



Tony Waite, APEAL Board member

EU concept of a Circular Economy

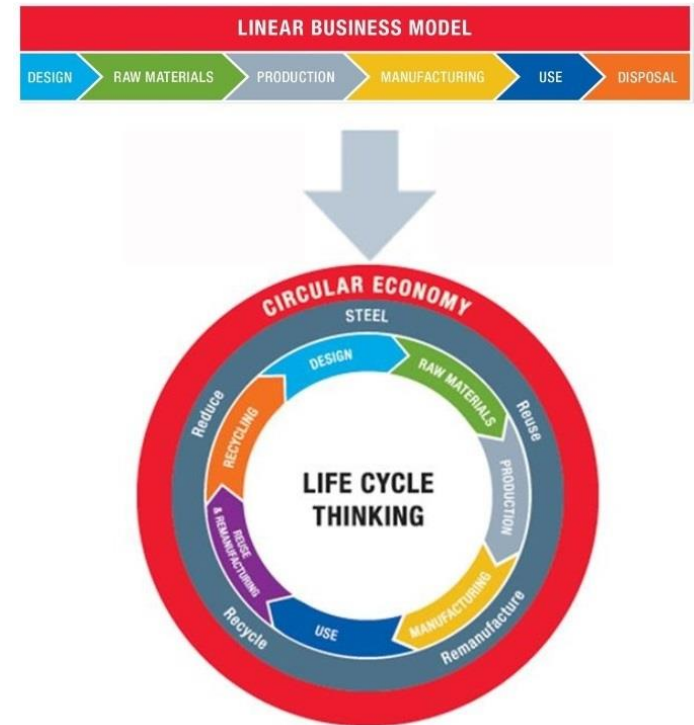
From linear to circular – a new European consumption model

Current EU policy is looking to move Europe from a linear economic system

- extracts raw materials, uses them once and throws them away

to a circular economic system

- recycling becomes the norm
- waste becomes a resource



Source: worldsteel

A new Circular Economy Package is in preparation

New proposal will be

- aligned with the priorities of the new European Commission
- compatible with the jobs and growth agenda.
- based on new waste targets

“to transform Europe into a more competitive resource-efficient economy, addressing a range of economic sectors, including waste”

