

# The contribution of Flexible Packaging to the Circular Economy

Guido Aufdemkamp (FPE Executive Director)

4th Congresso Brasileiro do Plastico (8th June 2021)

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# Who is Flexible Packaging Europe

- 80+ member companies
- Plus 6 national associations
- Operating about 400+ plants with workforce of 40,000 people
- Representing about 85% of European flexible packaging turnover (16 bn €)



... and many more in Western, Central and Eastern Europe

# Objectives and Key Activities



Compliance

Market Analysis

Communication

Sustainability

Advocacy

Food Contact

Networking & Conferences

Global Issues



# FPE Membership



- AL INVEST Bridlicna
- Al Pack
- Aluberg
- Aluflexpack
- Aluminium Féron
- Alu-Vertriebsstelle
- Amcor Flexibles
- Ampac Flexibles
- AR Metallizing
- Aran Group
- BAK Ambalaj
- Ballerstaedt
- Beucke Group
- Biriz
- Bischof + Klein
- Carcano
- Cellografica Gerosa
- Clondalkin
- Constantia Flexibles
- Coveris
- Danaflex
- Dettmer Verpackungen
- Di Mauro
- Emsur
- Enteco Pharma
- Elif

- Etapak
- Fislage
- Formika
- FMS Foils Group
- Gascogne Flexible
- Goglio
- Hatzopoulos
- Heyne & Penke
- Huhtamaki
- Immer Group
- ips
- ISPAK
- Italcot
- ITP
- Krajczár
- Lecta (Torrespapel)
- Leeb Flexibles
- Leipa
- Liveo
- Mondi
- Multifoil
- O Kleiner
- online laminating
- Perlen Converting
- Pilen Pak
- Plastimak

- Polipaks
- Pouch Partners
- pre pac group
- Print and Packaging
- Rattpack
- RKW
- Sacchital
- Saica
- SAFTA
- Schmid Folien
- Schur Flexibles
- SEDA
- Selig Sealing
- SIT
- St Johns Packaging
- Südpack
- Symetal
- Tsimis
- UC Rusal
- Vedreine
- Walki
- Wipak
- Wipf
- WZ Packaging

## Associated Members:

### Companies:

- Elopak
- Greatview
- Goodseal Packaging
- Hansin
- Liquibox
- Scholle IPN
- SIG Combibloc
- Smurfit Kappa
- Sonoco
- Tetra Pak

### National Flexible Packaging Associations:

- BPF (United Kingdom)
- EFE (Spain)
- ELIPSO (France)
- FASD Turkish Flexible Packaging
- FPE German Group + IK
- GIFLEX (Italy)



## REGULATORY ENVIRONMENT

# Legislation and Requirements (on EU Level and beyond)



Requirements for  
“recyclability“ and/or  
recycled content

EU Circular Economy  
Package (CEP)

EU Plastics Strategy

EU Plastics Tax &  
National Plastics Taxes

Waste Management  
Infrastructure  
(Collection/Sorting/Recycling)

(Eco-modulated)  
EPR Fees

EU Packaging & Packaging  
Waste Directive (PPWD)

Single-Use Plastics  
Directive (SUP)

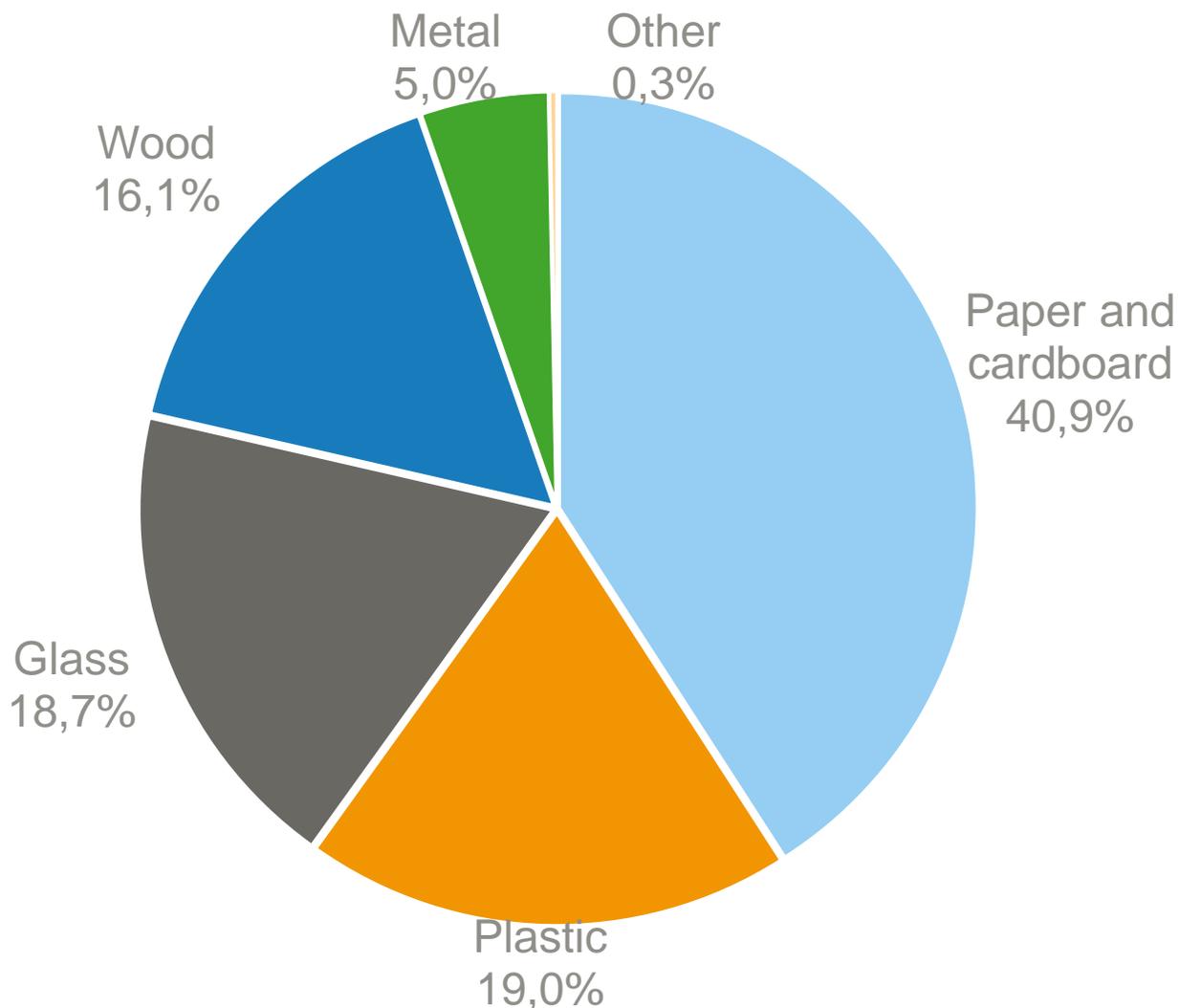
Separate Beverage  
Container Collection

