

# European Plastics Pact Roadmap



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## Introduction

# What is the European Plastics Pact?

The European Plastics Pact is a frontrunner initiative, bringing together leading countries and private organisations from the entire plastics value chain and from across Europe.

The European Plastics Pact has set ambitious common targets and aims to encourage cross-border connection, cooperation, innovation, and harmonisation at the European level, to accelerate a circular plastics economy in Europe.



## Introduction

# Why do we need a regional pact?

Despite the many benefits plastics provide us, we face a huge challenge in reducing our plastic wastage and littering.

European countries have different policies, infrastructure, and experiences to eliminate plastic waste; but national regulation and actions often come up short in the face of regional and international challenges. This regional Plastics Pact aims to build greater momentum and change on the topics that go beyond what individual countries, sectors or businesses can achieve on their own. By collaborating and sharing best practice whether it be on design, business models, policy, innovation or citizen engagement, we aim to deliver greater impact and bring about a truly circular economy for plastics in Europe.

It hopes to identify opportunities to develop a European circular market for plastics that brings positive economic, environmental, and social impact for the region.



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



# 51.2m

tonnes of plastic consumed in Europe 2018<sup>1</sup>



# 40%

of plastic is used for producing packaging<sup>2</sup>



# 95%

After short **first-use**, **95%** of plastic packaging value is **lost**<sup>3</sup>



# 42%

of plastic packaging is recycled in Europe<sup>4</sup>



# 1.5m

tonnes of plastic waste is still exported in 2019<sup>5</sup>

1. Plastics Europe (2019). Plastics – The Facts 2019
2. Plastics Europe Market Research Group (PEMRG) and Conversion Market & Strategy GmbH
3. EMF (2017). The New Plastics Economy
4. Plastics Europe (2019). Plastics – The Facts 2019. This figure was calculated using the current available methodology which is subject to change
5. <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20200709-01>

## Introduction

# Our targets: mastering the use of plastics

The European Plastics Pact has four targets, each of them led by a specific working group.

### 1 Design for reusability and recyclability

Design all plastic packaging and single-use plastic products placed on the market to be reusable where possible and in any case recyclable by 2025.

### 2 Responsible use of plastics

Move towards a more responsible use of plastic packaging and single-use plastic products, aiming to reduce virgin plastic products and packaging by at least 20% (by weight) by 2025, with half of this reduction coming from an absolute reduction in plastics.\*

### 3 Collection, sorting and recycling

Increase the collection, sorting and recycling capacity by at least 25 percentage points by 2025 and reach a level that corresponds to market demand for recycled plastics.

### 4 Use of recycled plastics

Increase the use of recycled plastics in new products and packaging by 2025, with plastics user companies achieving an average of at least 30% recycled plastics (by weight) in their product and packaging range.

\* Reduction of plastics could be achieved through the removal of unnecessary packaging, alternative packaging design, innovative or rediscovered business models or different product design, while avoiding unintended environmental consequences.



# Introduction

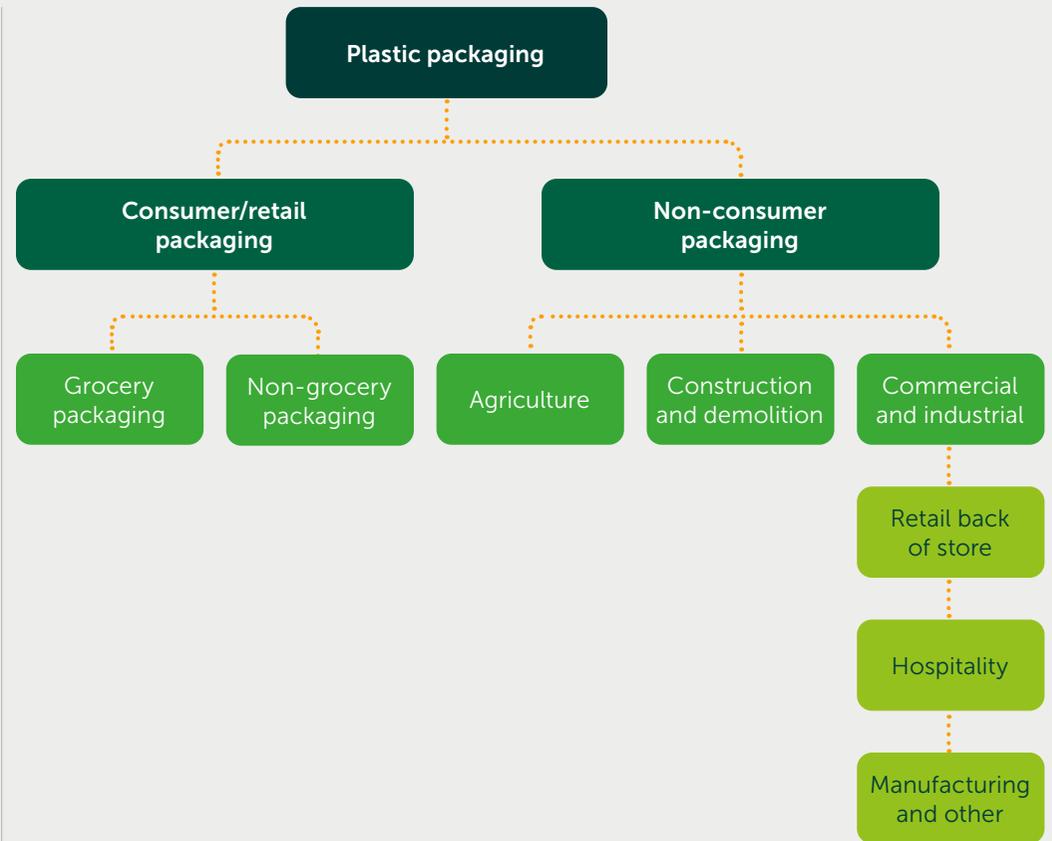
## Scope

The European Plastics Pact covers all plastic packaging and single-use plastics products consumed in European Economic Area and in the Member States of the European Free Trade Association, regardless of place of production.

