



PLASTICS RECYCLERS ANNUAL MEETING

15 & 16 JUNE 2017 - BARCELONA

**PLASTICS RECYCLING AN IMPORTANT
ELEMENT OF CIRCULAR ECONOMY**

**THE ROLE OF MARKETING
AND PRODUCT DESIGN**



WELCOME

*“Recycling
first”*

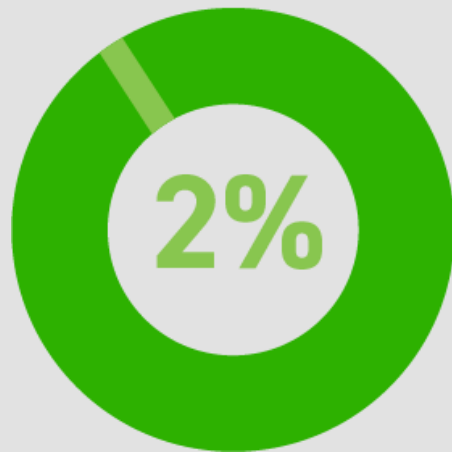


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PLASTICS INDUSTRY FACTS EUROPE

Employment

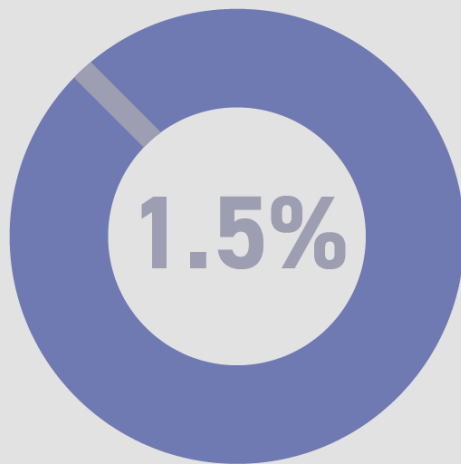


 **1.5 million**
PLASTICS INDUSTRY

 **30.000**
RECYCLING INDUSTRY

PLASTICS INDUSTRY FACTS EUROPE

Companies



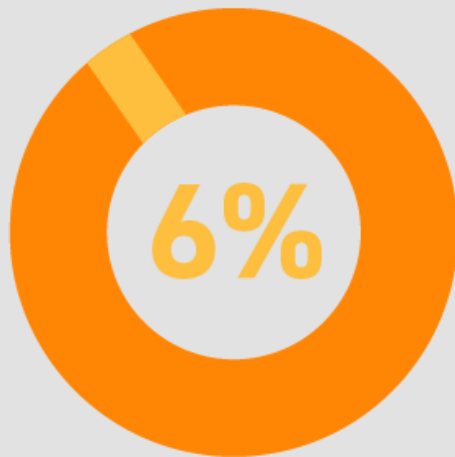
60.000
PLASTICS INDUSTRY



1.000
RECYCLING INDUSTRY

PLASTICS INDUSTRY FACTS EUROPE

Production capacity



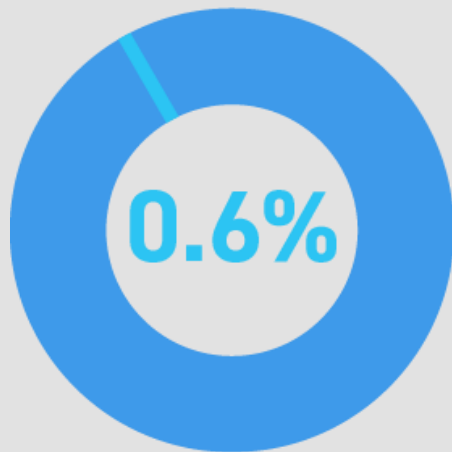
60 million
PLASTICS INDUSTRY



3 million
RECYCLING INDUSTRY

PLASTICS INDUSTRY FACTS EUROPE

Turnover



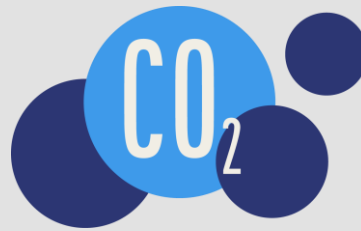
€ **350 billion**
PLASTICS INDUSTRY

€ **2 billion**
RECYCLING INDUSTRY

PLASTICS CHALLENGES



OIL DEPENDANCE



GHG EMISSIONS



MARINE LITTER

INCREASE RECYCLING

SOLUTIONS TO PLASTICS WASTE MANAGEMENT



ECODESIGN



**COLLECTION
& SORTING**

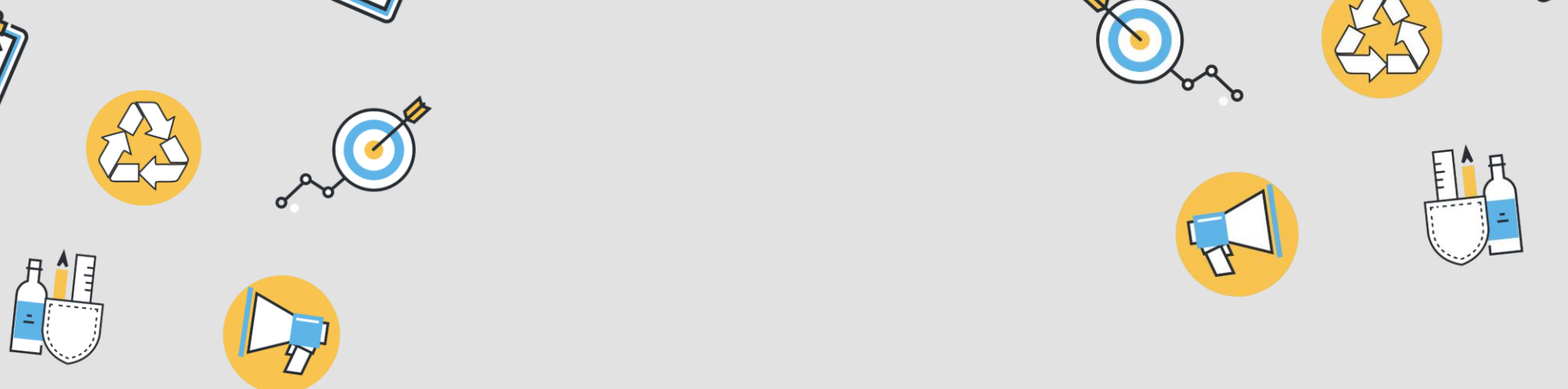


**CONSUMER
AWARENESS**



ECODESIGN

MARKETING





PLASTICS RECYCLERS ANNUAL MEETING

