



**apip**

Associação Portuguesa  
da Indústria de Plásticos

# CIRCULAR ECONOMY OF PLASTICS IN PORTUGAL:

“A SUSTAINABLE VISION”

08.06.2021

## Summary

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**EUROPE'S STRATEGY TOWARDS A CIRCULAR ECONOMY FOR PLASTICS**

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**HOW PORTUGAL IS IMPLEMENTING / MATERIALIZING THE EU STRATEGY**

**#3**

**APIP'S GREEN DEAL ROADMAP: BUILDING A CIRCULAR ECONOMY FOR PLASTICS**

**#4**

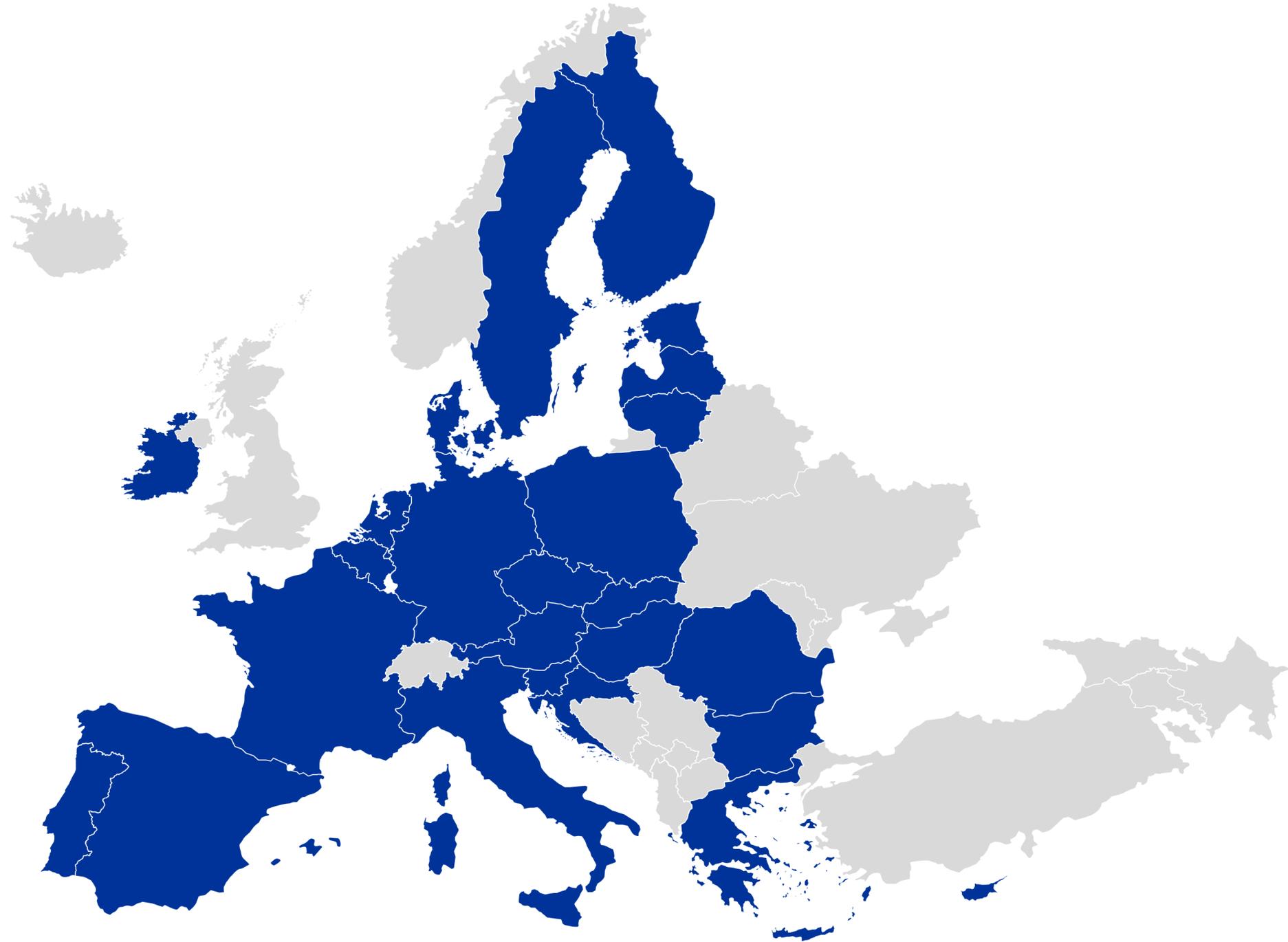
**PLANETARY HEALTH**

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**FINAL REMARKS**

# #1

# EUROPE'S STRATEGY TOWARDS A CIRCULAR ECONOMY FOR PLASTICS



## A timeline for the EU's transition to a circular economy

### CIRCULAR ECONOMY PACKAGE

EU Strategy for Plastics  
Waste Legislation Review  
(Directives)

2018

2019

2020

### NEW EU CIRCULAR ECONOMY ACTION PLAN

focus on the sectors that use most resources and  
where the potential for circularity is high

SUP

### EU GREEN DEAL

Set of policy initiatives with the overarching aim of making  
Europe climate neutral in 2050

# PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION



**PORTUGAL**

**JANUARY.2021 – JUNE.2021**



**2021  
PORTUGAL  
.EU**

Portuguese Presidency  
of the Council  
of the European Union

**“Time to deliver: a fair, green and digital recovery”**

1

## RESILIENT EUROPE

Promote Europe's recovery, cohesion and values

2

## GREEN EUROPE

Promoting the EU as a leader in climate action

3

## DIGITAL EUROPE

Accelerate digital transformation in the service of citizens and enterprises

4

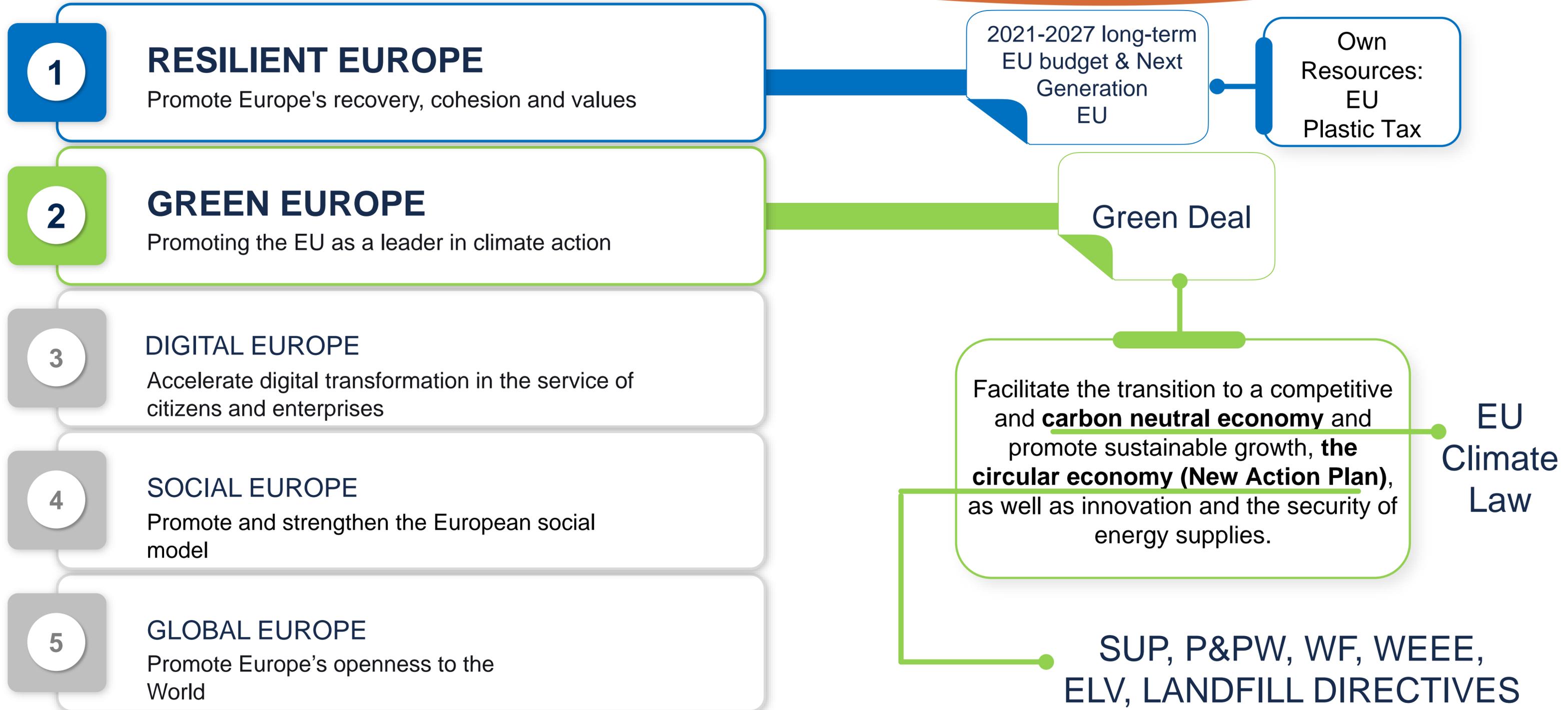
## SOCIAL EUROPE

Promote and strengthen the European social model

5

## GLOBAL EUROPE

Promote Europe's openness to the World



	<b>Waste Framework</b> (UE)2018/851 30 May 2018	<b>Packaging &amp; Packaging Waste</b> (UE)2018/852 30 May 2018	<b>End Life Vehicles and WEEE</b> (UE)2018/849 30 May 2018	<b>Landfill</b> (UE)2018/850 30 May 2018	<b>SUP</b> (UE)2019/904 5 June 2019
SCOPE / OBJECTIVES	sets the basic concepts and definitions related to waste management, including definitions of waste, recycling and recovery	Obligates member states to meet targets for the recovery and recycling of packaging waste. Covers all packaging placed on the Community market.	Set clear targets for ELVs and their components. It also prohibits the use of hazardous substances when manufacturing new vehicles	Aims to reduce reliance on landfill as a disposal option. It seeks to decrease the environmental impacts of landfills and reduce the risk to human health.	aim to prevent and reduce the impact of certain plastic products on the environment, in particular the marine environment, and on human health.
APPLIED SINCE	4 July 2018	4 July 2018	4 July 2018	4 July 2018	2 July 2019
TRANSPOSE UNTIL	5 July 2020	5 July 2020	5 July 2020	5 July 2020	3 July 2021
MEASURES	hierarchy of waste management, new municipal-waste-recycling targets, separate collection of textiles and hazardous waste, EPR schemes, ...	New Recycling targets, Essential requirements, EPR Eco-modulation, ...	Potential restrictions on certain substances	New Landfill targets (10% in 2035)	Bans and restrictions, reduction, marking, recycling content...

