



# Net-Zero Carbon Strategy

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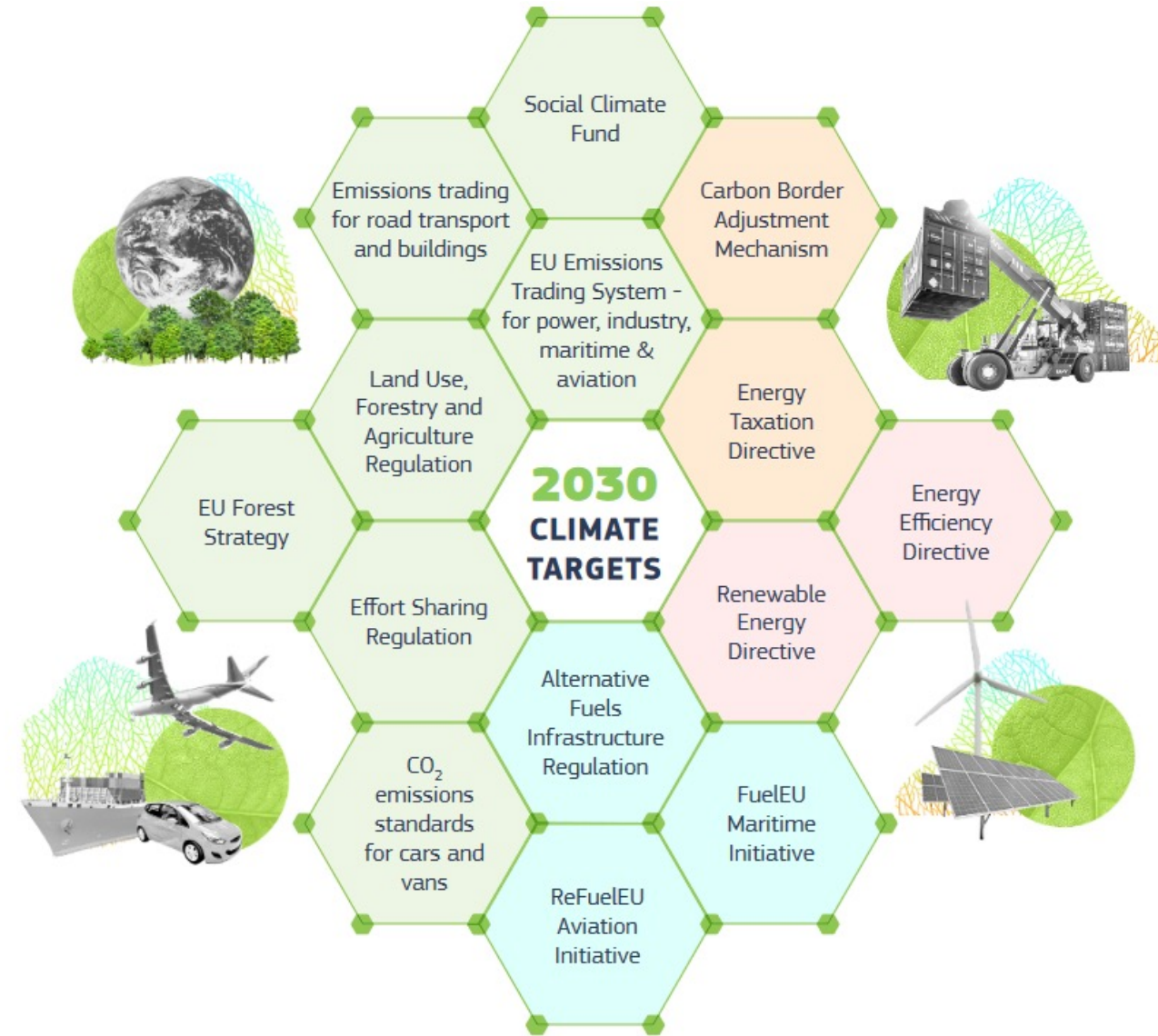
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# Transforming EU Economy & Society to Meet Climate Ambitions – Fit-for-55

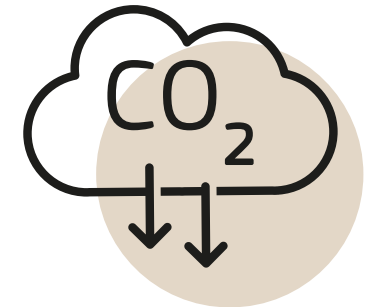
- **Fit-for-55:** On 14 July 2021, the European Commission adopted a set of proposals to make the EU's climate, energy, land use, transport and taxation **policies fit for reducing net greenhouse gas emissions by at least 55% by 2030**, compared to 1990 levels.
- Achieving these emission reductions is crucial to Europe becoming the world's first climate-neutral continent by 2050 and making the European Green Deal a reality.



# Plastic Packaging & Sustainability

## More Efforts Are Needed

- Packaging is one of the **main users of virgin materials**
- **Packaging use increased** in recent years at a **faster rate than the gross national income**
- **Increased use of packaging** coupled with **low re-use and recycling rates**
- **14% of plastic waste was recycled** domestically in Europe in 2020
- **Technically recyclable** packaging is **often not recycled**



# Plastic Packaging & Sustainability

## EU Policies Overview

Circular  
Economy Action  
Plan

EU Strategy for  
Plastics in  
Circular  
Economy

EU Directive on  
Packaging &  
Packaging  
Waste

### CO<sub>2</sub> BENEFITS OF PLASTICS RECYCLING



- **EU Plastics Recycling Targets:** 50% recycling rate by 2025 & 55% by 2030
- **All plastic packaging** in the EU market to be **re-usable or recyclable** in an **economically viable** way **by 2030**

# Plastic Packaging & Sustainability

## Research & Innovation

- **Innovation is a key enabler** for the transformation of the plastics value chain
- Need Innovative solutions for:
  - **Advanced sorting**
  - Improved **mechanical recycling**
  - Enhanced **polymer design**
  - Also **chemical recycling** (to an extent)
- **Alternative feedstocks** can also be developed to avoid use of fossil resources
- **EU funding programmes**, such as **Horizon Europe** and the **Innovation Fund**, will play a fundamental role



# Innovation Fund Project: PULSE

- EU Funding Programme: **Innovation Fund** (2<sup>nd</sup> Large Scale Cal)
- Innovation Fund Grant: **EUR 135 million**
- Expected GHG Emission Avoidance: **10.3 Mt CO<sub>2</sub>e**
- Expected Entry into Operation: **Jan 2028**
- Project Description:
  - Focuses on **plastic recycling** - using proprietary technology to **pre-treat waste plastic** that has been **liquefied** (via pyrolysis)
  - Ensures that **liquefied plastic does not contain detrimental impurities**
  - Allows for **plastic waste to be turned back into hydrocarbons** that can be used as raw materials



# Keep in touch



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# Thank you



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