This includes packaging and single-use plastic products originated either from households or industries and commerces in the retail, hospitality and manufacturing sector. Household packaging and single-use products considered can be those consumed at home or out of home (restaurants, work, etc.).

Although the Pact focuses on the circularity of plastics within packaging and single-use products, post-consumer recycled plastics from these waste streams can be used in other sectors as well, e.g. building and construction, the automotive industry, clothing and textiles, and consumer electronics.

//  
Discarded packaging and single-use products mainly originate from households, consumed at home, work and business or out of home.  
//



## Testimonies

# Working together to make a difference



**Marcus Gover**  
CEO  
WRAP



Bringing all parts of the supply chain together across Europe is no mean feat. It means building consensus amongst partners and maintaining focus on solutions and action. I would like to thank the national governments, front running businesses and other visionary organisations who are providing the leadership of this exciting initiative, the first regional Plastics Pact that aims to drive systemic change in the entire plastics value chain across a continent. Their vision was key to establishing the Pact and their commitment, key to maintaining momentum.

I am impressed by the speed and breadth of commitment by all the signatories and I'm delighted that WRAP has been chosen to play a leading role in the European Plastics Pact. The road ahead will be challenging, but the destination is a world free of the scourge of plastic pollution.



**Sander Defruyt**  
New Plastics Economy Lead  
Ellen MacArthur Foundation



The European Plastics Pact is a major step towards creating a circular economy for plastic, and the first supranational initiative to join the Ellen MacArthur Foundation's global network of Plastics Pacts.

We applaud the leadership shown by the Dutch, French, and Danish governments to develop this ambitious plan, joining forces with governments and businesses across Europe to eliminate the plastics we don't need and innovate, so the plastics we need can be circulated in the economy and kept out of the environment.



## Testimonies

### Ministry of the Environment, Sweden



For the Swedish Government it has been important to support the European Plastics Pact as it shows willingness from ambitious countries and front running companies to go beyond what is required to achieve a sustainable use of plastics. Our hope is that the success of this Pact will show other regions what is possible to achieve and that both countries and companies from the whole value chain are ready to move towards ambitious global action on plastics.



### Ministry of Infrastructure and Water Management, Netherlands



If we want to tackle climate change, we need to look beyond energy to materials. We have to start treating plastic as the valuable raw material it is and keep it out of our oceans. We strive to reuse all plastic in the future. From your daily chocolate bar wrapper to the shampoo bottle and no easy task. We need the chemical industry to develop easily recyclable plastic. We need more recycling capacity and we need new product design. I am proud that with all these front-runners we are putting together our efforts to make this work.



Ministry of Infrastructure and Water Management

### Ministry for the Environment, Denmark



As we all know, plastic is a remarkable material. It is essential for many products and it helps us solve many problems. The European Plastics Pact is not about abandoning the use of plastic altogether. It is about adapting to a use of plastic that is greener, smarter and more sustainable. Where plastic no longer ends up circulating in our oceans but is recycled by our companies. I believe the pact is a unique opportunity for governments and businesses to work together across the whole value chain for a greener future. A future we need to seize!



Ministry of Environment of Denmark

### Ministry for the Ecological Transition, France



Every minute one garbage truck of plastic is dumped into our ocean to the point that we now have a "seventh continent of plastic" on the surface of the globe. We need to act, with determination. We need to deliver. And this Pact provides us all with a unique opportunity, to exchange ideas, display good practices and discuss the key challenges ahead.



MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE ET SOLIDAIRE

Liberté  
Égalité  
Fraternité

## Our vision

# European Plastics Pact Roadmap

The European Plastics Pact Roadmap will guide and mobilise members and supporters to tackle plastic pollution by taking action. By defining the key outcomes and activities required to achieve the ambitious targets provides a time-bound focus for the Pact.

The Roadmap also intends to signal to the wider sector, including national government departments, city authorities, NGOs, investors, packaging/product designers, brand owners, retailers and others who are not currently members of the European Plastics Pact but have a crucial role to play in reaching the Pact targets.

Achieving these targets will bring important economic, social, and environmental benefits for Europe, however it will require collective action, commitment, and significant investment. No single organisation or individual can do this alone. It requires a systemic shift, fundamentally rethinking the way we produce, use and reuse plastics.

The Roadmap is a living document and will be constantly reviewed and adapted to fulfil its purpose.



No single organisation or individual can do this alone. It requires a systemic shift, involving collective action by businesses from across the plastics value chain, governments, and civil society.



## Our vision

# 2025 vision

A common vision aligns all actors on a joint understanding of what is the ideal scenario for the future.

It guides the search for solutions and aligns actions taken in the European Plastics Pact on a common direction of travel. The European Plastics Pact adopts the New Plastics Economy Global Commitment vision where plastic never becomes waste or pollution.

This vision has three key principles



### Eliminate

all problematic and unnecessary plastic items.



