & PARTNERS

DEVELOPING END MARKETS FOR RECYCLED POLYOLEFIN - WG3



During 2020, this working group focused most of its energy on launching the two key initiatives identified in the first meetings in late 2019. Namely, developing a pilot project to demonstrate the use of recycled plastic pallets for the petrochemical industry; and a project to enable the use of recycled polyolefin in food contact applications.

The pallet pilot project aims to demonstrate the benefits of using post-consumer recycled PO pallets in place of the wooden ones still used today along much of our value chain. To drive this project, a small team representative of the full value chain evaluated the potential for this end market and its contribution to PCEP's commitment to deliver more recycled content in PO products. They will also study the improved environmental footprint of rPO pallets, the models for pooling systems and what the petrochemical industry should do to optimise this critical feature of reusable pallets. Finally, they will survey PCEP members on the specifications and technical requirements for pallets, and identify the critical success factors that must be demonstrated to encourage the industry to make the transition.

With the early steps of the project completed, we expect to undertake two pilot projects in 2021 with both the suppliers and customers of the resin producers.

Once the project has been completed, the transition to the industry can potentially be rolled out quickly, as there is not a great deal of legislation that needs to be adapted – and pallets are used at almost every point in the supply chain.

Food contact material is one of polyolefin's largest applications, but the use of recycled material is largely prevented today by EU food safety legislation. As a first step, PCEP undertook careful analysis of the regulatory needs and broad range of possible recycling technologies. This was followed up by mapping the activity, technologies

and projects linked to physical recycling of polyolefins.

The working group concluded that the first step for physically recycled polyolefins was to establish a clear scientific evaluation framework, looking at characterising the waste feedstock and what is needed to prove that a recycling technology delivers food safe recycled materials.

By pooling our expertise and working with existing initiatives, PCEP aims to share industry knowledge with regulators and secure a regulatory framework that acknowledges all recycling technologies and enables thorough evaluation of recycled polyolefins.

This work will also benefit other end market applications, such as cosmetics or toys, where the requirements for plastic quality are also driven by consumer safety and, rightly, set high.

A key aim for 2021 is to ensure that both projects are completed – and that one or two additional new projects are also brought forward to expand existing end markets, or to demonstrate new markets where recycled polyolefins can replace virgin polymer.



neue
Frosch
Senses
CASE STUDY

COLLABORATION
TO REVOLUTIONISE
COSMETICS INDUSTRY

POST-CONSUMER RECYCLATES

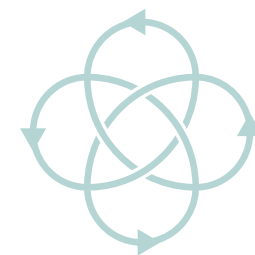
PCEP members ALPLA and Erema, working with Werner & Mertz and The Green Dot, are revolutionising the cosmetics industry: from 1 May 2020, shower gel bottles for Frosch Senses are made of 100% HDPE Post Consumer Recyclates (PCR) collected in consumers' yellow recycling bags.

In a joint project with The Green Dot, ALPLA, Erema and Werner & Mertz developed a special treatment process for HDPE, that satisfies the demanding requirements of the cosmetics industry.

The recycled material needed to be not only technically suitable, but also odourless because the scent of a shower gel is very important to consumers. Consequently, granules from the waste collection system had to be completely free of impurities and contamination.



© WERNER & MERTZ



UNDERSTANDING THE POLYOLEFIN MATERIAL FLOWS - WG4



In 2020, this working group focussed on two major projects. The first was to review and finalise the 2019 survey of polyolefin material streams in Europe; the second was to review potential tools and systems for collecting real-time data on polyolefin material flows.

The working group analysed the 2019 market data: first - to determine whether PCEP is on track to meet its voluntary commitments; and second - to assess where we should focus our efforts and whether we can increase our levels of ambition.

The 2019 data indicated strong growth in the total volume of recycled polyolefins from our collected post-consumer waste, reaching an estimated 2.5MT in Europe with a further 0.6MT exported. For the first time, PCEP was also able to estimate the size of the pre-consumer recycled polyolefins market. In both cases, recycled polyolefins continue to support cross-sectoral circularity with the waste of one industry providing the quality of recycled products needed in their own and other sectors. For example, plastic waste provides recycled polyolefin to the building and construction, electronics, agriculture and automotive industries.

However, the working group also observed the very real potential for disruption of this positive trend due to changes caused by the COVID 19 pandemic. The working group therefore advised the Board not to increase our voluntary commitments for now, but to review this in 2021 as the picture becomes clearer.

The working group recommended – and the Board approved – undertaking a repeat of our polyolefin waste study for the 2021 market to enable a comparison with 2019 and to update our baseline dataset once the pandemic has hopefully receded.

To fulfil PCEP's commitment to the [Circular Plastics Alliance](#) declaration, as well as an increasing need for greater accuracy and credibility of our data to enable investment decisions and comply with national/EU policies and legislation, PCEP needs a real-time data monitoring system. The working group therefore reviewed two existing systems – [MoRE](#), which is owned and governed by EuPC, and [Recovinyl](#) the value chain system for the PVC industry established by [VinylPlus](#) – to determine whether either had the potential to meet the needs of the polyolefin value chain.

The aim is to take a decision on one of the existing systems, then get it up and running by the end of 2021. Once established, it will be further developed through 2022-24 with the aim of having accurate data on the volumes of polyolefins recycled and taken up into products in Europe by 2025. Any system which PCEP establishes will be designed to meet the requirements of the Circular Plastics Alliance.

