



# EPBP The New Operating Model

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# EPBP Platform

## What will be presented

1. Mission of the platform and the new era
2. Our stakeholders
3. How it works ?
4. New operating model EPBP – RecyClass
5. Our improvements towards the new era



# EPBP European PET Bottle Platform (EPBP)

## Mission of the platform and the new era

- . EPBP is a voluntary initiative,
- . Gathering technical experts in the field of PET production, design/innovation and recycling;
- . Providing an objective evaluation of new technologies and an independent assessment of their impact on PET recycling processes across Europe.

# EPBP Stakeholders





# RecyClass

- . Comprehensive cross-industry initiative to advance plastic packaging recyclability
- . Develops Recyclability Evaluation Protocols that serve as the base for the Design for Recycling guidelines and the free online tool
- . Offers Recyclability Certifications and Recycled Content Traceability Certification for plastic packaging.

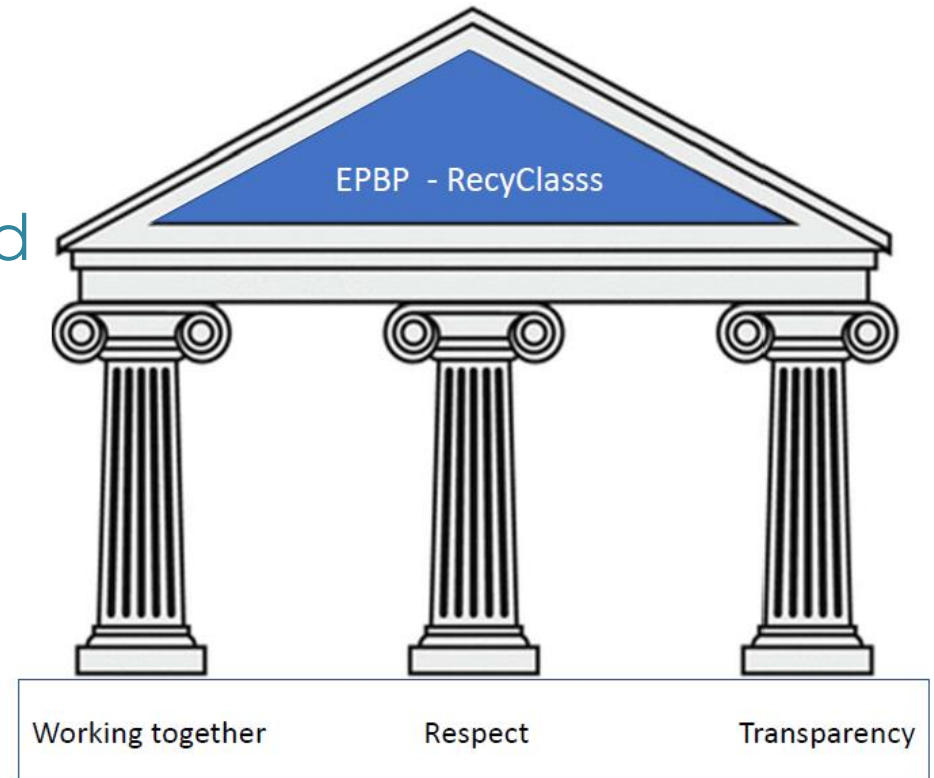
# The need of the new operating model

- Market is changing moving towards circularity
- Both EPBP and RecyClass must further support the industry players to increase uptake of recycled polymers, as per EU mandates
- **The optimized way for this to be done, is leveraging on the experience and legacy of both organizations**
- Thus EPBP and RecyClass decided to join efforts to further support the value chain actors