### Innovate

to ensure that the plastics we do need are reusable, refillable, recyclable, or compostable.



### Circulate

all the plastic items we use to keep them in the economy and out of the environment.

## Our vision

# 2025 vision by sector

### Governments

Policies are implemented to eliminate problematic and unnecessary plastic packaging.

Citizen awareness campaigns aligned to the values and messages of the Pact are successfully implemented across Europe.

Policies are implemented to enable the scale-up of reuse models.

Policies are implemented to incentivise the increase of recycling capacity and reduce the exports of waste outside Europe.

Knowledge-sharing and sector understanding undertaken across Governments.

Green public procurement strategies are in place to encourage sustainable use of plastics.

### Businesses

Businesses have eliminated problematic and unnecessary plastic packaging from their portfolio (based on agreed list).

Reuse and refill systems are implemented at scale, thereby reducing the amount of single-use plastic packaging.

All plastic packaging is designed – and clearly labelled for the consumer – to be recycled, reused or composted.

Businesses have committed and are increasing the recycled content in their plastic packaging.

There is sustained, increased demand for recycled plastic in Europe due to growth in existing markets and the unlocking of new markets and applications for recycled plastic.

### Recycling sector

There is increased capacity for recycling within Europe, reducing the reliance on exporting plastic waste for recycling.

New recycling and sorting technologies and capacity are operational resulting in new recycling opportunities and improved performance.

The quantity and quality of jobs in the collection, sorting and recycling sector has increased.

Plastic recyclers are able to produce high quality recyclate due to the improved quality of inputs and technologies.

Higher participation of investors and technology providers in the waste management sector help increase recycling rates and the quality of recycled material within Europe.

### Citizens

Consumers are educated on plastic packaging, value circular plastics and are active in keeping plastics out of the environment.

Citizens have an improved understanding of what is recyclable and what is not and participation in recycling programmes has increased.

Citizens are increasingly aware of reuse and refill options and request these at point-of-sale and actively engage programmes with reuse where available.

## Who is involved

# Support all over Europe

As at November 2020, the European Plastics Pact has 143 signatories, from 20 European countries.

France  
 ● ● ● ✓

Ireland  
 ● ●

United Kingdom  
 ● ● ● ✓

Spain  
 ● ● ●

Portugal  
 ● ● ● ✓

Denmark  
 ● ● ●

Norway  
 ●

Belgium  
 ● ● ●

Finland  
 ● ●

Sweden  
 ● ●

Germany  
 ● ● ●

Switzerland  
 ●

Austria  
 ● ● ●

Netherlands  
 ● ● ● ✓

Greece  
 ● ●

### Key

- Business signatory
- National government signatory
- Other signatory
- ✓ Has a Plastics Pact, part of the EMF network

### Members

Number of national governments: **15**

Number of businesses: **82**

Number of other organisations, including business associations: **43**

Latvia  
 ●

Lithuania  
 ●

Hungary  
 ● ●

Slovenia  
 ● ● ●

Italy  
 ● ● ●

## Who is involved

# Key plastics initiatives that impact the European Region

There are many international initiatives that are connecting public and private stakeholders to tackle plastic waste. Some of the key initiatives that are aligned with the European Plastics Pact's targets are given in the table.

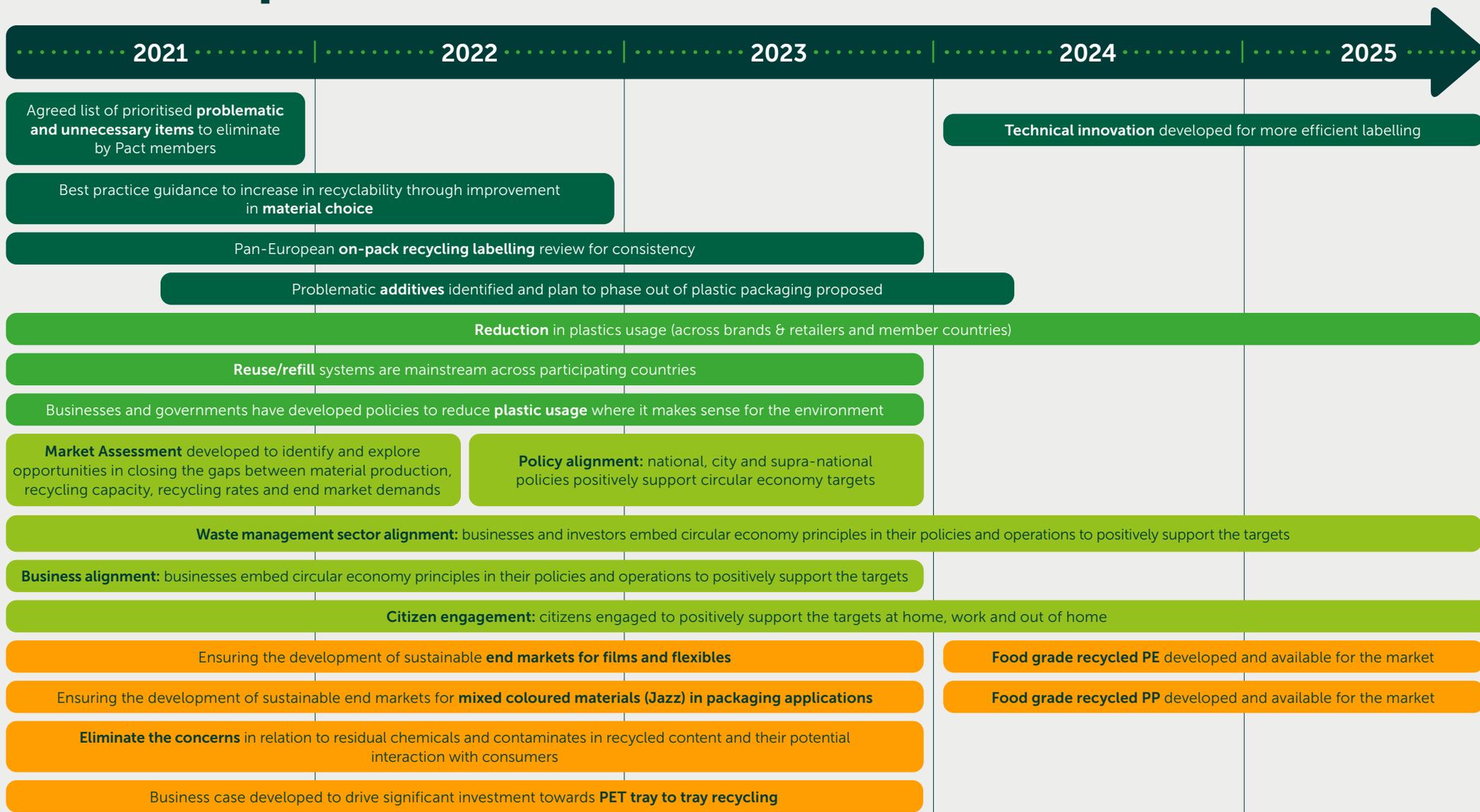
The value of the European Plastics Pact is to supplement these initiatives with cross-border connection, harmonisation, and cooperation between stakeholders. All these actions together will inspire others to follow suit and help accelerate the systemic shift to a circular plastics economy in Europe.