## Circular Economy Action Plan 2020



### *Sustainable Product Policy*

- *Designing sustainable products*
- *Empowering consumers and public buyers*
- *Circularity in production processes*



### *Key Product Value Chains*

- *Electronics and ICT; Batteries and vehicles;*
- *Packaging; Plastics; Textiles;*
- *Construction and buildings; Food, water and nutrients*



### *Less Waste, More Value*

- *Enhanced waste policy (waste prevention, circularity)*
- *Enhancing circularity in a toxic-free environment*
- *Creating EU market for secondary raw materials*
- *Addressing waste exports from the EU*



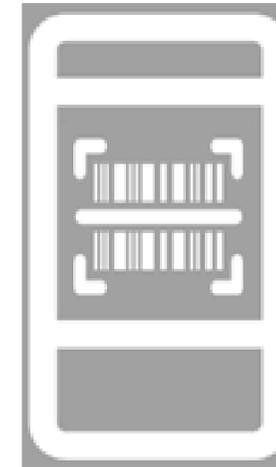
### *Crosscutting Actions*

- *Circularity as a prerequisite for climate neutrality*
- *Getting the economics right*
- *Driving the transition through research, innovation and digitalisation*

## DIGITAL PRODUCT PASSPORT (DPP)

### **Objective:**

Tracking data throughout the entire Lifecycle



# NEW

**Impact Assessment Study  
should be presented until  
the end of 2021**

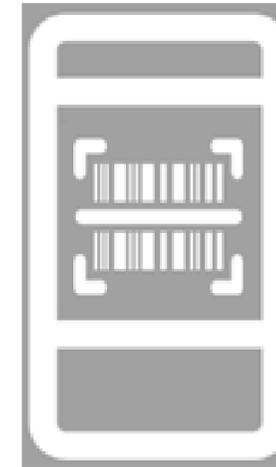
### **What is a Digital Product Passport?**

The Digital Product Passport is a set of data summarising a product's components, materials, chemical substances and/or information on reparability, replacement parts and proper disposal. The data originates from all phases of the product life cycle and can be used for various purposes in all these phases (design, manufacture, use, disposal).

### **Which product groups are suitable for the Digital Product Passport?**

The Passport is suitable for all products, although the focus should initially be on resource- and energy-intensive products.

## DIGITAL PRODUCT PASSPORT (DPP)



# NEW

**Impact Assessment Study  
should be presented until  
the end of 2021**

### Advantages of a Digital Product Passport

- Provide the public with information about the sustainability and circularity of the products/components placed on the EU market;
- provide the economic operators with relevant technical and sustainability-related information about products/components along the value chain,
- allow those putting the most sustainable and circular products on the market to reap market rewards through the availability of credible and verifiable data;
- Contribute to a more sustainable and circular economy in the EU.
- Give the EU industry the advantage in being prime movers in a strategic area for digital

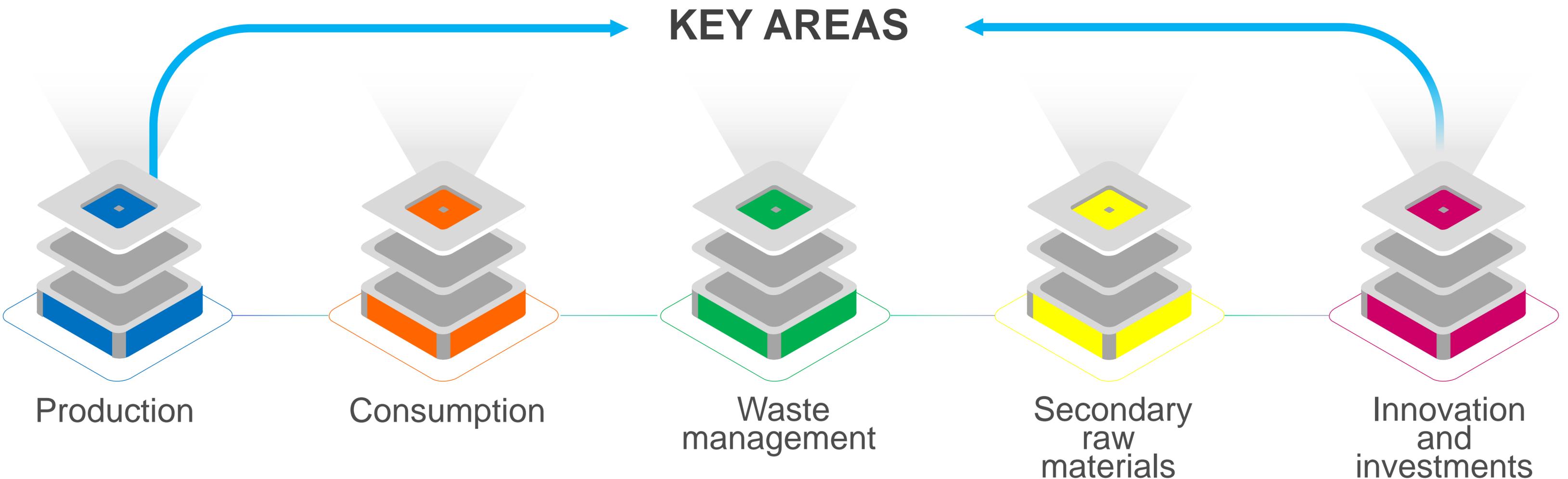
# #2

**HOW PORTUGAL IS  
IMPLEMENTING /  
MATERIALIZING THE  
EU STRATEGY**

# Portuguese Circular Economy Action Plan

Approved by the Resolution of the Council of Ministers n.º 190-A/2017 of 11/12/2017

