



Reinventing Plastics – Closing the Circle

The need for action and a common vision for the future

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Facing the brutal facts...



**Plastics deliver amazing
solutions to global challenges**



Our call for action #1

**Becoming a leader in managing
and steering plastic waste streams
in Europe**



Our call for action #2

**Implementing higher and transparent
recycling targets in
the Circular Economy Package**

Our call for action #3

Encouraging research and
cooperation along the value chain



**Closing the circle
with plastics is a GREAT
economic opportunity!**