



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

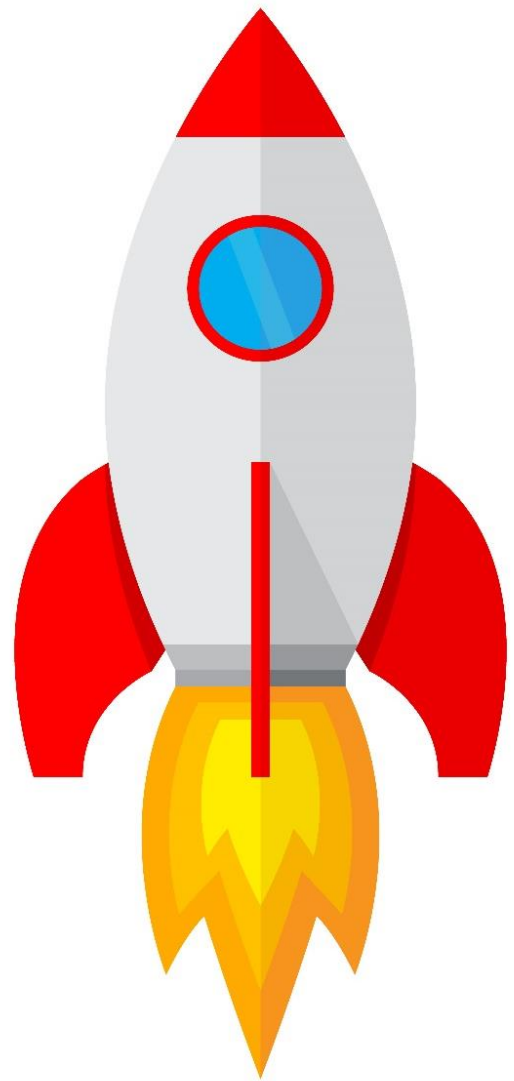
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The EU Plastics Strategy identified four action areas towards Europe's new plastics economy

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

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.

**BETTER PRODUCT DESIGN
MAKES PLASTICS RECYCLING EASIER**



**Saving 77-120 EUR
for each tonne
of plastic waste
collected**

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