In 2020, PCEP also worked with our partners, [CEFLEX](#), [PETCore](#), [Styrenics Circular Solutions \(SCS\)](#) and [MORE Recycling](#) to start a compositional analysis of collected household packaging waste in the seven largest EU markets. This study will analyse by hand representative samples of separately collected and residual household waste, to identify the respective proportions of plastic by product type and by polymer.

This data will be invaluable in establishing what precisely is collected from domestic consumers. As the largest share of collected post-consumer polyolefin packaging, understanding this source material is critical to accelerating circularity. Delayed by the pandemic, we expect to complete the study in 2021.

CASE STUDY

USING RECYCLED CONTENT IN COLLATION SHRINK FILMS

THINNER SHRINK FILM WITH 50% RECYCLED CONTENT

PCEP member Dow has launched the first large-scale commercial use of its resin AGILITY™ CE, made with 70% recycled plastic. Plastigaur, a leading film converter based in Spain, is using the resin in its collation shrink film, typically in production of “Multipacks” for transportation of cans or bottles.

The resin is based on low-density polyethylene into which post-consumer recycled (PCR) material from shrink film is incorporated without sacrificing material quality and functionality in the final application. This is a vital step towards reducing the carbon footprint of packaging. The PCR content in the final shrink film developed by Plastigaur is 50%, which reduces carbon emissions by 25%.

Dow has also worked with Plastigaur to reduce the thickness of this PCR-containing shrink film from 45 to 40 microns. Reducing thickness while maintaining the packaging functionality enables an additional 11% of CO2 savings and reduces overall environmental impact by 32%.



COMMUNICATING THE CIRCULAR POLYOLEFIN ECONOMY - WG5



This working group held four meetings in 2020, three of which online.

In February, the team discussed the communications activities that had been identified in the PCEP 2030 Roadmap, as well as additional communications proposals from other PCEP working groups. A number of activities were already well underway, such as: developing PCEP's value proposition; establishing a Twitter & LinkedIn presence; sending out regular newsletters; launching the new PCEP website and developing a marketing brochure.

The group noted the importance of starting from the desired audiences and decided that PCEP should target three: the polyolefin industry, EU policymakers and influencers. Within the industry audience, a key aim was to drive membership recruitment from across the whole industry. It was also decided to consider packaging as a unique audience given that polyolefins account for 70% of the plastics used in packaging in Europe. It was noted that communicating about polyolefins to a general public audience was unlikely to be effective and beyond PCEP's scope and budget in the near future, but PCEP will support colleagues in the plastics value chain to promote understanding of the benefits of plastics.

Two draft narrative projects were presented for the group to review. The first was about 'why polyolefins', which aims to explain the benefits of polyolefins in their many applications. The second was the development of a common value chain vision describing what is meant by a 'circular polyolefins economy'.

The group also discussed developing an online library of circular polyolefin case studies to highlight examples of industry innovation, as well as a communications toolkit and media relations plan, including speaking points and a Q&A document.

The working group also looked to learn from fellow value chain organisations, with a presentation from [CEFLEX](#).

The second meeting in May brainstormed how to adapt PCEP's communications strategy in view of the Covid-19 lockdown. A key component was to switch focus from speaking engagements, most of which were cancelled or under review, to media relations. The group started to develop a priority media list, as well as relevant speaking points for media outreach and a Q&A reference document. The group met briefly again in June to finalise the media relations approach and PCEP issued its first press release calling for the EU's €1.8trillion recovery package to focus on the circular economy, which was picked up by a wide variety of our target media. In addition, an opinion piece on 'the circularity of polyolefins and packaging' was developed and published in the industry journal [Sustainable Plastics \(Jan/Feb 2021 edition\)](#).

The meeting in September focussed on input from members to the identified workstreams; considered how to adapt to an online conference environment; approved the first case studies shared by PCEP members; discussed best practice in employee communications with a focus on what PCEP should develop to support discussions with this important industry audience; and brainstormed the content for the first PCEP Annual Report. The group also agreed a set of KPIs for 2020 and 2021 to ensure that the momentum developed in 2020 is maintained.

Our goal to raise awareness of PCEP and its mission was reinforced by PCEP's Secretary-General speaking, or moderating, at seven plastics industry conferences and two EU policy events. These included the [British Plastics Federation Sustainability Seminar](#), [ICIS Polyolefins Virtual Conference](#), [OPP Ideas Festival](#), [European SDG Summit](#), [PEPP Chain Global Technology & Business Forum](#) and [Packaging Europe's Sustainable Packaging Summit](#).

CASE STUDY

STATE-OF-THE-ART DEMO PLANT

POST-CONSUMER PLASTIC WASTE SORTING AND RECYCLING

PCEP members Borealis and TOMRA have combined forces to develop an advanced mechanical recycling demo plant in Lahnstein, Germany. The plant processes both rigid and flexible plastic waste from households.

The plant can be adapted to recycling different plastic waste, including polyolefins, offering brand owners and converters top-quality recycled material suitable for use in highly demanding applications.

Unlike many current recycling plants, it produces the advanced solutions necessary for use in high-demanding plastic applications, such as automotive and consumer products. The recycled polymers have high purity, low odour, high product consistency and light colour fractions.

The plant's purpose is to generate material for brands and converters to qualify, validate and prove fit for use in their highly demanding applications. The plant is operated jointly between Borealis, TOMRA and Zimmermann. Technical success will lay the groundwork for a commercial-scale plant.



