



CEFLEX

A CIRCULAR ECONOMY FOR FLEXIBLE PACKAGING

An Introduction

April 2017

Flexible packaging in Europe



- The European strategic high-level initiatives
- The perception of flexible packaging
 - Debunking some myths
- Facts & Figures
- End of Life challenges



EU high-level initiatives



Ellen MacArthur Foundation

- New Plastics Economy Initiative launch in 2015
- Catalysing Action Plan launch in January 2017

European Commission

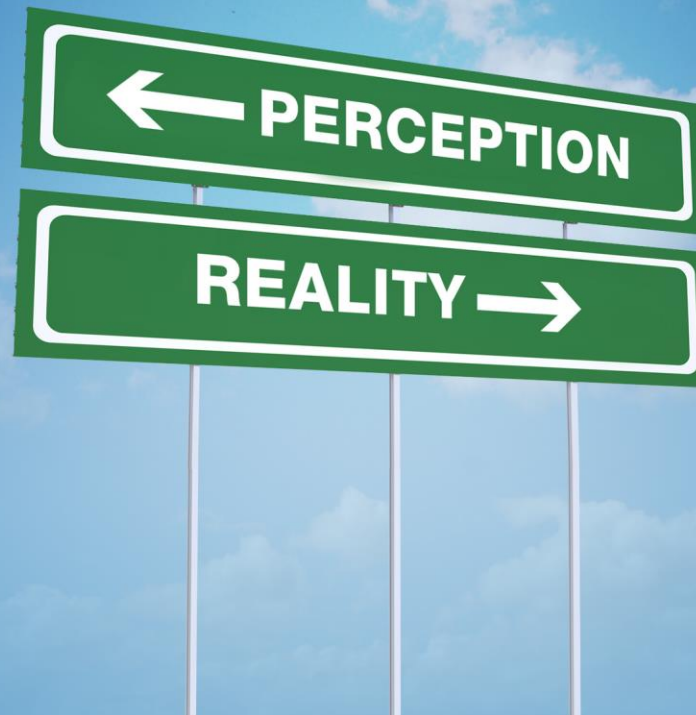
- Circular Economy Package adoption & publication of the Action Plan (2016)
- New recycling targets to be agreed by end 2017
- European Commission review of the EU Plastics Strategy (2017)

PCEP

- Polyolefins Circular Economy Platform launched at K2016
- A collaborative platform of PlasticsEurope, Plastics Recyclers Europe and European Packaging Converters.

Debunking some myths

- Flexible packaging cannot be recycled
- Flexible packaging is not relevant in a circular economy as it is assumed that it is not recyclable
- The environmental impact of the packaged food is mostly due to the packaging
- Flexible packaging is a cause of land and marine litter
- Flexible packaging is a waste of resources

