



**MEER MET
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PLASTIC**

ROADMAP PLASTIC PACT NL

Actions towards 2025

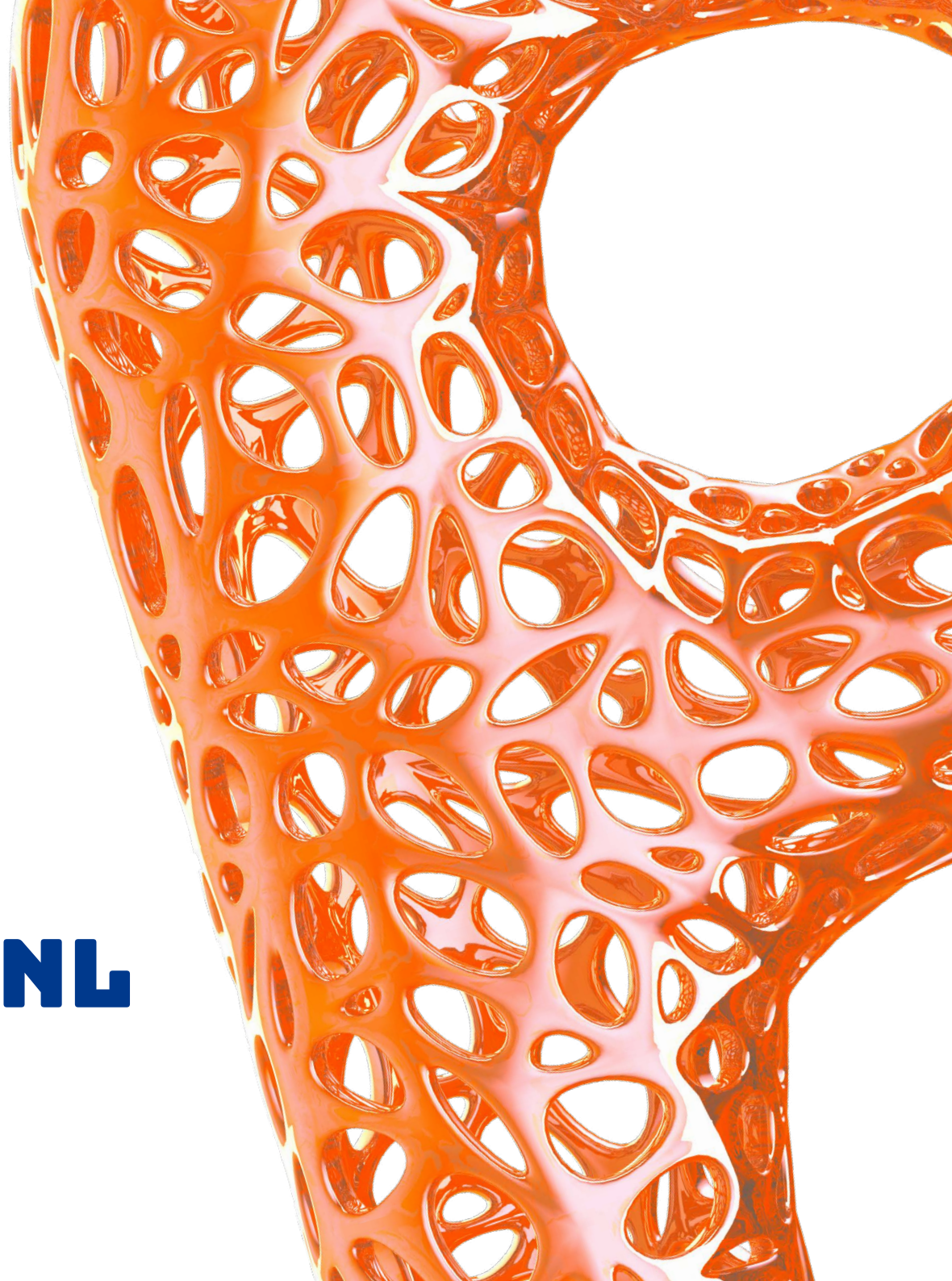


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INTRODUCTION

PLASTIC PACT NL

In the Plastic Pact NL (PPNL), launched during spring 2019, frontrunners in the Netherlands have committed to a shared ambition of more sustainable production and use of single-use plastic products and plastic packaging.

