Bringing together frontrunner companies and governments to accelerate the transition towards a European circular plastics economy

Plastics are **strong, durable** and versatile and can help **cut carbon emissions**

After short **first-use**, **95% of plastic packaging value is lost** *(EMF, 2017)*

In Europe **only around 30% is recycled** *(Plastics Europe 2019)*

**COLLECTIVE ACTION BY EUROPEAN PLASTICS PACT**

**VIRGIN PLASTIC SUPPLY**

**HARMONIZE**
- Use **20% less** virgin plastics with **10% absolute reduction**

**CONNECT**
- Design **100% recyclable and reusable products** where possible

**COOPERATE**
- **Increase recycling rate by 25%**

**RECYCLED PLASTICS**
- Use at least **30% of recycled plastics** in new plastics

**DESIGN**
- **Use at least 30% of recycled plastics** in new plastics

**RECYCLING**
- **Use at least 30% of recycled plastics** in new plastics

**USE**
- **Use at least 30% of recycled plastics** in new plastics

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