



**Project for the implementation of a high-quality and sustainable circular economy of plastics – in cooperation with stakeholders from the entire value chain**



*Stakeholders that want to promote a high-quality and sustainable circular economy of plastics and also want to implement it can actively participate in this project. By participating, they have the opportunity to directly influence the achievement of the defined targets.*

**«realCYCLE» - The Project**

Whether we like it or not: plastic packaging is going to be part of everyday life for a long time to come. However, the consumption of packaging in such vast quantities devours raw materials and energy – and leaves behind huge mountains of waste. **realCYCLE** wants to change this: made possible by the Migros Pioneer Fund, the project seeks to understand and structure the entire value chain of plastic packaging as a closed loop.

A closed loop of this nature can only work properly if there is coordinated interaction between the various steps – from the packaging design and production to the recycling industry and raw materials trading. To ensure this, **realCYCLE** brings all the players in the value-added chain together and provides them with the knowledge they need for a cyclical collaboration model. In addition, **realCYCLE** initiates pilot projects that show how the recycling of plastic packaging could look like in practice in a circular future and works with industrial partners to define quality standards for the processing of plastics.

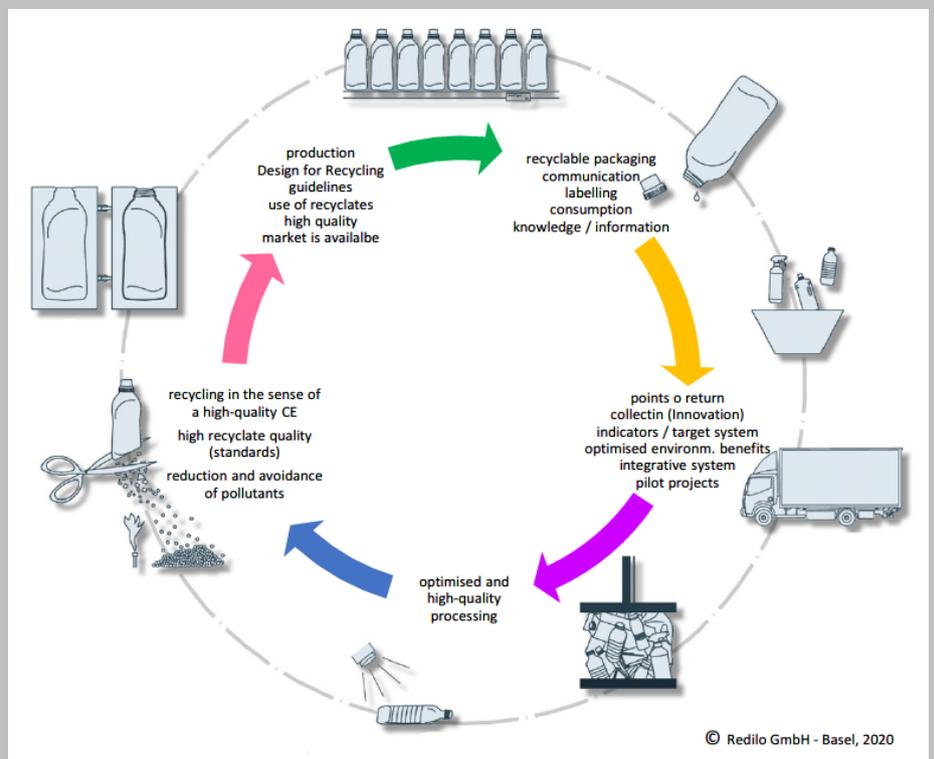


Figure: The «real recyclability» is the focus of **realCYCLE**

Thanks to **realCYCLE**'s integrated approach, old packaging will become new packaging in the future. This conserves resources and reduces the mountains of waste.

## Project areas of «realCYCLE»

### Target system for the recycling of plastic products and packaging

Scenarios and flagship/pilot projects for plastics (packaging) are mapped and their environmental benefit optimised based on a new basic target/indicator system\* model developed by «Drehscheibe Kreislaufwirtschaft» (by Swiss Recycling).

\* Target/indicator system: “Sustainable indicators beyond simple rates.” This is the ambition of the target/indicator system. The evolution from a linear economy to a circular economy will be measured with an integrated system that permits scenarios to be mapped and their benefits, including cause-and-effect chains, to be represented. After all, rates tell us nothing about quality or environmental benefit.

### Flagship / Pilot Projects

A range of flagship/pilot projects are to be planned and implemented in cooperation with different stakeholders in the plastics value chain. These projects will also investigate the system requirements and framework for scalability (including their depiction in the target system). Their aim will be to demonstrate genuine opportunities that would enable a high-quality nationwide circular economy for plastics in Switzerland.

### Clean Cycles / Recyclate Quality

Recommendations or guidance for action will be developed in cooperation with stakeholders in the plastics value chain and the scientific community to enable the detection of possible pollutants, in other words, substances with adverse health and environmental effects, at an early stage and to exclude them from high-quality plastics recycling whenever possible (avoidance, elimination). The aim is to achieve the highest possible recyclate quality with no pollutants.

In addition, standardised quality criteria will be compiled and developed (in consideration of ongoing activities in the EU) which increase the availability of high-quality plastic recyclates in the market and ensure that these recyclates are actually used in new secondary markets.

### Networking – Cooperation – Knowledge Transfer

Workshops, seminars and documentation will be employed to encourage networking, cooperation and sharing of information among all stakeholders within the plastics value chain. The activities of realCYCLE will therefore perfectly complement those of «Drehscheibe Kreislaufwirtschaft Schweiz» (by Swiss Recycling) and the Allianz Design for Recycling (by REDILO). Intensive cooperation with these projects will underpin the holistic approach for a sustainable and high-quality circular economy and ensure optimum benefit for all participating stakeholders.

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