Over 110 signatories have committed to working towards the PPNL goals for 2025. Independently, the signatories commit to taking action to reach the PPNL goals for 2025 in their own business operations and product development.

Collaboratively, the PPNL signatories set up pilots and research projects in the supply chain in order to develop the knowledge and experience needed to reach the goals.

This commitment translates into four concrete goals for 2025:

1. All single-use plastic products and packaging are reusable where possible and appropriate, and are in any case 100% recyclable.
2. Avoid unnecessary use of plastic materials through reduced use, more reuse and/or use of alternative, more sustainable materials, resulting in a 20% reduction compared to 2017.
3. Sufficient sorting and recycling capacity in the Netherlands so that at least 70% of all single-use plastic products and packaging that reach the disposal stage in the Netherlands are recycled to a high standard.

4. All single-use plastic products and packaging will contain an average of at least 35% recycled plastics.

Please read [the original Plastic Pact NL](#) for an elaborated explanation of the different goals and agreements.

ROADMAP TOWARDS 2025

This roadmap is developed for the Steering Committee (SC), the Working Groups (WG) and the signatories of the PPNL to get an overview of the actions needed in order to achieve the PPNL goals in 2025.

This roadmap aims to provide the PPNL Steering Committee and the PPNL Working Groups with:

- An iterative approach to reach goals based on quantification of results;
- An overview of required actions to reach the PPNL goals for 2025.

Furthermore, the roadmap aims to provide PPNL signatories with:

- An overview of PPNL activities and available or expected learnings;
- An overview of required actions to reach the PPNL goals for 2025.



Figure 1. Goals of the Plastic Pact NL

ROADMAP INTRODUCTION

MAIN STEPS

For the development of the roadmap, a structure is adopted based on four main steps:

1. Monitoring material streams

In order to make strategic choices towards the PPNL goals, a clear overview of the material or product (sub)streams is needed. Currently, the SC is working towards making these data available.

2. Selection for focus material/product streams and their pathways

Based on the monitored streams (kt) and the existing knowledge (sourcing of materials, recyclability, alternatives) a selection of focus material/product streams can be determined with which the PPNL goals are expected to be achieved.

Decisions should be taken with a comprehensive circular economy framework in mind, considering elimination, moving towards reuse models or upscaling recycling.

3. Knowledge creation

For every focus stream, the needed knowledge creation is determined. Pilots and research projects are set up around the knowledge gaps.

4. Upscaling results

The learnings from the studies are applied and the results are scaled up. Upscaling can for example be done through reporting results, guiding policy or phasing out products or materials.

The described process is iterative, as is shown with the blue arrows. For example, if research does not give the expected results or if upscaling is not possible because of an additional knowledge gap, it is needed to go back to the previous step.