Product Safety (Food  
Contact Regulations)

The Green Deal

Calculation Method of  
Recycling Rates

# EU Packaging Waste generated by material (%) in 2018



Total packaging waste generated:

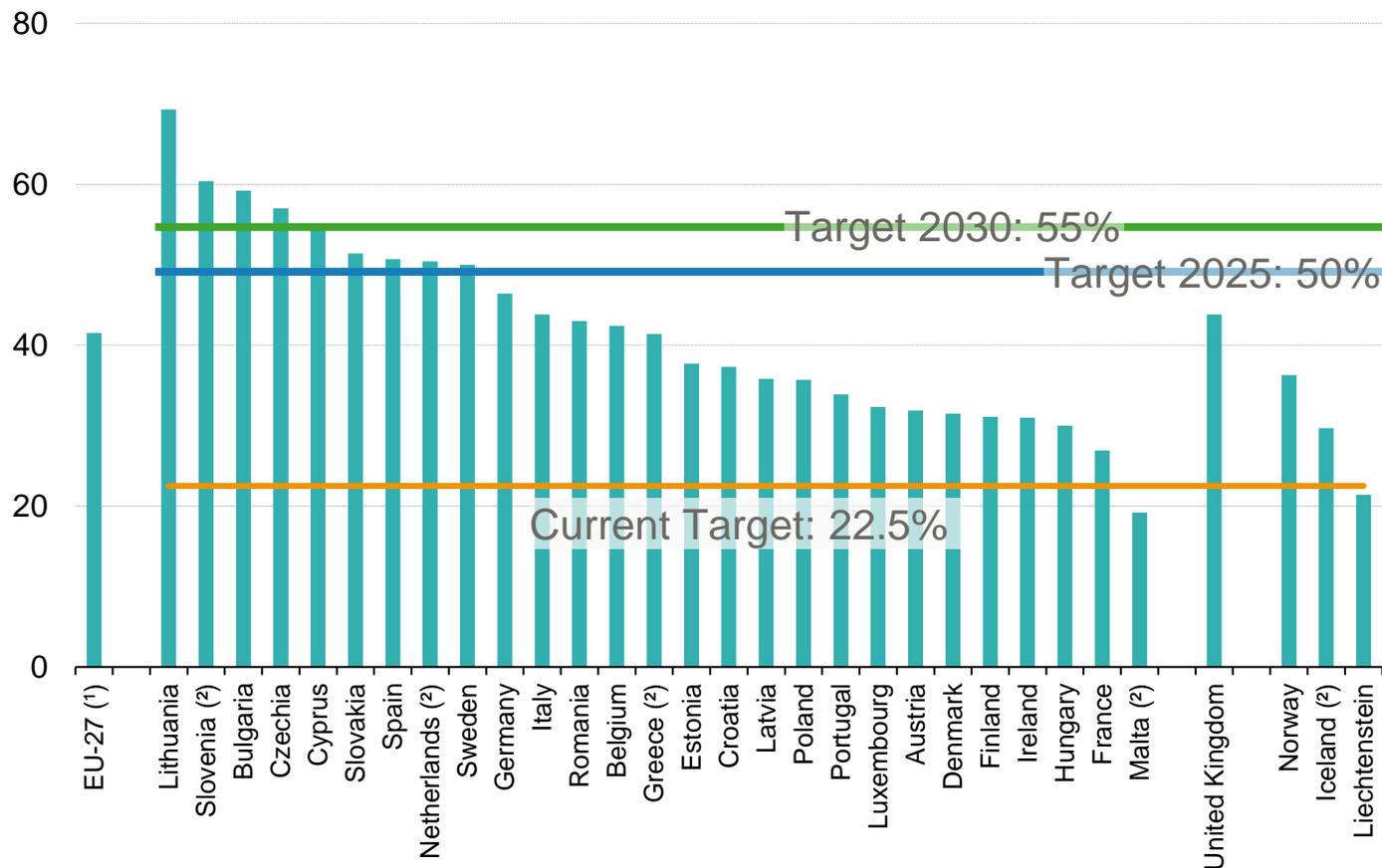
**77.7 mln tonnes (+9.8% vs 2008)**

Of which:

- Plastics: 14.8 mln t (+15%)
- Paper: 31.8 mln t (+15%)
- Metals: 3.9 mln t (-5%)



# EU Plastic Packaging Recycling Rate (2018)



- Packaging & Packaging Waste Directive (PPWD) includes new (higher) recycling targets but each country can set higher targets
- Those must be reached by every member state individually

(1) Eurostat estimates. (2) 2017 data instead of 2018.



# Abandonment of Dominant Material Principle

Today:

- A pouch laminate (plastic/alu/plastic) → plastic fraction according to dominant material principle

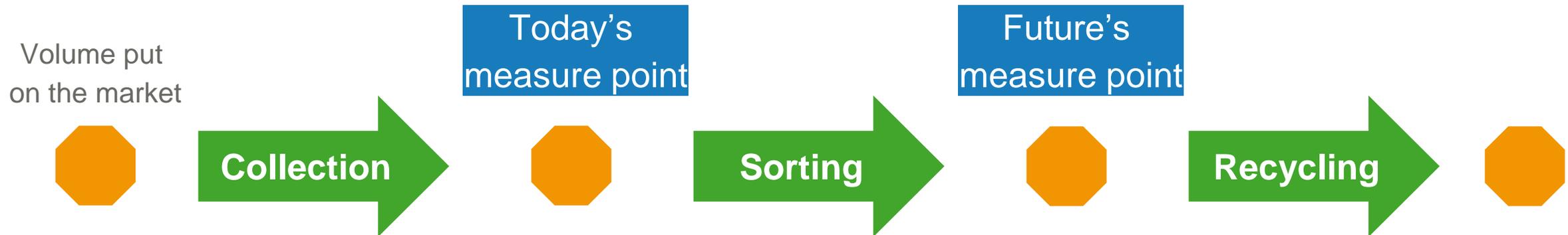
Future:

- There will be a separation of materials (threshold of 5% in weight) for multi-material packaging.
- The same pouch will be split to the plastic AND aluminium fraction (without being separated in reality)

# Europe's New Calculation of Recycling Rate



New point of measuring the recycling rate\*



**Change of calculation means lower recycling rate:  
10-25% percent points less**

(depending on the material, e.g. plastics from 42 to 29%)

\* Applicable for 2020 onwards (reported by member states not later than 30 June 2022)

# Next Revision of EU's PPWD (incl. Essential Requirements)



- **Overall reduction of packaging waste** with mandate to enforce Reusability and Recyclability
  - Reflect more the waste hierarchy with Recycling > Energy Recovery
  - Coherence with recent packaging regulation
- **All packaging reusable or recyclable** (becoming a legal definition) by 2030
  - Definition of recyclability is key (95% of functional unit) ?
  - Linked to scope and scale of infrastructures → differences between member states ?
  - Concept of evolving positive and negative lists ?
- **Efficient use of packaging (prevention) addressed** but no restrictive measure proposed (yet)



## FPE SUSTAINABILITY VISION

# Our vision for flexible packaging in a sustainable Europe



The European flexible packaging industry fully supports the objective to transform Europe into a more circular and resource efficient economy. The industry is committed to enhancing the contribution of flexible packaging for that purpose.

