

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 Europe's (EU27+EFTA+UK) 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 circularity goals by importing recycled plastics from outside Europe. 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.

It is also important to recognize that "circular plastics" primarily refers to recycled plastics. However, circularity — and the circular economy more broadly — goes far beyond recycling. It requires the strategic and responsible management of resources throughout their entire lifecycle. This includes rethinking production processes and product design to enable waste prevention, reuse, repair, refurbishment, and remanufacturing, ensuring that materials retain their value for as long as possible. Waste prevention and recycling should strengthen European resilience, support quality jobs, and reinforce Europe's capacity to manage its own resources.

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.