- With the motto “Leading the transition”



# Portuguese Circular Economy Action Plan

## KEY ACTIONS

- 1 Design, Repair, Reuse: extended producer responsibility [product – consumption]
- 2 Incentivising a circular market [product – consumption]
- 3 Educating for a circular economy [consumption - knowledge]
- 4 Eat without waste: sustainable production for sustainable consumption [consumption – waste, by products, secondary raw materials]
- 5 A new life for waste! [waste, by-products, secondary raw materials]
- 6 Regenerating resources: water and nutrients [consumption - waste, by-products, secondary raw materials]
- 7 Researching and innovating for a circular economy [knowledge]

## EUROPEAN LEVEL

PLASTIC TAX

SUP DIRECTIVE

P&PW, WF, WEEE, ELV  
DIRECTIVES



## NATIONAL LEVEL

No Plastic Tax is foreseen  
(Only a tax on Take-away packaging  
(2022))

Transposition Act is ongoing  
(until 3 July 2021)

Already transposed



**APIP  
ADVOCACY**

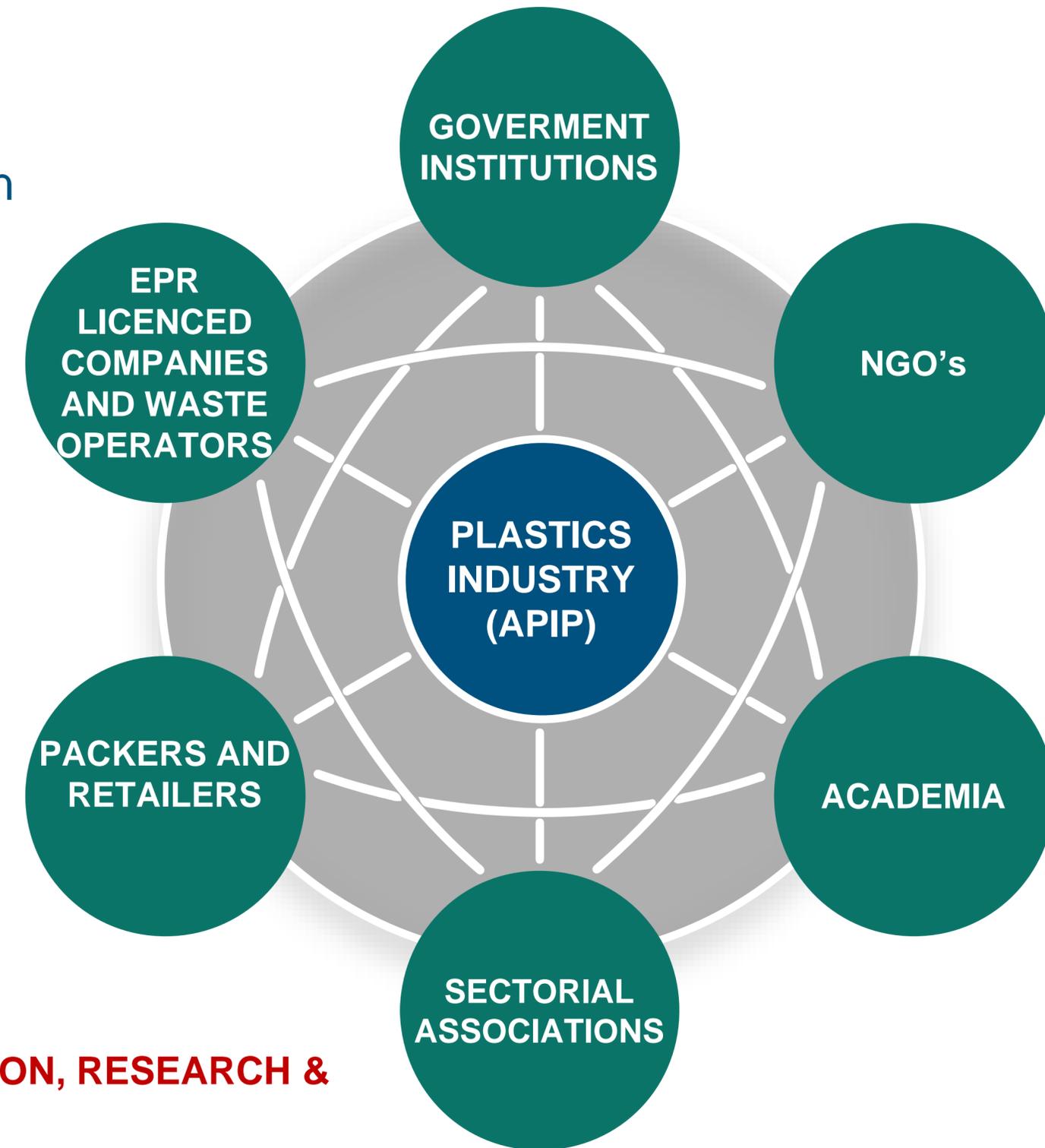
# #3

## **APIP'S GREEN DEAL ROADMAP: BUILDING A CIRCULAR ECONOMY FOR PLASTICS**

## APIP'S POSITIONING

Work collaboratively with all stakeholders to promote the adoption and implementation of policies towards a circular economy and more sustainable products, through:

