

MOVING TOWARD A CIRCULAR ECONOMY VIA PACKAGING END MARKETS

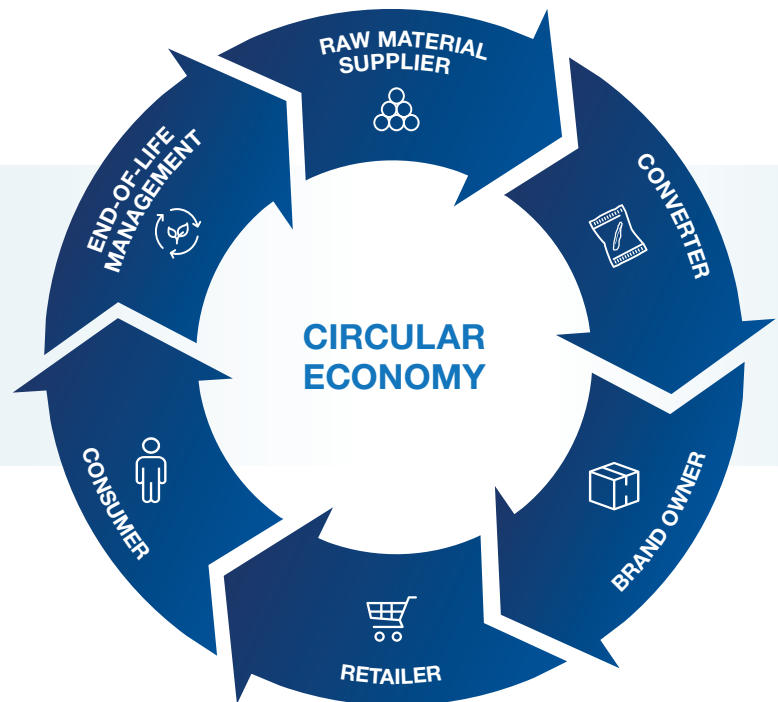
PACKAGING SUSTAINABILITY HAS REACHED A TIPPING POINT

Across the packaging value chain, we see a renewed focus on collecting and recycling packaging materials to foster a circular economy (CE). To close the gaps and move the industry forward with flexible packaging aligned to a circular economy framework, roadmaps are needed to guide key players involved in the packaging supply chain.

WHAT IS A CIRCULAR ECONOMY?

“A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.”

– Ellen MacArthur Foundation



PLAN YOUR JOURNEY

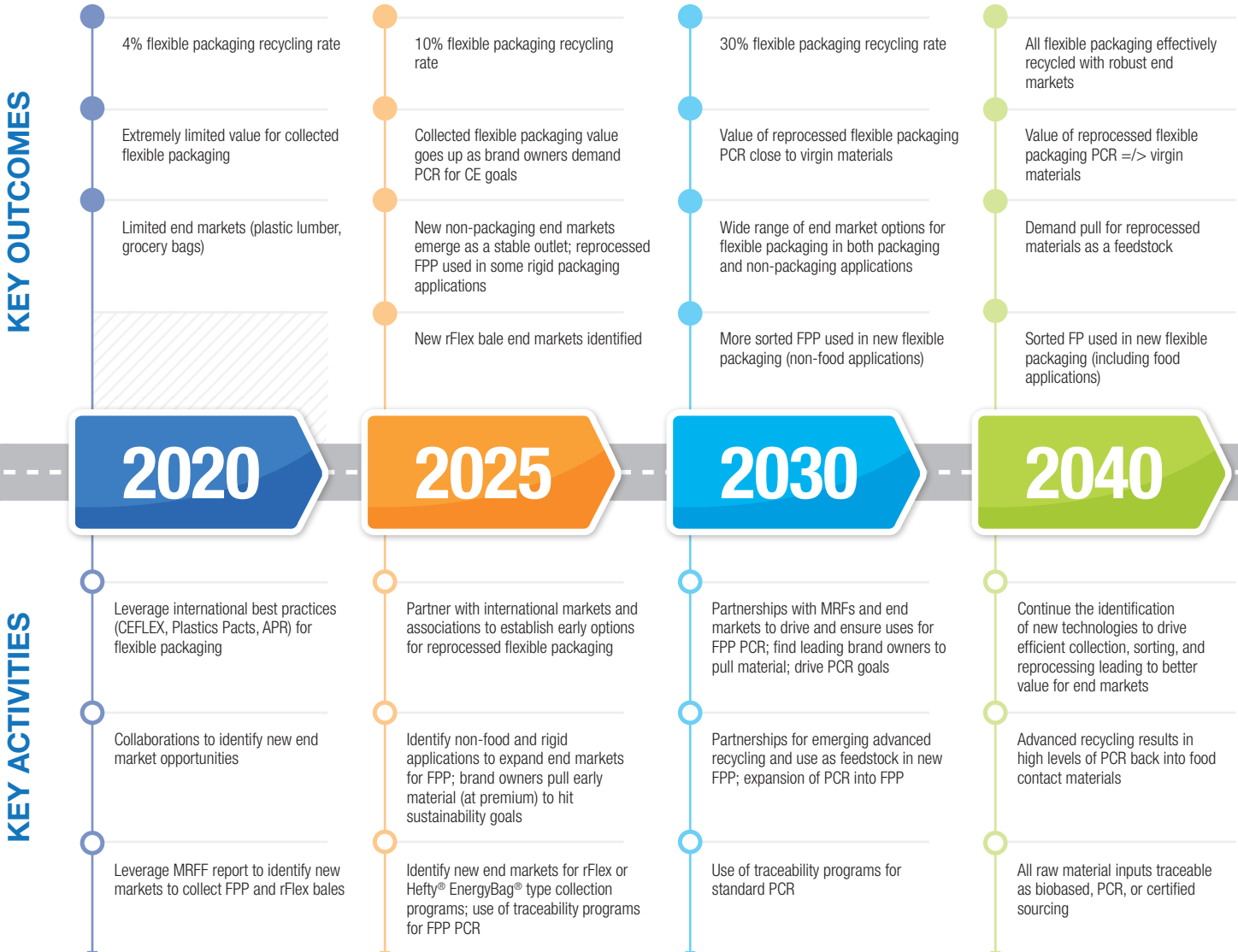
While not all actions in the roadmap are applicable to every company, individual organizations should:

- Look for insights, direction, and priorities for their own individual organization
- Identify collaborative relationships to help achieve their goals
- Identify how to work with the FPA to influence future industry opportunities
- Identify technology and investment opportunities
- Understand how their organization plays a critical role in the system of driving flexible packaging to a circular economy
- Customize the roadmaps for their organization to set strategic goals for 2025 and 2030



ROADMAP TO YOUR DESTINATION

Drive toward key circular economy outcomes using the below roadmap and timelines. Leading companies may move faster than the projected outcomes and activities. Companies that lag behind the timeline should consider the progress that competitors are making as outlined in the below scenario.



GLOSSARY

MRFF	Materials Recovery for the Future
FPP	Flexible Plastic Packaging
PCR	Post-Consumer Resin
CEFLEX	Circular Economy for Flexible Packaging
APR	Association of Plastics Recyclers