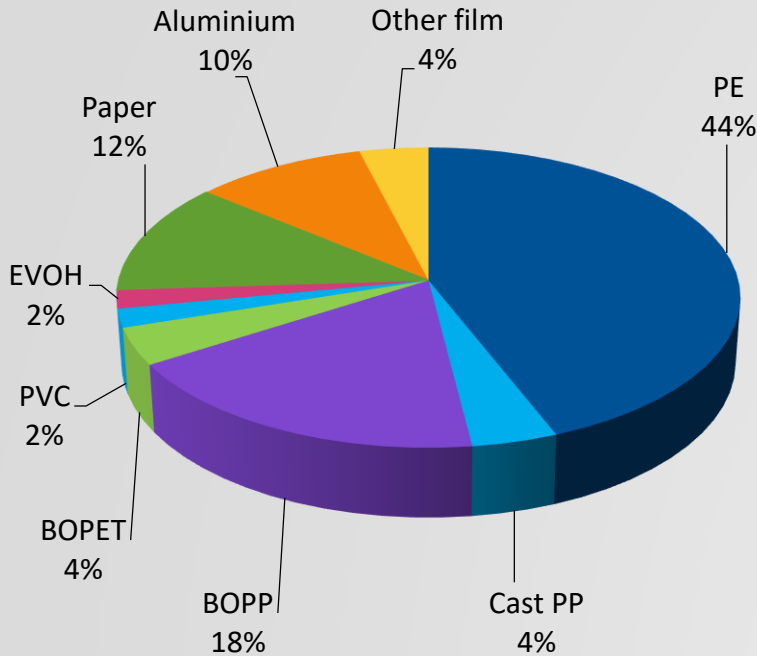


- Flexible packaging is increasingly recycled, especially in countries where it is collected
- Flexible packaging adds value in a circular economy through very efficient use of materials and energy resources
- The environmental impact of flexible packaging is typically 5 to 10 times less than the food it protects*
- When flexible packaging is not collected, there is a risk that it might leak into nature. Collection of flexible packaging waste can significantly reduce the risk of it becoming land and marine litter
- With flexible packaging, customized barrier protection and appropriate portioning reduces the risk of food waste thus saving many resources

* See www.flexpack-europe.org/sustainability

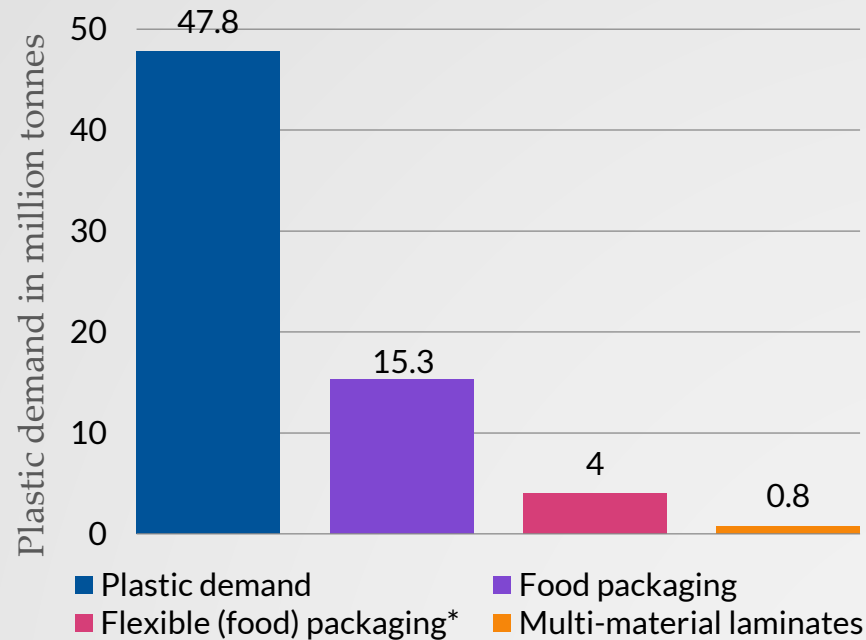
Facts & Figures

4 million tons of flexible food packaging, and growing



The European Food Flexible Packaging Market, 2014*

80% of plastic flexible food packaging potentially “technically ready for recycling” with existing plastic streams ⁽¹⁾



(1) In some countries a proportion of the remaining 20% is also recycled in specific streams

Plastic flexible packaging vs. total EU plastic consumption**

* AMI 2014; Based on AMI definition of flexible packaging - needs further confirmation

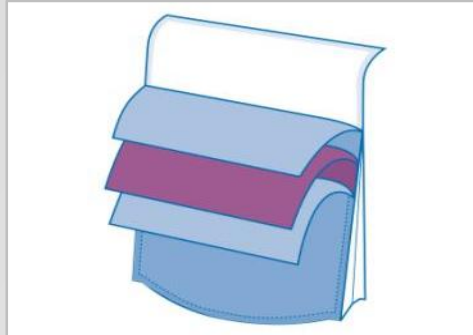
** Based on NL and UK post-consumer waste analysis – needs further confirmation

End of Life challenges



Collection

Flexible plastic is not (yet) widely collected for recycling in all countries



Technical

The possible combination of different layers /materials makes flexible packaging very resource efficient but can also make it more challenging to recycle



Infrastructure

The light weight of flexible packaging means a lot more packs need to be collected to meet weight based recycling targets

It is easier and costs less to meet the targets with heavier packaging formats

CEFLEX will work to find solutions in the above areas to make flexible packaging even more relevant to the circular economy.

