CEFLEX
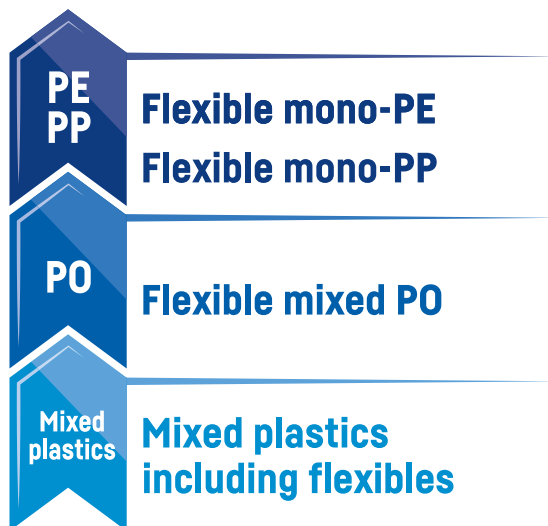A CIRCULAR ECONOMY FOR FLEXIBLE PACKAGING

SEPTEMBER 2020

Accelerating the circular economy for flexible packaging – a recommendation for recyclable mono-materials

▶ Given the current best-practice technologies established in Europe, CEFLEX strongly recommends the use of flexible packaging made from recyclable mono-materials. CEFLEX closely monitors any development in technology, recycling infrastructure and materials that may affect this recommendation.

▶ Material choices in flexible packaging should always be made according to circular economy and environmental impact considerations.

▶ CEFLEX stakeholders are encouraged to re-evaluate functional requirements of packaging and, when possible, to redesign existing packaging to a recyclable mono-material. Essential product protection should not be compromised to meet recyclability requirements.

▶ The use of non-recyclable materials primarily for marketing and visual design purposes is not in line with this CEFLEX position.

This recommendation chimes with the **CEFLEX 'Designing for a Circular Economy' guidelines**, which gives practical advice and clarity on how to deliver significant environmental improvements without compromising functionality in flexible packaging.

Preference for plastic recycling streams from post-consumer polyolefin-based flexible packaging

PE PP — **Flexible mono-PE**
Flexible mono-PP

PO — **Flexible mixed PO**

Mixed plastics — **Mixed plastics including flexibles**

Graphic source: CEFLEX 'Designing for a Circular Economy' guidelines

Value chain alignment on key issues

The **Circular Economy for Flexible Packaging (CEFLEX)** initiative is a collaboration of over 170 European companies, associations and organisations representing the entire value chain of flexible packaging. Together, we work to make all flexible packaging in Europe circular by 2025.

To support CEFLEX's vision and help the entire value chain move forward as one, a facilitated alignment process tackles key issues. Information exchange, analysis, and interviews support participative workshops which create considered positions on each topic so that these can guide transformation to a circular economy. This process is hosted by CEFLEX in collaboration with Swiss university ETH Zurich.

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