



European Conference on Plastics

8 -9 December, 2016 | RDM Rotterdam, The Netherlands

KEY ACTIONS for EU STRATEGY ON PLASTICS

Collection & recycling:

1. Harmonize differentiated recycling fees (% recycled content, CO₂, toxicity, multilayer's);
2. Stimulate traceability and recyclability;
3. More research on chemical recycling, as a necessity in addition to mechanical recycling;
4. Set targets (for more separation) for realizing high quality of plastics waste;

Market & feedstock:

5. Regulate minimum percentage (or other targets) of biobased/recycled content in plastics;
6. Extended Producer Responsibility for (all) plastics (regulate the non packaging plastics);
7. Strive for predictability (proper producer responsibility, traceability of hazardous substantial's);
8. Support research & innovation of new recycling technology to reach quality of virgin material;
9. Stimulate Bioplastics and biodegradable, if sustainable.

Laws/Guidelines/standards:

10. Phase out or ban 'bad' plastics, to start with multilayer's, toxic plastics, micro plastics and fossil based plastics and burning or resources;
11. Reconcile chemicals laws and waste management in relation to the Circular Economy, remove legal barriers and create flexibility in 'End of Waste': focus on product, specialize streams and lower administration;
12. Use and implement (existing) guidelines, like "[Designing with recycled plastics](#)" or the "Guidelines for Bioplastics" and create guidelines/standard definition for different kinds of plastic or for sorting rigid plastics;
13. Enforce CEN norms, WEEE-recycling standards and Green labels;

Financial incentives:

14. Focus on carbon tax/tax incentives, accelerate financial support for innovations in recycling plastics (compare to energy transition) and award plastics with a low carbon footprint, 'good behavior' and local initiatives (to raise visibility, awareness and scale);
15. Create a "Guarantee Fund" (for sustainable material investments) fed by governments, trade organizations, crowd funding ('buy one, give one') with stable conditions, or allocate the 'Juncker funds' for sustainable material incentives;
16. Provide financial support for high risk innovation development and create financial support to pay demonstration project (now only for research and big initiatives);
17. Unleash innovation by developing new funding mechanism, make nudging 'easier' and switch from 'subsidy' to 'venture capital';



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Design:

18. Offer the process of design thinking, like [CIRCO](#) (creating business through design) and support education of designer;
19. Stimulate "smart design" to reduce waste items and make repair, share and reuse easier;
20. Set targets for taking the whole life cycle into perspective and design for no *end of life*;
21. Integrate this with EU Eco-design directive (tailor Ecodesign & Ecolabel);
22. Reduce plastics (through materials, delivering systems, business models and incubators establishment and financing) and search for alternatives, new materials (through innovation);

Consumption & behavior:

23. Accelerate start ups to stimulate 'new (sustainable) behavior';
24. Improve the image of recycled plastics (make it normal);
25. Support 'new business model thinking' (like lease to sell);
26. Strengthen the role of the consumer in closing the loop by education (awareness of consequences), encouragement (rewarding good behavior) and facilitate them (providing right infra for collection).

Chain approach & systems:

27. Foster more multi stake platforms (like the [Plastic Value Chain Agreement](#)), collaborate that all parties share knowledge/information (covering all value chain partners) and organize, strengthen and facilitate ongoing dialogue;
28. Breakthrough silo's: connect different sectors and issues and integrate solutions;
29. Take care of good data collection, harmonization of actions, facilitate sharing best practices and LCA analyses and make them public (so it can be used by all European countries);
30. Stimulate innovation in 'the chain' (at R&D-level and implementation level).

Vision & action:

31. The strategy should be a clear, well researched strategy, with clear rules, end goals and intermediate results (create a multi-year blueprint of the transition);
32. Take care of international commitment, by using for example the "Basel convention", [SDG's](#) or work together with [WBCSD](#) (World Business Council for Sustainable Development) etc.;
33. Combine policy issues like health, climate goals and circular economy package;
34. Make sure this strategy is an action plan, which leads to action on short and long term.

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