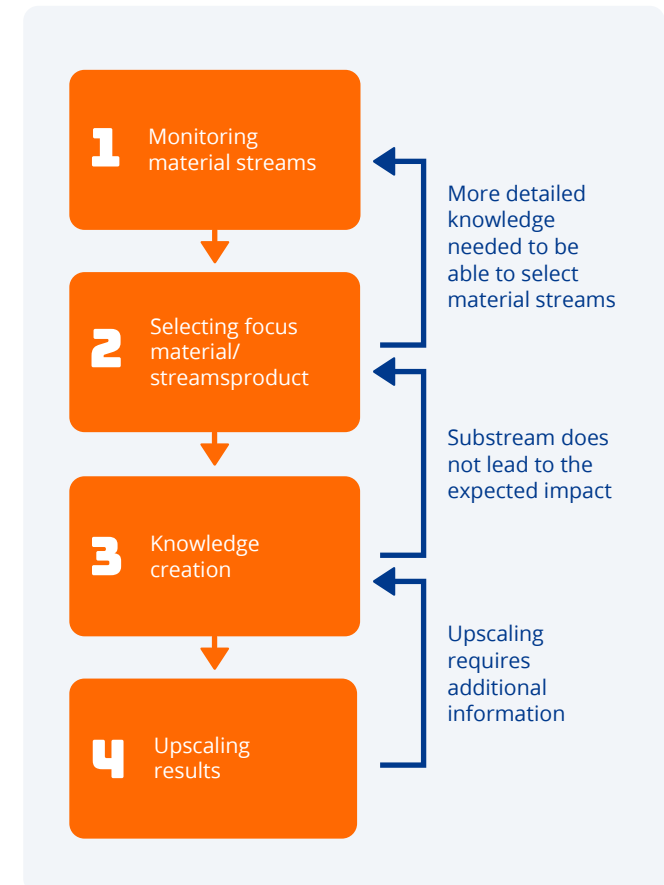


Figure 2. Four main steps

ROADMAP INTRODUCTION

ROADMAP STRUCTURE

There are two types of roadmaps (as can be seen in the image on the right):

Overview roadmap

In this roadmap, the main steps are described as a basis to achieve the PPNL goals for 2025. It shows the required actions and the main outcomes for the Steering Committee, the Working Groups and the signatories of the PPNL.

This roadmap includes all main steps from the previous page (monitoring material streams, selecting focus material/product streams, knowledge creation and upscaling of results). This roadmap is meant to be a static roadmap, the required actions do not change over time.

Strategy roadmaps

These roadmaps are built around three strategies for circularity:

- **Recycling roadmap** – the goals 100% recyclable, 70% recycling and 35% recycled content and biobased materials are highly dependant on each other. Therefore, these goals are combined into one roadmap for recycling.
- **Reduce roadmap** – the 20% reduce roadmap consists of the strategies ‘reduction through weight reduction’ and ‘alternative materials’.
- **Reuse roadmap** – Reuse can ultimately contribute to both the recycling and the reduction goals. Until 2025, the PPNL activities around reuse will contribute to knowledge creation through research and pilots leading to pilots that can be upscaled.

The strategy roadmaps include step 3 and 4 from the main steps (knowledge creation and upscaling of results). They are intended to be updated over time, based on the knowledge gathered and results of research and pilots.

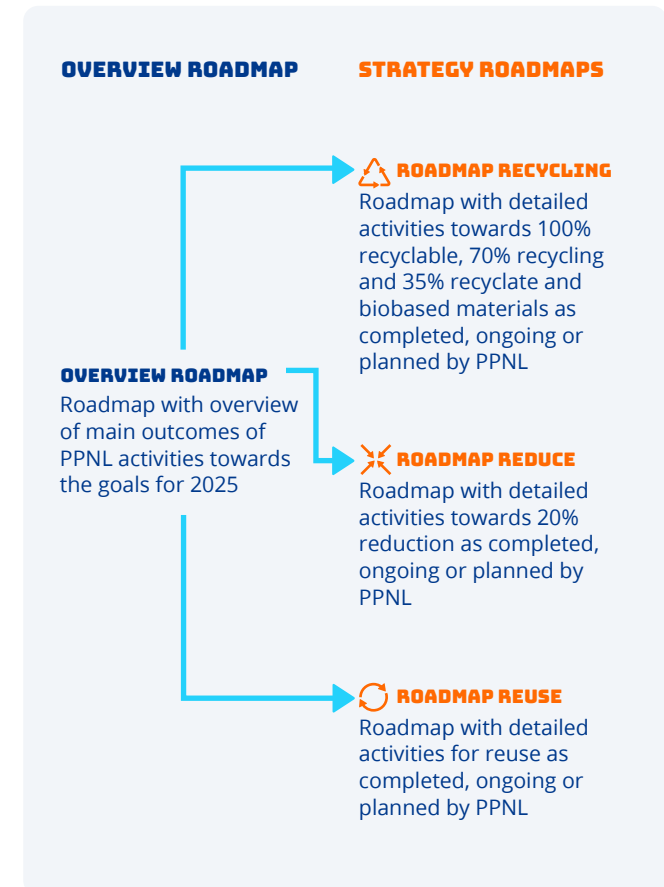


Figure 3. Structure of the roadmap

ROADMAP TO 2025

OVERVIEW ROADMAP

In the overview roadmap, required actions are determined based on the PPNL goals for 2025. The main steps as described on page 4 are taken as a basis. The roadmap shows the main activities and their outcomes for the Steering Committee, the Working Groups and the signatories of the PPNL and external parties.

