

The Plastic Guide

Our goal for 2050 is for all products to be completely fossil-free and circularly packaged

100%

fossil-free: we only use recycle and bio-based raw materials

0%

0% packaging and microplastics litter

0%

0% damage to people and the environment

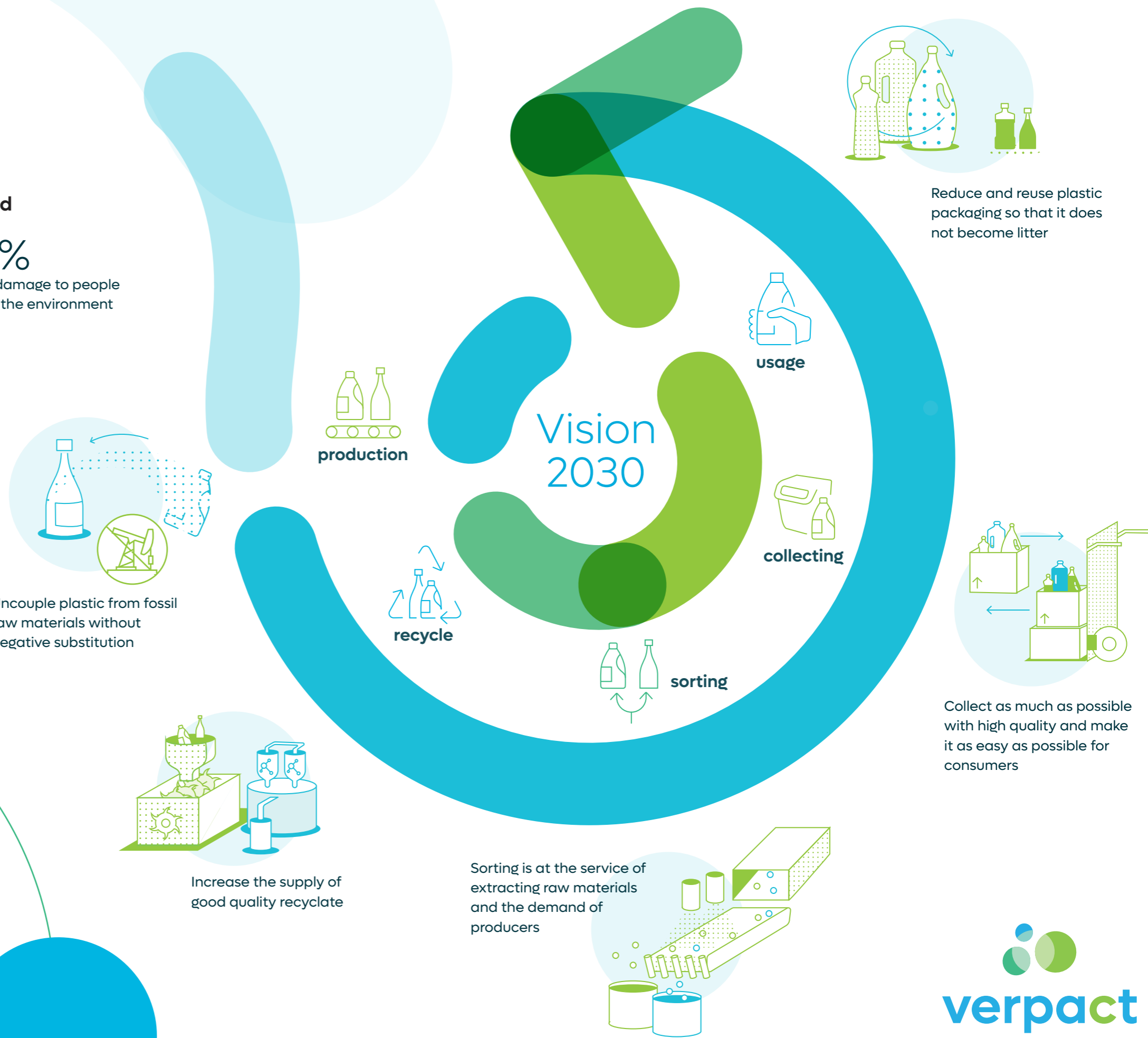
Our commitment for 2030:

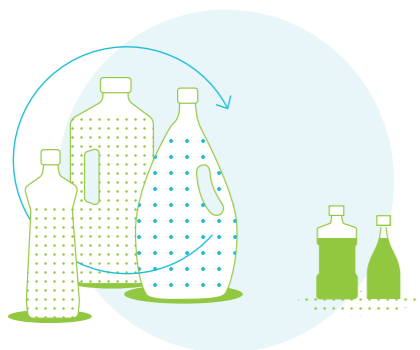
- ▲ 100% collection and recycling systems in the Netherlands are of high quality and uniform
- ▲ 100% of P/I get their share of recycle back
- ▲ 100% of the packaging is recyclable
- ▲ where possible, packaging is reusable
- ▼ reduced use of plastic packaging without negative substitution

Plastic Paradox

Plastic is highly valued in our society. It is an indispensable material for the preservation of food and drink, for hygiene in healthcare and for the transport of products. It has radically changed the way we live, work and play. Plastic is everywhere.