Karmenu Vella, EU Commissioner for Environment, Maritime Affairs and Fisheries



The aim - Resource efficiency across the entire value chain

Sourcing

- choosing sustainable materials

Product design

- stimulating sustainable innovation & creativity

Waste efficiency

- improving waste collection & recycling systems



Image: Tata Steel Europe

Waste efficiency is expected to deliver multiple benefits

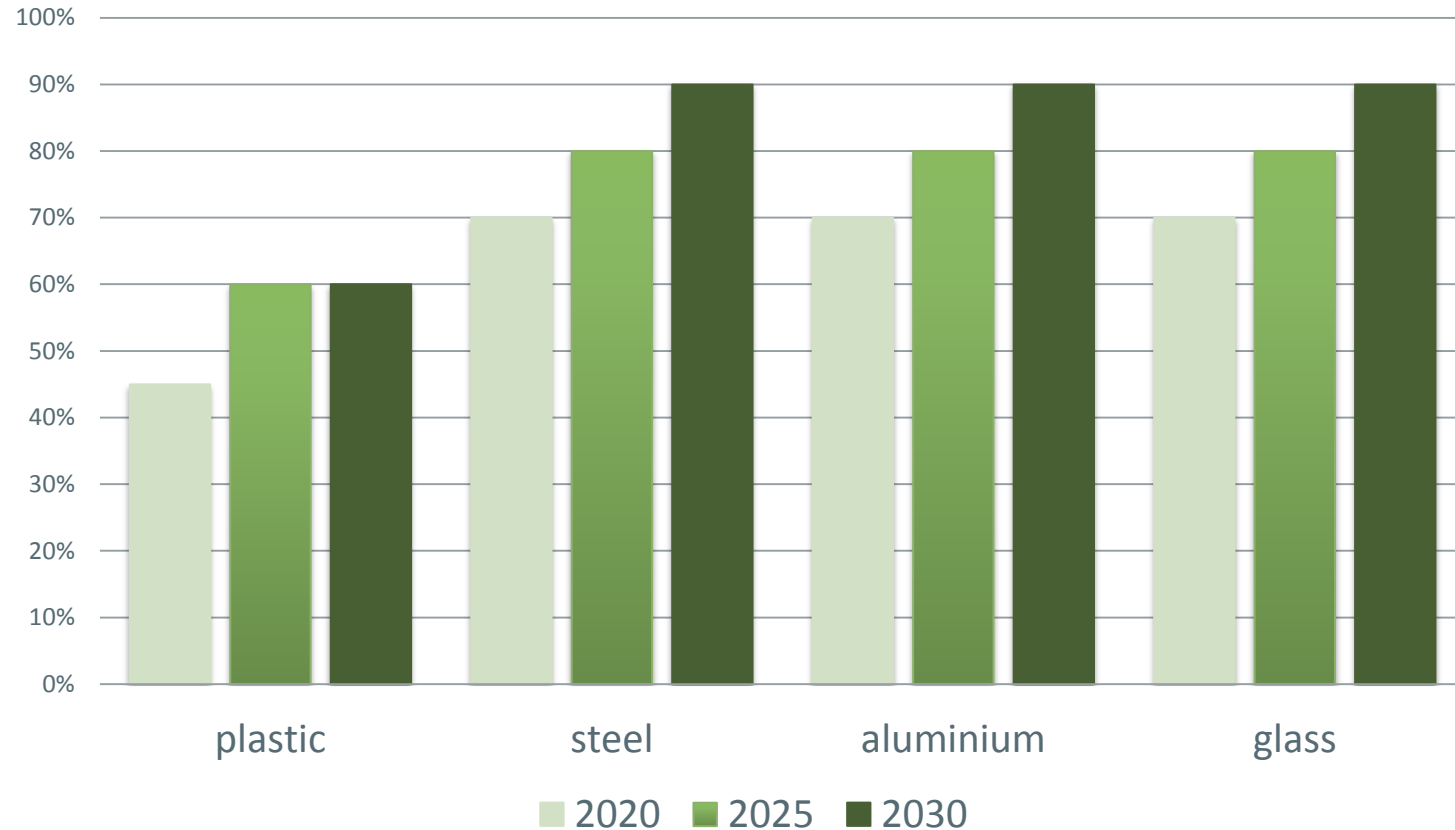
According to EU estimates new waste targets will:

- Create 580 000 new jobs by 2030
- Increase Europe's competitiveness
- Satisfy 10-40% of EU raw material demand
- Lower environmental impacts



