

Our Policy Framework

Circular Plastics Made in Europe - Scope

A Coherent European Framework

The Circular Plastics Made in Europe campaign supports a strong and effectively implemented Packaging and Packaging Waste Regulation (PPWR) as a key pillar of Europe's circular economy.

However, our advocacy goes beyond a single regulation.

We also recognize the essential role of the Single-Use Plastics Directive (SUPD) in reducing waste, preventing environmental leakage, and improving recycling systems across Europe (EU27+EFTA+UK).

PPWR and SUPD are complementary pillars of Europe's circular plastics framework. Together, they:

- Reduce packaging waste and environmental impact.
- Strengthen high-quality recycling.
- Protect public health by limiting contamination risks.
- Support a competitive and resilient European recycling industry.

It is also important to recognize that "circular plastics" primarily refers to recycled plastics. However, circularity — and the circular economy more broadly — goes far beyond recycling. It requires the strategic and responsible management of resources throughout their entire lifecycle. This includes rethinking production processes and product design to enable waste prevention, reuse, repair, refurbishment, and remanufacturing, ensuring that materials retain their value for as long as possible.

Our campaign promotes coherent, enforceable European legislation that delivers real circularity in practice, ensuring environmental protection, economic resilience, and a fair transition across Europe (EU27+EFTA+UK).