- Designing flexible packaging for full effectiveness and minimum environmental footprint
- Circularity for flexible packaging
- Zero tolerance of leakage and littering into the environment
- Speeding up progress with cooperation

**OUR VISION FOR FLEXIBLE PACKAGING IN A SUSTAINABLE EUROPE**

The core purpose of packaging is to protect products, which in the case of certain consumer goods is critical for nutrition and health. In future, packaging will continue to provide appropriate protection while further decreasing its environmental footprint and effect on global warming. The packaging waste generated will be reduced to a minimum and its inherent resources will be recovered and recycled, without polluting the natural environment. Flexible packaging solutions, allowing the proper delivery of food, pharmaceuticals, and other essential products with a very limited amount of material used, will play a key role in accomplishing this vision.

**OUR ACTIVE ROLE TO ACHIEVE THIS VISION**

The European flexible packaging industry fully supports the objective to transform Europe into a more circular and resource efficient economy. The industry is committed to enhancing the contribution of flexible packaging for that purpose.

**Designing flexible packaging for full effectiveness and minimum environmental footprint**

- The industry is committed to **eco-designing flexible packaging** so that it achieves the essential functions of packaging while at the same time delivering products through their life cycle.
- Flexible packaging needs to continue its role in pharmaceutical products, as well as home hygiene and safety.
- Flexible packaging must be designed to act **to the minimization of food waste**, which is a key objective for the industry.
- The industry promotes strongly the use of environmental impacts of products and packaging to make responsible decisions.
- The industry, in coordination with the Euro official Product Environmental Footprint C datatypes. The objective is to model reliable products packed with flexible packaging at the end of their life cycle.

**Circularity for flexible packaging**

- The industry supports the vision of a circular economy where **packaging never becomes waste**. Solutions to collect, sort and recycle flexible packaging do exist and are under continuous development and implementation.
- The flexible packaging industry actively works on **optimizing recyclability**. For example, FPE and its members were among those who initiated CEFLEX\*, the industry project to enhance the performance of flexible packaging in the circular economy.
- **Increasing recyclability for all flexible packaging** requires a combination of **redesign and innovation, both in packaging design and reprocessing technologies**.
- It is essential to encourage new technologies for sorting and recycling and to facilitate their implementation in the waste management infrastructures across Europe. A prerequisite is the **proper collection of all (flexible) packaging**.
- The industry supports regulatory measures which promote a circular economy for packaging and facilitate the development of infrastructures for that purpose.
- The industry commits to monitoring closely the progress in recyclability performances of flexible packaging across Europe.

**Zero tolerance of leakage and littering into the environment**

- The flexible packaging industry considers **marine litter and other leakage into the natural environment as key issues to tackle**.
- Flexible packaging manufacturers implement procedures to efficiently prevent material leakage into the environment during production.
- Preventing flexible packaging from becoming litter is essential. For this, it is crucial to properly collect all packaging waste, implement adequate waste management across Europe along with the elimination of landfilling. In addition, raising awareness and providing better information to end-consumers is key.

**Speeding up progress with cooperation**

- The industry is committed to working with others to speed up the progress towards more sustainable consumption and production.
- **Collaboration with the entire value chain** through CEFLEX\* and other initiatives, will be strengthened.
- **Continuous sharing of good practices within Europe and abroad** will play a key role in accelerating the performance of flexible packaging in the circular economy globally.

\* www.ceflex.eu

Flexible Packaging Europe's (FPE) members manufacture all types of flexible packaging. FPE comprises more than 800 small and medium sized companies as well as the major European producers of flexible packaging for all materials. These companies cover more than 85% of the European flexible packaging turnover.

June 2020  
www.flexpack-europe.org

# Designing flexible packaging for full effectiveness and minimum environmental footprint



- Eco-designing flexible packaging to achieve essential functions of packaging with lowest possible environmental impact of packed products through their life cycle
- Flexible packaging needs to continue its essential role in the proper delivery of food, medical and pharmaceutical products, as well as home and personal care goods, for necessary nutrition, health, hygiene and safety.
- Contribute to the minimization of food waste
- Life Cycle Thinking and holistic approach support responsible decisions



# Circularity for flexible packaging



- (Flexible) Packaging should never become waste
- Optimising recyclability by redesign and innovation, both in packaging design and reprocessing technologies
- CEFLEX (initiated by FPE) is the industry project to enhance the performance of flexible packaging in the circular economy
- Prerequisite is the proper collection of all (flexible) packaging

**OUR VISION FOR FLEXIBLE PACKAGING IN A SUSTAINABLE EUROPE**

The core purpose of packaging is to protect products, which in the case of certain consumer goods is critical for nutrition and health. In future, packaging will continue to provide appropriate protection while further decreasing its environmental footprint and effect on global warming. The packaging waste generated will be reduced to a minimum and its inherent resources will be recovered and recycled, without polluting the natural environment. Flexible packaging solutions, allowing the proper delivery of food, pharmaceuticals, and other essential products with a very limited amount of material used, will play a key role in accomplishing this vision.

**OUR ACTIVE ROLE TO ACHIEVE THIS VISION**

The European flexible packaging industry fully supports the objective to transform Europe into a more circular and resource efficient economy. The industry is committed to enhancing the contribution of flexible packaging for that purpose.

**Designing flexible packaging for full effectiveness and minimum environmental footprint**

- The industry is committed to **eco-designing flexible packaging** so that it achieves the **essential functions of packaging** while at the same time delivering the **lowest possible environmental impact** of packed products through their life cycle.
- Flexible packaging needs to continue its essential role in the proper delivery of food, medical and pharmaceutical products, as well as home and personal care goods, for necessary **nutrition, health, hygiene and safety**.
- Flexible packages must be designed to achieve the appropriate protection of goods as well as **contribute to the minimization of food waste**, which represents a major environmental and economic challenge.
- The industry promotes strongly the use of **Life Cycle Thinking** to assess the overall resource efficiency and environmental impacts of products and packaging solutions. This **holistic approach** helps stakeholders make responsible decisions.
- The industry, in coordination with the European Commission, is currently engaged in a project to develop official Product Environmental Footprint Category Rules (PEFCR) and average Life Cycle Inventories (LCI) datasets. The objective is to model reliable and recognised tools to assess the environmental footprint of products packed with flexible packaging and make them easily available.

**Circularity for flexible packaging**

- The industry supports the vision of a **circular economy** where **packaging never becomes waste**. Solutions for collection, sorting and recycling flexible packaging must be developed and implemented.
- The flexible packaging industry actively works on **optimising recyclability**. For example, FPE and its members are among those who initiated CEFLEX, the industry project to enhance the performance of flexible packaging in the circular economy.
- Recyclability is a key driver for all flexible packaging. This is a combination of **redesign and innovation, both in packaging design and reprocessing technologies**.
- The industry is strongly committed to **improving the sorting and recycling rates** for flexible packaging through the **European Environmental Infrastructure Action Europe**. A prerequisite is the **proper collection of all flexible packaging**.
- The industry supports regulatory measures which promote a circular economy for packaging and facilitate the development of alternatives for end-of-use.
- The industry commits to monitoring closely the progress in recyclability performance of flexible packaging across Europe.