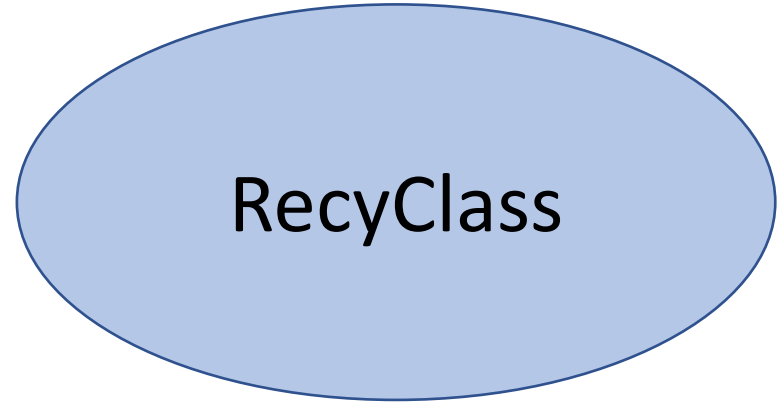
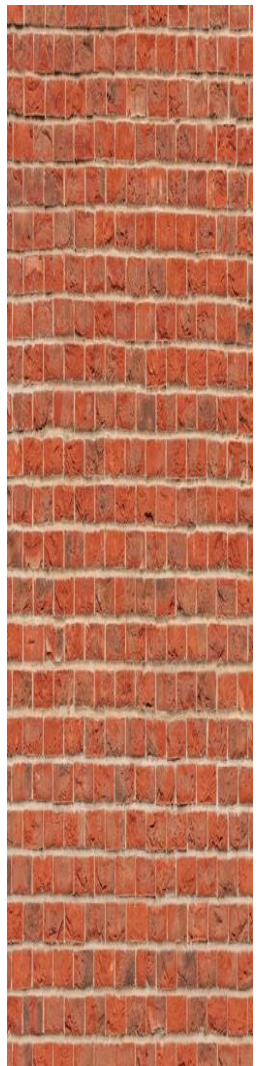
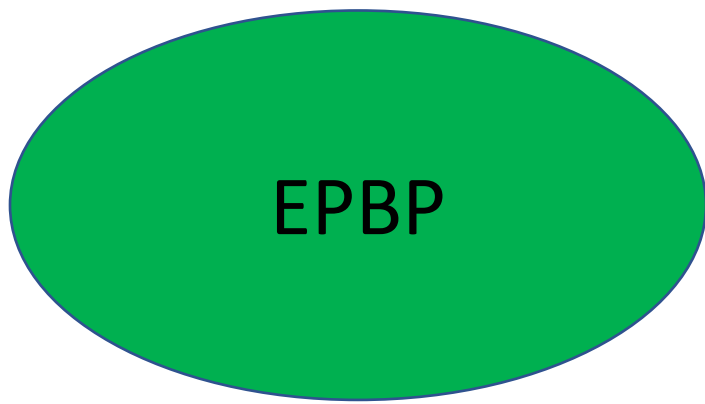


# New operating model

- The Agreement between EPBP and RecyClass is in action since February
- The Agreement defines the principles and the operating framework, based on the following pillars:
  - Working Together
  - Respect
  - Transparency

