



**CEFLEX**

A CIRCULAR ECONOMY FOR FLEXIBLE PACKAGING

## **An Introduction**

July 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

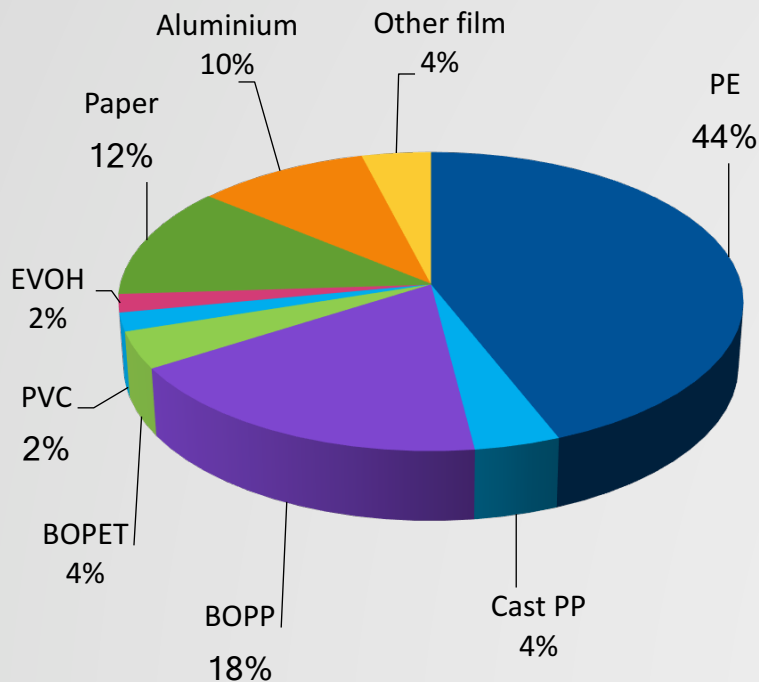


- Flexible packaging is increasingly recycled, especially in countries where it is collected
- Flexible packaging adds value in a circular economy through very efficient use of materials and energy resources
- The environmental impact of flexible packaging is typically 5 to 10 times less than the food 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](http://www.flexpack-europe.org/sustainability)

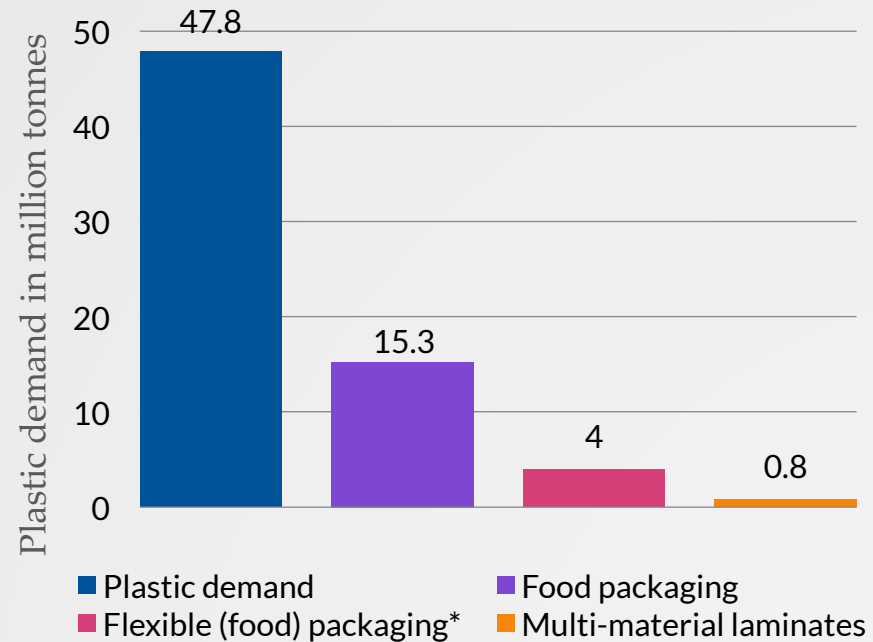
# Facts & Figures

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.