**Zero tolerance of leakage and littering into the environment as far as possible to be avoided**

- The flexible packaging industry considers **marine litter and other leakage into the natural environment as far as possible to be avoided**.
- Flexible packaging manufacturers implement procedures to efficiently prevent material leakage into the environment during production.
- Preventing flexible packaging from becoming litter is essential. For this, it's crucial to properly collect all packaging waste, implement adequate waste management and/or design along with the minimization of littering, in addition, using warnings and providing better information to end consumers is key.

**Speeding up progress with cooperation**

- The industry is committed to working with others to speed up the progress towards more sustainable consumption and production.
- **Collaboration with the entire value chain**, through CEFLEX and other initiatives, will be strengthened.
- **Continued sharing of good practices** within design and abroad will play a key role in accelerating the performance of flexible packaging in the circular economy (CE4Pack).

Flexible Packaging Europe's (FPE) members manufacture all types of flexible packaging. FPE comprises more than 90 brands and medium-sized companies as well as the major European producers of flexible packaging for all materials. These companies cover more than 80% of the European flexible packaging turnover.

# Zero tolerance of leakage and littering into the environment



- Marine litter and other leakage into the natural environment as key issues to tackle
- Flexible packaging manufacturers implement procedures to efficiently prevent material leakage into the environment during production
- Preventing flexible packaging from becoming litter is essential

**OUR VISION FOR FLEXIBLE PACKAGING IN A SUSTAINABLE EUROPE**

The core purpose of packaging is to protect products, which in the case of certain consumer goods is critical for nutrition and health. In future, packaging will continue to provide appropriate protection while further decreasing its environmental footprint and its effect on global warming. The packaging waste generated will be reduced to a minimum and its inherent resources will be recovered and recycled, without polluting the natural environment. Flexible packaging solutions, allowing the proper delivery of food, pharmaceuticals, and other essential products with a very limited amount of material used, will play a key role in accomplishing this vision.

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**Designing flexible packaging for full effectiveness and minimum environmental footprint**

- The industry is committed to **eco-designing flexible packaging** so that it achieves the **essential functions of packaging** while at the same time delivering the **lowest possible environmental impact** of packed products through their life cycle.
- Flexible packaging needs to continue its essential role in the proper delivery of food, medical and pharmaceutical products, as well as home and personal care goods, for necessary **nutrition, health, hygiene and safety**.
- Flexible packaging must be designed to achieve the appropriate protection of foods as well as **contribute to the minimization of food waste**, which represents a major environmental and economic challenge.
- The industry promotes strongly the use of **Life Cycle Thinking** to ensure the overall resource efficiency and environmental impacts of products and packaging solutions. This **holistic approach** helps stakeholders make responsible decisions.
- The industry, in coordination with the European Commission, is currently engaged in a project to develop official Product Environmental Footprint Category Rules (PEFCR) and average Life Cycle Inventory (LCI) datasets. The objective is to model reliable and recognized tools to assess the environmental footprint of products packed with flexible packaging and make them easily available.

www.flexipack-europe.org

**Circularity for flexible packaging**

- The industry expects the reuse of circular economy elements **packaging never becomes waste**. Solutions to collect, sort and recycle flexible packaging do exist and are under continuous development and implementation.
- The flexible packaging industry actively works on **improving recyclability**. For instance, FPE 116 116 members were among those who created CRISP, the industry project to enhance the recyclability of flexible packaging. FPE 116 116 circular economy.
- Recyclability for all flexible packaging requires a combination of **redesign and innovation, both in packaging design and processing technologies**.
- It is essential to investigate new technologies for sorting and recycling waste to facilitate the implementation of the waste management infrastructure across Europe. It is imperative to **improve collection of all flexible packaging**.
- The industry supports regulatory measures which provide a circular economy for packaging and facilitate the development of infrastructure for the process.
- The industry commits to monitoring closely the progress in recyclability performance of flexible packaging across Europe.

**Zero tolerance of leakage and littering into the environment as key issues to tackle**

- The flexible packaging industry continues **marine litter and other leakage into the natural environment as key issues to tackle**.
- Flexible packaging manufacturers implement procedures to efficiently prevent material leakage into the environment during production.
- Preventing flexible packaging from becoming litter is essential. For this, it is crucial to prevent, collect or package waste equipment. Waste site management and recycling are key to the elimination of littering. In addition, using awareness and providing better information to end consumers is key.

**Speeding up progress with cooperation**

- The industry is committed to working with others to speed up the progress towards more sustainable consumption and production.
- **Collaboration with the entire value chain**, through CRISP and other initiatives, will be strengthened.
- **Continuous sharing of good practices within Europe and abroad** will play a key role in accelerating the performance of flexible packaging in the circular economy globally.

www.flexipack-europe.org

# Speeding up progress with cooperation



- The industry is committed to working with others to speed up the progress towards more sustainable consumption and production
- Collaboration with the entire value chain, through CEFLEX and other initiatives, will be strengthened
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**OUR VISION FOR FLEXIBLE PACKAGING IN A SUSTAINABLE EUROPE**

The core purpose of packaging is to protect products, which in the case of certain consumer goods is critical for nutrition and health. In future, packaging will continue to provide appropriate protection while further decreasing its environmental footprint and effect on global warming. The packaging waste generated will be reduced to a minimum and its inherent resources will be recovered and recycled, without polluting the natural environment. Flexible packaging solutions, allowing the proper delivery of food, pharmaceuticals, and other essential products with a very limited amount of material used, will play a key role in accomplishing this vision.

**OUR ACTIVE ROLE TO ACHIEVE THIS VISION**

The European flexible packaging industry fully supports the objective to transform Europe into a more circular and resource-efficient economy. The industry is committed to enhancing the contribution of flexible packaging for that purpose.

