



# **CEFLEX's Vision for the Circular Economy for Flexible Packaging**

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**Kidv COP Event,**

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## Our Vision and 'Mission Circular'



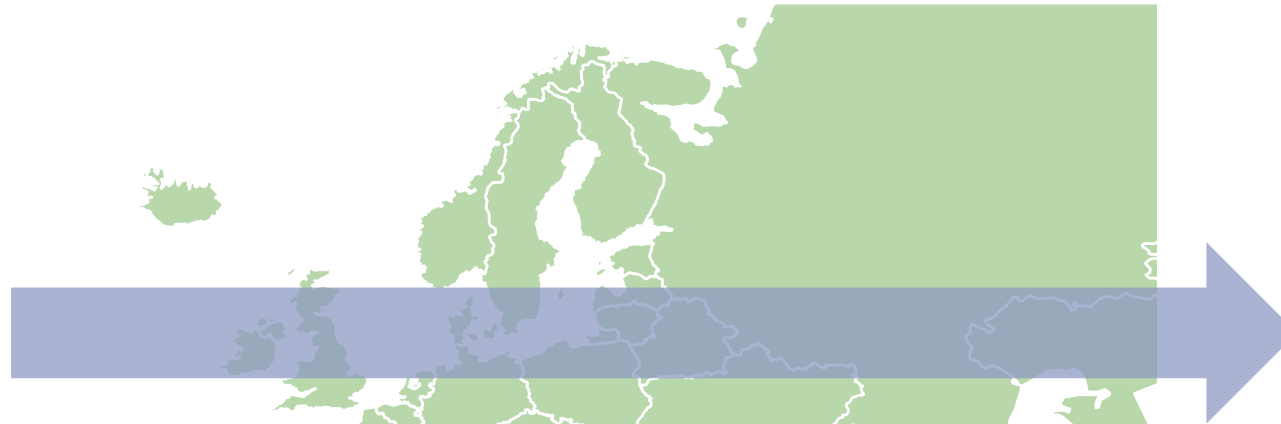
Collection of **all** flexible packaging

With over **80% of materials entering a recycling process** to be returned to the economy

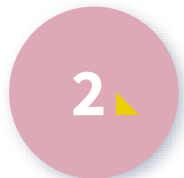
And used by **sustainable end markets** to substitute virgin materials

# CEFLEX: a critical mass to make a circular economy for flexibles happen

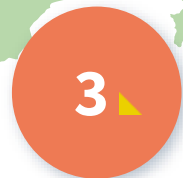
Initiative began in December 2016 with **20** stakeholders



**Material Producers**



**Film Producers and Packaging Converters**



**Brand Owners and Retailers**



**Waste Collectors, Sorters and Recyclers**



**Flexible packaging ecosystem**

## Today

- **180+** stakeholders
- In Europe alone employ **500,000** people in **5,450** locations  
At more than **1,800** production sites
- Combined global turnover of over **€1.3 Trillion**

# D4ACE resources

Available from [ceflex.eu/guidelines](https://ceflex.eu/guidelines)



Flexible packaging is an important part of our daily lives. It provides food and other products in a safe and convenient way. However, it is also a source of waste. This report provides guidelines for designing flexible packaging that is more sustainable. It covers topics such as material selection, design for recycling, and end-of-life management.

**Executive Summary**

**1. Introduction**

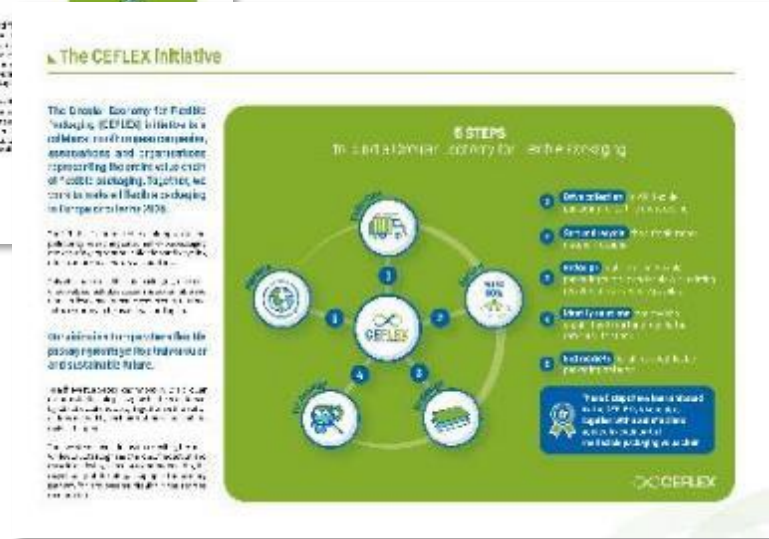
**2. The Circular Economy**

**3. Design for Recycling**

**4. Material Selection**

**5. End-of-Life Management**

**6. Conclusion**



## 1 Executive summary

- High level overview of D4ACE guidelines
- Aimed at senior management, sales and marketing, communications, etc

