

NEW PLASTICS ECONOMY GLOBAL COMMITMENT

2024 **PROGRESS REPORT**



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ECONOMY

*Global
Commitment*

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Context

Plastic waste and pollution have captured the attention of the public, governments, and businesses around the world. The search for solutions has started, and there is a growing recognition that addressing the symptoms through clean-ups is not enough. A systemic shift tackling the root causes is required: a transition towards a circular economy for plastic, in which plastic never becomes waste.

Over the past years, the Ellen MacArthur Foundation ('the Foundation') has been rallying businesses and governments behind this positive vision of a circular economy for plastic. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines and became a global reference. The Foundation's New Plastics Economy initiative is driving action with businesses and governments.

In January 2018, the Foundation's initiative brought together leading companies committed to work towards 100% reusable, recyclable, or compostable plastic packaging by 2025, which was scaled to an industry-wide, global effort with the launch of the Global Commitment in October 2018. The Commitment unifies the global value chain behind a common vision for upstream solutions, supported by action-oriented targets.



Global Commitment

The new plastics Economy global Commitment

The Global Commitment, launched by the Foundation and UN Environment in October 2018, draws a line in the sand in the fight against plastic waste and pollution. It unites more than 1000 businesses, governments, NGO, universities, and other organizations globally behind a common vision to address plastic waste and pollution at its root cause. To help make this vision a reality, businesses and governments commit to a set of ambitious 2025 targets.

Signatories include companies representing 20% of all plastic packaging produced globally, as well as governments, NGOs, universities, industry associations, investors, and other organizations.

They work to eliminate the plastic items we don't need; innovate so all plastics we do need are designed to be safely reused, recycled, or composted; and circulate everything we use to keep it in the economy and out of the environment.

Credibility and transparency will be ensured by setting a clear minimum level of ambition for signatories, common definitions underpinning all commitments, and annual reporting on progress. The first Progress Report was published in October 2019, with nearly 200 organizations reporting on progress against their commitments.

The Global Commitment is led by the Ellen MacArthur Foundation, in collaboration with the UN Environment Programme. The Ellen MacArthur Foundation leads the engagement with the private sector (the business signatories and endorsers), and UNEP leads the engagement with the governments.

Five years of the Global Commitment

Five years later, the Global Commitment has shown it is possible to make meaningful progress to tackle plastic waste and pollution, but the world remains significantly off track. We need both an ambitious international legally binding instrument and greater business action if we are to stop the flow of plastic pollution.

Data and lessons from the past five years show us the path to ending plastic pollution requires robust policy action in unison with ambitious voluntary action.

We need to replicate at scale - and mandate - where industry leaders have already shown what is possible. And we need to overcome the three pivotal hurdles identified in the Global Commitment.

Vision

At the heart of the Global Commitment is a vision of a circular economy for plastic in which it never becomes waste.

Signatories commit to three actions to realise this vision:

- Eliminate all problematic and unnecessary plastic items.
- Innovate to ensure that the plastics we do need are reusable, recyclable, or compostable.
- Circulate all the plastic items we use to keep them in the economy and out of the environment.

The vision has six key points:

1. Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority.
2. Reuse models are applied where relevant, reducing the need for single-use packaging.
3. All plastic packaging is 100% reusable, recyclable, or compostable.
4. All plastic packaging is reused, recycled, or composted in practice.
5. The use of plastic is fully decoupled from the consumption of finite resources.
6. All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.



Commitments

PROQUIMIA joined the Global Commitment on February 2019.

To contribute towards that vision, all signatories of the Global Commitment should perform a “minimum bar” of commitments.

As a packaged goods company, PROQUIMIA is implementing next commitments:

- Take action to eliminate problematic or unnecessary plastic packaging by 2025.
- Take action to move from single-use towards reuse models where relevant by 2025.
- 100% of plastic packaging to be reusable, recyclable, or compostable by 2025.
- Set an ambitious 2025 recycled content target across all plastic packaging used.

None of the commitments, on its own, will be sufficient to achieve a circular economy for plastics. However, all of them contribute towards that vision, and, collectively, they are an important and necessary step forward.

Every 18 to 24 months, the ‘minimum bar’ of commitments will be reviewed and, where relevant and after consultation with signatories, raised to ensure the Global Commitment continues to represent true leadership.

Quantitative data on PROQUIMIA commitments provided in this report is based on data from 2023.

Progress on elimination



ELIMINATION OF PROBLEMATIC OR UNNECESSARY PLASTIC PACKAGING

Next actions have been developed and implemented during 2023 & 2024:

■ Move from diluted products to concentrated products:

► **In 2021** we started developing a new powder and concentrated liquid system for I&I laundry process. The main detergent, in powder form, use low weight mono-material PE 25 kg bags, as alternative to liquid laundry detergents in 20-25L PE Jerrycans. The new EU Ecolabel certified system, ECOTROPIC DUO, has been launched in the market during 2023.



► **In 2023** we started developing a new concentrated enzymatic liquid laundry detergent for I&I laundry process, packaged in low-weight flexible plastic packaging (bag in box). The new product CONPACK EMEX has been launched in the market during 2023.