**Designing flexible packaging for full effectiveness and minimum environmental footprint**

- The industry is committed to **eco-designing flexible packaging**, that it achieves its **essential functions of packaging** while at the same time delivering the **lowest possible environmental impact** of packed products through their life cycle.
- Flexible packaging needs to continue its essential role in the proper delivery of food, medical and pharmaceutical products, as well as home and personal care goods, for necessary **nutrition, health, hygiene and safety**.
- Flexible packaging must be designed to achieve the appropriate protection of foods as well as **contribute to the minimization of food waste**, which represents a major environmental and economic challenge.
- The industry promotes strongly the use of **Life Cycle Thinking** to assess the overall resource efficiency and environmental impacts of products and packaging solutions. This **holistic approach** helps stakeholders make responsible decisions.
- The industry, in coordination with the European Commission, is currently engaged in a project to develop official Product Environmental Footprint Category Rules (PEFCR) and average Life Cycle Inventories (LCI) datasets. The objective is to model reliable and recognised tools to assess the environmental footprint of products packed with flexible packaging and make them easily available.

www.flexpack-europe.org

**Circularity for flexible packaging**

- The industry supports the use of all available means where **packaging never becomes waste**. Solutions to collect, sort and recycle flexible packaging to avoid an end-of-life business development and implementation.
- The flexible packaging industry actively works on **improving recyclability**. For example, FPE and its members have been working on the CEFLEX 2025 strategy to improve the performance of flexible packaging in the circular economy.
- Flexible packaging for all flexible packaging requires a combination of **redesign and innovation, both in packaging design and processing technologies**.
- In its capacity to manage technological development and working with its members, the industry is committed to **improving the waste management infrastructure across Europe**. A prerequisite is to **prepare collection of flexible packaging**.
- The industry supports regulatory measures which promote a circular economy for packaging and facilitate the development of infrastructure for that purpose.
- The industry commits to monitoring closely the progress in recyclability performance of flexible packaging across Europe.

**Zero tolerance of leakage and littering into the environment**

- The flexible packaging industry considers **material litter and other leakage into the natural environment as key issues to tackle**.
- Flexible packaging manufacturers implement procedures to efficiently prevent material leakage into the environment during production.
- Preventing flexible packaging from becoming litter is essential. For this, it is crucial to properly collect all packaging waste, implement suitable waste management facilities for recycling with the intention of recycling, in addition, using secondary and providing better information to end consumers in key.

**Speeding up progress with cooperation**

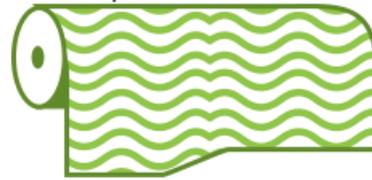
- The industry is committed to working with others to speed up the progress towards more sustainable consumption and production.
- **Collaboration with the entire value chain**, through CEFLEX and other initiatives, will be strengthened.
- **Continued sharing of good practices within Europe and abroad** will play a key role in accelerating the performance of flexible packaging in the circular economy globally.

flexpack-europe.org



FLEXIBLE PACKAGING'S ASSET:  
REDUCTION BY EFFICIENT USE OF RESOURCES

# Flexible Packaging is designed to minimise the use of packaging materials



## Smart combination

Combining films and foils (polymers, paper and aluminium) to benefit from the cumulated material properties.

## Customisable

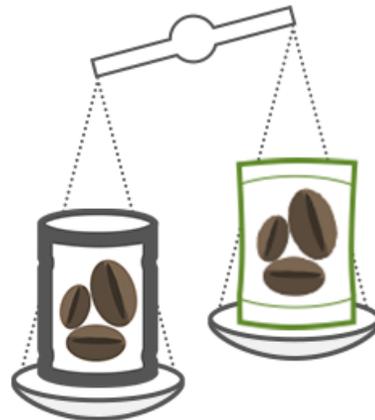
Customisable barriers and other functionalities (e.g. printability, sealing).

## Lightweight

Lightweight and low volume reduces energy used for transport and storage.

## Low packaging ratio

Outstanding low packaging-to-product ratio (5 to 10 times lower than alternatives).



## Easily adjustable

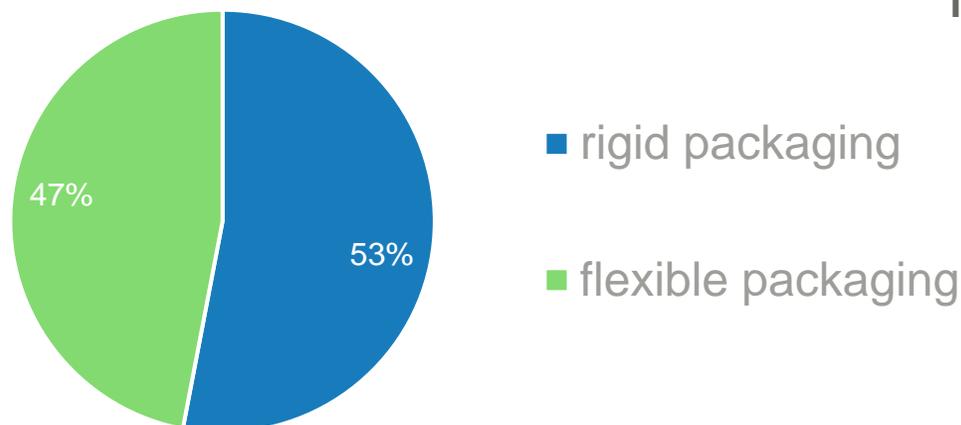
Sizes, formats and shapes can be easily and quickly adjusted.



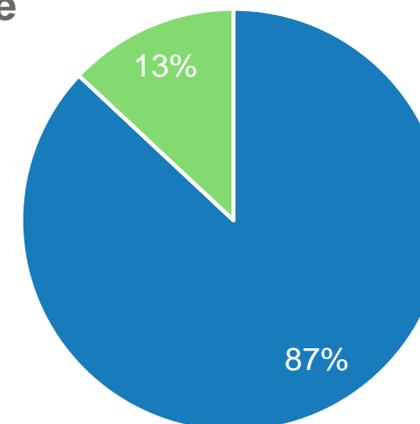
# FMCG Primary Packaging Markets in EU

In EU, more 47% of all FMCG excluding beverages are packed in flexible packaging – this representing only 13% of the packaging material used