ADVOCATING FOR A SUPPORTIVE REGULATORY FRAMEWORK - WG6



This working group set itself two key milestones in 2020: to develop and maintain a short term reactive PCEP advocacy plan covering the most pressing legislative topics; and to develop and communicate a long-term pro-active storyline for PCEP vision on circular polyolefin economy. The group also agreed KPIs and priorities for coming years and has developed first drafts of advocacy positions for a number of EU issues.

Advocacy is one of PCEP's key roles, helping our value chain to speak with one voice in the EU's regulatory environment. To ensure that we are effective in this role, the group split into three workstreams, each with its own small team.

The first team continued the work started in 2019 on Essential Requirements within the [Packaging and Packaging Waste Directive \(PPWD\)](#). This sub-group organised multiple workshops to prepare PCEP's input into the consultation, including an insightful discussion with the European Commission's DG Environment.

The second team focused on the short-term, establishing value chain alignment on key elements of the framework supporting the transition to a circular economy. With representation from all membership categories, the team has developed a list of priority issues and drafted first position statements.

The third workstream focussed on clarifying PCEP's long-term vision and how to communicate that effectively through storytelling. The team is working with members of the Communications working group to develop a common value chain vision that describes what is meant by a 'circular polyolefins economy', as well as what is required from regulators and others to make this a reality.

PCEP also held several meetings to keep members abreast of the many policy and regulatory developments. 2020 witnessed a wide range of policy reviews and developments following the EU's reinforced political commitment to a carbon neutral and circular economy with the [European Green Deal](#) published in late 2019. PCEP welcomed the shift in direction as the new [Circular Economy Action Plan \(CEAP\)](#) built on the work of previous years to look more closely at the role of consumers and sustainable product policy, in addition to improving waste management and the secondary raw materials market.

The aim is that the smaller teams should consult the wider working group regularly on the progress of their work, as well as on general developments. In addition, we will continue our work in the Circular Plastics Alliance (CPA) and aim to become the first port of call for policy makers seeking to establish the circular economy.





CASE STUDY

FROM FISHING NETS TO KAYAKS

BEST-PRACTICE RECYCLING

PCEP member PLASTIX has developed a unique technology, enabling the mechanical recycling of post-use plastic fibres and rigid plastics primarily from the maritime industry.

The process starts with sourcing primarily fibre plastics - fishing nets, trawls and ropes - from an increasing number of ports, net makers, and plastics collectors globally.

After sorting and fractioning, the material is shredded, washed, separated and dried. Lastly, PLASTIX compounds and extrudes it into new Green Plastic raw materials which is then turned into new products, such as the Odyssey Innovation's Islander kayak pictured.



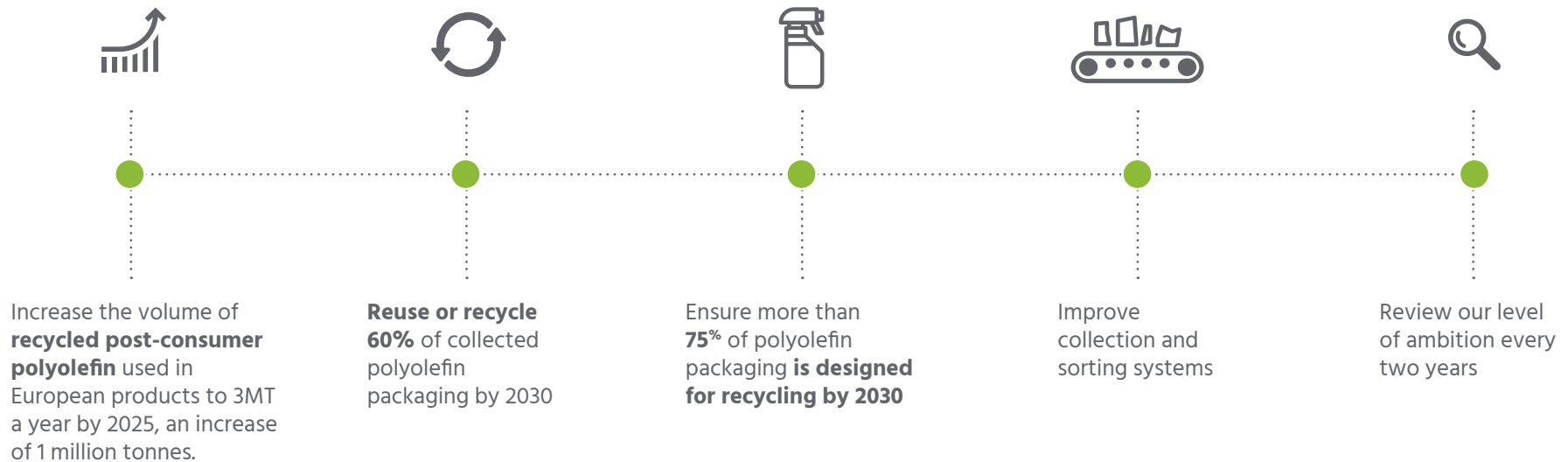


03 | OUR VOLUNTARY COMMITMENTS

OUR VOLUNTARY COMMITMENTS

PCEP is all about action.

