



EUROPEAN
ENVIRONMENTAL
BUREAU



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TWITTER:

@Pbarczak; @Green_Europe; @Resourcescount
#circulareconomy #circularplastics

The Future of Plastic Materials in the European Circular Economy

Brussels 7/04/2016

What is the EEB?

EEB: the environmental voice of European citizens

We stand for environmental justice, sustainable development and participatory democracy.

Our aim is to ensure the EU secures a healthy environment and rich biodiversity for all.



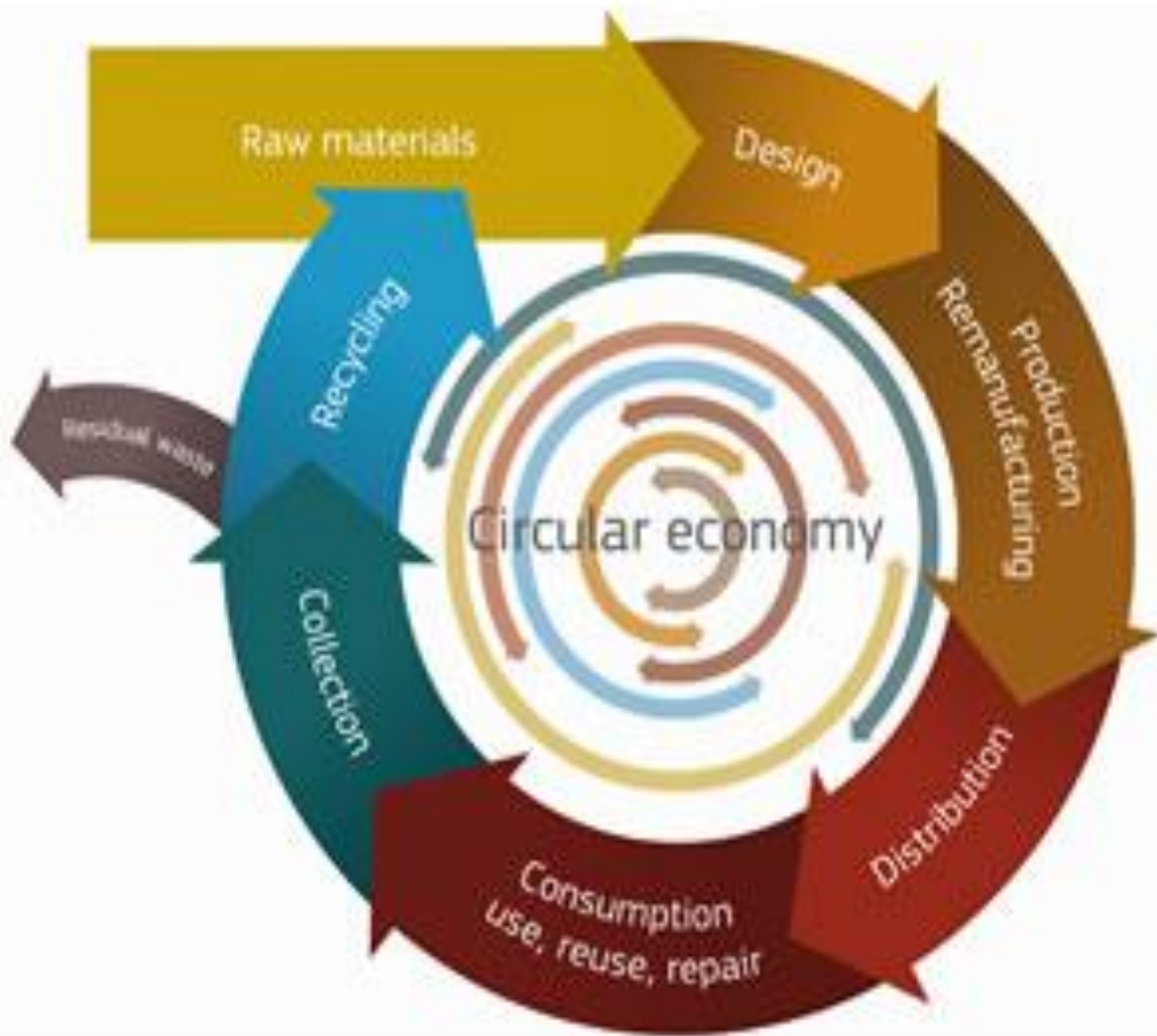


WASTE 101



**THE EUROPEAN
DEMAND**

THE RECYCLING STREAM

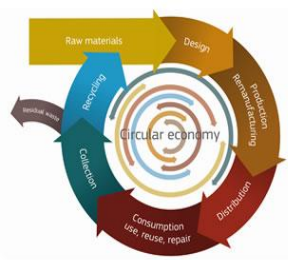


1. Slow
(long life of products)

2. Small
(no superfluous waste)

3. Local
(territorial hierarchy)

4. Clean
(no toxic substances)

