

Our Statement

Circular Plastics Made in Europe - Statement

Recycling That Counts – For Europe.

Circular Plastics Made in Europe is a Europe-wide campaign initiative created to protect and strengthen the EU's circular economy.

Our goal is simple and clear: ensure that only plastic waste generated within Europe counts toward the EU's recycled content targets.

Today, Europe risks meeting its PPWR goals by importing recycled plastics from outside the EU. This undermines Europe's recycling industry, contradicts the EU's efforts to end waste exports, and threatens the billions already invested in domestic recycling infrastructure.

This initiative brings together industry partners, recyclers, NGOs, policymakers, and citizens to defend a fair and consistent circular economy framework. By aligning behind one principle — our waste must be recycled at home — we can support European jobs, safeguard innovation, and build a circular economy rooted in responsibility and transparency.

Circular Plastics Made in Europe is a zero-budget, solidarity-driven initiative powered by organizations that believe Europe must take ownership of its waste — and make it count. Join us in championing a truly circular, resilient, and European plastics system.

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