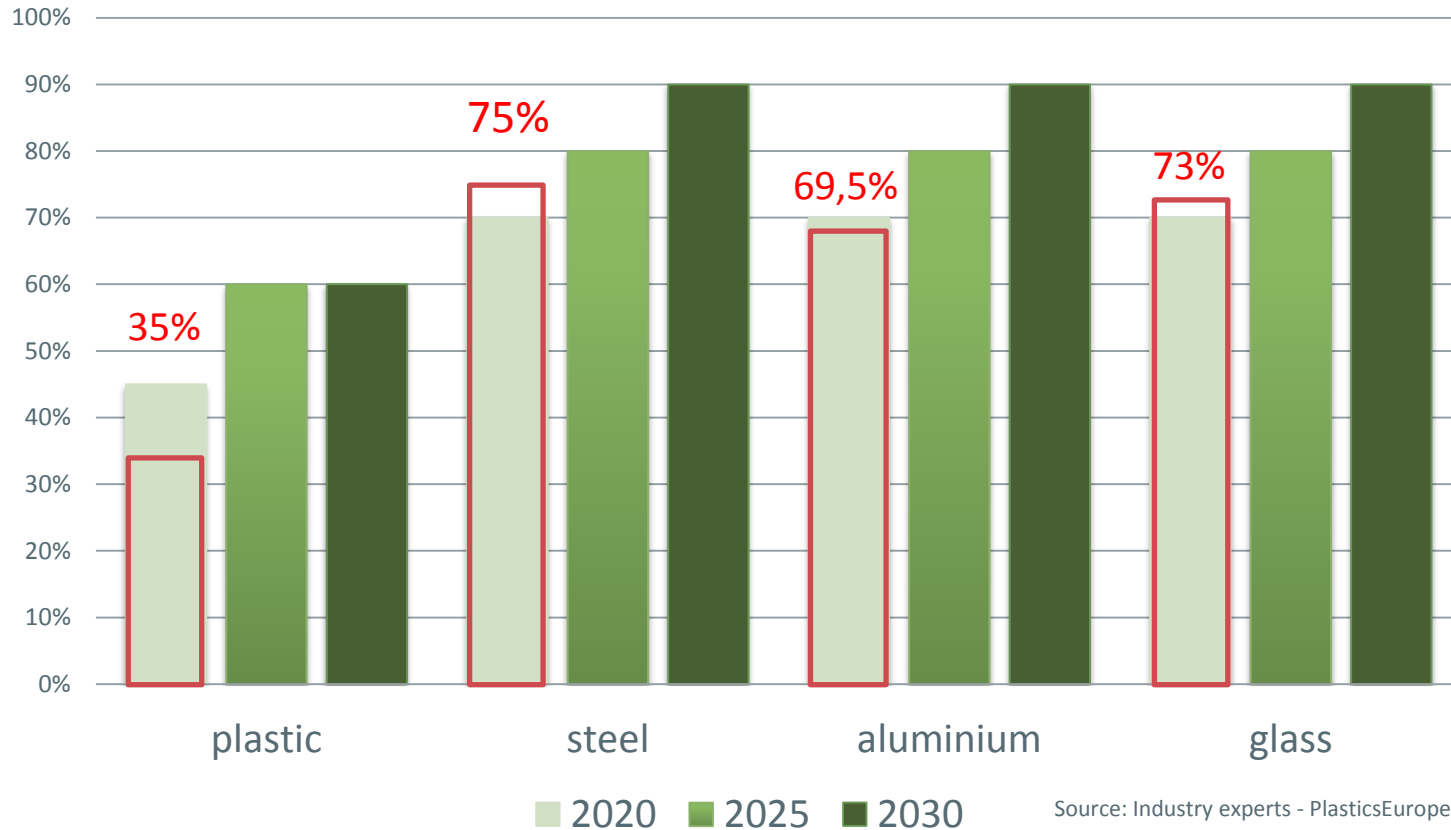
New EU waste targets are expected to be ambitious

Expected packaging recycling rates per material



Steel achieves the highest recycling rate

Expected packaging recycling rates per material



 Current recycling rate

Steel is already aiming higher

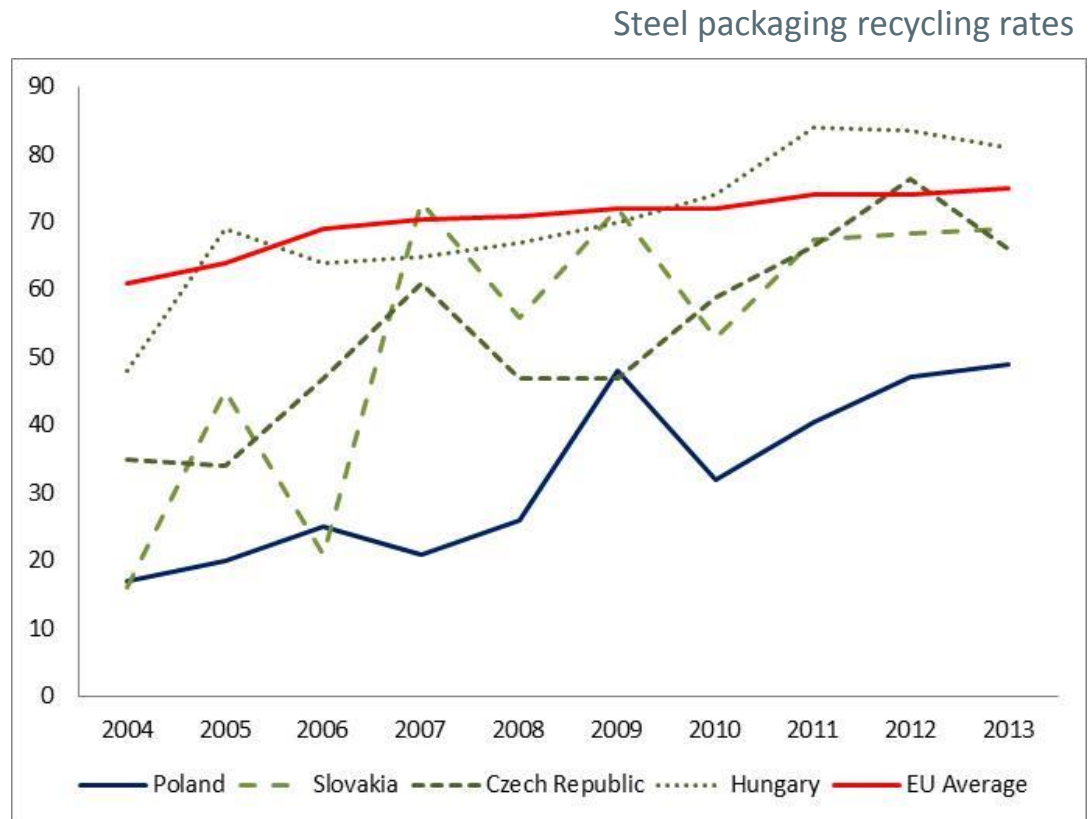
A common industry
objective shared since
2011