At our launch, using a study of the polyolefin (PO) material flow in 2016 as the baseline, we voluntarily committed to:



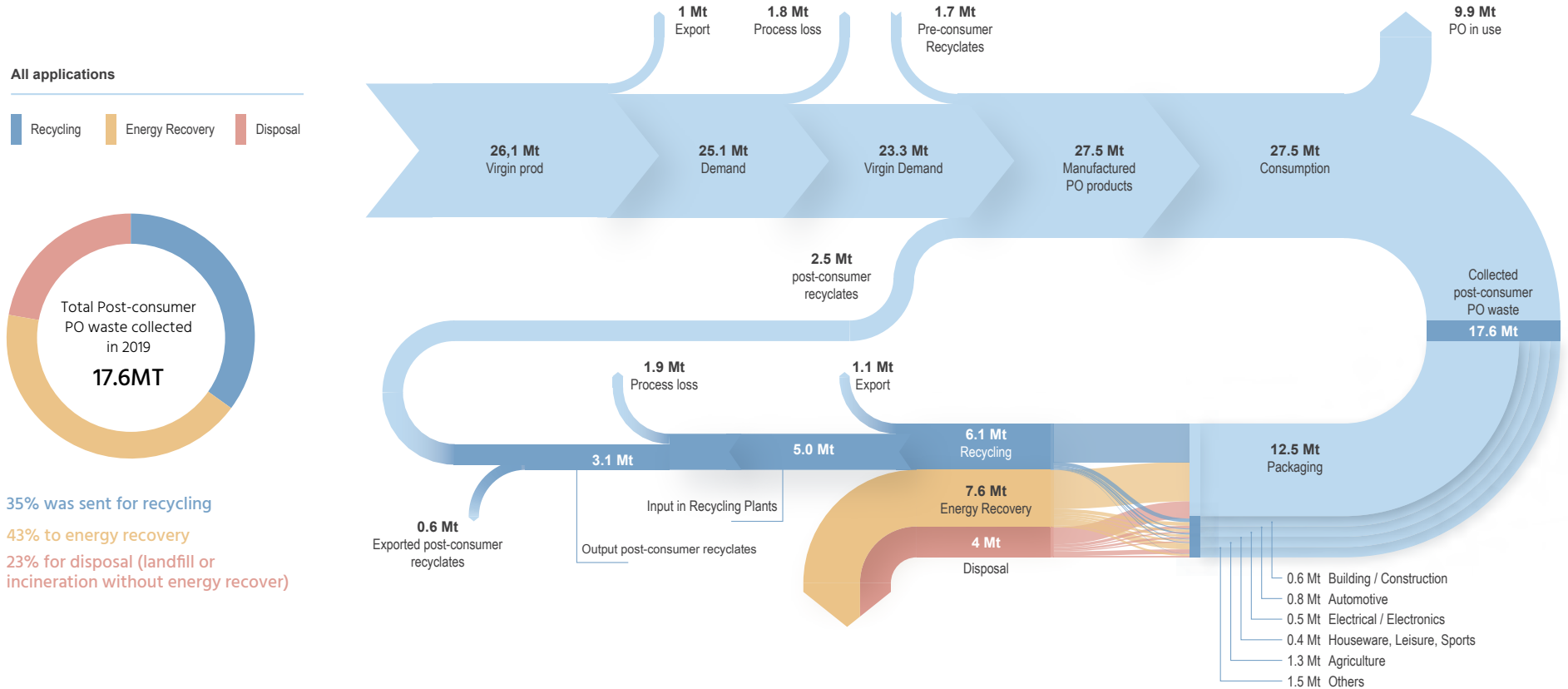
PCEP followed this up by publishing a [2030 Roadmap](#) and all our activities in 2020 have either initiated or refined the actions envisaged in the document.



Our 2019 material flow study showed that while polyolefins are still more recycled than the plastics industry average, there is plenty of room for improvement. It is unclear what impacts the pandemic will have on progress to increased circularity and we will therefore undertake the study again to establish the 2021 material flow.

We will be reviewing these commitments in 2021 to reflect the increased ambition seen in the industry.

PO MATERIAL FLOW IN EU, UK, CH AND NO IN 2019



POLYOLEFINS REPRESENT:

49% of plastic converter demand in 2018 = 25MT

70% of plastic packaging demand

61% of all collected post-consumer plastics waste



On average 34.3kg of post-consumer polyolefin waste is collected per capita



Germany, UK, France, Italy, Spain and Poland represent 70% of the total collected polyolefin waste



71% of post-consumer collected polyolefin waste is packaging which then contributes 83% of recycled polyolefins on the market.

Source: PCEP study by Conversio on collection and treatment of PO waste in EU, UK, Switzerland and Norway in 2019



CASE STUDY

ULTRA-LIGHT MILK BOTTLE USES 20% LESS MATERIAL

MATERIAL REDUCTION AND RECYCLED CONTENT

PCEP member ALPLA has developed an ultra-light 'Eco-Bottle' for Arla Foods UK.

This bottle made of HDPE is extremely light and uses around 20% less material across all container sizes.

The recycled content rate is up to 40%. Other dairy businesses are now also using the Eco-Bottle.

In cost-sensitive markets, this is a good and sustainable alternative to pouches.





04 | ANNUAL CONFERENCE 2019

ANNUAL CONFERENCE 2019



“PCEP has the ideas and we need to put them into practice”

Michael Scriba,
mtm plastics

The very first PCEP Annual Conference in November 2019 was a success, featuring talks from more than 15 speakers working in the polyolefin circular economy. In her opening address, Venetia Spencer, PCEP Secretary General, highlighted both the challenges and the opportunities linked to turning the global polyolefin industry into a circular economy. Venetia also took stock of the advances made since launch and the strong footing on which PCEP stood moving into 2020.

The morning sessions focussed on setting the scene at the start of the new EU legislature. Paolo Da Silva Lemos, Policy Officer at DG Environment, European Commission, said that “PCEP has the ideas and we need to put them into practice”. Michael Scriba, mtm plastics and Chair PCEP Enhancing collection & sorting working group shared his thoughts on best practices in collection, sorting, recycling and design for recyclability. Gian De Belder, Packaging Technologist at P&G, presented the Holy Grail 2.0 project and showed its technology based on digital watermarks that enable higher recycling rates for packaging in Europe.