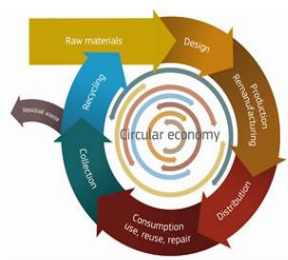


4. Clean (slide 1)

(no toxic substances)

Aiming at “perpetual recycling” by improving the quality of recycled material

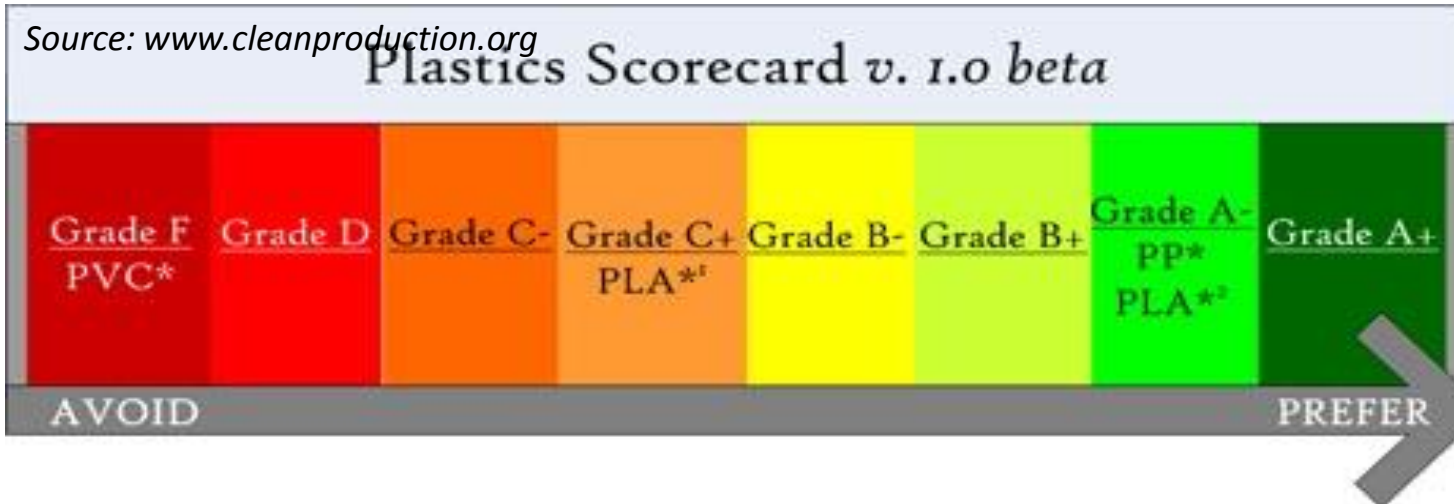
- Standards for plastic recycling plants
 - on final material (fulfilling EoW criteria)
 - on processes (ie. through tighter BREFs)
- High standard collection and sorting (to avoid impurities)
- Avoiding health and reputational impacts (by avoiding re-injections of contaminated streams)



4. Clean (slide 2)

(no toxic substances)

Ambitious REACH implementation essential to de-toxification of materials and improving quality and cost-effectiveness



And try to get ahead of regulations (REACH) for example by using the Substitute It Now (SIN) list or plastic scorecard.