EU FMCG (excl. Beverages) primary packaging  
in units



EU FMCG (excl. Beverages) primary packaging  
in tonnage

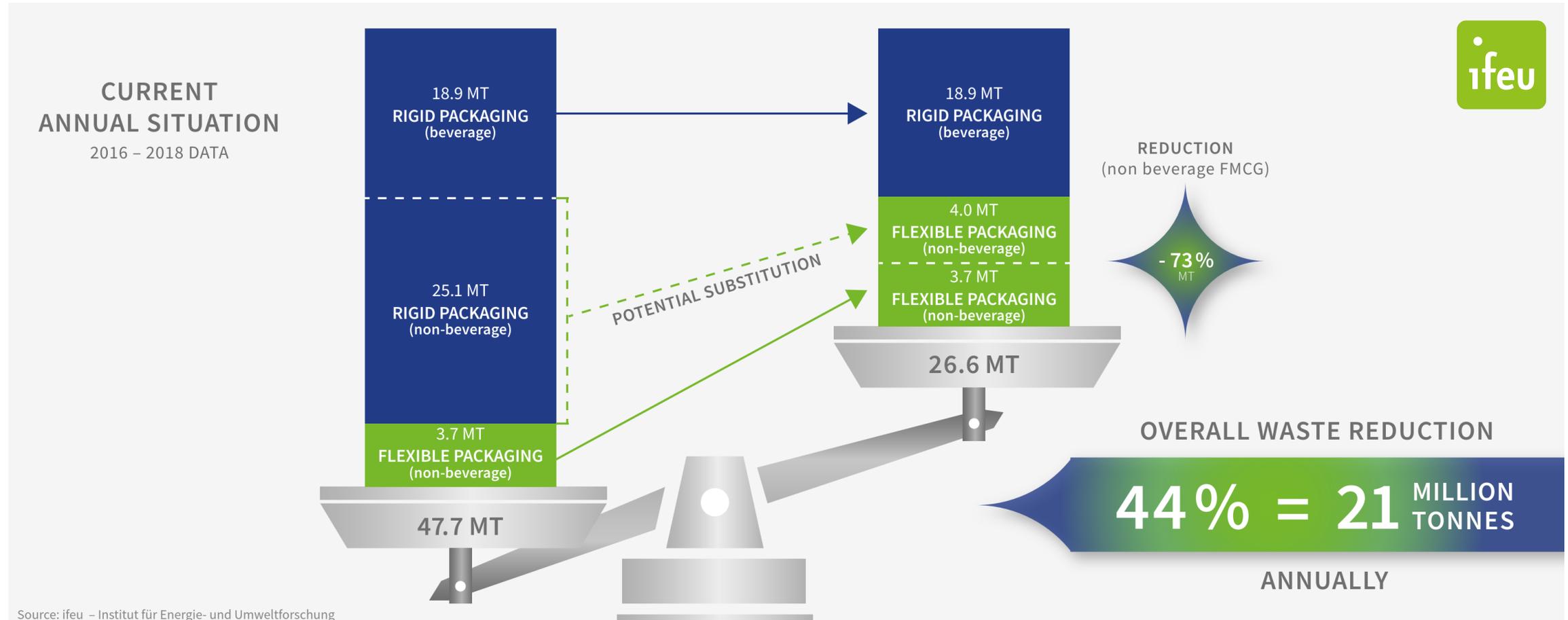


- What is all were packed in rigid packaging? → “focus on recycling” scenario
- What if all were packed in flexible packaging? → “focus on prevention” scenario



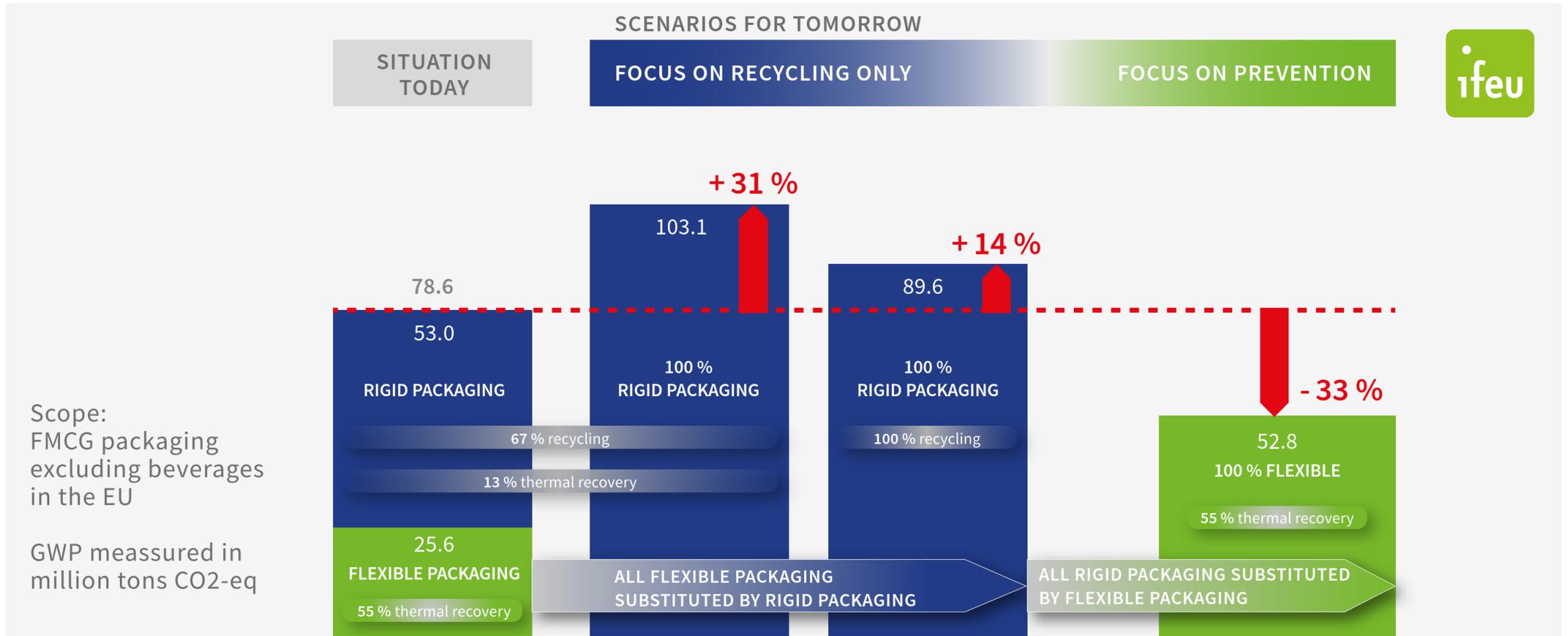
# FMCG Primary Packaging Waste on the EU Market

## Potential reduction by using Flexible Packaging



# Global Warming Potential (GWP)

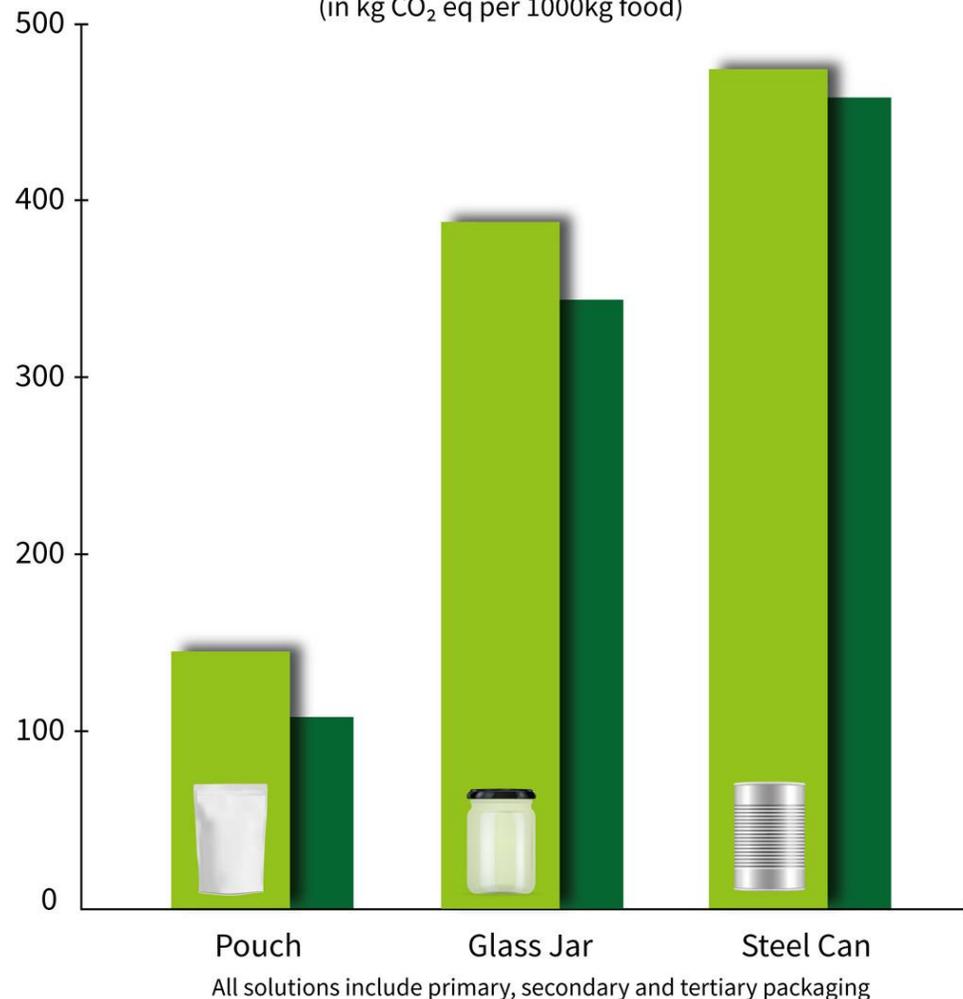
Simulated extreme scenarios for tomorrow



