



A EUROPEAN STRATEGY FOR PLASTICS IN A CIRCULAR ECONOMY



Single-use plastics: New measures to reduce marine litter



“Europe must ensure we make our planet great again. It is the shared heritage of all of humanity.”

European Commission President Juncker, State of the Union Address, 13 September 2017

THE EUROPEAN COMMISSION ADOPTED THE WORLD'S FIRST COMPREHENSIVE PLASTICS STRATEGY IN JANUARY 2018. IN MAY 2018 WE PROPOSE NEW LAWS TO TACKLE THE 10 MOST FOUND PLASTIC WASTE ITEMS ON EUROPE'S BEACHES AS WELL AS FISHING GEAR.

THE 10 MOST FOUND SINGLE USE PLASTIC ITEMS ON EUROPEAN BEACHES ACCOUNT FOR 43% OF TOTAL MARINE LITTER

FISHING GEAR REPRESENTS AN ADDITIONAL 27% OF ALL MARINE LITTER

THE COMMISSION IS TAKING ACTION IN THESE TWO AREAS, WHICH REPRESENT 70% OF ALL MARINE LITTER FOUND ON EUROPE'S BEACHES

How would you tackle the plastic challenge?

Most Europeans back measures to cut plastic waste.

With 87% of Europeans worried about the environmental impact of plastic, and 74% worried about impact on their health, people have the drive to tackle the plastic challenge, but what do they think should be done?

Source: Eurobarometer



Europe is tackling the 10 most found plastic waste items on Europe's beaches promoting sustainable alternatives.



Cotton buds

Ban on single use **cotton buds** made with plastic, to be replaced on the market with sustainable alternatives.



Cutlery, plates, straws & stirrers

Ban on single use **cutlery, plates, straws and stirrers** made with plastics, to be replaced with more sustainable alternatives.



Sticks for balloons and balloons

Plastic **sticks** for balloons to be banned and replaced with sustainable alternatives. On **balloons**, producers to contribute to awareness-raising, clean-up, collection, waste treatment and introduce new labelling on the environmental impact of the product and recycling options for consumers.



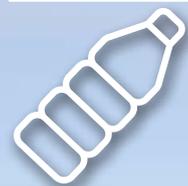
Food containers

Significant national consumption reduction of plastic **food containers**. Producers to contribute to awareness-raising, clean-up, collection and waste treatment.



Cups for beverages

Significant national consumption reduction of plastic **cups for beverages**. Producers to contribute to awareness-raising, clean-up, collection and waste treatment.



Beverage containers

Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **beverage containers**; product design requirements to attach **caps and lids** to beverage containers; **90% separate collection target for plastic bottles**.



Cigarette butts

Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **cigarette butts** and other plastic tobacco product filters.



Bags

Producers to contribute to awareness-raising, clean-up, collection and waste treatment of lightweight **plastic carrier bags**, in addition to existing measures in the existing Plastic Bags Directive.



Crisp packets/ sweet wrappers

Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **plastic packets and wrappers**.



Wet wipes and sanitary items

New labelling requirements for **sanitary towels and wet wipes** to inform consumers on environmental impact of the product and how to dispose of it properly. Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **wet wipes**.

Fishing gear

Producers of fishing gear containing plastics will be required to cover the costs of waste collection from port reception facilities and its transport and treatment. They will also cover the costs of awareness-raising measures.