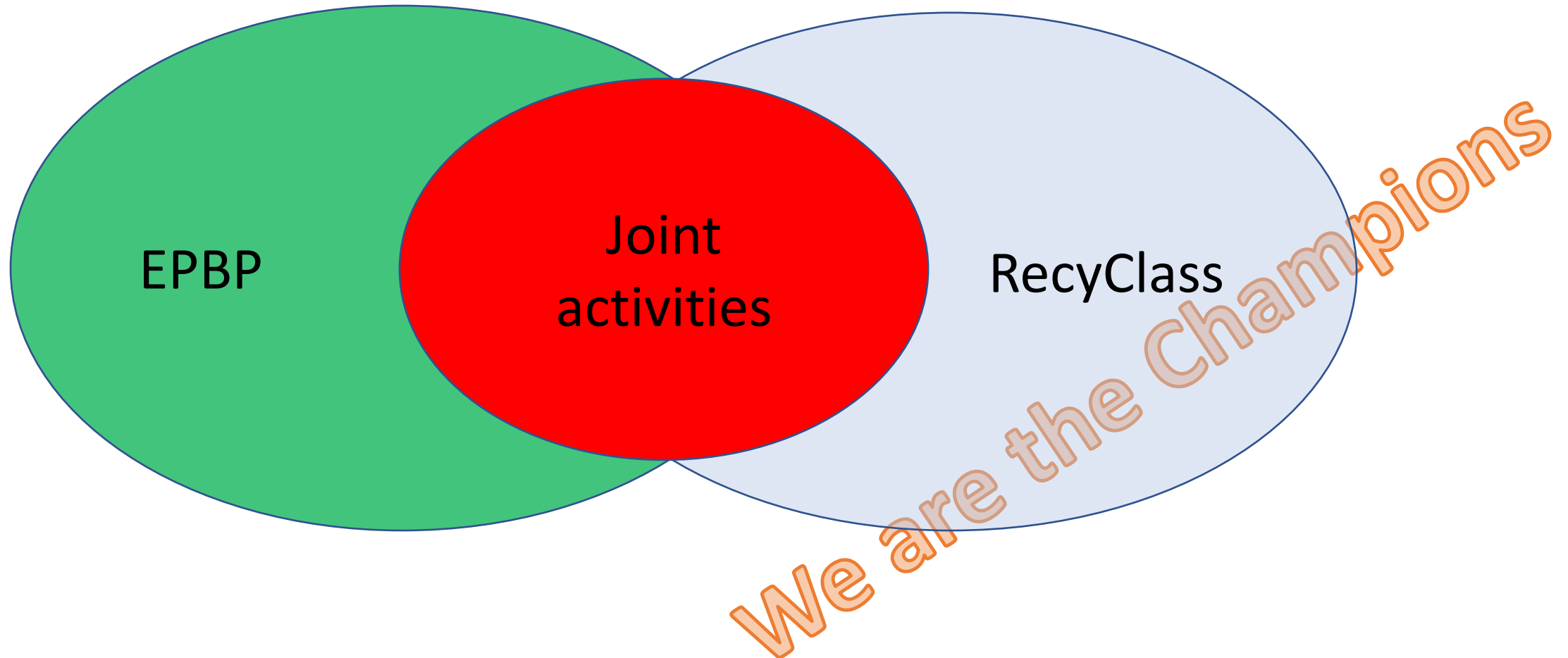


## How it was

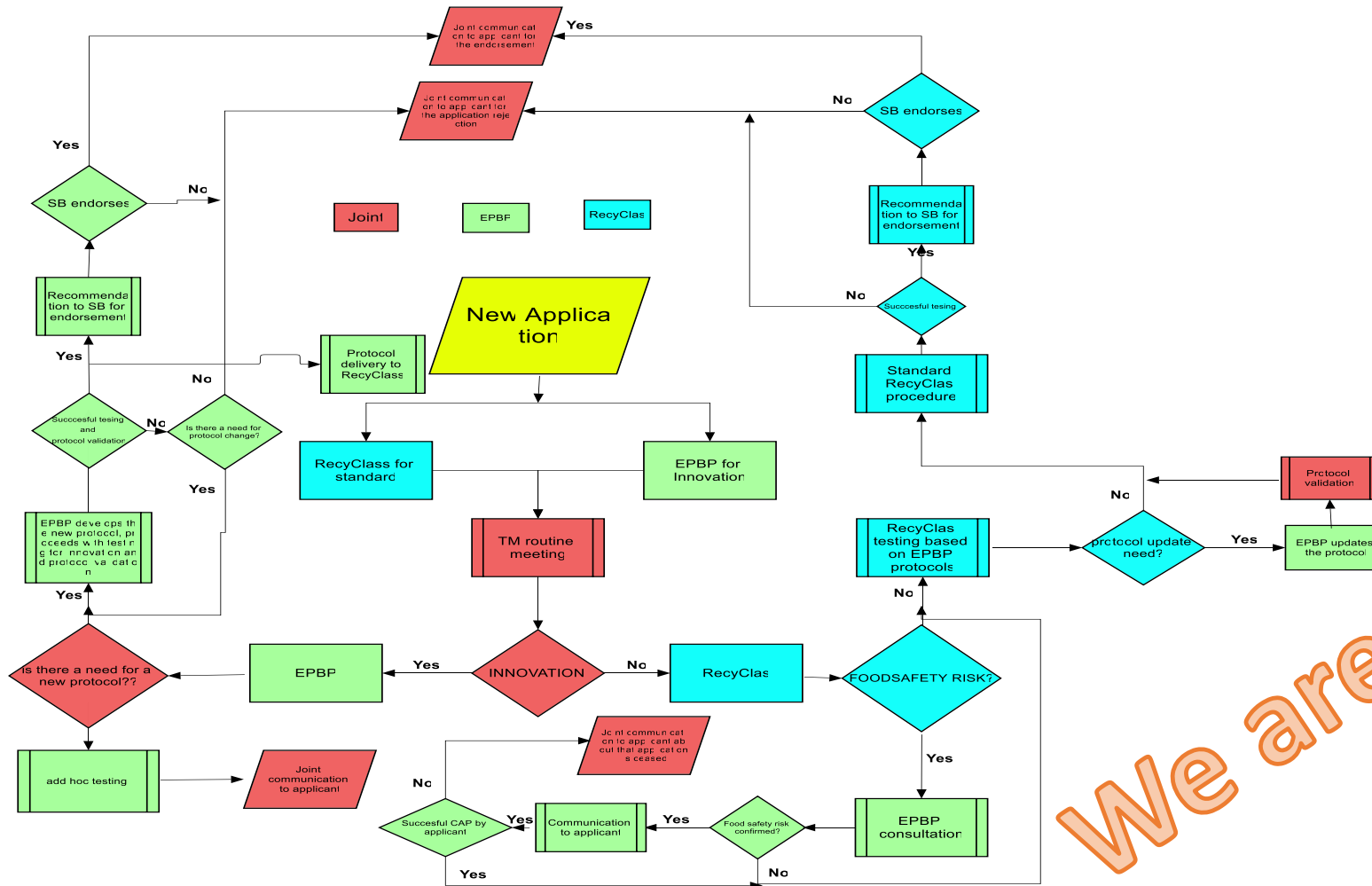




# The new era towards circularity



# The new era towards circularity



We are the Champions



RecyClass

# New operating model. In a nut shell



- For the ongoing testing (existing protocols) RecyClass will be using EPBP protocols.
- The responsibility for developing/updating the protocols remains with EPBP.
- The implementation of existing and validated protocols is with RecyClass.
- For all endorsements under the new model we are going to have a joint communication

