

Ecopreneur.eu: Plastics Strategy of the European Commission requires ambitious implementation

Ecopreneur.eu, the European Sustainable Business Federation, its member organizations and partner companies call upon the member states and the EU to introduce strong economic incentives to realise the Plastics Strategy of the European Commission.

Ecopreneur.eu welcomes the recent Plastics Strategy of the European Commission. Many of our 2500 partner companies use plastics in their packaging and/or products. We fully support the key commitments for action at the EU level towards the goal of ensuring that all plastic packaging is recyclable by 2030, with the aims to fully respect reuse, repair and recycling needs in design and production of plastics and plastic products, to develop and promote more sustainable materials, and to curb plastic pollution and its adverse impact on our lives and the environment. The strategy can help to achieve a modern, low-carbon, resource and energy-efficient economy and to reach the 2030 Sustainable Development Goals and the Paris Agreement.

In particular, we welcome that the Commission will promote Extended Producer Responsibility (EPR) schemes and provide guidance to make it more effective through minimum common requirements, based on existing best practice, so that they are improved and aligned. Contrary to the recently proposed EU-wide Plastics Tax, EPR can play a key role to provide the necessary funding to close the loop. Well-designed schemes can provide powerful price incentives to companies to encourage design for recycling, improve the efficiency of the recycling process, reduce waste and littering and promote greater dialogue between producers, local authorities and recyclers. Similarly, provided clear labelling, deposits systems can contribute to achieving very high levels of recycling by giving price incentives to consumers. We also welcome the discouragement of incineration, as well as the restriction of oxo-degradable plastics and intentionally added microplastics, which in our view should be banned.

To create new, viable markets for high-quality recycled and renewable plastics, Ecopreneur.eu urges the Commission to **encourage the reduction of complexity** as a design strategy: e.g. by using monolayers, fewer types of plastics, and less additives or pigments. Also, to **incentivise the reuse and recycling of post-consumer plastics**. Furthermore, the Strategy fails to address the potential for **reducing the use of plastic** for those applications where this is both viable and environmentally beneficial.

Finally, achieving the 2030 goals requires **ambitious implementation** of all indicated measures. While recognizing the value of commitments by the plastics industry, we feel the current strategy still relies too much on voluntary action. Business experience learns that most companies will take action only when faced with regulation. We therefore call on the national governments and the EU to **prepare and come forward with ambitious measures**, in close alignment, and including economic incentives, **especially by extended producer responsibility**.

About Ecopreneur.eu

European Sustainable Business Federation [Ecopreneur.eu](https://www.ecopreneur.eu) (aisbl) sets a course toward sustainable economic policies on the European level. Ecopreneur.eu aims at opening solidified structures and brings sustainable matters to European policy makers. The organization is quickly growing and now holds seven member associations in Germany, Austria, France, the Netherlands (MVO Nederland / De Groene Zaak), Spain, Belgium and Hungary. Through Ecopreneur.eu these associations strengthen the voice of sustainable business in Brussels. Under the roof of Ecopreneur.eu, more than 2500 businesses are represented – mostly SMEs – that are truly striving to offer sustainable products and services.

Contact information

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