The afternoon started with an insightful speech by Willemijn Peeters, CEO of Searious Business. She encouraged PCEP to be ambitious, noting that companies can be agents of change in making plastics’ use more sustainable. Working sessions focused on delivering the PCEP Roadmap 2030, with several presentations on systems and opportunities for improving polyolefin circularity in different sectors.

Chairman David Baker, PCEP Chair at that time, closed the conference with his thoughts on the day: “Looking behind at the past year, I am very proud of what we achieved so far. We need to make the most of the current challenges and turn them into opportunities. We have a strong basis to work on and we need to continue in this direction.”

Showcasing the possibilities of polyolefins in the circular economy, all attendees and speakers were presented with a reusable water bottle made of renewable polyethylene. Sourced from Join The Pipe, these bottles not only reduce plastic waste but fund clean water projects across Africa and Asia!

All of the presentations at the annual conference, as well as photos of participants can be found on the [PCEP website](#).

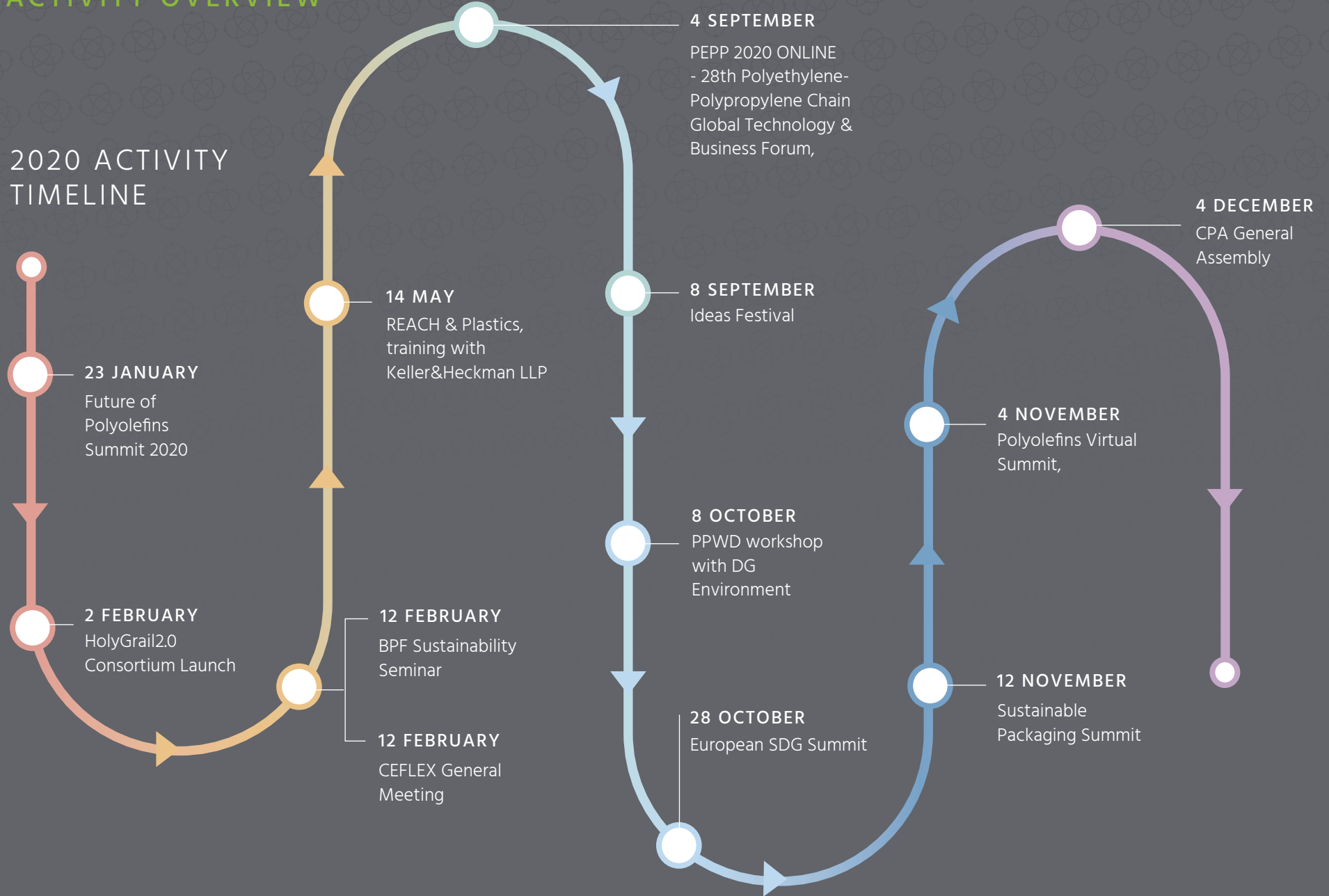




05 | ACTIVITY OVERVIEW

ACTIVITY OVERVIEW

2020 ACTIVITY TIMELINE



PCEP SECRETARY GENERAL AS SPEAKER OR MODERATOR AT CONFERENCES:

- Future of Polyolefins Summit 2020, 23 January
- BPF Sustainability Seminar, 12 February
- CEFLEX General Meeting, 12 February
- PEPP 2020 ONLINE - 28th Polyethylene-Polypropylene Chain Global Technology & Business Forum, 4 September
- Ideas Festival, 8 September
- European SDG Summit , 28 October
- Polyolefins Virtual Summit, 4 November
- Sustainable Packaging Summit, 12 November