Almost all actions have an identification number. In the strategy roadmaps these numbers (between brackets) are used to show which actions from the strategy roadmaps are linked to which actions from the overview roadmaps.

PPNL goals:

- *General* shows activities that are not specific to one goal but contribute to achieving all goals
- *100% recyclable, 70% recycling, 35% recycled content and biobased and 20% reduction* show the actions that contribute to the respective goals.

- *Reuse* shows actions that contribute to setting up reuse systems. Reuse systems can contribute to all previous goals.

However, it is expected reuse systems will be achieved on a longer timespan than the goals for 2025. Because of this, the reuse page of the roadmap includes a timespan past 2025.

Required actions:

- Actions with a light blue line are actions by PPNL (Steering Committee, Working Group or signatories).
- Actions with a dotted line are accomplished collaboratively together with the PPNL signatories and external parties. For example, the Afvalfonds Verpakkingen (not a signee of the PPNL) is an important stakeholder in setting up large scale collection and sorting schemes. Activities regarding collection and sorting schemes should therefore be performed in collaboration with the Afvalfonds Verpakkingen.
- Actions with a dark blue line are completed by external parties.



Figure 4. Connection between actions strategy roadmap and overview roadmap



Figure 5. Performers of the actions

OVERVIEW ROADMAP

PPNL goal 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

General

1.1 PPNL SC organizes yearly monitoring	
1.2 PPNL signatories monitor material streams; market, collection and recycling	
1.3 PPNL SC selects focus substreams (e.g. based on size streams) and formulates goals per substream	PPNL SC iterates on chosen substreams based on results research and pilots
1.4 PPNL signatories that apply plastics assess their portfolio and formulate goals for recycling, reduction and reuse per substream	PPNL signatories iterate on chosen substreams based on results research and pilots
1.5 SC, WGs and Streamleaders organize pilots and research projects based on the chosen substreams and according to knowledge gaps	
1.6 PPNL SC and signatories investigate co-funding for pilots, research and upscaling of activities	
1.7 Two times a year, at the PPNL meeting, the SC, WGs and Streamleaders present pilot/research results and agree with signatories on follow-up actions	

PPNL goal	2019	2020	2021	2022	2023	2024	2025
100% recyclable	2.1 Agreed list of problematic (not recyclable) and unnecessary items to eliminate in agreement with Afvalfonds, NL and EU Policy			2.2 PPNL signatories eliminate the listed problematic and unnecessary items from their portfolio			
	2.3 Agreed DfR standards in agreement with Afvalfonds, NL and EU Policy (e.g. research N&M on packaging DfR)			Continuous updates on DfR standards			
	2.4 PPNL signatories adopt DfR standards of PPNL						
70% recycling	3.1 Agreed harmonized collection schemes, in collaboration with Afvalfonds, sorters and recyclers			3.3 PPNL signatories adopt sorting techniques according to agreement			
	3.2 Agreed sorting techniques in agreement with Afvalfonds, NL and EU policy			3.4 PPNL signatories develop recycling technologies (e.g. chemical recycling)			
	3.5 PPNL signatories increase recycling capacity						
35% recycle				4.1 Level playing field across Europe (e.g. plastic taxes)			
				4.2 EFSA approval for rigid PP and PE packagings			
				4.3 Overview of packaging types that can contain recycled plastic and their feasible percentage of recycled content (taking into account European policy on mandatory recycled content)		4.4 PPNL signatories apply mechanically recycled content in their packagings (e.g. Food-grade rPET, B2B PE films, EFSA approved PP and PE)	
				4.5 PPNL signatories apply chemically recycled content in their packagings (e.g. Food-to-Food, pharma, other high-end applications)			
				4.6 PPNL signatories apply biobased content in their packaging when appropriate			
	4.7 Developing of marking and AI sorting techniques			4.9 Implementation of marking and AI sorting techniques (e.g. by the Food2Food Consortium)			
	4.8 List of packaging types to apply marking and AI sorting techniques						
	4.10 Research harmonised certification recycled content in EU (e.g. by PolyCert Europe)						
	20% reduction	5.1 Overview of packaging types that can be reduced or replaced with an alternative material without compromising on sustainability			5.2 PPNL signatories reduce plastic usage with 20% by weight reduction, alternative materials and/or removing packaging		