- **APPLYING COMPLETE PRODUCT LIFE CYCLE ASSESSMENT (LCA) STUDIES**
- **DEVELOPMENT AND ADOPTION OF AN EFFICIENCY ECOLABEL FOR PRODUCTS**
- **REVIEW, IMPROVEMENT AND HARMONIZATION OF WASTE MANAGEMENT SYSTEM (SEPARATION / SELECTIVE COLLECTION, SORTING AND RECYCLING / RECOVERY)**
- **INVESTMENT IN EDUCATION AND ENVIRONMENTAL AWARENESS**
- **FUNDING SUPPORT FOR THE REINDUSTRIALIZATION AND INNOVATION, RESEARCH & DEVELOPMENT**



# BUILDING A CIRCULAR ECONOMY FOR PLASTICS

**APIP AS A  
SIGNATORY OF THE  
CIRCULAR PLASTICS  
ALLIANCE**

**SEP  
2019**



**APIP AS PROMOTER OF THE  
PORTUGUESE PLASTICS  
INDUSTRY PACT**

**SEP  
2019**

**APIP AS MEMBER OF THE  
PORTUGUESE  
PLASTICS PACT  
(Ellen MacArthur Plastics Pact Network)**

**FEB  
2020**

# PORTUGUESE PLASTICS INDUSTRY PACT



**OPERATION  
CLEAN  
SWEEP®  
PROGRAM**



**MORE  
PLATFORM**



**PLASTICS  
RECYCLING  
OBSERVATORY**



**R&D + I  
PROJECTS**



**TAKE PART  
OF OTHER  
INITIATIVES /  
THEMATIC  
WG**



**R&D + I  
PROJECTS**

This project has received funding from  
the PORTUGAL 2020 program

Investment: 7,5 M€ | 48,9 MReais

**36**

**Months**

(1 Jul 2020 – 30 Jun 2023)

**CIRCULARITY BY  
ALTERNATIVE  
RAW MATERIALS**

**CIRCULARITY BY  
MATERIAL DESIGN**



**Better  
Plastics**

**CIRCULARITY  
BY RECYCLING**

**CIRCULARITY BY  
PRODUCT  
DESIGN**

**25**

**Entities**

(Entire Value Chain)



