

Making circularity materiality a reality - How can we create a sustainable and circular plastics economy in Europe?

EU Green Week Partner Event

1 June 2022

Following on from the EU Plastics Strategy of 2018 and the Single Use Plastics Directive of 2019, 2022 is expected to be a similarly seismic year for plastics in the EU. In light of the publication of the first Circular Economy Package (SPI, Green Claims, Textiles Strategy) on 30 March and the policy framework on bio-based and biodegradable plastics (expected May 2022), this event will explore the current state of play of the circular plastics economy in Europe.

This event will address one of the biggest challenges facing the plastics industry – circularity and recycling – and what policymakers and industry are doing to make both a core tenet of the bloc's plastics business models. Additionally, ahead of the adoption of the second Circular Economy Package (PPWD, etc.) later in the year, this panel will allow stakeholders to present their vision for a sustainable plastics economy in the EU, and explore what further steps need to be taken to ensure that the ambitious climate targets are met. Furthermore, with the Commission's upcoming initiative on the unintentional release of microplastics also on the horizon, the panel will discuss the steps that the plastics industry can take to ensure that increased recycling and circularity is not reflected by an increase in microplastics pollution.

As with so many aspects of the climate transition, each challenge also presents an opportunity for innovation, and this event will allow leading companies to present the roles that they are playing in the circular plastics economy, as well as share some of their best practices.

Panel

- **B2B Plastics recycler** (Eastman)
- **B2C Brand**
- **NGO**
- **Waste Management Company**
- **Commission** (DG ENVI)
- **MEP**

About Eastman: Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end-markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,000 people around the world and serves customers in more than 100 countries.

In January 2022, Eastman announced plans to invest up to \$1 billion in a material-to-material molecular recycling facility in France. This facility would use Eastman's polyester renewal technology to recycle up to 160,000 metric tonnes annually of hard-to-recycle plastic waste that is currently being incinerated, and will also include an innovative brand new R&D facility.