PPNL goal	2019	2020	2021	2022	2023	2024	2025	2025+	
Reuse	6.1 Research on consumer acceptance reuse and refill systems								
	6.2 Agreed DfR and reuse standards								
	6.3 Pilots on reuse logistics, administration and collaboration (e.g. research Mission Reuse on wash facilities reusable packaging)								
	6.4 Research and Pilots on hygiene, food safety and liability of reuse systems								
	6.5 Research on business case for reuse and refill systems								
	6.6 Research on environmental case for reuse and refill systems								
	6.7 Research on policies, legal incentives and level playing field for reuse systems								
						6.8 PPNL reuse WG combines information from research and pilots into best-practice blueprints for reuse system per use context		6.10 PPNL signatories implement reuse systems on a large scale	
						6.9 PPNL signatories determine strategy for reuse systems based on best-practice blueprints			
						6.11 Extended SUP directive			

ROADMAP TO 2025

STRATEGY ROADMAPS

Three roadmaps are defined for three main strategies of the PPNL; recycling, reduce and reuse (see page 11, 12 and 13). The roadmaps are centered around the focus material/product streams. They are intended to be updated based on new knowledge from pilots and research.

Stream

Shows the focus material/product streams. For recycling, six main streams are identified by the PPNL based on plastic and packaging types.

Reduce does not have focus product/material streams defined. Instead it is divided into two substrategies; weight reduction and alternative material usage.

For reuse, six streams are identified based on the different industries of the reuse systems.

Monitor 2019

This column shows the current level of recycling, reduction or reuse within the stream based on the PPNL 2019 monitoring. This column can be elaborated and updated with information from additional monitoring.

Challenges

Shows the main challenges in achieving the desired situation for this stream.

2019-2021

Shows the actions that already have been done in previous years. Depending on availability the action contains a clickable link to the resulting report.

Priority actions

Shows the current advised actions to reach the PPNL goals. The actions are based on recommendations from research/pilots and discussion with the Steering Committee, Working Groups and signatories of the PPNL. These actions are intended to be updated yearly based on new knowledge from pilots and research.

Desired

Shows the desired impact for the stream. Currently, this row shows the general PPNL goals as no goals are created for specific streams. In the future, this column can be elaborated based on additional or more specific formulated goals.

Involved/relevant

Shows the involved or relevant parties per stream. In most cases these are defined as general groups of stakeholders. In some cases specific organisations are identified.

COLUMNS STRATEGY ROADMAP

Stream | Monitor 2019 | Challenges | 2019-2021 | Priority actions | Desired | Involved/relevant

Figure 6. Headers strategy roadmap

ABBREVIATIONS INVOLVED/RELEVANT PARTIES

SC	PPNL Steering Committee
WG	PPNL Working Group
WMC, PR	Waste Management Company, Plastic Recyclers
PM, BO	Packaging Manufacturers, Brand Owners