**TAKE PART OF  
OTHER INITIATIVES /  
THEMATIC WG**

**APIP AS MEMBER OF THE  
PORTUGUESE PLASTIC PACT**



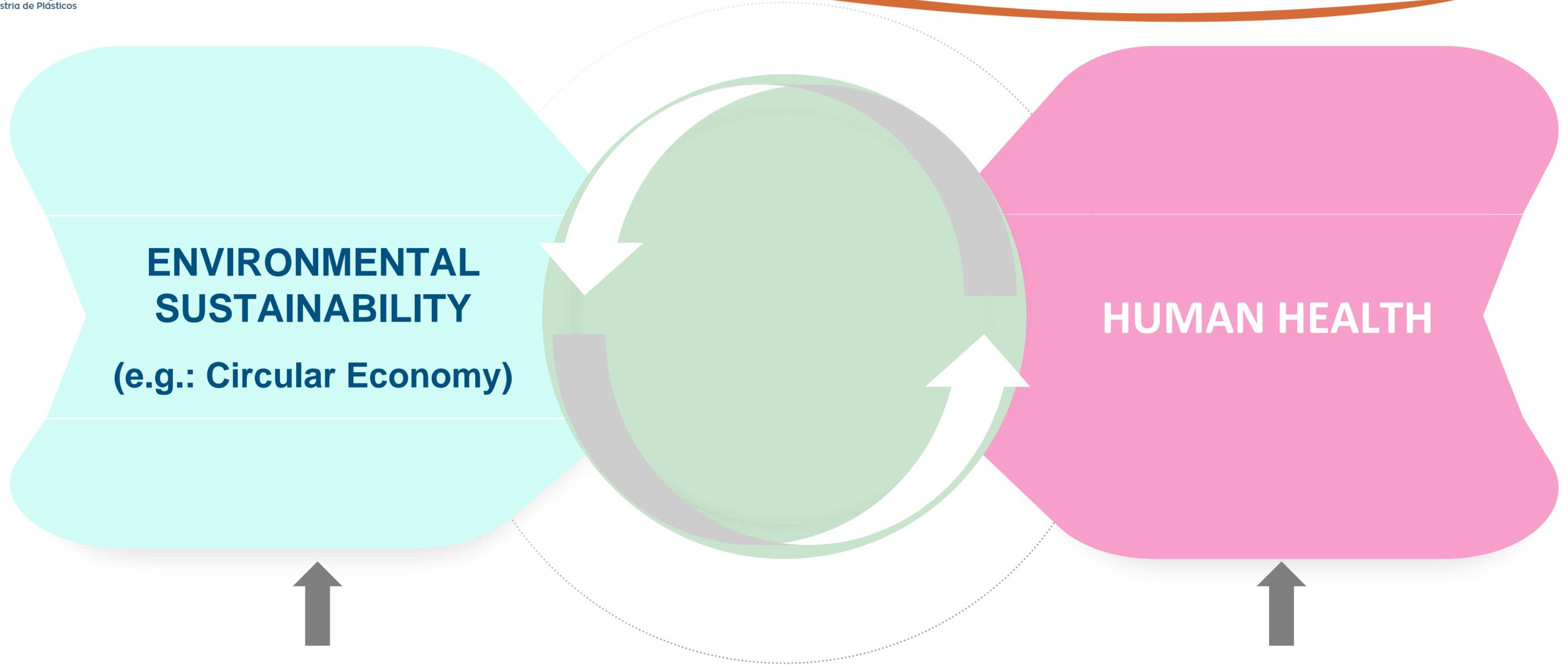
#4

**PLANETARY  
HEALTH**

[Rockefeller Foundation – Lancet Commission on Planetary Health](#) (2014):

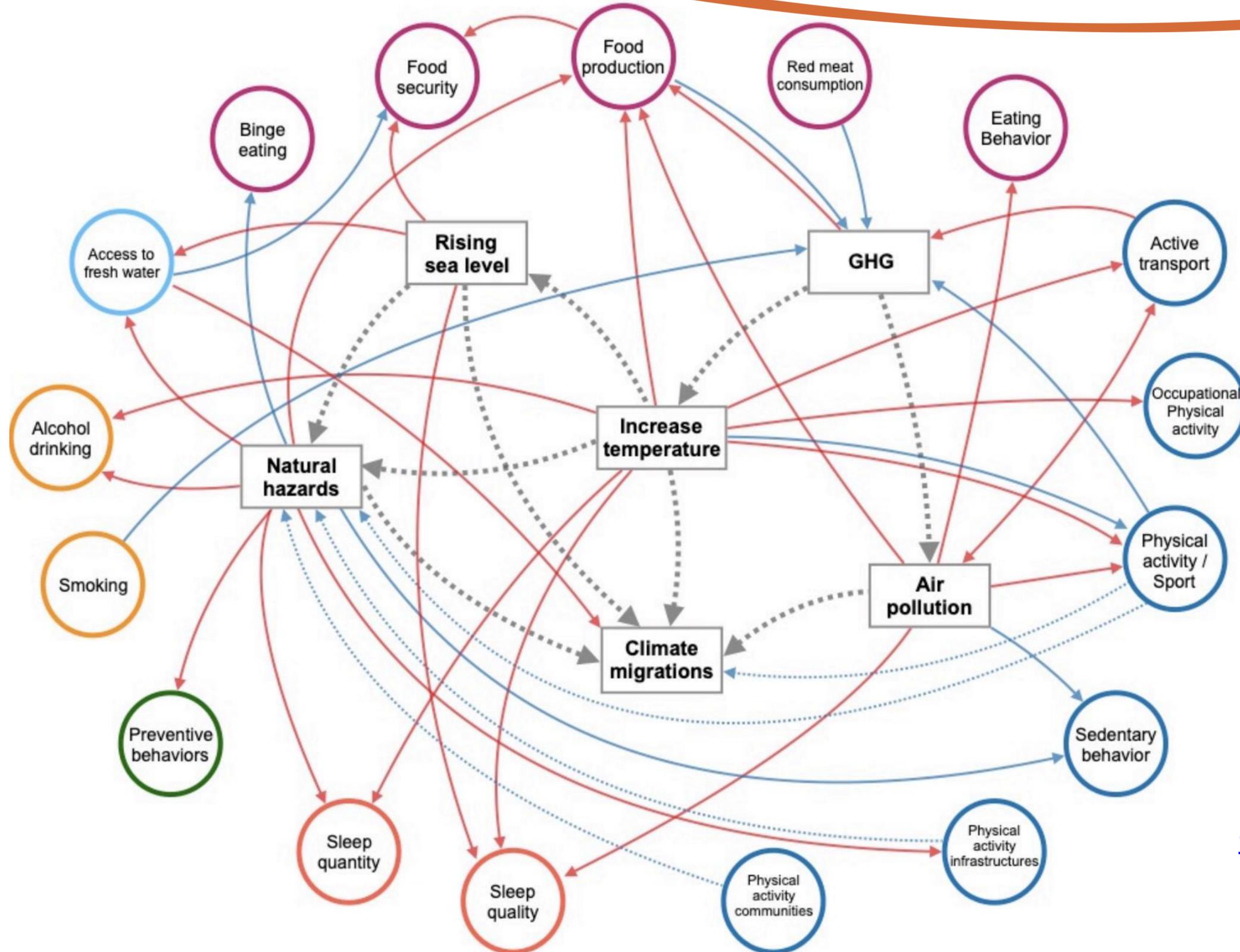
*“The achievement of the highest attainable standard of health, wellbeing, and equity worldwide through judicious attention to the human systems—political, economic, and social—that shape the future of humanity and the Earth’s natural systems that define the safe environmental limits within which humanity can flourish.*