The Pact will help signatories comply with and go beyond European legislation and strengthen European processes. It will respect European environmental standards and the integrity of the internal market.

Initiative	Leading organisation	Description	Focus
<b>United Nations Global Partnership on Marine Litter (GPML)</b>	United Nations	The GPML is a multi-stakeholder partnership that brings together all actors working to prevent marine litter and microplastics. By providing a unique global platform to share knowledge and experience, partners are able to work together to create and advance solutions to this pressing global issue.	Global
<b>Basel Convention</b>	United Nations	The Basel Convention is a multilateral environmental agreement to protect human health and the environment against the adverse effects of hazardous wastes by establishing standards to control the transboundary movements of hazardous wastes and their disposal.	Global
<b>New Plastics Economy Global Commitment</b>	Ellen MacArthur Foundation and UN Environment Programme	The New Plastics Economy Global Commitment unites over 450 businesses, governments, and other organisations behind a common vision and targets to address plastic waste and pollution at its source.	Global
<b>Global Network of Plastic Pacts</b>	Ellen MacArthur Foundation and Local Partners	The global Plastics Pacts are a network of initiatives that bring together all key stakeholders at the national or regional level to implement solutions towards a circular economy for plastics. Each initiative is led by a local organisation and unites governments, businesses, and citizens behind the common vision with a concrete set of ambitious local targets. In Europe there are Pacts in 5 countries: France, The Netherlands, Portugal, Poland and the UK.	Global
<b>Circular Plastic Alliance</b>	European Commission	The Circular Plastics Alliance is an initiative under the European Strategy for Plastics (2018) that seeks to catalyse voluntary pledges by industry to help plastics value chains boost the EU market for recycled plastics to 10 million tonnes by 2025.	Europe
<b>The EU Circular Economy Action Plan</b>	European Commission	The Action Plan announces initiatives along the entire life cycle of products, targeting for example their design, promoting circular economy processes, fostering sustainable consumption, and aiming to ensure that the resources used are kept in the EU economy for as long as possible.	Europe
<b>EU Plastics Strategy</b>	European Commission	This strategy lays the foundations to a new plastics economy, where the design and production of plastics and plastic products fully respect reuse, repair and recycling needs and more sustainable materials are developed and promoted.	Europe

# Roadmap outcomes

● Target 1  
 ● Target 2  
 ● Target 3  
 ● Target 4



## Target 1

# Design for reusability and recyclability

Design all plastic packaging and single-use plastic products placed on the market to be reusable where possible and in any case recyclable by 2025.

This target focuses on defining and testing how best to design plastic packaging for reuse and recyclability and aims to bring consistency to existing design guidance and labelling in order to ensure harmonisation and standardisation to be achieved across Europe.



## Target 1

# Design for reusability and recyclability

## Responsibility Key:

<span style="color: blue;">●</span> Governments	<span style="color: green;">●</span> Plastic and Packaging Manufacturers
<span style="color: darkgreen;">●</span> NGO	<span style="color: cyan;">●</span> Brand Owners and Retailers
<span style="color: pink;">●</span> WMC & Recyclers <sup>1</sup>	<span style="color: limegreen;">●</span> European Plastics Pact
L Leads	S Supports