# 5 Steps to Build a Circular Economy for Flexible Packaging



- 1 Drive collection** of ALL flexible packaging for sorting and recycling
- 2 Sort and recycle** the suitable mono-material fractions
- 3 Redesign** multi-material flexible packaging to mono-materials with existing recycling streams where possible
- 4 Identify solutions** and develop capabilities to sort and recycle the remaining fractions
- 5 End markets** for all recycled flexible packaging materials



These 5 steps have been endorsed by the CEFLEX stakeholders together with a set of actions needed by each part of the flexible packaging value chain

# What is needed to build a Circular Economy that is also sustainable?



**1** Flexible packaging must be designed to be recycled

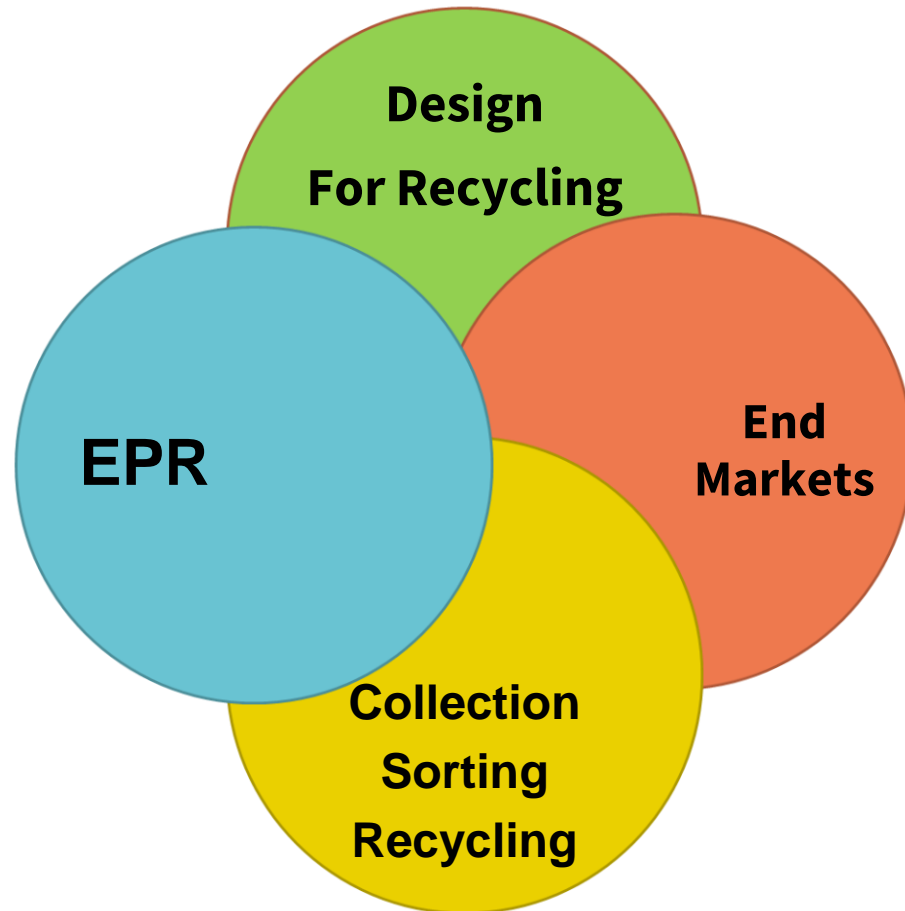
**2** Infrastructure/Systems available to collect, sort and recycle it back into usable materials

**3** A sustainable Business Case for all parts of the value chain incl. end markets

- Eco Modulation based on D4ACE guidelines
- Need to develop required collection, sorting & recycling infrastructure
- End Markets able and willing to use the recycled polymer
- For the system to also be financially sustainable