Figure 7. Involved parties

STRATEGY ROADMAP - RECYCLING

Stream	Monitor 2019	Challenges	2019-2021	Priority actions	Desired	Involved/relevant
PET-trays 32 kt <i>(on market)</i>	62 % recyclable 53 % recycling 25 % recycled	<ul style="list-style-type: none"> Demand for recycled material Quality of recycled material Sorting methods Recycling methods 	<ul style="list-style-type: none"> Pilot PET tray Research Chemical recycling (AH/Rebel) 	<ul style="list-style-type: none"> DfR Guideline PET trays in collaboration with Afvalfonds and PETcore. Building on results Belgium (2.3) Research Chemical recycling PET trays (3.4) Research NTCP PET tray-to-tray recycling (follow-up to PET tray pilot) 	100 % 70 % 35 %	<ul style="list-style-type: none"> WMC, PR PM, BO and Retailers Afvalfonds PETcore KIDV
Film DKR 310 58 kt <i>(sorted)</i>	62 % 53 % 25 %	<ul style="list-style-type: none"> Films < A4 go into mix stream Films > A4 are added into one stream (mixed) Current recyclability definition limiting future recycling 		<ul style="list-style-type: none"> DfR Guideline PE PP films update (2.3, 2.4) Agreement standardised application PP/PE/PET films for DfR guidelines PPNL (2.3, 2.4) Agreement improvement sorting technologies for films < A4 (3.2, 3.3) Definition Interfering substances DKR 310 for recycling (e.g. laminates with PET, PVDC, PA) (2.1, 2.2) 	100 % 70 % 35 %	<ul style="list-style-type: none"> WMC, PR PM, BO and Retailers NTCP Afvalfonds KIDV Fieldlab Circular Packaging
Rigids PE 19 kt <i>(sorted)</i>	62 % 53 % 25 %	<ul style="list-style-type: none"> Differing plastic taxes between EU countries prevent level playing field which hampers application recycled plastic in NL EU-policy food-to-food PE Mechanic recycling B2B non-food 	<ul style="list-style-type: none"> Pilot "Harmonisation" - Cleaning bottle B2B 	<ul style="list-style-type: none"> Pilot Washing line NTCP for chemically contaminated PE bottles (3.3, 4.2, 4.5) DfR Guideline Harmonisation design non-food rigids PE (2.3, 2.4) Pilot B2B bottle recycling Research EU policy food-to-food PE (1.7, 4.2) 	100 % 70 % 35 %	<ul style="list-style-type: none"> PPNL SC, WG EU NTCP KIDV
Rigids PP 26 kt <i>(sorted)</i>	62 % 53 % 25 %	<ul style="list-style-type: none"> Differing plastic taxes between EU countries prevent level playing field which hampers application recycled plastic in NL EU-policy food-to-food PP Availability rPP 	<ul style="list-style-type: none"> Manual EFSA application Pilot Food-to-food PP rigids 	<ul style="list-style-type: none"> Research Provocation test EFSA (4.2) Research EU policy food-to-food PP (1.7, 4.2) Coalition Food2Food 2.0 	100 % 70 % 35 %	<ul style="list-style-type: none"> PPNL WG EU NTCP
PET-bottles x kt	62 % 53 % 25 %	<ul style="list-style-type: none"> Availability rPET 	<ul style="list-style-type: none"> Policy Deposit small PET-bottles 	<ul style="list-style-type: none"> Research Non-softdrink policy PET bottles (3.1, 3.2) Coalition Food2Food 2.0 	100 % 70 % 35 %	<ul style="list-style-type: none"> NL Afvalfonds
Mix DKR 350 90 kt <i>(sorted)</i>	62 % 53 % 25 %			<ul style="list-style-type: none"> Research Chemical recycling DKR 350 (3.1, 3.2, 3.4) Research Future scenarios application DKR 350 (3.1, 3.2) Research NTCP DKR 350 	100 % 70 % 35 %	<ul style="list-style-type: none"> PPNL WG Research (WUR, TNO, NTCP, PSP) WMC, PR

STRATEGY ROADMAP - REDUCE

Stream	Monitor 2019	Challenges	2019-2021	Priority actions	Desired	Involved/relevant
Weight reduction	2,5% reduction	<ul style="list-style-type: none"> Trade-off recycled content versus weight reduction 		<i>Companies are expected to achieve reduction goals based on material reduction without collective PPNL activities</i>	20%	<ul style="list-style-type: none"> PM, BO and Retailers
Alternative materials	2,5%	<ul style="list-style-type: none"> Trade-off environmental impact versus material usage 	<ul style="list-style-type: none"> Research Reduction of plastic usage by applying alternative materials 	<ul style="list-style-type: none"> Research Potential of alternatives to plastic in non-litter categories (5.1, 5.2) Research Environmental impact reduction of plastic (5.1, 5.2) 	20%	<ul style="list-style-type: none"> Research PM, BO and Retailers