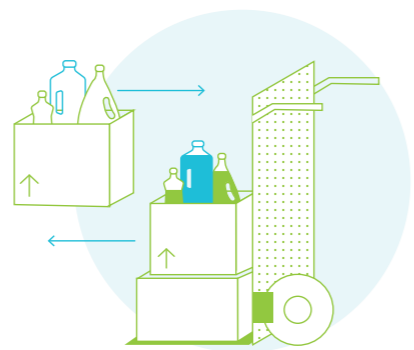
The downside is that plastic is harmful when it ends up in the environment. It also contributes to climate change. There is great social urgency to eliminate the risks of plastic in society.





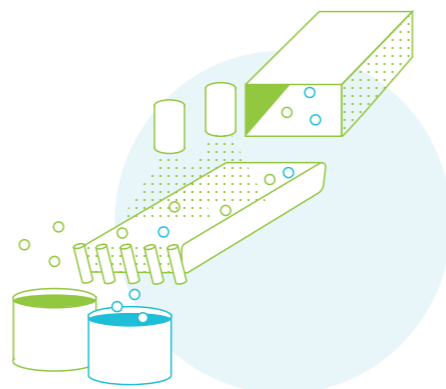
Usage

- We must reduce the use of plastic packaging by eliminating unnecessary packaging, recycling more packaging and using less packaging material. This should not lead to product loss, because that environmental impact is greater than that of the packaging. This demands international guidelines and uniform, efficient and easy recycling systems.
- Neither may packaging leave traces such as litter and microplastics. A total approach is needed, with attention to: packaging design, the method of presentation, good throwaway behaviour, efficient collection systems and cleaning and reliable enforcement..



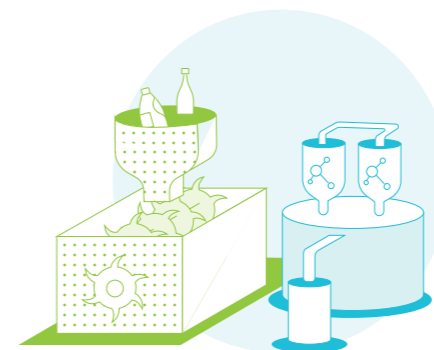
Collecting

- All packaging must be collected to retain all the valuable raw materials in the packaging. This requires uniform collection systems that everyone in the Netherlands understands. We are open to new forms such as return logistics and alternative collection systems.
- Optimisations are also being sought with other waste streams and UPV systems, such as plastic products or electronics.



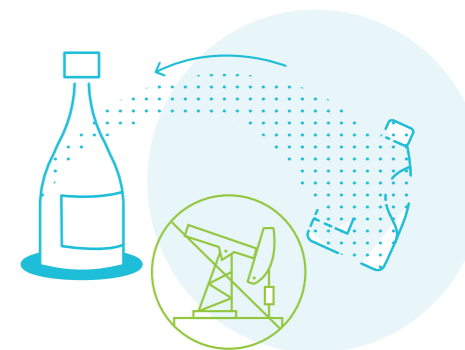
Sorting

- The extraction of precious raw materials from plastic packaging should become the central goal in sorting. It requires transparency in the chain in order to be able to steer on quality as well as possible, so that chain agreements can be made to align sorting, recycling and production as closely as possible.



Recycle

- Recyclate from the plastic packaging chain should be reused as much as possible as new packaging material to create a real circular chain. The starting point is that producers and importers of packaging get their raw materials back as much as possible.
- Advanced recycling techniques are needed to allow plastic to go through multiple recycling cycles. Here, mechanical recycling techniques are preferred, whether or not in combination with chemical recycling for those material streams that cannot be recycled mechanically or are difficult to recycle.



Production

- The dependence on fossil raw materials in plastic packaging must be reduced through the use of more and more recyclate and the use of sustainable bio-based raw materials. In order to produce recyclate of sufficient quality, packaging designed for circular use is required.