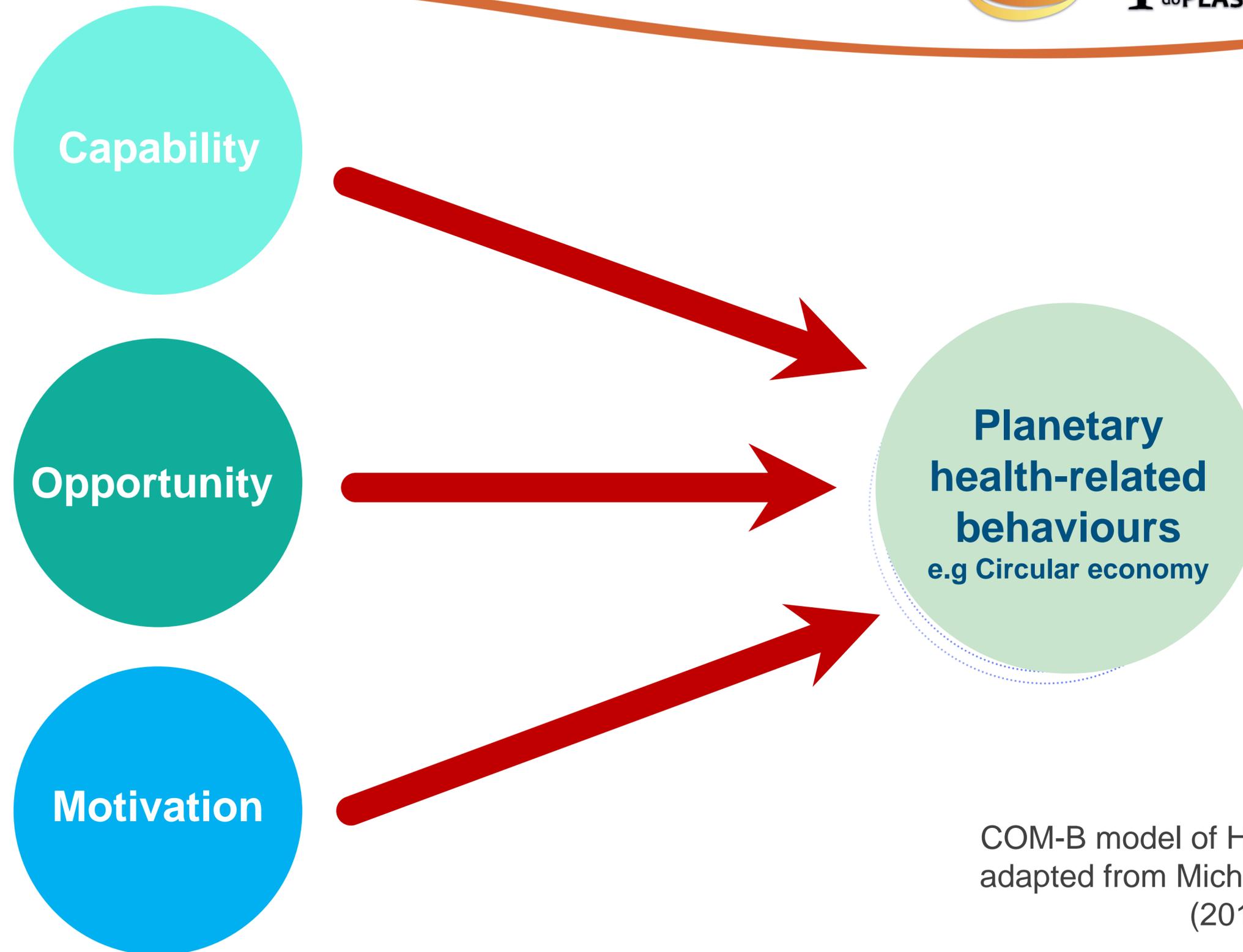
*Put simply, **planetary health is the health of human civilisation and the state of the natural systems on which it depends**”.*



**Requires changes in human behaviour**

**Complex Systems Approach**





COM-B model of Human Behaviour,  
adapted from Michie and colleagues  
(2013)