Is that all?? What else is needed for supporting circularity and uplifting EPBP's contribution??

# EPBP STEERING BOARD PRIORITIES



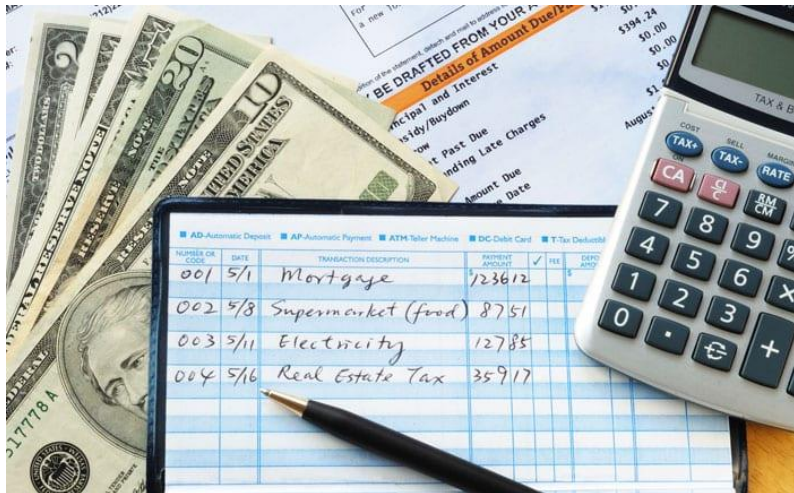
Direction - Vision



Communication



Operating model



Budget



TC support



- Finalize applications that are with EPBP before the new operating model
- Update the test protocol and the quick tests
- Work on Design Guidelines for Circularity
- Finalize the Design Guidelines for Opaque bottles

# European PET Bottle Platform

