



VEOLIA Plastics Strategy

BUSINESS MODEL: RESOURCE RECOVERY

SITUATION

- Today, most plastic packaging is used only once, which means 95% of its value is lost.
- 32% of plastics escape collection, ending up in our oceans and urban drainage.
- Globally, only 14% of plastic packaging is collected for recycling.
- Veolia has Implemented innovative separation technologies, such as:
 - Liquisort© – an advanced sorting technology that relies on magnetic density separation to sort mixed polymers (PE and PP).
 - Hybrid-UnPET process by URRC – a mechanical/chemical recycling process used to transform flakes into high-quality, certified food-grade secondary plastic materials. CleanPET© is the brand name for high-end recycled free flowing PET flakes.
 - Patented technology such as TSA2© – a sequential adaptive loop technology combined with optical sorting provides plastic polymers with purity of >98%, reused in electronic and automotive industry.

CHALLENGE

- Securing sufficient quality feedstock in order to guarantee a high quality of recycled plastic materials (PE, PP, PET, HDP, etc) that meets clients' specifications.
- Overcoming the “cost gap” due to low and volatile virgin prices.
- Lack of regulatory enablers.

SOLUTION

- Veolia has established a European network of plastic recycling and compounding facilities producing high-quality resins; PE, PP, PET, HDPE, and PS.
- Veolia is a major player in the plastics recycling industry, integrated across the recycling process from collection to compounding.
- Veolia establishes strong partnerships with companies (Danone, SEB, Philips, among others) to improve the recyclability of products and utilization of secondary raw materials by coming in at the design stage of the products.

KEY BENEFITS

- Reduced leakage of plastics into natural systems.
- Using recycled plastics reduces carbon footprint (for example, PET reduces GHG emissions by more than 70% compared to virgin PET.)
- Helps to capture plastic packaging material value.

Links: <http://www.veolia.com/en/our-customers/achievements/industries/circular-economy/germany-rostock-0>

<http://www.veolia.com/en/veolia-group/media/news/groupe-seb-veolia--eco-systemes-team-recycle-small-electrical-household-appliances>