

Plastics Strategy: challenges and opportunities of recycling

Tuesday 27 February | 16:00 – 19:00

EURACTIV Network Office, Boulevard Charlemagne 1, 1041 Brussels

Plastics are everywhere in our daily life: they are used in packaging, buildings, cars, electronics, agriculture and many other sectors. Plastics production is currently 20 times higher than in the '60s, and is expected to grow exponentially by 2050.

Plastics can offer multiple benefits: their production costs is low, they are durable and versatile. However, 90 % of plastics are derived from virgin fossil fuels; therefore, producing and using plastics pose many problems. Loss of material value as a result of single use and low recycling rates, negative impacts on the environment, climate and human health, are just a few of them.

The European Commission's new plastics strategy, as part of a broader Circular Economy initiative, intends to establish an ambitious and a long-term path to rethink plastics.

The transition from a linear to a more circular economy is necessary to develop a sustainable, low carbon, resource efficient and competitive economy.

FEAD and EURACTIV invite you to a high-level debate to discuss how to meet the set targets and how to improve the current situation.

Questions will include:

- Will the Plastics Strategy remain a vision or will each actor of the plastics value chain take responsibility of turning the actions into reality?
- What did the Strategy foresee to ensure resilient markets for the increased volumes of recycled plastics?
- Will voluntary industry commitments be enough?
- Will the much needed investments be triggered?

FOR MORE INFORMATION PLEASE CONTACT

Simona Ovesea simona.ovesea@euractiv.com

+32 (0)2 788 36 86

Nadine De Greef info@fead.be

+32 (0) 27 32 32 13

KEYNOTE SPEAKERS

Karmenu Vella, Commissioner
Environment, Maritime Affairs and
Fisheries, European Commission
Cesare Spreafico, Vice – President, FEAD

DISCUSSION CONTRIBUTORS

- **Heidi Hautala MEP**, Vice President
European Parliament
- **Maria-Isabel Garcia Catalan**, DG
Trade, European Commission
- **Alexandra Palt**, Chief Corporate
Responsibility Officer, L'Oréal tbc
- **Leonor Garcia**, Director Public
Affairs, Plastics Europe
- **Ariadna Rodrigo**, Product Policy
Campaigner, Rethink Plastic Alliance

MODERATOR

Frédéric Simon, Publisher&Editor,
EURACTIV

FINAL SPEECH

Hugo-Maria Schally, Head of Unit,
Sustainable Production, Products and
Consumption, DG Environment,
European Commission

PROGRAMME

16:00 – 16:30 Registration
16:30 – 16:50 Opening Speeches
16:50 – 17:10 Panel Statements
17:10 – 17:20 Final Speech
17:20 – 18:10 Open Debate Q&A
18:10 – 19:00 Networking cocktail

REGISTRATION

To confirm your participation, please
register at <http://eurac.tv/9mRg>



Follow the discussion
#eaDebates