



## **A sustainable high-quality circular economy for plastics**

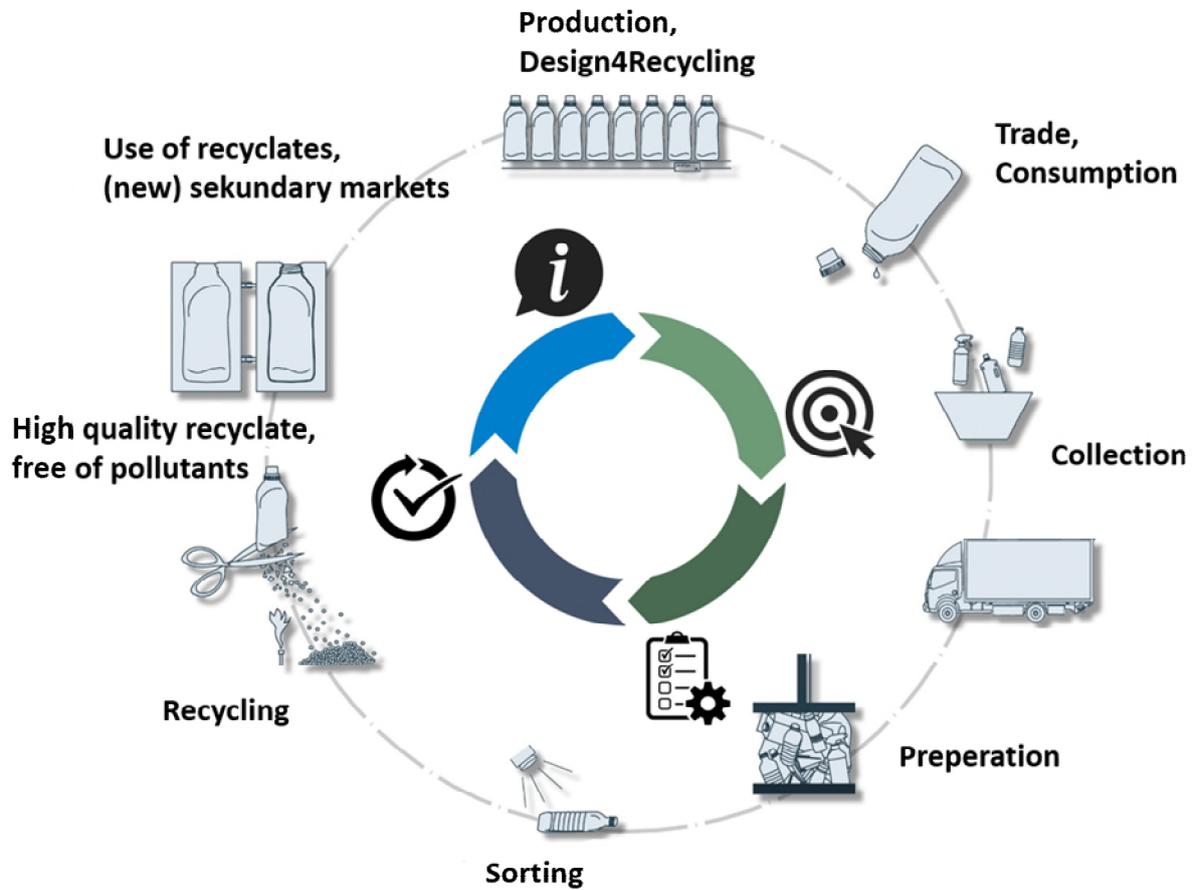
### **realCYCLE is getting us there!**

The realCYCLE project is driving Switzerland's transition to a genuine sustainable and high-quality circular economy for plastics with a view to making the recycling loop simpler, more transparent, less polluting and more marketable. Its aim is twofold: to reduce the environmental impact of plastics and to optimise the environmental benefits of recycling.

To encourage the high-quality and sustainable recycling of plastics, the project's focus is the 'recyclability' of plastic products and packaging. This is because, even though a certain packaging, for example, may have an environmentally sound design, it does not mean that the packaging can actually be recycled in accordance with the holistic approach. When it comes to 'actual recyclability', it is not only the design (construction and materials) that is important. There are many other key requirements that also have to be met. The realCYCLE project always works in close cooperation with stakeholders from the entire value chain to identify and work through these requirements.

### **Get involved and make a difference**

It is now possible for stakeholders in the plastics value chain, who also care about a sustainable and high-quality plastics circular economy and want to contribute to its practical implementation, to play an active role in the realCYCLE project. By participating in one or more specific areas of the project (see below), you will be involved in helping to draft the overall framework and develop the tools required for the project's practical implementation. Such cooperation within a broad-based group of stakeholders ensures that a sustainable, high-quality circular economy for plastics genuinely works in line with your needs and the industry environment, while also ensuring optimum environmental benefit.



**You now have the opportunity to play an active part in one or more of the following project areas!**

## Call to Action



Do you share our belief that the plastic recycling system has to be set up for optimum environmental benefit, rather than purely focusing on recyclability and recoverability rates?

Target system recycling



Do you produce or sell products/packaging that are theoretically recyclable but do not yet have a recycling infrastructure? Or do you offer logistics structures to support innovative and sustainable solutions?

Flagship/pilot projects



Do you share our interest in ensuring clean, pollution-free closed-loop cycles as well as high-quality recycled materials on the market?

Clean cycles/quality of the recycled materials

Take part now!

## The advantages for you

Taking part in the realCYCLE project will allow you to benefit directly from the [REDILO team's](#) many years of experience as well as its combined practical and scientific expertise in the circular economy, waste and recycling systems, material flow management, packaging development/technology and design for recycling.

Your company will lead the way and support holistic and sustainable implementation, turning theory into practice. You will help shape a sustainable and high-quality circular economy for plastics and be able to leverage and apply the latest knowledge and tools directly.

## We look forward to hearing from you!

We would be delighted to discuss the next steps with you.

[Contact](#)

[Project flyer](#)

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