► **In 2023** we started developing a new concentrated odour neutraliser for textiles in water soluble packaging caps. The new product XOP TEX has been launched in the market during beginning 2024.



► **In 2022** we started developing a new concentrated air freshener in water soluble packaging caps. The new product XOP PERSIST has been launched in the market during 2023.

► The new cleaning and disinfecting system ECODUO has received the **Catalonia Ecodesign Award 2023** in the category “Product under Development”. The Catalonia Ecodesign Award recognises products and services, on the market and under development designed, manufactured or executed in Catalonia which incorporate in their design aspects aimed at improving their environmental performance over the course of their life cycle. The new system, consisting in five concentrated hard surfaces detergents (certified with EU Ecolabel) and disinfectants, will be launched in the market during 2024.



Progress on elimination



ELIMINATION OF PROBLEMATIC OR UNNECESSARY PLASTIC PACKAGING

■ **Move from rigid PE plastic packaging (bottles and jerrycans) to low-weight flexible plastic packaging (bag in box - ECOCONPACK system):**

► **In 2023** a new concentrated enzymatic liquid laundry detergent for I&I laundry process, packaged in 10L low-weight flexible plastic packaging (bag in box) was developed. The new product CONPACK EMEX has been launched in the market during 2023. Low-weight flexible 10L bag in box packaging. ->75% reduction of plastic consumption (weight 10L jerrycan -450 g- vs weight 10L bag in box - 110 g-).

■ **Move from rigid PE plastic packaging (bottles and jerrycans) to low-weight flexible plastic packaging (800 ml bags for cosmetic products):**

► **During 2021 and 2022** new cosmetic products for hand wash and hand disinfection packed in low-weight 800ml flexible bag were developed, some of them with EU Ecolabel certification. New products: VITASAN ECO, VITAFOAM ECO and VITACARE ECO. Existing products: VITABAC FOAM The new products will be launched in the market during 2022, 2023 and 2024. -> aprox. 50% reduction of plastic consumption (weight 1L bottle -50 g- vs weight 800ml bag - 22 g-).



■ **Move from rigid PE plastic packaging (bottles and jerrycans) to watersoluble packaging caps:**

► **In 2023** we started developing a new concentrated odour neutraliser for textiles in water soluble packaging caps. The new product XOP TEX has been launched in the market during beginning 2024.

► **In 2022** we started developing a new concentrated air freshener in water soluble packaging caps. The new product XOP PERSIST has been launched in the market during 2023.

► **During 2021** a new range of 4 concentrated household multipurpose cleaners and 1 air freshener, packaged in water soluble PVOH film, were launched in the market.

New products: FLOPP COCINA, FLOPP BAÑOS, FLOPP BAC, FLOPP MULTIUSOS (multipurpose cleaners and disinfectants) and FLOPP MEDITERRANEO (air freshener).

During 2022 some products have been reformulated to fulfil the EU Ecolabel requirements and during beginning 2023 the EU Ecolabel certification has been achieved for FLOPP COCINA ECO, FLOPP BAÑOS ECO and FLOPP MULTIUSOS ECO.



► **During 2023 and 2024** new concentrated products packaged in water soluble PVOH film for Household market (Private label: Laundry detergents, Automatic Dishwashing detergents, Hard Surface Cleaners) were developed and launched in the market. Some of them with EU Ecolabel certification.



► **During 2021 and 2022** a new range of concentrated cosmetic products packaged in water soluble PVOH film for hand foam-cleaning (household market) were developed. The system will be launched in the market during 2024.



► **During 2022 and 2023** a new range of concentrated cosmetic products packaged in water soluble PVOH film for hand gel-cleaning (household market) were developed.

Progress on elimination

All the above new packaging systems developed are based on ecodesign and circularity: elimination or significant reduction of the amount of plastic packaging per functional dose.

Additionally, next actions have been developed to eliminate a set of commonly identified problematic plastic packaging:

■ **Elimination of carbon black in plastic packaging:**

- ▶ The 25L PE black jerrycan has been substituted by 25L PE 95% PCR without carbon black **during 1st quarter 2021**.



Progress on reuse

Next actions have been developed and implemented **during 2023 & 2024:**

■ **Move products packaged in IBC 1000L from single use to deposit-return scheme.**

- ▶ All the products sold in IBC 1000L in Iberian Peninsula (Spain & Portugal) are included in the deposit-return scheme SDDR. About 50% of IBC 1000L were returned for reuse.



■ **Increase the ratio of ready-to-use reusable packaging (trigger-spray bottles reusable):**

- ▶ All concentrated products (ECO-CONPACK, ECOXOP and FLOPP system) for hard surface cleaning/disinfection are applied with reusable 650ml trigger spray bottles. The concentrated product is diluted with water to get a ready-to-use solution of the detergent/disinfectant that will be applied through a reusable trigger spray.



Reusable trigger-spray 650 ml



- ▶ A new reusable application trigger-spray bottle for the four concentrated air fresheners in water soluble packaging caps (XOP AIR, XOP SWEET, XOP BLUE and XOP PERSIST) has been developed **during 2023**. The new reusable 600 ml trigger-spray bottle has been also used for the new concentrated odour neutraliser for textiles in water soluble caps XOP TEX. The new application system has been launched in the market during beginning 2024.



