Welcome to the February PIRAP newsletter. It has been a busy period for the plastics industry with a continued focus from the media on reducing plastic packaging as well as the release of the Plastics Strategy and the 25 year Environment Plan.

Please continue to share this newsletter and encourage companies you work with to get involve in PIRAP. If you able to, adding the PIRAP logo to your email signature is a great way to tell your customers you are a PIRAP supporter and encourage them to sign up. Please contact me and I would be happy to send you a copy of the logo.

Plastics Strategy

The European Commission released their Plastics Strategy on 16\textsuperscript{th} January.

The strategy sets out a vision for Europe’s new plastics economy which includes:

- By 2030 all plastic packaging placed on the EU market is reusable or can be recycled in a cost-effective manner
- By 2030 half of plastic waste generated in Europe is recycled
- By 2030 sorting and recycling capacity has increased fourfold since 2015 – with 200,000 new jobs across Europe.

It also states:

- There will be new guidance on separate collections
- The European Commission will look at particular areas which show good potential for uptake of recycled content – examples given were construction and automotive sector
- European Commission will work with the European Committee for Standardisation and the industry to develop quality standards for sorted plastic waste and recycled plastics.

To read the strategy please click here.

Industry commitments

PlasticsEurope’s – Plastics 2030 – Voluntary Commitment This sets out ambitious targets and initiatives which is the plastics industry’s contribution to achieving a fully circular and resource efficient Europe. The targets include a re-use and recycling rate of 60% for plastics packaging by 2030 as well as a 100% re-use, recycling and/or recovery of all plastic packaging in EU-28, Norway and Switzerland by 2040. It also sets out commitments to reduce plastic leakage into the
environment as well as research into alternative feedstock and more frequent updates of product life-cycle inventories and Environmental Production Declaration.

To read the commitment please click here.

The European Plastics Industry Circular Economy Voluntary Commitments – Towards 50% Plastics Waste Recycling - Plastics Recycler Europe (PRE), Petcore Europe, the European Carpet and Rug Association (ECRA), the Polyolefin Circularity Platform (PCEP Europe), European Plastics Converters (EuPC) and VinylPlus® have developed a new European-wide action plan aiming to achieve 70% recycling and reuse of plastics packaging by 2040 and 50% recycling and reuse of plastics waste by 2040. Each organisations have pledge their own commitment to help the action plan to reach its targets.

To read the commitments please click here.

Company commitments

Below are some of the commitments made by individual companies since the release of the Plastics Strategy.

- Coca-Cola – pledge to recycle a used bottle or can for every one the company sells by 2030
- McDonald’s- all packaging to come from renewable, recycled or certified sources by 2025
- Unilever – all plastic packaging is fully reusable, recyclable or compostable by 2025
- Waitrose – pledge to scrap black plastic trays from 2019 in its own-label food
- Amcor – all packaging developed to be recyclable or reusable by 2025
- Evian – all plastic bottles made from 100% recycled plastic by 2025

Keep Britain Tidy and Harrogate Water have produced a video encouraging plastic bottle recycling. The video has the message ‘Twist it. Cap it. Recycle it’ and can be watched here.

25 year Environment Plan

On 11th January the government launched ‘A Green Future: Our 25 Year Plan to Improve the Environment’. Key points from it include:

- Targets to eliminate avoidable plastic waste by the end of 2042
- Work with waste management services and producers to support policies that deliver high-quality and quantity recycling, minimise environmental impact and ensure well-functioning secondary material markets
- Working with industry to rationalise packaging formats and material formats to make sure that more plastics can be easily recycled and quality of collected recycled plastics is improved
Reforming the producer responsibility systems to incentivise producers to take greater responsibility for the environmental impacts of their product. This will include exploring extending producer responsibility requirements to plastic products not currently covered by our existing regimes to create a better market for recycling plastics.

Mark Pawsey MP – Government must work with councils and the packaging industry to realise its environmental goals

Mark Pawsey MP wrote in the ‘House magazine’ about the importance of the UK packaging industry which employs around 85,000 people in the UK and the ninth largest exporting sector. Plastic packaging is expected to do a number of jobs: to protect products, provide a vehicle for transportation and to keep food items fresh until they are ready to be used. He stated that the plastic packaging industry has been working hard to reduce plastic waste and improve recycling by reducing the range of polymers used in products and encourage greater recyclability and recycled content. The article stated that the Plastics Industry Recycling Action Plan (PIRAP) is another way to prioritise plastic recycling. It pointed out that ‘on the go’ packaging has been singled out as a problem and to fund changes to this the UK Producer Responsibility mechanism needed to change.

Best Recycled Product Winners 2017

The winner of this year’s Best Recycled Product Award which is sponsored by RECOUP was Recycling Technologies. The award was presented at the Plastics Industry Recycling Awards and beat Hahn plastics’ hanit® Ultra Ecocrib Wall, Fishy Filaments Ltd’s 3D printing filament, Axion Polymers and 1ENV solutions’ Rotech® Bullet Bait box and Marmax’s Buddy Bench.