**EPR an operational and financial enabler for the CEFLEX vision throughout the supply chain**

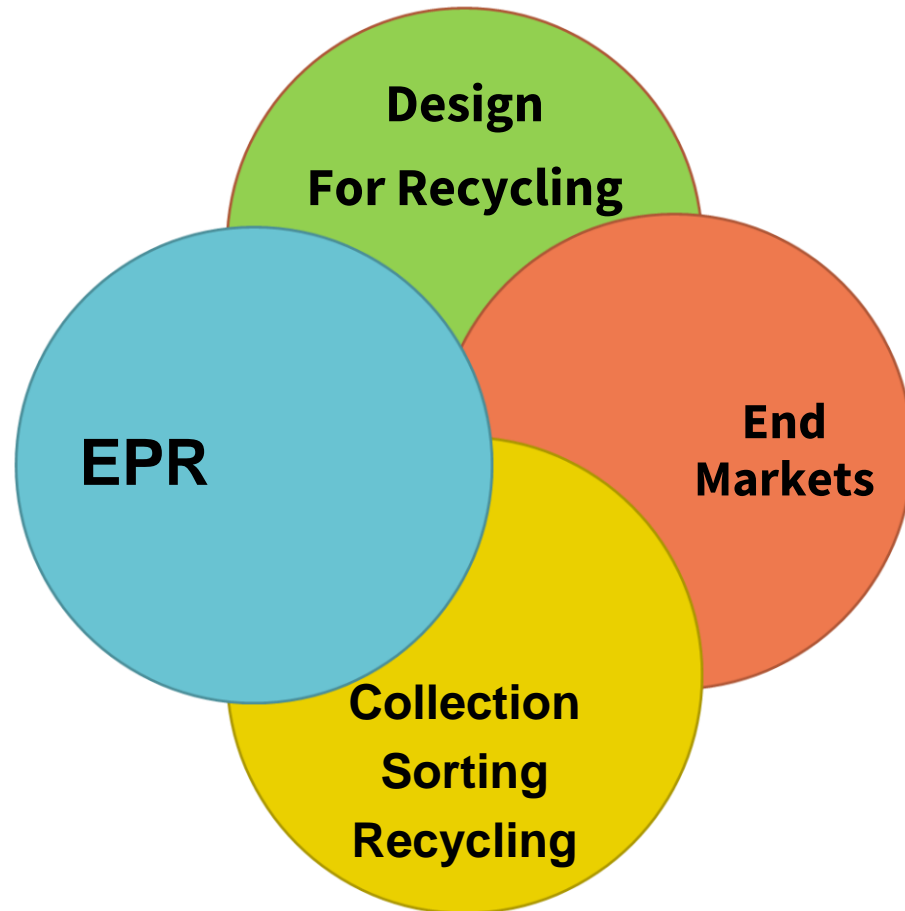
# VIP Role for EPR in the Circular Economy



Today

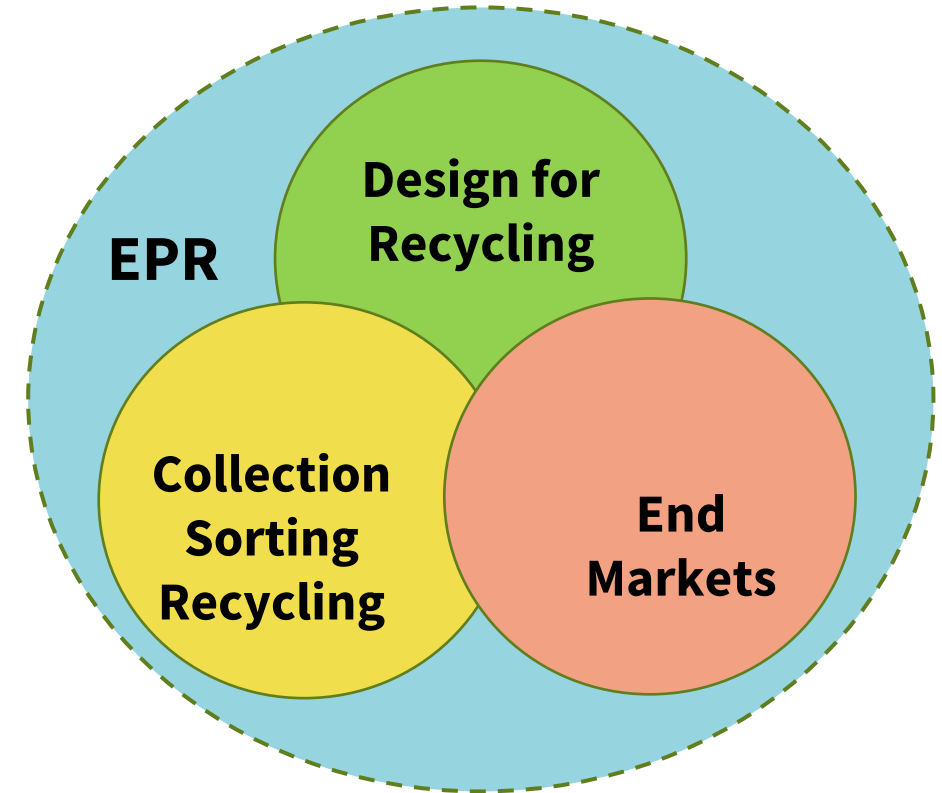
(meeting recycling targets at lowest cost)

# VIP Role for EPR in the Circular Economy



Today

(meeting recycling targets at lowest cost)



**Tomorrow = Circular Economy**

(the full end of life costs for all materials to be returned to the economy need be covered)