STRATEGY ROADMAP - REUSE

Stream	Monitor 2019	Challenges	2019-2021	Priority actions	Desired	Involved/relevant
General			<ul style="list-style-type: none"> Research Assessment reuse roadmap Research Washing facilities scenarios 			
Take away + delivery (e.g. cups + meal containers) x kt		<ul style="list-style-type: none"> Consumer behavior and acceptance Hygiene and safety Environmental case Local policy hinders collection points Lack of knowledge on implementation and optimization for larger scale operations 	<ul style="list-style-type: none"> <u>Pilot Coffee cups (loop-a-cup)</u> <u>Pilot Reusable food containers</u> 	<ul style="list-style-type: none"> Research Reuse logistics and cleaning in various scenario's for reuse of cups and meal packaging in NL (6.3, 6.4) Pilot Reuse logistics and cleaning with PPNL signatories (6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7) 	Best-practice blueprint	<ul style="list-style-type: none"> PPNL WG PM, BO and Retailers Research
Fresh / shelf food + Non-food consumption x kt	Number of examples food and non food (soaps and personal care)	<ul style="list-style-type: none"> Consumer behavior and acceptance Hygiene and safety Environmental case Impact on supply chain makes both pilots and implementation of reuse systems complex 	<ul style="list-style-type: none"> <u>Research Reusable packaging supermarket</u> <u>Start pilot Reusable packaging supermarkets by Aldi and Lidl</u> 	<ul style="list-style-type: none"> Research Opportunities reusable packaging in supermarkets (6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7) Pilot/Research (to be defined) Reuse in retail-environment with focus on introduction- and scale-up of reusable packaging solutions for retailers (6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7) Complete Pilot Reusable packaging supermarkets by Aldi and Lidl 	Best-practice blueprint	<ul style="list-style-type: none"> PPNL SC, WG PM, BO and Retailers (Supermarkets, Brands)
Drinks packaging x kt	Reuse glass bottles, water bottles	<ul style="list-style-type: none"> Consumer behavior and acceptance Hygiene and safety Environmental case Impact on supply chain Connection to water pipe for refill machine 		<ul style="list-style-type: none"> Pilot/Research (to be defined) Reuse drinks packaging with focus on introduction- and scale-up for retailers (6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7) 	Best-practice blueprint	<ul style="list-style-type: none"> PPNL WG PM, BO and Retailers Research
B2B logistics x kt	Many examples (pallets, crates)	<ul style="list-style-type: none"> High investments and risk Collaboration in supply chain needed 	<ul style="list-style-type: none"> <u>Pilot Sauce buckets</u> 	<ul style="list-style-type: none"> Complete Pilot Sauce buckets and determine follow-up and possible scale up (6.2, 6.3, 6.4, 6.5, 6.6, 6.7) 	Best-practice blueprint	<ul style="list-style-type: none"> PPNL WG PM, BO and Retailers Research
E-commerce 85 kt	Number of examples	<ul style="list-style-type: none"> Costs Complex supply chain Return logistics Design for reuse 		<i>Too few PPNL signatories within this group. No priority actions</i>	Best-practice blueprint	

CONCLUSION

LISTED ACTIONS

PPNL Steering Committee and Working Groups

- PPNL SC organizes yearly monitoring (1.1)
- PPNL SC selects focus substreams (e.g. based on size streams) and formulates goals per substream (1.3)
- SC, WGs and Streamleaders organize pilots and research projects based on the chosen substreams and according to knowledge gaps. (1.5)
- PPNL SC and signatories investigate co-funding for pilots, research and upscaling of activities (1.6)
- Two times a year, at the PPNL meeting, the SC, WGs and Streamleaders present pilot/research results and agree with signatories on follow-up actions (1.7)
- Agreed list of problematic and unnecessary items to eliminate (not recyclable) in agreement with Afvalfonds, NL and EU Policy (2.1)
- Agreed DfR standards in agreement with Afvalfonds, NL and EU Policy (2.3)
- Agreed sorting techniques in agreement with Afvalfonds, NL and EU policy (3.2)
- Overview of packaging types that can contain recycled plastic and their feasible percentage of recycled content (taking into account European policy on mandatory recycled content) (4.3)
- List of packaging types to apply marking and AI techniques (4.8)
- Overview of packaging types that can be reduced or replaced with an alternative material without compromising on sustainability (5.1)

