Plastics do not belong in the environment - they belong in the economy.

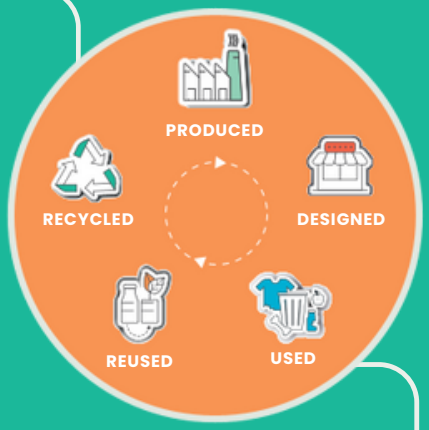
PLASTICS EUROPE

How does **CIRCULARITY HELP COMBAT PLASTIC POLLUTION?**

Circularity means that products are sustainably produced, designed, used, reused, and recycled instead of being discarded. The plastics circular economy recognises and captures the value of plastics as a resource with the least impact on the climate.

Circularity ensures that we can keep plastics in the economy where they belong and out of the environment.

By transforming used plastics into valuable commodities, we create a strong commercial incentive for repurposing and recycling. When we do this, waste becomes a resource, a potential (future) feedstock.



What is **THE CHALLENGE?**

Recycling remains critical in the fight against plastic pollution, but **circularity is more than just recycling.**

It encompasses the whole life cycle of plastics — from production to end-of-life treatments.

The plastics value chain is incredibly complex. From producers, converters, consumers, waste management companies, recyclers, and policymakers.

Achieving plastics circularity requires **intense and continuous collaboration** across sectors and stakeholders, including policymakers.

How can **POLICIES POWER CIRCULARITY?**

Creating a policy environment that enables circularity is indispensable in ending plastic pollution. Plastics Europe considers the following circularity drivers essential to creating a commercial incentive to ensure that plastics retain value even as waste, thereby keeping them out of the environment.

Promoting **design for circularity** by developing common product design principles will enhance recycling and reuse.

Legislative targets for producing circular plastics will stimulate demand. These targets must be tailored to fit each country or region's unique situations, ensuring they are practical and effective.

National targets for how much **recycled plastic** should be used in each industry sector are required to support investment in the necessary infrastructure and technologies for collecting and recycling plastic.

Re-use targets for specific applications, like packaging, can be beneficial if they focus on products that contribute most to plastic waste.

Encouraging the use of **circular feedstocks** (bio-based, recycled, and carbon-captured) will reduce dependence on fossil fuels to produce plastics.

Find out more about how plastics producers in Europe are working towards becoming circular and net-zero in the Plastics Transition Roadmap.