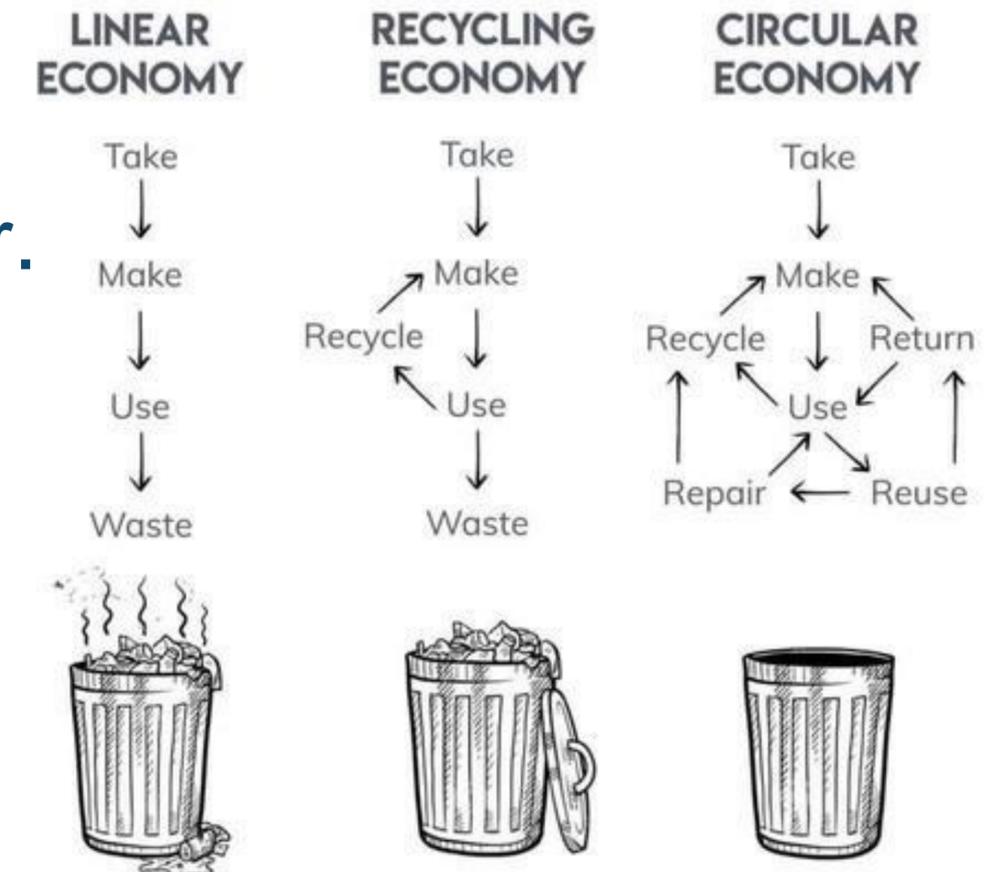
# #4

# FINAL REMARKS

## FINAL REMARKS

We can only **think on the circularity of plastics** if we have a holistic and an integrated view, working together.

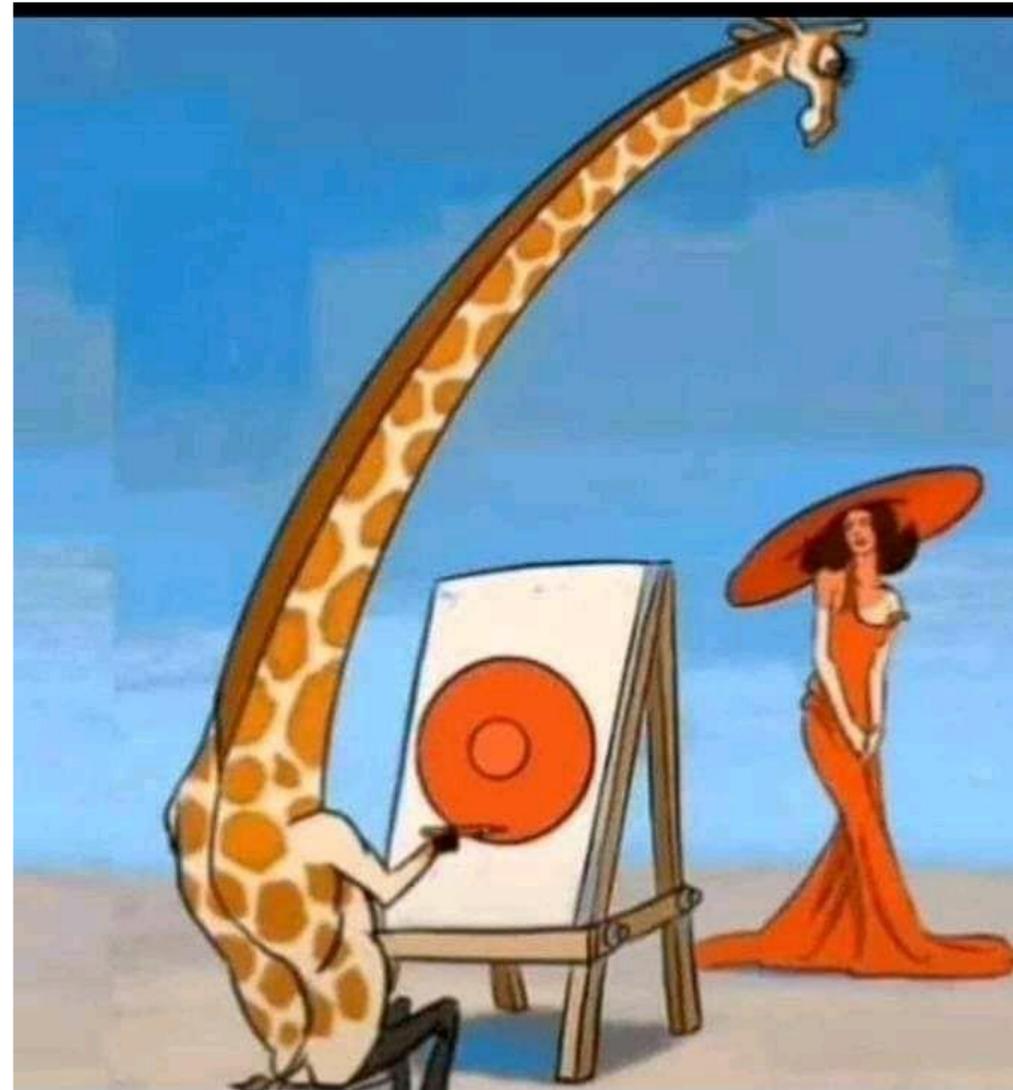
So, let's **think global, think circular, re-think the end-of-life of plastics**, in order to achieve a better plastic and a more sustainable and healthy planet!



**Plastic is a resource not a waste!**

**As a Human Beings, we CAN change our behaviors!**

**LET'S WORK TOGETHER!**



People are not right or wrong. They just  
have a different view of things.

Thank You for  
Your Attention!



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