Vision:
ZERO
steel packaging to
LANDFILL
by 2020

Objective:
80%
EU steel packaging
recycling average
by 2020

Central Europe shows an upward trend for steel recycling

Are recycling rates in Central Europe increasing fast enough to reach expected EU targets?

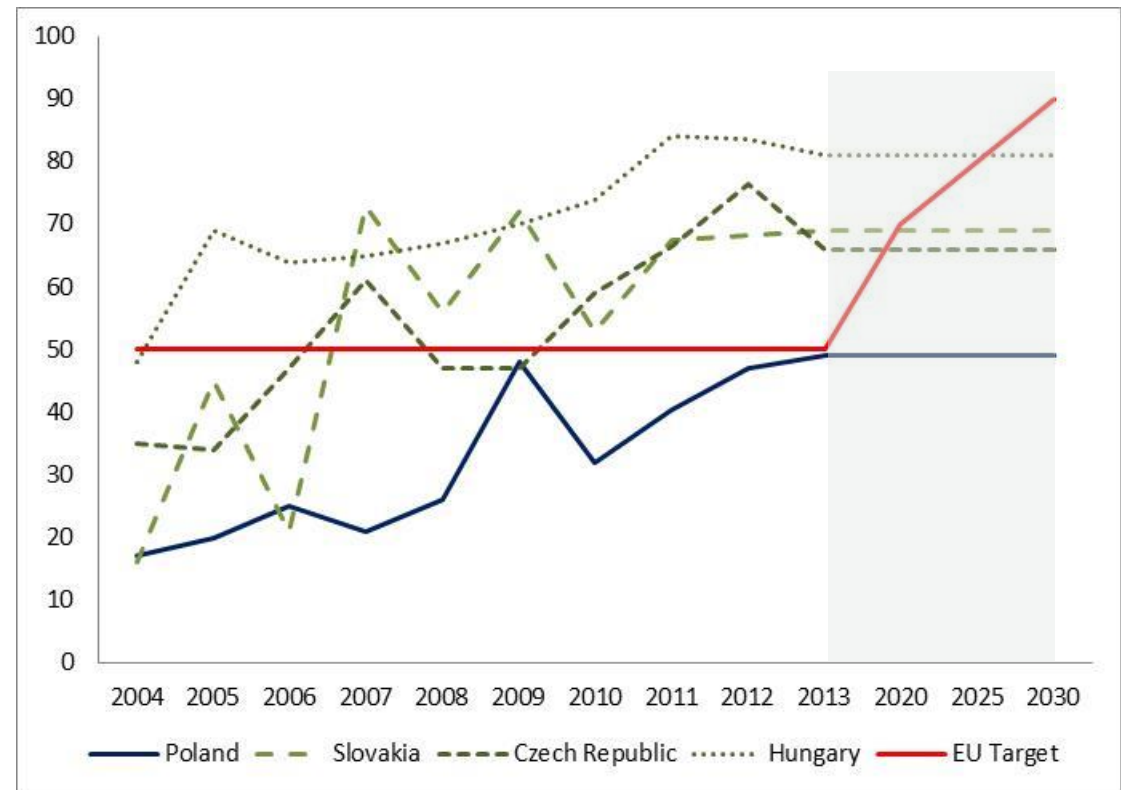


Source: APEAL

Is current steel recycling performance enough?

- How we can meet the expectations of a Circular Economy?
- How can we ensure a sustainable future for Central Europe?

Steel packaging recycling rate scenario
(based on maintaining current recycling rates)



Source: APEAL