Outcomes	Key activities	Target by <sup>2</sup>		
		End 2021	End 2023	End 2025
Publish criteria that leads to the elimination of agrees list of problematic and unnecessary items by Pact members	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: green;">S</span> <span style="color: limegreen;">S</span> Define criteria for prioritising the problematic and unnecessary items			
	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: green;">S</span> <span style="color: limegreen;">S</span> Define the problematic and unnecessary items list to eliminate in phase 1			
	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: green;">S</span> <span style="color: limegreen;">S</span> Define the problematic and unnecessary items list to eliminate in phase 2			
	<span style="color: darkgreen;">L</span> <span style="color: blue;">S</span> Develop and implement communications campaign for citizens to refuse to use problematic and unnecessary items			
Problematic additives identified and phased out from plastic packaging	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: blue;">S</span> Research and produce a list of positive and negative additives			
	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: pink;">S</span> Investigate additives used against design intentions			
	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: blue;">S</span> <span style="color: green;">S</span> <span style="color: limegreen;">S</span> Produce guidelines to identify what additives help or hinder recycling			
	<span style="color: green;">L</span> <span style="color: blue;">S</span> Define and communicate the implications for black pigments on recycling			
	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: pink;">L</span> <span style="color: blue;">S</span> Develop consistent tagging to provide information on what's inside			
	<span style="color: blue;">L</span> <span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: green;">S</span> Develop a phase-out/replacement proposal of problematic additives for European policymakers			
Increase in recyclability and reusability through improvement in material choice <sup>3</sup>	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: green;">S</span> <span style="color: pink;">S</span> Produce guidance on material choice in design for reuse vs. design for recycling			
	<span style="color: darkgreen;">L</span> <span style="color: blue;">S</span> Communicate distinctions between recyclable materials and non-recyclable materials (e.g. biodegradable)			
	<span style="color: green;">L</span> <span style="color: blue;">S</span> <span style="color: green;">S</span> Identify food vs. non-food implications for material choice			
	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: pink;">S</span> <span style="color: green;">S</span> Develop guidance on material choice for bottles, pots/tubs/trays and films/flexibles			
	<span style="color: cyan;">L</span> <span style="color: blue;">S</span> <span style="color: pink;">S</span> Investigate and communicate smarter lid solutions to improve recyclability of the whole packaging.			
Pan-European on-pack recycling labelling review for consistency	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: green;">S</span> Analyse validation of claims made by Pact members			
	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: green;">S</span> Collaborate to achieve pan-European consistency on icons and information for on-pack recycling labels			
	<span style="color: cyan;">L</span> <span style="color: blue;">S</span> <span style="color: pink;">S</span> <span style="color: green;">S</span> Develop guidance for labelling in e-commerce/online shopping			
Technical innovation developed for more efficient labelling	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> <span style="color: darkgreen;">S</span> <span style="color: pink;">S</span> Linking artwork with advanced sorting			
	<span style="color: green;">L</span> <span style="color: blue;">S</span> Develop a landscape review of current technological solutions and future scan			
	<span style="color: cyan;">L</span> <span style="color: blue;">L</span> Citizen information campaign to accompany the changes in labelling and technology			
	<span style="color: green;">L</span> <span style="color: blue;">S</span> Investigate potential economic incentives for technical innovation in labelling			
	<span style="color: cyan;">L</span> <span style="color: blue;">S</span> <span style="color: pink;">S</span> Explore opportunities of digitalisation of labelling to expand level of information available			

1. WMC: Waste Management Company

2. This is indicative as to when the activity should be completed. When more than one year is coloured it means that this activity has a separate output for each timeframe.

3. Design for recycling includes both mechanical and non-mechanical recycling.

## Target 2

# Responsible use of plastics

Move towards a more responsible use of plastic packaging and single-use plastic products, aiming to reduce virgin plastic products and packaging by at least 20% (by weight) by 2025, with half of this reduction coming from an absolute reduction in plastics.

Reduction of plastics could be achieved through the removal of unnecessary packaging, alternative packaging design, innovative or rediscovered business models or different product design, while avoiding unintended environmental consequences.



## Target 2

# Responsible use of plastics

## Responsibility Key:

- Governments
- NGO
- WMC & Recyclers<sup>1</sup>
- L Leads
- Plastic and Packaging Manufacturers
- Brand Owners and Retailers
- European Plastics Pact
- S Supports

Outcomes	Key activities	Target by <sup>2</sup>		
		End 2021	End 2023	End 2025
10% reduction in plastics usage (across brands, retailers and member countries) without unintended environmental consequences	<span style="color: blue;">L</span> <span style="color: green;">L</span> Reporting procedures in place for annual progress reporting			
	<span style="color: blue;">L</span> <span style="color: cyan;">S</span> Impact analysis to understand which packaging formats/products offer the greatest opportunity for plastic reduction and actions implemented			
	<span style="color: blue;">L</span> Business members review their portfolio and act on opportunities to remove, reduce or replace single use plastic packaging while avoiding unintended consequences			
	<span style="color: blue;">L</span> <span style="color: green;">S</span> Citizens are engaged to increase awareness and understanding of packaging choices and delivery systems and ultimately change behaviour			
Refill/reuse systems are mainstream across participating countries	<span style="color: blue;">L</span> Sustainable system thinking embedded within business product design and delivery processes			
	<span style="color: blue;">L</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> Review legislative barriers to refill/reuse and take action to address			
	<span style="color: blue;">L</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> <span style="color: limegreen;">S</span> Consider benefits of labelling for refill/reuse, including provision of critical product information and systems implemented			
Businesses and governments have developed policies to reduce where it makes sense for the environment	<span style="color: green;">L</span> <span style="color: blue;">S</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> Sharing of knowledge and innovations to learn from previous experience and inspire others to act			
	<span style="color: green;">L</span> <span style="color: blue;">S</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> Identify key areas for cross-country, cross-value chain collaboration to standardise and scale up (sector-wide) solutions. Priority areas are implemented			
	<span style="color: blue;">L</span> Governments will set targets and introduce (regulatory) incentives to promote reuse and refill systems			
	<span style="color: green;">L</span> <span style="color: cyan;">L</span> <span style="color: green;">S</span> Development and adoption of a tool for assessing environmental impacts for packaging/alternative product delivery models e.g. refill			
	<span style="color: blue;">L</span> Government policy measures incentivise innovative business models such as refill/reuse business			

1. WMC: Waste Management Company

2. This is indicative as to when the activity should be completed. When more than one year is coloured it means that this activity has a separate output for each timeframe.