MEETINGS OF PCEP WORKING GROUPS, STEERING BOARD, AGM:

- Advocacy WG, 14 January
- Steering Board, 14 February
- Advocacy WG, 17 February
- Communications WG, 19 February
- Data WG, 5 March
- Steering Board, 9 March
- Advocacy WG, 24 March
- Steering Board, 31 March
- Steering Board, 15 April
- End Markets WG, 23 April
- 1st PCEP AGM, 23 April
- Steering Board, 23 April
- Innovation WG, 23 April
- Collection & Sorting WG, 24 April
- Communications WG, 25 May
- Steering Board, 26 May
- End Markets WG, 11 June
- Innovation WG, 19 June
- Advocacy WG, 25 June
- Collection & Sorting WG, 30 June
- Steering Board, 8 September
- Data WG, 17 September
- Communications WG, 30 September
- Innovation WG, 6 October
- Collection & Sorting WG, 8 October
- End Markets WG, 21 October
- Advocacy WG, 22 October
- Data WG, 13 November
- Steering Board, 9 December
- End Markets WG, 21 October
- Advocacy WG, 22 October
- Data WG, 13 November
- Steering Board, 9 December

PCEP-ORGANISED WEBINARS AND WORKSHOPS FOR MEMBERS:

- Characterising recyclates workshop, hosted by Plastix, 28 January
- 2020 Activities workshop, 22 April
- REACH & Plastics, training with Keller&Heckman LLP, 14 May
- Introducing SUPePE, 27 August
- PPWD workshop with DG Environment, 8 October
- Introducing APK NewCycling, 23 November
- Introducing NextLooPP, 4 December

PCEP PARTICIPATION IN EXTERNAL EVENTS AND MEETINGS:

- HolyGrail2.0 Consortium Launch, 2 February
- Plastics Industry Recycling - Food Contact Experts Group, 13 February
- Launch of European Plastic Pact, 6 March
- European Coalition on Chemical Recycling, 15 April
- CPA Steering Committee Meeting, 30 April
- Plastics Industry Recycling - Food Contact Experts Group, 13 May
- European Coalition for Chemical Recycling, 17 June
- CPA Steering Committee Meeting, 29 June
- Plastics Industry Recycling-Food contact Experts Group, 9 September
- European Coalition for Chemical Recycling, 9 September
- CPA Steering Committee Meeting, 1 October
- CPA Steering Committee Meeting, 16 October
- Packaging Chain Forum, 1 December
- CPA General Assembly, 4 December

PCEP PARTICIPATION IN EUROPEAN COMMISSION STAKEHOLDER EVENTS:

- PPWD impact assessment, 10 November
- Measuring recycled content, 12 November
- Green Claims, 16 November



06 | ABOUT PCEP

ABOUT PCEP

BACKGROUND

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 - and that means only making what we need, designing it for re-use in its first life, and then collecting, recycling and reusing it again and again...and again... for as many lives as possible.

PCEP's 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 in working groups, PCEP is delivering innovative solutions to today's barriers.

PCEP is a collaborative organisation with three strategic goals for polyolefins: designing out waste; keeping maximum products and material in use for as long as possible; and then recycling into high-quality new raw material.

FINANCING

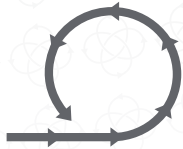
PCEP is an international non-profit association financed by its members, who pay an annual membership fee. PCEP members are leading companies and organisations at every point in the polyolefin value chain, which includes producers, converters, recyclers, waste management organisations, retailers, and brand owners. Membership is also open to any other organisation playing an active role in the polyolefin value chain such as machinery and mould manufacturers, packaging recovery organisations, additives suppliers etc.

PURPOSE

PCEP's 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. Through dialogue and collaboration in working groups, PCEP aims to deliver innovative solutions to today's barriers to polyolefin circularity.



OUR VALUES



TRANSFORMATION

PCEP is committed to transforming from a linear to a circular economy based on three principles: designing out waste; keeping products and materials in use; and recycling into high-quality new raw materials. This requires a systemic shift for the polyolefin industry that will build long-term resilience, generate new business and economic opportunities, and provide both environmental and societal benefits.



RESPONSIBILITY

With polyolefins accounting for 50% of plastics consumed and 70% of the plastic packaging market in Europe today, PCEP is the embodiment of the industry's collective commitment to take responsibility for our products and advance the circular economy.



COLLABORATION

We provide a forum for all organisations and stakeholders in the polyolefin value chain to exchange ideas, showcase projects and work together to maximise innovation and value, so advancing the circular economy.



TRANSPARENCY

PCEP believes in full transparency and we make all our work and the findings resulting from it available to our members and to the public.

PCEP's EU Transparency Register ID:
[096637338526-53](#)



INNOVATION

PCEP is committed to taking action, to match our aspirations. All of our work is based around seeking new solutions through cooperation.



DIVERSITY

Diversity has been proved to be a key to innovation and creativity. PCEP is dedicated to building a diverse organisation and collaborative environment, with a shared commitment to creative innovation that advances the circular economy.

STRUCTURE

PCEP is governed by a Steering Board (senior executives from member companies), empowered by the Annual General Meeting (AGM) with the management and administration of PCEP.

Board members are nominated by their peers to represent their membership category and appointed at the AGM. They have a two-year mandate and are responsible for the overall policy and finance of the association. The composition and role are set out in the Articles of Association.

The Board appoints the Secretary General who manages the PCEP Work Programme. The activities set in the work programme are carried out respectively in PCEP's six working groups.

