

PCEP – Driving Polyolefin Circularity

The best way to boost the uptake of recycled plastics into new products on the EU market is through strong value chain cooperation. This lies at the heart of the Polyolefin Circular Economy Platform (PCEP), a platform that brings together all actors in the polyolefin value chain to increase circularity of polyolefin products.

PCEP committed to strong voluntary action for our value chain as part of the European Commission's campaign to reach 10 million tonnes of recycled plastic in new products on the EU market by 2025. In this paper PCEP updates its pledge with a quantitative target; further strengthening our commitment to Europe's circular economy.

The PCEP Pledge

Currently 2 million tonnes of recyclates made from post-consumer polyolefin waste are placed on the European market in new products¹. PCEP pledges to:

Increase the use of recycled post-consumer polyolefin waste in new products to 3 million tonnes per annum by 2025; an increase of 1 million tonnes.

Providing that

- all post-consumer polyolefin waste will be collected along with other dry recyclable materials and sorted to standards which PCEP will help to establish;
- experts across the value chain will design "recycle ready" products and packaging according to standards PCEP will promote and incorporate recycled polyolefin in formulations, and;
- product specifiers (e.g. brand owner procurement departments) make the increase of recycled polyolefin content in the product mix a strategic objective thereby driving acceptance of the material.

Advancing the EU market for recycled polyolefin in products will not be achieved by the industry alone. PCEP sees the following support from the European Commission as critical to success:

- Ensure that all recycling technologies are counted towards pledge volumes, and other EU targets.
- Full implementation of all the EU waste directives across all member states by 2025.
- Maintenance of the EU internal market as the legal basis for all relevant legislation to allow the free movement of goods.
- Secure the full potential of plastics recycling through maintenance of risk assessment as the decision-making basis.
- Finalisation and full implementation of the Food Contact Regulation 282/2008 as soon as possible. Dedication of resources to support the development and timely approval of technologies to enable recycled polyolefin content in food contact applications, without compromising food safety.

¹ Figure from 2018 PlasticsEurope/Conversio market study reflecting 2016 market data for Europe. Includes EU 28 plus Norway and Switzerland.

About PCEP

PCEP is the platform for the polyolefin value chain. Launched initially by the polyolefin producers, converters and recyclers, PCEP is currently actively recruiting brand owners, retailers and waste management industry representatives alongside other actors in our value chain.

Driven by our collective voluntary commitment, and by working together, PCEP aims to stimulate market, system and technological developments thereby ensuring the long term sustainability of polyolefin products.

Our mission is to advance the circular economy by increasing the reuse and recycling of polyolefin based products and the use of recycled polyolefin as raw material. We work together to identify the barriers and opportunities to reuse and recycling, and to ensure the supply of high quality recycled polyolefin into the European market.

PCEP has identified three strategic goals to achieve this:

1. Innovation with a circular economy focus
2. Enhanced collection and sorting systems
3. Develop markets for recycled polyolefin

[For more information on PCEP, please contact:](#)

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