## Target 3

# Collection, sorting and recycling

Increase the collection, sorting and recycling capacity by at least 25 percentage points by 2025 and reach a level that corresponds to market demand for recycled plastics.



### Target 3

# Collections, sorting and recycling

### Responsibility Key:

- Governments
- NGO
- WMC & Recyclers<sup>1</sup>
- L Leads
- Plastic and Packaging Manufacturers
- Brand Owners and Retailers
- European Plastics Pact
- S Supports

Outcomes	Key activities	Target by <sup>2</sup>		
		End 2021	End 2023	End 2025
Market assessment	<span style="color: green;">L</span> Develop a European market assessment futures report to map current and future contexts for material arising (polymer/format); capacity for collection, sorting and recycling; end markets			
	<span style="color: green;">L</span> Sharing of knowledge and approach with other initiatives to ensure consistent approach and maximum impact (e.g. Circular Plastics Alliance)			
	<span style="color: green;">L</span> Review the various systems for collection, sorting, recycling of plastic packaging. Develop case studies and make recommendations (focus on quality and capture rates)			
Policy alignment: national, city and supra-national policies positively support circular economy targets	<span style="color: blue;">L</span> National policies reviewed and updated to align with circular economy principles and reduced reliance on trans-shipment of waste out of Europe			
	<span style="color: blue;">L</span> Governments support/promote municipalities to develop waste contracts that incentivise recycling			
	<span style="color: blue;">L</span> Governments facilitate for municipalities to increase collection and recycling, prioritising quality of waste materials (e.g. separate collections)			
	<span style="color: blue;">L</span> Policy makers introduce market incentives to increase recycling rates where necessary and appropriate			
	<span style="color: blue;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Policy makers introduce market incentives to increase use of recycled plastic in packaging			
	<span style="color: blue;">L</span> <span style="color: green;">S</span> Long-term funding in place for national recycling campaigns to drive up recycling participation			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> Explore, and potentially introduce, a consistent consumer recycling label for Europe			
	<span style="color: blue;">L</span> <span style="color: green;">S</span> Governments and city public procurement contracts incentivise circular economy principles (e.g. use of recycled content)			
Business alignment: businesses embed circular economy principles in their policies and operations to positively support the targets	<span style="color: blue;">L</span> <span style="color: lightgreen;">S</span> <span style="color: green;">L</span> Business implement packaging design and polymer recommendations for bottles/rigids (Targets 1, 2)			
	<span style="color: blue;">L</span> <span style="color: lightgreen;">S</span> <span style="color: green;">S</span> <span style="color: green;">L</span> Business implement packaging design and polymer recommendations for films/flexibles (Targets 1, 2)			
	<span style="color: cyan;">L</span> Brands and retailers specify recycled plastic into packaging (aligned with Target 4) review regularly to ensure optimum inclusion as technology advances			
	<span style="color: cyan;">L</span> Brands and retailers adopt on-pack recycling labels and consistently include recycling in their marketing communications activity			
	<span style="color: cyan;">L</span> Retailers introduce recycling collections for consumers (where appropriate and required)			
	<span style="color: lightgreen;">L</span> <span style="color: green;">S</span> Businesses exploit the changing retail landscape, new technology and shifting shopping habits to unlock new recycling behaviours and practices			
	<span style="color: blue;">L</span> <span style="color: lightgreen;">L</span> <span style="color: green;">L</span> All businesses ensure operational waste is collected and recycled to support the European Plastics Pact targets (ideally recycling in Europe)			

1. WMC: Waste Management Company

2. This is indicative as to when the activity should be completed. When more than one year is coloured it means that this activity has a separate output for each timeframe.

### Target 3

# Collections, sorting and recycling (continued)

### Responsibility Key:

- Governments
- NGO
- WMC & Recyclers<sup>1</sup>
- L Leads
- Plastic and Packaging Manufacturers
- Brand Owners and Retailers
- European Plastics Pact
- S Supports

Outcomes	Key activities	Target by		
		End 2021	End 2023	End 2025
Waste management sector alignment: businesses and investors embed circular economy principles in their policies and operations to positively support the targets	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Recyclers and packaging sector adopt innovations in sorting to facilitate improved recycling (e.g. digital watermarking)			
	<span style="color: pink;">L</span> Investment in recycling plants and training to improve recycling yields and quality of recycled material			
	<span style="color: pink;">L</span> Increased investment and installed advanced capacity for recycling infrastructure (bottles/rigids)			
	<span style="color: pink;">L</span> Increased investment and installed advanced capacity for recycling infrastructure (films)			
	<span style="color: pink;">L</span> Increased investment and installed capacity non-mechanical recycling infrastructure			
Citizen engagement: citizens engaged to positively support the targets at home, work and out of home	<span style="color: blue;">L</span> <span style="color: cyan;">S</span> <span style="color: blue;">S</span> <span style="color: green;">S</span> More citizens, recycle more and with reduced contamination (continually improve)			
	<span style="color: blue;">L</span> <span style="color: cyan;">S</span> <span style="color: blue;">S</span> <span style="color: green;">S</span> Citizens understand the benefits of purchasing products, leading to increased demand for recycled plastic in packaging/products			

1. WMC: Waste Management Company

## Target 4

# Use of recycled plastics

Increase the use of recycled plastics in new products and packaging by 2025, with plastics user companies achieving an average of at least 30% recycled plastics by weight in their product and packaging range.