PPNL signatories

- PPNL signatories monitor material streams; market, collection and recycling (1.2)
- PPNL signatories that apply plastics assess their portfolio and formulate goals for recycling, reduction and reuse per substream (1.4)
- PPNL SC and signatories investigate co-funding for pilots, research and upscaling of activities (1.6)
- PPNL signatories eliminate the listed problematic and unnecessary items from their portfolio (2.2)
- PPNL signatories adopt DfR standards of PPNL (2.4)
- Agreed harmonized collection schemes, in collaboration with Afvalfonds, sorters and recyclers (3.1)
- PPNL signatories adopt sorting techniques according to agreement (3.3)
- PPNL signatories develop recycling technologies (e.g. chemical recycling) (3.4)
- PPNL signatories increase recycling capacity (3.5)
- PPNL signatories apply mechanically recycled content in their packagings (e.g. Food-grade rPET, B2B PE films, EFSA approved PP and PE) (4.4)
- PPNL signatories apply chemically recycled content in their packagings (e.g. Food-to-Food, pharma, other high-end applications) (4.5)
- PPNL signatories apply biobased content in their packaging when appropriate (4.6)
- Implementation of marking and AI sorting techniques (4.9)
- PPNL signatories reduce plastic usage with 20% by weight reduction, alternative materials and/or removing packaging (5.2)

RESOURCES

Documents used to draft the roadmap

- Rapportage Plastic Pact pilot PET tray-to-tray recycling
- Roadmap Sortering Recycling Plastic Pact NL
- Rapportage Resultaten Pilot PP Food2Food Recycling
- [EUPP-roadmap](#)
- Eindrapportage PP GL opdracht deel 3
- Pilot Harmonisatie Eindrapportage
- [Landelijk Afvalbeheerplan 3](#)
- Paper laminates recycling
- Actionplan workgroup Reduce & Reuse
- Inventarisatie hergebruik roadmap
- [Kansen om Nederlanders en Nederlandse supermarkten in beweging te krijgen om herbruikbare verpakkingen te gebruiken en introduceren](#)
- On the road to a circular plastics economy in the Netherlands
- Inventarisatie Plastic Pact NL Roadmap reductie van plastic gebruik door inzetten van alternatieve materialen

Sessions held to draft the roadmap

- PPNL half year signatories session 30 September 2021
- Working group session Reduce and reuse
- Working group session Packaging value chain
- Working group session Application of recycled content
- Steering Committee session
- PPNL signatories session

TERMS AND ABBREVIATIONS

AH	Albert Heijn
AI	Artificial intelligence
B2B	Business to Business
BO	Brand Owners
DfR	Design for Recycling
DKR 310	Sorting fraction plastic films
DKR 350	Sorting fraction plastic mix
EFSA	European Food Safety Authority
KIDV	Kennisinstituut Duurzaam Verpakken
KT	Kiloton (1 million kilogram)
NTCP	Nationaal Testcentrum Circulaire Plastics
N&M	Natuur & Milieu
PE	Polyethylene
PP	Polypropylene
PM	Packaging Manufacturers
PPNL	Plastic Pact Netherlands
PR	Plastic Recyclers
PSP	Polymer Science Park
rPET	recycled PET
rPP	recycled PP
SC	Steering Committee
SUP	Single-use plastic
WG	Working Group
WMC	Waste Management Company
WUR	Wageningen University and Research



MEER MET MINDER PLASTIC



COLOFON

This roadmap was created by Partners for Innovation for the Steering Committee of the Plastic Pact NL.

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