

Plastics Europe views on claims made on products using mass balance

To ensure transparency and market and consumer confidence, products' names and claims shall reflect the chain of custody that has been used to assign and quantify some characteristics, such as the recycled, biobased or CCU-based characteristic. Claims should also be supported by appropriate certification and comply with appropriate standards e.g. ISO 14021.

In particular, names and claims of products with characteristics attributed through a mass-balance approach should be distinct from those of products in which the physical nature of these characteristics can be ensured through a segregated production process. This will avoid creating any confusion or misleading impression as to the actual physical presence of recycled or bio-based content in the end product.

More specifically, we recommend that products / plastics resulting from a mass-balance approach are distinguished using terminology such as recycled-attributed, bio-attributed or CCU-attributed products / plastics, while products with physical presence of these characteristics are called recycled, bio-based or CCU-based products.

Claims about the % of recycled content, biomass content or CCU-content are possible on products derived from a mass-balance approach but should clearly refer to attribution. Possible claims could therefore be % attributed recycled content - % attributed biomass content - % attributed CCU content.

Such products should also be considered as meeting legal and voluntary targets for recycled content, whether such targets be set at the product or company level.

Other relevant product claims can illustrate the replacement of fossil virgin feedstock by recycled, biobased or CCU-based feedstock in the process. Such claims could be: x % of virgin fossil feedstock / carbon are replaced by recycled / biomass / CCU-based feedstock / carbon.

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Plastics Europe is the pan-European association of plastics manufacturers with offices across Europe. For over 100 years, science and innovation has been the DNA that cuts across our industry. With close to 100 members producing over 90% of all polymers across Europe, we are the catalyst for the industry with a responsibility to openly engage with stakeholders and deliver solutions which are safe, circular and sustainable. We are committed to implementing long-lasting positive change.