## Target 4

# Use of recycled plastics

## Responsibility Key:

- Governments
- NGO
- WMC & Recyclers<sup>1</sup>
- L Leads
- Plastic and Packaging Manufacturers
- Brand Owners and Retailers
- European Plastics Pact
- S Supports

Outcomes	Key activities	Target by <sup>2</sup>		
		End 2021	End 2023	End 2025
Data analysis to drive future workstreams	<span style="color: green;">L</span> <span style="color: pink;">S</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Benchmark European market (recycled content, polymers used, etc.)			
	<span style="color: green;">L</span> <span style="color: pink;">S</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Identify key workstreams required to achieve the targets			
Ensuring the development of sustainable end markets for films and flexibles	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify the potential markets and applications for recycled films and flexibles			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify and analyse the main challenges/limitations in the use of recycled films and flexibles			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify and explore potential solutions to these challenges			
Ensuring the development of sustainable end markets for mixed coloured materials (jazz) in packaging applications	<span style="color: green;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify the main barriers to mixed coloured materials (jazz) inclusion in new packaging (contamination, marketing and consumer acceptance, quality, etc)			
	<span style="color: cyan;">L</span> <span style="color: lightgreen;">S</span> <span style="color: pink;">S</span> Identify and implement opportunities and solutions to increase the inclusion of mixed coloured materials (jazz) in new packaging			
Eliminate the concerns in relation to residual chemicals and contaminants in recycled content	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Identify the main concerns that could be associated with the use of recycled content			
	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Develop standards for recycled content based on eliminating the identified concerns			
	<span style="color: blue;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Integrate standards for recycled content in EU policy			
Food grade recycled polyethylene (PE) developed and available for the market	<span style="color: green;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Explore potential sorting technologies that could enable the development of food grade recycled PE			
	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Analyse potential cleaning and decontamination mechanisms that could enable the development of food grade recycled PE			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Investigate the use of functional barriers to enable the use of recycled PE in food applications			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify the approval processes required to enable the use of recycled PE in food applications			
	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Implementation of identified solutions to produce food grade recycled PE			
	<span style="color: pink;">L</span> <span style="color: lightgreen;">S</span> <span style="color: cyan;">S</span> Analyse opportunities presented by non-mechanical recycling			

1. WMC: Waste Management Company

2. This is indicative as to when the activity should be completed. When more than one year is coloured it means that this activity has a separate output for each timeframe.

## Target 4

# Use of recycled plastics (continued)

## Responsibility Key:

- Governments
  - NGO
  - WMC & Recyclers<sup>1</sup>
  - Plastic and Packaging Manufacturers
  - Brand Owners and Retailers
  - European Plastics Pact
- L Leads      S Supports

Outcomes	Key activities	Target by		
		End 2021	End 2023	End 2025
Food grade recycled polypropylene (PP) developed and available for the market	<span style="color: green;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify current advances in the development of food grade recycled PP			
	<span style="color: green;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Explore potential sorting technologies that could enable the development of food grade recycled PP			
	<span style="color: pink;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> Analyse potential cleaning and decontamination mechanisms that could enable the development of food grade recycled PP			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Investigate the use of functional barriers to enable the use of recycled PP in food applications			
	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> Identify the approval processes required to enable the use of recycled PP in food applications			
	<span style="color: pink;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> Implementation of identified solutions to produce food grade recycled PP			
	<span style="color: pink;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> Analyse opportunities presented by non-mechanical recycling			
Business case developed for PET tray to tray recycling	<span style="color: green;">L</span> <span style="color: cyan;">S</span> <span style="color: pink;">S</span> <span style="color: green;">S</span> Identify the potential markets and applications for recycled PET trays			
	<span style="color: pink;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> Identify and analyse the main challenges/limitations in PET tray to tray recycling			
	<span style="color: pink;">L</span> <span style="color: green;">S</span> <span style="color: cyan;">S</span> <span style="color: green;">S</span> Identify and implement solutions to these challenges			

1. WMC: Waste Management Company

## Monitoring and reporting

# Measuring our progress

An agreement such as the European Plastics Pact must be able to monitor and measure its progress against the agreed targets.



Effective monitoring and reporting allow the Pact members and Steering Committee to establish a baseline, identify areas of focus for maximum impact, assess the impact of measures taken and track progress against targets.



In signing up to the European Plastics Pact, members will be required to report on the actions taken and, where applicable, progress made towards the targets.

In addition to tracking progress, effective monitoring and measurement allow the Pact members and Steering Committee to establish a baseline, identify areas of focus and assess the impact of measures taken.