Recycling Technologies chemically recycled plastic into Plaxx® which can be used as a feedstock for virgin plastic production, as a wax or alternatively as a fuel for marine vessels.

Recyclability Case Studies

RECOUP have designed a suite of Recyclability Case Studies designed to provide simple messages on how to make packaging recyclable. The case studies illustrate both packaging not considered recyclable, the reason why and gives examples of recyclable alternatives.

To read the full document please click [here](#).

To read the full article please click [here](#).

To find out more please click [here](#).

To download the case studies please click [here](#).
Black trays

A cross sector stakeholder session for the Black Plastics Packaging Recycling Forum RECOUP are co-ordinating took place at Bühler UK Limited on 16th January. The drive to provide solutions for black packaging recycling has been ramped up significantly – urgency is needed to avoid forced actions by Government and legislative interventions. It is intended that a clear set of objectives and actions will start to be implemented by the end of March to demonstrate the commitment of the industry partners in reducing the adverse effect of black plastics in the waste stream.

China

The Environment Audit Committee (EAC) launched an inquiry on the Chinese Waste Import Ban. The BPF responded to this ban calling for the government to focus on incentivising the use of recycled content, have quality standards, consistent collections and invest in UK recycling infrastructure.

To find out more please click here.

WRAP update

WRAP and the Ellen MacArthur Foundation announce a new collaborative plastics initiative:
As part of the Government’s 25 Year Environment Plan, the initiative will involve collaborative action and commitment by businesses, UK Government and devolved administrations, local authorities, NGOs, media and citizens to create a world where plastic is used sustainably. It will be the first of a global network of national implementations of the EMFs New Plastics Economy. WRAP and the Ellen MacArthur Foundation will launch the initiative in spring.

If you’re interested to keep up to date on the initiative and for more information on the targets, please visit www.wrap.org.uk/collections-and-reprocessing/plastics-initiative and submit your details.

Recycle Now
Recycle Now will be launching a campaign focussing on plastics where we have high missed capture in the next few weeks. Watch out for information coming out on social media and please share as widely as you can through your communications channels.

Case study

4PET recycling plant for recycling PET Trays

The Dutch Waste Packaging Fund (Afvalfonds Verpakkingen) has agreed with 4PET recycling to start recycling PET trays on a large scale. This is the first recycler worldwide to recycle PET trays separately
and will open in spring 2018. Waste sorters will sort PET trays and provide them to 4PET Recycling in Duiven. They are recycled tray-to-tray.

To find out more please click here.

**Axion – Design for Recycling Service**

Axion have launched a new service which is helping the plastic packaging value chain to optimise packaging they produce for end of life while also maintaining product protection. The service is designed to support industry initiatives such as Courtauld 2025, Plastics Industry Recycling Action Plan (PIRAP), the European Packaging and Packaging Waste Directive (PPWD) and the New Plastics Economy initiative.

To find out more please click here.

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**Dates for your diary**

- **Marine Litter Event** – 7 February, London
- **PolyTalk 26-27 April 2018, Malta – Zero Plastics To the Oceans**
- **BPF Sustainability Seminar** – 12 June, London

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**New PIRAP supporters**

Polypouch is a bespoke flexible packaging company specialising in custom printed pouches.

We support all types of businesses from start-ups to established brands, combining technical and environmental expertise with first class packaging design and unrivalled levels of customer service.

As stakeholders of CEFLEX we are fully supportive of a Circular Economy approach to flexible packaging and very much look forward to working towards increasing plastic recycling levels in the UK and Europe with PIRAP.

To find out more at [https://www.polypouch.co.uk/](https://www.polypouch.co.uk/).

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Ultimate Packaging is a multi-award winning business focused on the development of innovative, packaging solutions. With 90% of the product we manufacture supplied to the food industry, it is important to us to protect the environment and consistently improve our performance. We are constantly focused on developing solutions to reduce waste, extend shelf life and improve sustainability. With our onsite technical lab this allows us to invest into the future of packaging;
allowing research to discover ways to improve the recycling of plastic and deliver new innovative packaging.

To find out more please visit our website at: http://ultimate-packaging.co.uk/ or follow us on social media.

TCL Packaging is a leading independent printer and converter of packaging films for all types of food and non-food applications. Printed and plain reel films are supplied by TCL to converters, packers and manufacturers. TCL’s long serving expert team aims to achieve excellence in every product that leaves its factory in Telford, Shropshire, UK.”

To find out more at http://www.tcl-packaging.com/.

If you have any updates or case studies relevant to PIRAP for the newsletter please contact hjordan@bpf.co.uk.

PIRAP is an industry action plan that highlights where improvements may be made to enhance collection rates, adopt best-in-class collection methods, optimise sorting infrastructure and develop end markets for recycled plastics.