



# CEFLEX

A CIRCULAR ECONOMY FOR FLEXIBLE PACKAGING

## New Flexible Packaging Industry Consortium to Bring Circular Economy Solutions

Project CEFLEX has the ambition to make flexible packaging even more relevant to the circular economy by advancing better system design solutions which result from the value chain collaboration of the consortium.



### The CEFLEX Project

will work towards the development of a collection, sorting and reprocessing infrastructure for post-consumer flexible packaging across Europe by 2025.

This will be enabled by the development and application of robust Design Guidelines for both flexible packaging and the End of Cycle infrastructure to collect, sort and recycle it, due for completion by 2020.

## 7 Workstreams

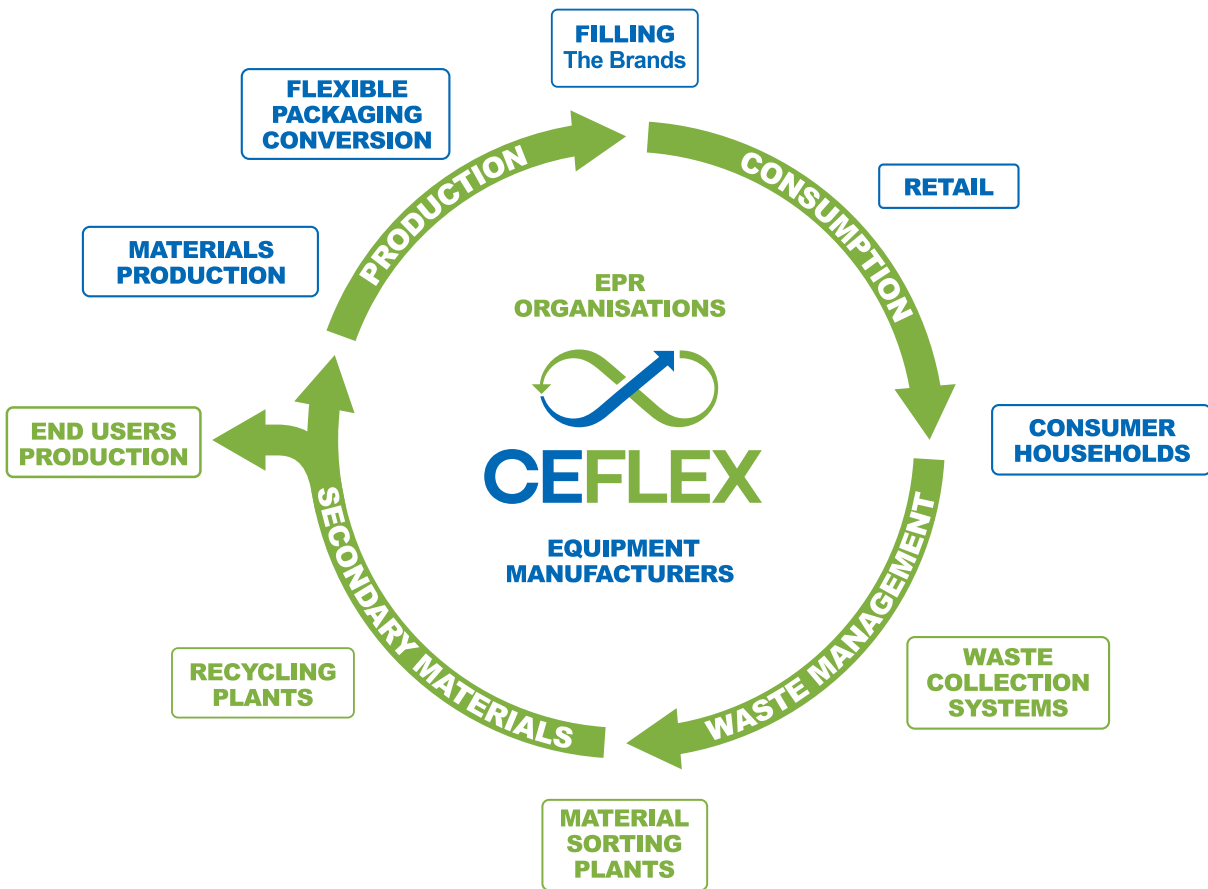
### Workstreams focused on 2017-2018 Priorities

- W1:** Design Guidelines for flexible packaging in a circular economy
- W2:** Understand/Map the European flexible packaging market
- W3:** Identify and develop sustainable end markets for secondary materials
- W4:** Develop a sustainable business case for collecting all flexible packaging
- W5:** Show proof of principle in pilot region/country
- W6:** Facilitating technologies
- W7:** Communication



# Industry Consortium

CEFLEX is a collaborative project of a European consortium of companies representing the entire value chain of flexible packaging.



## MATERIAL PRODUCERS



## FLEXIBLE PACKAGING CONVERTERS



## FILLERS The Brands



## COLLECTORS, SORTERS AND RECYCLERS



## SUPPLIERS, END USERS AND OTHERS