A Circular Economy

Project CEFLEX will make flexible packaging even more relevant to the circular economy by advancing better system design solutions via collaboration of companies representing the entire value chain



Project CEFLEX Vision

By 2020 flexible packaging will be recognised for the significant value it adds to the circular economy, by thoroughly measuring, demonstrating and communicating

- the resource efficiency
- the waste prevention benefits

By 2025 there will be an established collection, sorting and reprocessing infrastructure/economy across Europe

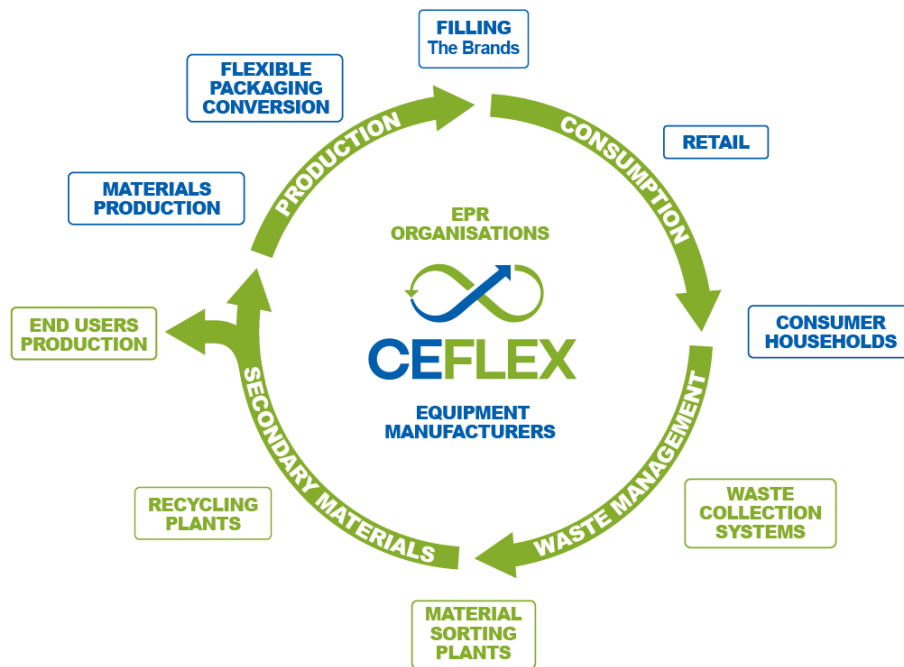
- based on end of life technologies and processes
- to achieve the best economic, technical and environmental outcome.

Who We Are



CEFLEX is the collaborative project of a European consortium of companies representing the entire value chain of flexible packaging and continues the work of **Project FIACE** and **Project REFLEX** .

Project Stakeholders



MATERIAL PRODUCERS



FLEXIBLE PACKAGING CONVERTERS



FILLERS The Brands



COLLECTORS, SORTERS AND RECYCLERS



SUPPLIERS, END USERS AND OTHERS



Project Goals & Deliverables

- **By 2020** flexible packaging will be recycled in an increasing number of European countries, facilitated by project CEFLEX through:
 - The development and application of robust Design Guidelines for both flexible packaging and the “End of Cycle” infrastructure to collect, sort and recycle them
 - The identification and development of sustainable end markets for the secondary materials recycled from flexible packaging
- **By 2025** the development of a collection, sorting and reprocessing infrastructure for post-consumer flexible packaging across Europe , facilitated by project CEFLEX through:
 - A business case for collecting all flexible packaging
 - Proof of principle from successful pilot projects



Our Project Workstreams



Design Guidelines for flexible packaging in a circular economy



Understand/Map the European flexible packaging market mapping



Identify and develop sustainable end markets for secondary materials



Develop a sustainable business case for collecting all flexible packaging



Show proof of principle in pilot region/country



Facilitating technologies



Communication

Contact CEFLEX



For more information

www.CEFLEX.eu

If you want to become a member of the CEFLEX consortium
or wish to learn more about the project, contact

info@ceflex.eu

You can also contact the project team:

Graham Houlder
Project Co-ordinator/Workstream Consultant
graham@sloop-consulting.com

Dana Mosora
Workstream Consultant
dmosora@danamosora-consulting.eu

Liz Morrish
Workstream Consultant
liz@madeconsult.co.uk