# Different packaging solutions and their impact on Climate Change



CO<sub>2</sub> emissions of packaging for 400g Pasta Sauce  
(in kg CO<sub>2</sub> eq per 1000kg food)



CO<sub>2</sub> emissions at current recycling rates

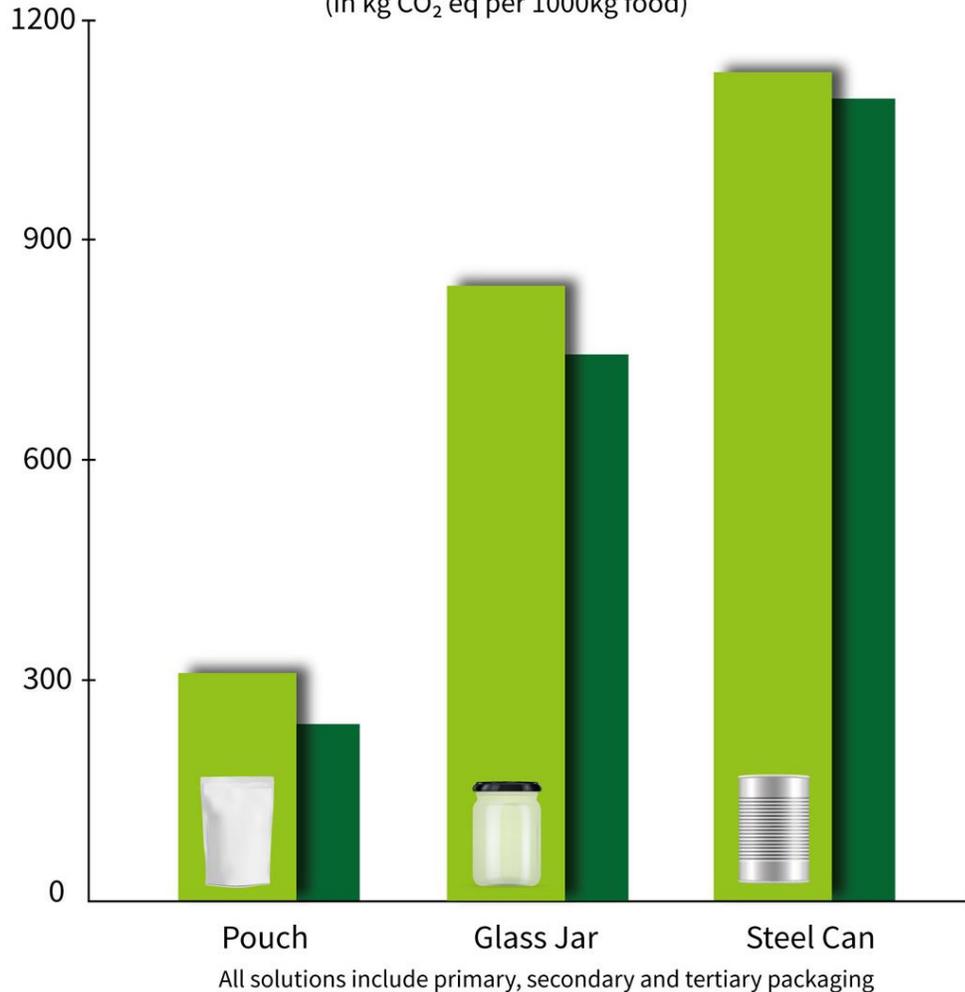
CO<sub>2</sub> emissions at 100% recycling rate

**From 0 to 100%:**  
Recycling of flexible packaging pouches for pasta sauce reduces carbon footprint by 26%

# Different packaging solutions and their impact on Climate Change



CO<sub>2</sub> emissions of packaging for 120-130g Olives  
(in kg CO<sub>2</sub> eq per 1000kg food)



CO<sub>2</sub> emissions at current recycling rates

CO<sub>2</sub> emissions at 100% recycling rate

**From 0 to 100%:**  
Recycling of flexible packaging pouches for olives reduces carbon footprint by **23%**



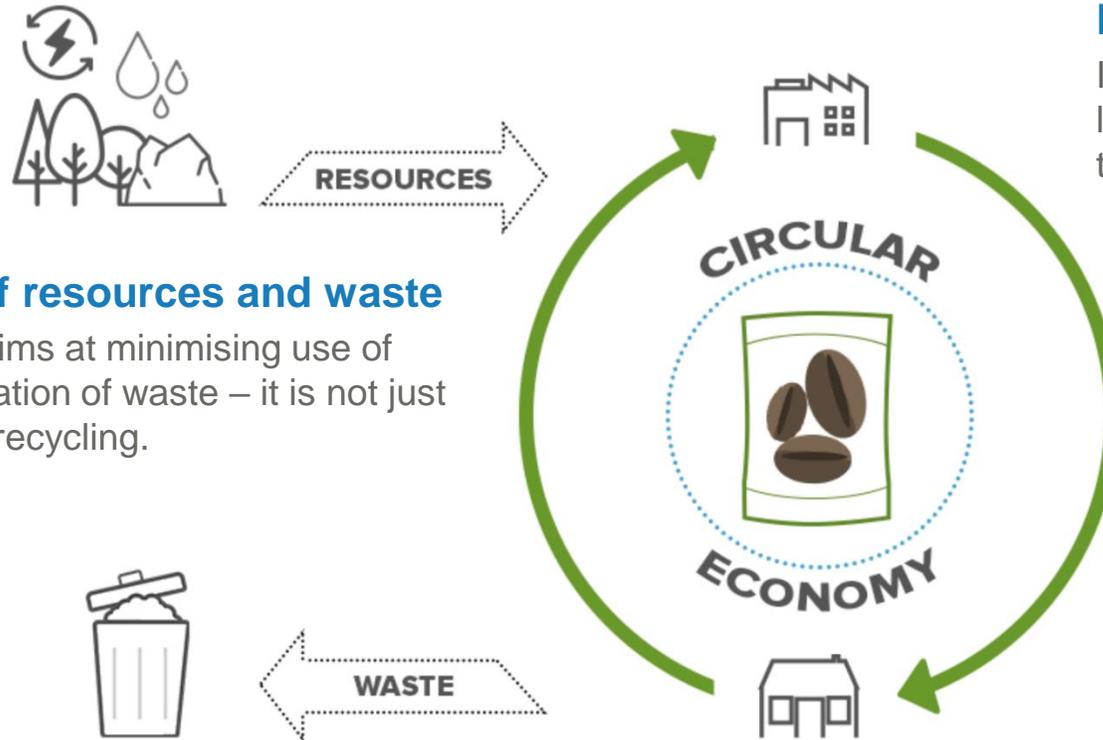
CLOSING THE GAP THROUGH BETTER RECYCLING