The 2020 AGM, elected the following Board members:



Mark Vester (Chairman),
Global Leader, Circular Economy
at SABIC



Ton van der Giessen (Vice Chairman),
CEO, Van Werven Plastic Recycling



Harald Biederbick (Treasurer),
CEO, RKW Group



Eugenio Sergio Longo (Member),
Head of Sustainability and EU Strategy,
Borealis Group



Jacques Breulet (Member),
Regulatory and External Affairs Manager,
Ineos Services Belgium



Tanguy Kervyn (Member),
Deputy Director European Public Affairs
– Chemicals, Total



Gat Ramon (Member),
CEO, CABKA



Christoph Hoffmann (Member),
Director of Corporate Strategy,
Sustainability & Circular Economy, ALPLA

THANK YOU...

...to the departing Founding Board Members:

David Baker (Chair – RPC), **Mike Baxter** (BPI), **Michael Scriba** (mtm plastics), **Volker Pfenning** (Bischoff+Klein)

CASE STUDY

GREEN ROPE FOR A GREEN GLOBE

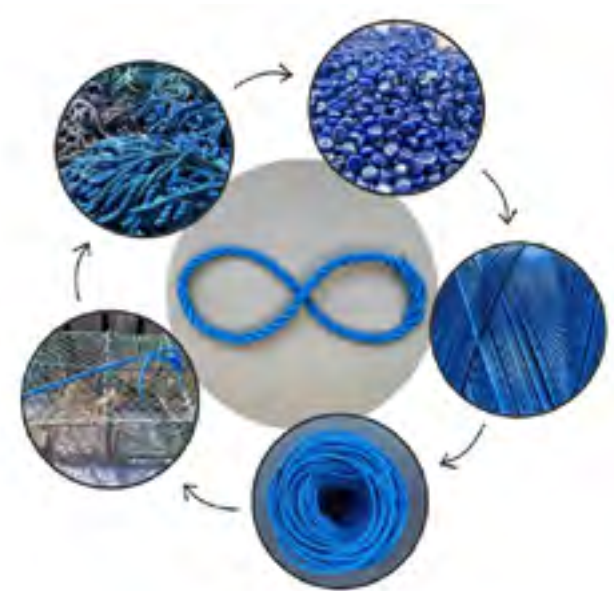
PO FIBRE RECYCLING

PCEP member PLASTIX has developed a unique mechanical recycling technology which turns waste maritime ropes and nets into high-quality Green Plastics which in turn can now be converted into new Green Ropes (pictured).

This ground-breaking achievement shows that even complex fibre products like fishing gear can enter into material loops to be recycled again and again.

PLASTIX's advanced recycling technology produces high-quality Green Plastics which are prerequisite for fibre and subsequently rope production.

This radical achievement enables the Net & Rope Industries (Maritime & Agriculture) to become fully circular, and to reduce CO2 emissions in line with EU policies and Green Business Models while doing so.





07 | MEMBERSHIP

MEMBERSHIP

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.

PCEP creates 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.

PCEP shares 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).

PCEP members gain practical understanding, contacts and knowledge that they can take back and apply in their organisation.