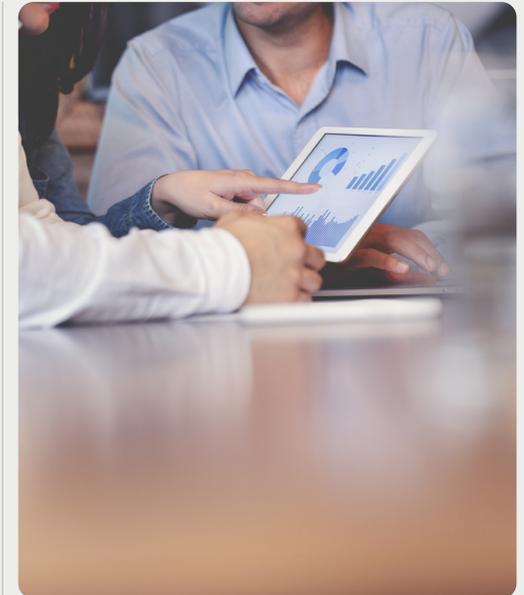
The European Plastics Pact will be monitored and measured using an appropriate monitoring and reporting framework. The framework aims to achieve three main objectives:

1. Provide an appropriate measurement system and methodology for Pact members
2. Highlight progress made by Pact members towards the targets
3. Align as much as feasibly possible with reporting requirements in other relevant plastics initiatives.

Feedback will be gathered from members through questionnaires and workshops to ensure that the framework is applicable and appropriate.

In addition, WRAP are building a Technical Committee which will help inform the framework used within the Pact. The Technical Committee will include measurement and reporting representatives from wider plastics initiatives, ensuring a harmonised approach of monitoring between the national Plastics Pacts, the Circular Plastics Alliance (CPA) and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment.

The Technical Committee will act as a platform for plastic initiatives across Europe to share best practice and lessons learnt during the continued development of their own monitoring and reporting frameworks, as well as provide an opportunity for individuals to discuss any challenges associated with their initiatives.



## Next steps

# Supporting the Pact

Following the publication of this roadmap, the European Plastics Pact will prioritise and coordinate the implementation of the identified activities through its working groups.

It is expected that each stakeholder will embed the roadmap within their organisation, take action towards the outcomes of the roadmap, and review the activities and timescales set out to ensure they align with their own targets and policies.

This roadmap is intended to be a living document and will be constantly reviewed and adapted to fulfil its purpose.

## How to join

The European Plastics Pact is open to governments, businesses and other relevant organisations such as business associations and non-governmental organisations.

Joining the Pact means signing the Pact in its entirety and committing to its goals.

Sign up today by emailing:

[europaenplasticspact@  
wrap.org.uk](mailto:europaenplasticspact@wrap.org.uk)



## Annex

# European Plastics Pact Definitions

**Absolute reduction:** Reduction of plastic (packaging) volumes in metric tonnes versus the baseline year.

**Mechanical recycling:** means the physical processing of used plastics to generate secondary raw materials.

**Non-mechanical recycling:** means the nonphysical processing of used plastics by either:

1. The breakdown of the polymer structure using processes such as pyrolysis, gasification and chemical depolymerisation to generate feedstock for producing new polymers.
2. Dissolution to remove impurities and contaminants to generate a secondary raw material.

**Packaging:** means all products made of any materials of any nature to be used for the containment, protection, handling, delivery and presentation of goods, from raw materials to processed goods, from the producer to the user or the consumer. 'Nonreturnable' items

used for the same purposes shall also be considered to constitute packaging.

**Post-consumer recycled content:** means the proportion, by weight, of postconsumer recycled material in a plastics product or packaging.

**Problematic plastics:** includes packaging or single-use items that follow these criteria: 1. It is not reusable, recyclable or compostable. 2. It contains, or its manufacturing requires, hazardous chemicals that pose a significant risk to human health or the environment (applying the precautionary principle). 3. It hinders or disrupts the recyclability or compostability of other items. 4. It has a high likelihood of being littered or ending up in the natural environment.

**Recyclable:** means that a product's packaging or component's successful postconsumer collection, sorting and recycling is proven to work in practice and at scale.

Source: New Plastics Economy Global Commitment.

**Recycling:** means any recovery operation by which waste materials are reprocessed into products, materials or substances whether for the original or other purposes. It includes the reprocessing of organic material but does not include energy recovery and the reprocessing into materials that are to be used as fuels or for backfilling operations.

Source: Directive 2008/98/EC of 19 November 2008 on waste.

**Reusable:** means that a product or packaging has been conceived, designed and placed on the market to accomplish within its lifecycle multiple trips or rotations by being refilled or reused for the same purpose for which it was conceived.

Source: Directive 2018/852 of 30 May 2018 amending Directive 94/62/EC on packaging and packaging waste

**Reuse:** means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.

Source: Directive 2008/98/EC of 19 November 2008 on waste

**Single-use plastic product:** means a product that is made wholly or partly from plastic and that is not conceived, designed or placed on the market to accomplish, within its life span, multiple trips or rotations by being returned to a producer for refill or reused for the same purpose for which it was conceived.

Source: Directive 2019/904/EC of 5 June 2019

**Unnecessary:** It can be avoided (or replaced by a reuse model) while maintaining utility.

**Waste:** means any substance or object which the holder discards or intends or is required to discard.

Source: Directive 2008/98/EC of 19 November 2008 on waste

# European Plastics Pact Roadmap

Version 1, published December 2020

The Roadmap was developed for and approved by the Steering Committee of the European Plastics Pact. It was developed by the four Working Groups under the Pact with the assistance of the secretariat – provided by WRAP – with funding from four member states (The Netherlands, France, Denmark and Sweden).

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