Slow Circles:



VS



- Reusable bags
- Reusable cups
- Boxes
- Dispensers
- Promoting reusable bottles
- Optimised secondary package to store and transport goods

London shop launches packaging-less refill section

- You buy only what you need
- Cost of a product
- With the same amount of money you can get more products
- Customer has a chance to deduct the packaging from the price of the product



The supermarket where you refill your own containers. Image: Unpackaged

Unverpackt, Biosphare, Granel, Effecorta, Mass Greisslerei, Reyndersstraat, La Recharge ...

**Single use
plastic bags
are**

BAD FOR THE PLANET

They take 100s of years to degrade and they not only pollute the environment but actually directly harm many living organisms

UGLY

Reusable bags are a lot cooler!

BADLY DESIGNED

It doesn't make sense to produce something that lasts 100s of years when it is going to be used for a few minutes. It is a contradiction that in a throw-away society nothing good lasts whilst bad products are forever.

BAD FOR YOUR MIND

They embody the message of the throw-away society that is trashing the planet.

EXPENSIVE

Producers don't take responsibility for the impact of their product. Plastic bags are cheap to produce but very expensive to clean from the environment.

UNFAIR

Future generations will suffer from the pollution caused by plastic bags, without getting any of the benefit. Future generations don't vote, but they count.

92% OF THE 95,5 BILLION
carrier bags in the EU in 2010

RECYCLING IS GOOD FOR JOBS:

A HIGH

70%

RECYCLING TARGET



**INTENSIVE
REUSE
ACTIVITIES**



COULD BRING

1/6 UNEMPLOYED YOUTH
IN THE EU BACK INTO WORK



Right incentives to improve the markets

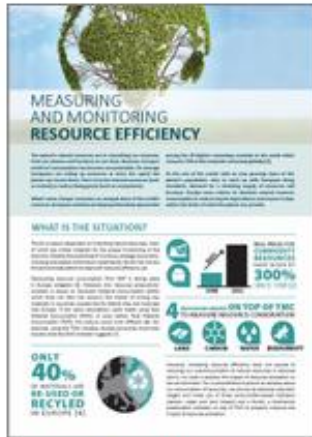
- Better collection and clarity for the consumer
- CO2 avoidance credits for recycling
- Re-introduce 60% recycling target for plastics to ensure better collection.
- Tax reductions for recycled content in products
- Higher EPR fee imposed on non-recyclable products
- Deposit refund schemes
- Innovation
 - polymers designed for multiple loops
 - avoiding non-compatible polymers
 - bio-based products with specific recycling schemes
 - 3D printing (the future of plastics?) to reinforce repair activities

Summary of the main points

1. Plastics MUST be designed with 3 Rs in mind:
- reduce, reuse, recycle
2. They MUST NOT contain substances that unduly endanger human health, the environment and quality of recycling
3. Plastic products should include plastic marking, disassembly and recycling guidelines
4. Consider setting a minimum content of recycled plastic (to create a solid market that demands plastic to be fed to recycling plants)
5. Certification for plastic waste recycling facilities to mitigate the trend of exporting to substandard treatment facilities

www.makeresourcescount.eu;

8 Factsheets on how the EU can get the circular economy right



Measuring and monitoring resource efficiency



Hazardous substances



Why design matters



Products that last



Economic instruments for a circular economy



Incineration and landfill



Boosting recycling through ambition and standardisation



Waste prevention



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