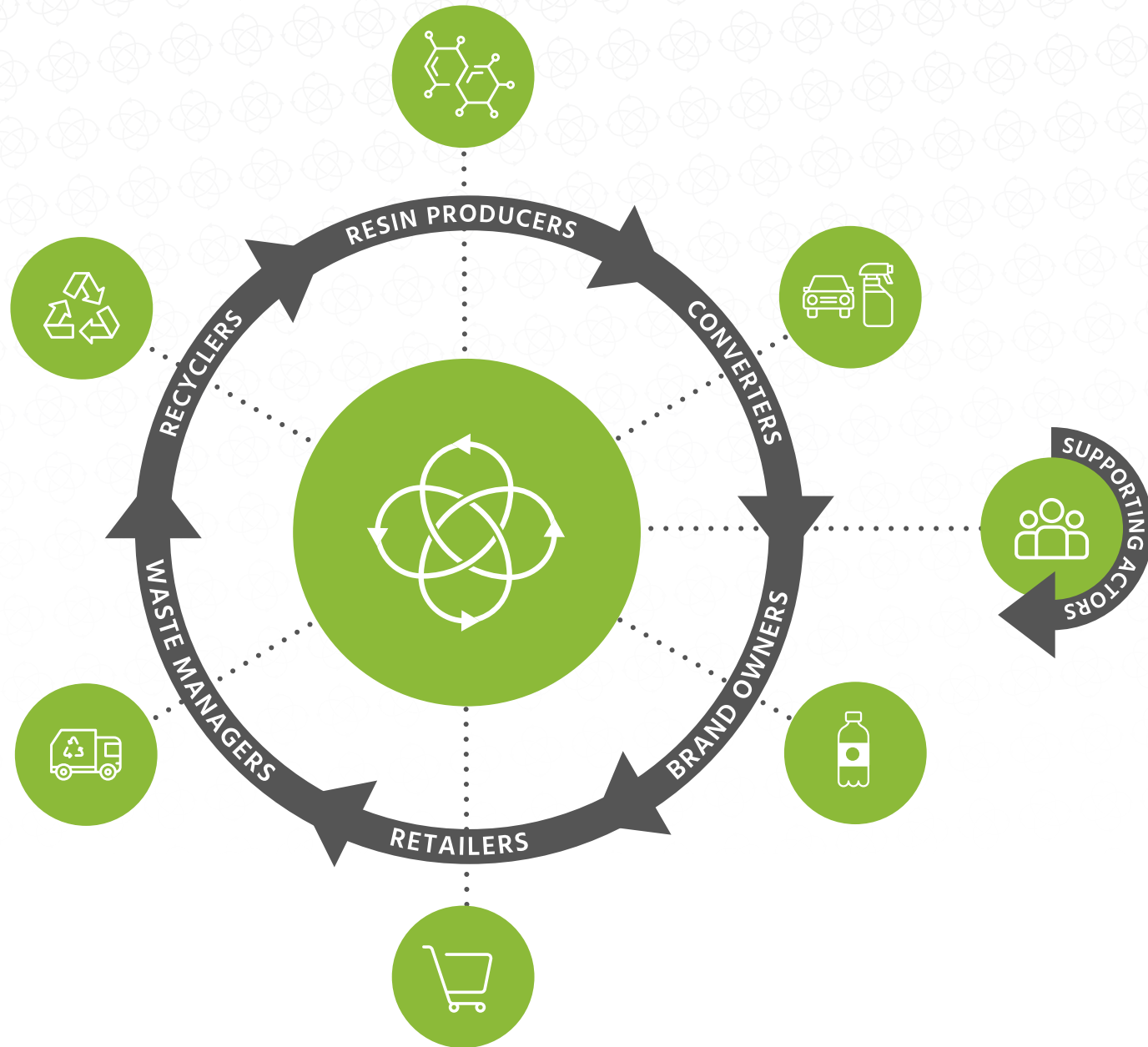
BECOME A MEMBER

PCEP membership is open to any organisation that plays an active role in the polyolefin value chain. To learn more, please contact PCEP at info@pcep.eu or visit www.pcep.eu

PCEP MEMBER COMPANIES 2020



DRIVING THE CIRCULAR POLYOLEFIN ECONOMY TOGETHER



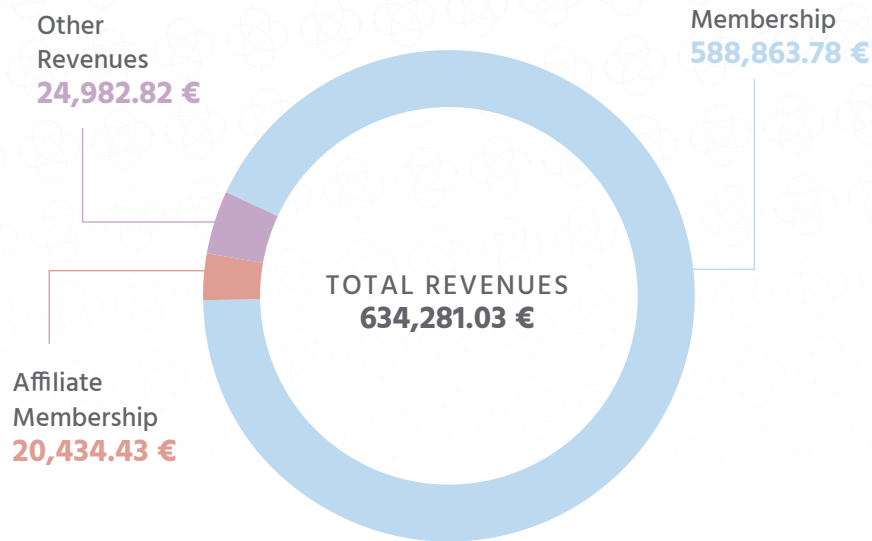


08 | FINANCES

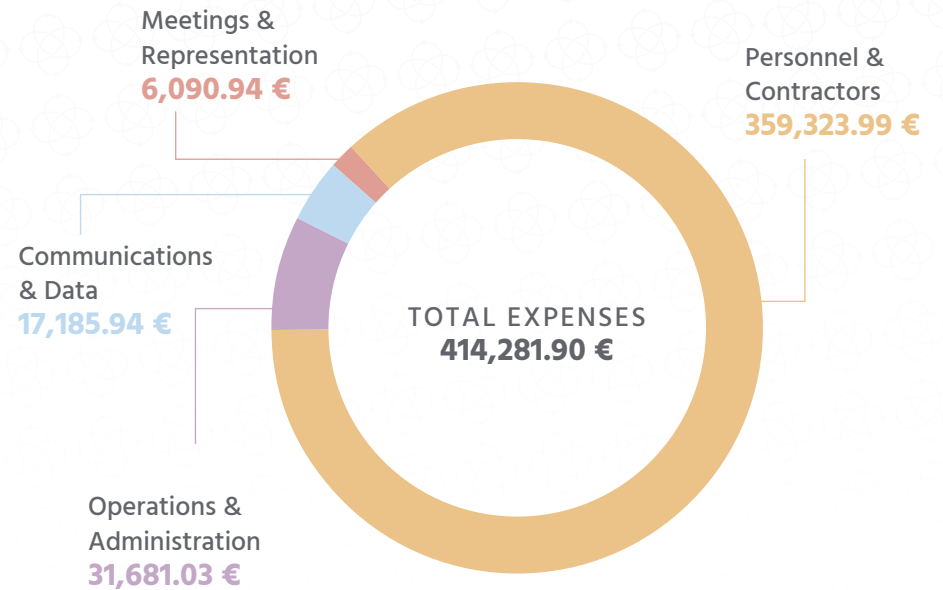
FINANCES

2020 FINANCIAL REPORT


REVENUES



EXPENSES



FINAL RESULT OF 2020 TO CARRY OVER 219,999.13 €

 info@pcep.eu www.pcep.eu [polyolefin circular economy platform \(pcep\)](https://www.linkedin.com/company/polyolefin-circular-economy-platform-pcep) [@pcepeu](https://twitter.com/pcepeu)