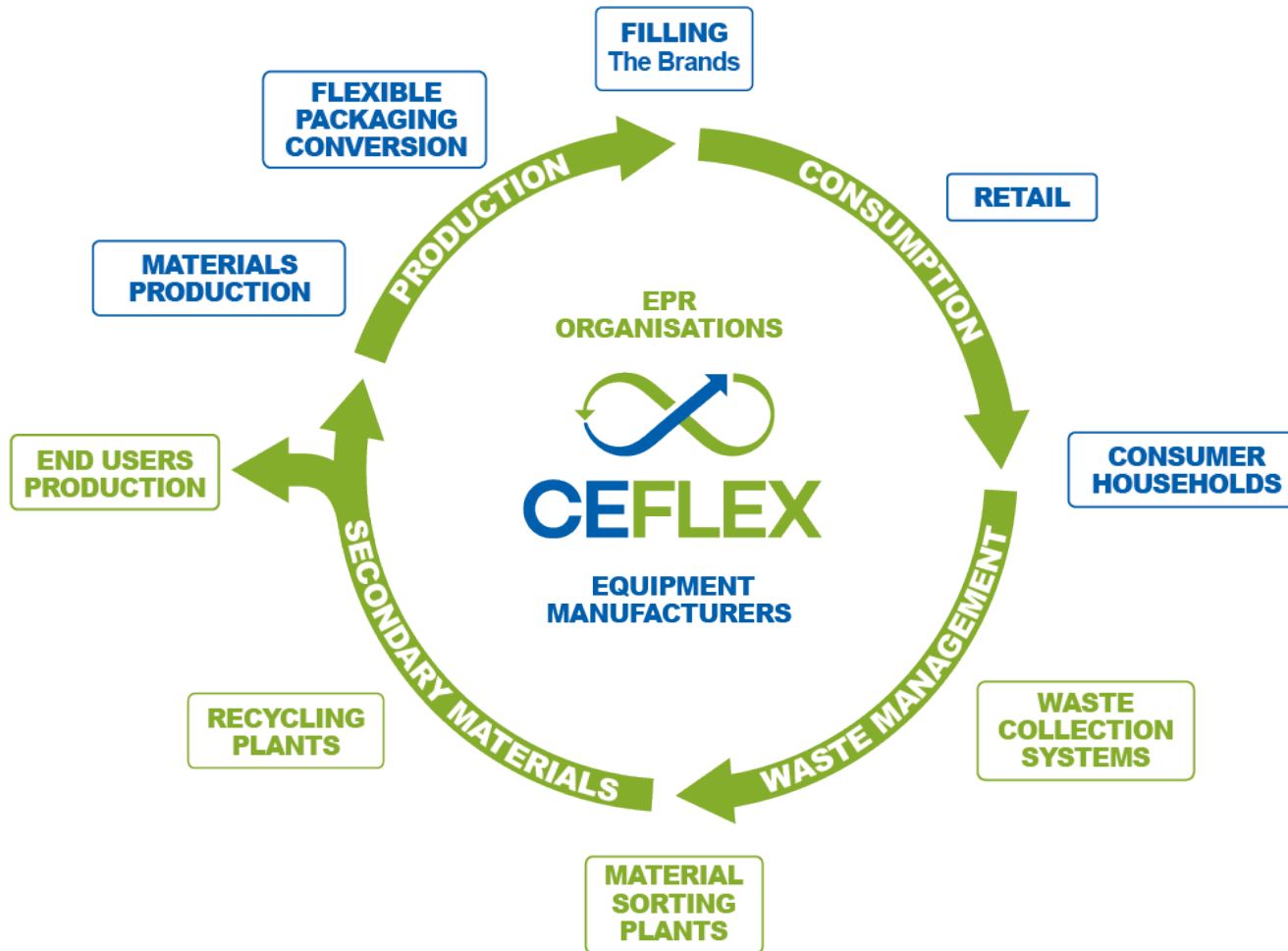
# Who We Are



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** .



# The Value Chain



# Project Stakeholders

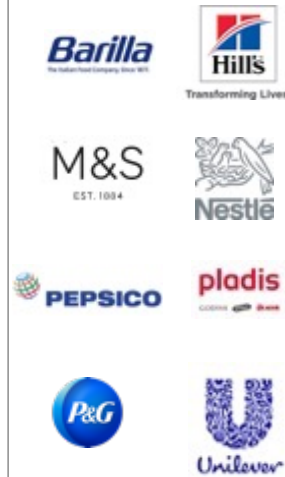
## MATERIAL PRODUCERS



## 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](http://www.CEFLEX.eu)

If you want to become a member of the CEFLEX consortium  
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