# How to make flexible packaging circular?



- **Improve the packaging structures** (e.g. mono where appropriate/feasible → accelerated evolution) **but acknowledge situations where environmentally and/or commercially not favourable** (e.g. thicker materials, less functionalities, operational speed of existing equipment, costs of material)
- **Improve recycling infrastructures** (the focus is not necessarily new but increase quickly the capacity of existing technologies to get started) → **use EU Green Deal and corona recovery funds**

# Flexible Packaging supports circular economy beyond just recycling



## Minimising use of resources and waste

A circular economy aims at minimising use of resources and generation of waste – it is not just about circularity and recycling.

## Less material losses

In general, Flexible Packaging generates less material losses throughout its lifecycle than alternative solutions.

## Reduction of food waste

The contribution of Flexible Packaging to reduce food waste is another key factor supporting a circular economy.

## Increasingly recycled

Flexible Packaging is increasingly recycled fitting even more into a circular economy.

## Design for a circular economy

For packaging, design for a circular economy has to do with the minimisation of packaging material losses throughout the lifecycle, and also the minimisation of food waste.



## Design for recycling

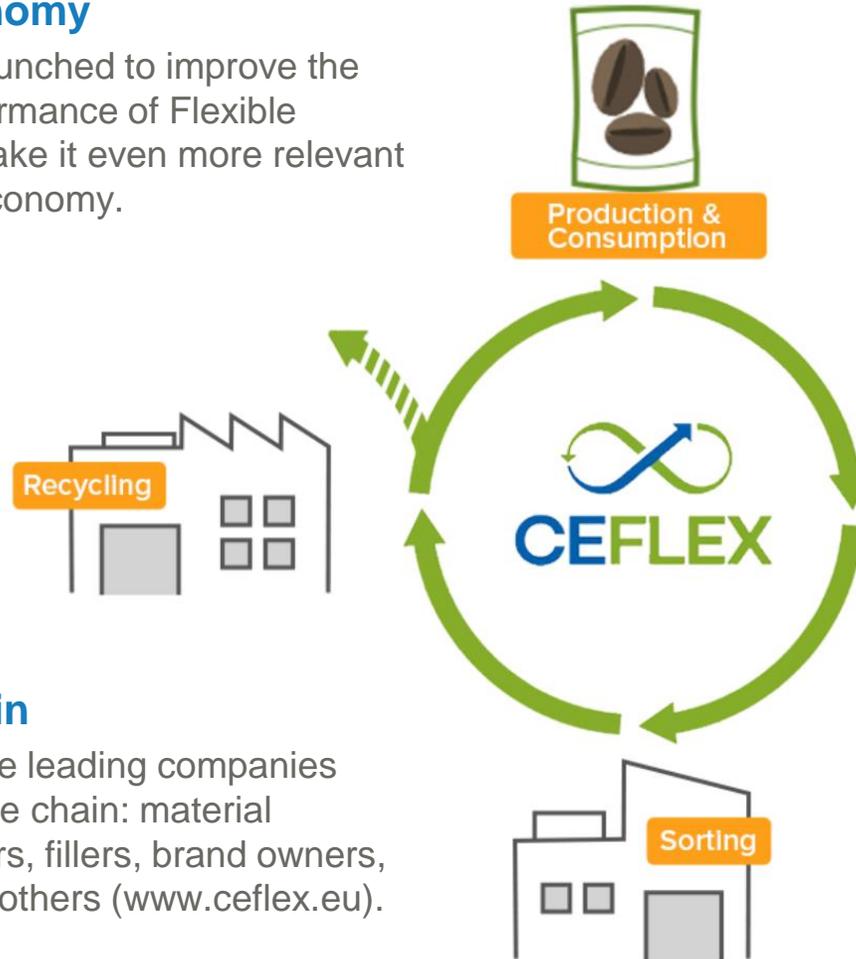
Design for only recycling can lead to counter-productive solutions, such as the increased use of heavy mono-materials potentially resulting in an overall higher environmental impact.

# CEFLEX is the industry initiative to improve recycling of Flexible Packaging



## Circular economy

CEFLEX was launched to improve the end-of-life-performance of Flexible Packaging to make it even more relevant in the circular economy.



## Entire value chain

CEFLEX involves the leading companies along the entire value chain: material producers, converters, fillers, brand owners, recyclers and many others ([www.ceflex.eu](http://www.ceflex.eu)).

## Collection, sorting and recycling

This will be achieved by combining optimised packaging design and improved infrastructure for collection, sorting and recycling.



## Across Europe

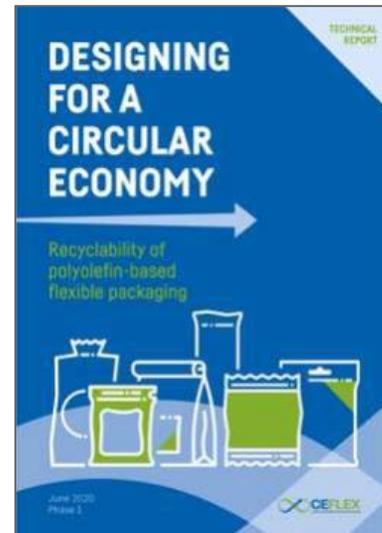
The objective is to increase collection, sorting and recycling of Flexible Packaging across Europe and to develop end markets for the recycled materials.

# CEFLEX Documents



## Designing For A Circular Economy (D4ACE) Guidelines

## Recycling capabilities for Flexible Packaging in a Circular Economy





CONCLUSION

# Take aways



- Europe's (flexible) packaging markets are in the middle of a major transformation caused by the discussion around climate change and its subtopics
- Entire value chain (suppliers, converters, brand owners and retailers) is (desperately) looking into alternatives discovering more complexity
- In parallel to the industry's activities European and national legislators "race" for the greenest and most drastic solutions (up to a complete ban of plastic packaging)
- The European flexible packaging industry is well prepared provided the changes are not too irrational

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