A circular economy for plastics – Design, innovation and investment

Plastic Matters: Exploring the Role of Investors to Create a Plastics Economy that Works
Principles for Responsible Investment, London
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The EU Plastics Strategy identified four action areas towards Europe’s new plastics economy

1. Improving the economics and quality of plastics recycling
2. Curbing plastic waste and littering
3. Driving innovation and investment towards circular solutions
4. Harnessing global action

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Design business models, products and materials fit for the intended system

By 2030, all plastic packaging placed on the EU market is either reusable or can be recycled in a cost-effective manner.

Make full use of innovation and investment as enablers of a circular economy for plastics

- Innovation and investment across the value chain
- Horizon 2020: already EUR 250 million spent in relevant areas; additional EUR 100 million devoted
- Private and public investment must significantly increase
Design, innovation and investment – A systemic approach is key