



31 May - 4 June 2021

**RETROSPECT 2 JUNE**

# CIRCULAR ECONOMY DAY

A GRAPHIC REPORT BY PHILIP BARRETT

## >The EU's Circular Economy initiative and the New Plastics Economy



**Maja Desgrées-Du Loué**  
EU DG Environment (EU)

Less Waste  
More Value

**Reuse**  
NOT many barriers...  
Single use plastics

**Directive Reasons:**  
Protect Environment  
Maintain Freeflow across borders

Revision of Packaging Legislation  
**GREEN DEAL**  
2030 all packaging: Reuseable  
Recycling  
Economically viable

Q: Asia & U.S. Comply?  
YES!

Q: Pharmaceutical Goods? May require adjustment...

**Intervention Areas** including:  
1 Packaging Waste Prevention  
reduction targets  
over packaging  
being assessed currently  
best in class weight limits

2 Re-usable packaging  
A Harmonised EU Label  
Targets for use

3 Recyclable packaging  
Definition  
Labelling Harmonization?  
Confused Consumer



4 Recycled Content in packaging  
specific percentage?

5 Compostable packaging  
Clear Labels!  
confusion  
NOT a licence to Litter...  
Biodegradable?



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## > CELAB-Europe - Towards a Circular Economy for Label Material

**Ophelie Gourdou**  
CELAB-Europe (EU)

FINAT: Host and Founding member of CELAB-Europe

Part of GLOBAL CELAB

Sharing BEST practices

Europe  $\frac{1}{3}$  of materials generated Globally

430 KT Complex Materials

JOIN US!

Open to NEW Members

WELCOME

- Convertors  
- producers  
- raw materials etc.

WHOLE Value chain

gather DATA

Where material is located.

Density easier to collect material

Collecting LOTS of small quantities...  
Logistics

Material to RECYCLER

Making PROCESS ECONOMICALLY VIABLE

Recycling

Release Liner + Matrix

to Educate & Communicate

75% of material by 2025

Education e.g.

Designing material to be MORE recyclable

Density easier to collect material

COLLABORATION

Label Community: Actions Now?

Closer to where waste Arises

We're here!

CELAB

Creating the SYNERGIES

Regulation requires Harmonisation

CIRCULAR ECONOMY Day

Many Experts in CELAB



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## > Brand Owner Packaging Experts on Sustainability

**Noel Mitchell**

Independent Consultant

**Arno Melchior**

Global Packaging Director  
at Reckitt

**Gian De Belder**

Technical Director, R&D  
Packaging Sustainability  
at Procter & Gamble

**Keenan Thompson**

Global Director Innovation  
at AB InBev

Q: No.1 Priority for Circularity

Recyclable  
or  
Reuseable

- PT  
- HEPD  
sleeved bottles



Bringing skills  
& Backgrounds  
TOGETHER

Q: Label Community: How to help acceleration?

Adhesive + Label  
In line with Guidelines



How? Stick in shower at 40°

BUT  
Come off Later?

Q: Who holds key for acceleration in Value Stream?

CONSUMER



but  
Scuffing from Storage & Transport...  
Use correct Lacquer!

Understanding all points on supply chain

regulation  
Unlocking Constraints via INNOVATION

Magic Wand  
Wishlist!  
- Safe Adhesive!  
- MAKE SUSTAINABLE attractive to consumer