- ▶ The new range of concentrated cosmetic products packaged in water soluble PVOH film for hand foam-cleansing (household market) developed **during beginning 2021-2022**, use a reusable 200 ml bottle with foam dispenser.



MOVING FROM SINGLE-USE TO REUSE MODELS



100% 100% REUSABLE, RECYCLABLE OR COMPOSTABLE BY DESIGN

Progress on reuse

■ Move from single use to extended producer responsibility (EPR) scheme:

► For household packaging, PROQUIMIA is member of the Collective Extended Producer Responsibility System (SCRAP, in Spanish) ECOMEBES. The adhesion to ECOMEBES meets the household waste-related legal requirements and finance the recycling system for the packaging in Spain. The towns' collection of waste placed in the yellow (plastic, cans, and carton) and blue (paper and cardboard packaging) bins, as well as their subsequent sorting and recycling to create new raw materials, are paid for with this contribution.



► For industrial packaging, PROQUIMIA is member of the Collective Extended Producer Responsibility System (SCRAP, in Spanish) IMPLICCA. IMPLICCA is developing the Collective Extended Producer Responsibility System to fulfil the waste-related legal requirements established by RD 1055/2022 on Packaging and Packaging Waste that will be obligatory for companies introducing packaging to the market from 1st January 2025.



100% reusable, recyclable or compostable progress

Next actions have been developed and implemented during 2023 & 2024:

■ Mono-material packaging >>> recyclability

► 98 % by weight of total plastic packaging put on the market is already recyclable, made of mono-material rigid PET, PE or PP.

■ Polyethylene (PE) bottles and jerrycans - mono-material >>> improve recyclability.

► **During 2024** move the label of EU Ecolabel cosmetic products to wash-off paper to fulfil the design-for-recycling criteria established by the 2021 Ecolabel requirements for cosmetic products.

■ Flexible plastic packaging (bag in box) >>> Eliminate barrier layers (move from multilayer-multicomponent PE-OPA film to PE-PET Film) to improve recyclability.

► **During Q1 2019** we eliminated the OPA barrier layers of our flexible plastic packaging (10L and 1.5L bag in box) to fulfil the design-for-recycling criteria established by the 2017 Ecolabel requirements for detergent products. The new 5L bag in box is also manufactured with PE-PET film.

► **During Q1 2020** we eliminated OPA barrier layer for 800ml bag (personal care products) to fulfil the design-for-recycling criteria established by the 2022 Ecolabel requirements for cosmetic products. The bag is manufactured with PE-PET film.

► **During 2024** move the label of EU Ecolabel cosmetic products to wash-off paper to fulfil the design-for-recycling criteria established by the 2021 Ecolabel requirements for cosmetic products.

■ Doypack for water soluble caps (household detergents for laundry, dishwashing and floor cleaners) >>> Eliminate barrier layers to improve recyclability.

► **From 2019 to 2024** different actions have been carried out to move the secondary packaging (doypack) of detergent products in water soluble caps from multilayer-multicomponent PE-OPA/EVOH-PET film to PE monolayer recyclable Film (certified as recyclable according to EN 13430), some of them including % of recycled PE.

■ Doypack for water soluble caps detergents (household laundry, dishwashing and floor cleaners) >>> Move from doypacks based on multilayer-multicomponent PE-OPA/EVOH-PET film to compostable doypack.

► **From 2019 to 2024**, secondary packaging (doypack) of some detergent products in water soluble caps (brand FLOPP) have been manufactured with compostable doypack (as alternative to multilayer-multicomponent PE-OPA/EVOH-PET film).

■ Increase the ratio of ready-to-use reusable packaging (trigger-spray bottles):

► See section "Progress on reuse"

■ Flexible plastic packaging (bag in box) >>> Move from multilayer-multicomponent PE-PET Film to monolayer-monocomponent PE film to improve recyclability.

► In progress.



REUSE, RECYCLING OR COMPOSTING IN PRACTICE

Progress on packaging recycled content

Next actions have been developed and implemented during 2023 & 2024:

- **PET bottles >>> use 50-100% PET post-consumer recycled.**

► **During 2019** we moved from PET to PET-100%PCR (post-consumer recycled) for all products packaged in 750 ml bottles. Consumption 2023: 175.000 units/year, representing 7.9 tons/year.



- **Polyethylene (PE) bottles and jerrycans >>> Use 50-100% PE post-consumer recycled for translucent and opaque packaging:**

► **During 2022** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except drinking water treatment) packaged in 10L white opaque PE jerrycan. Consumption 2023: 16.000 units/year, representing approx. 3,6 tons/year of recycled plastic.



► **During 2021** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except cosmetic) packaged in 10L white translucent PE jerrycan. Consumption 2023: 101.000 units/year, representing approx. 22 tons/year of recycled plastic.



► **During 2021** we moved from PE to >95% PE-PCR (post-consumer recycled) for all products packaged in 25L black opaque PE jerrycan. Consumption 2023: 59.000 units/year, representing approx. 62 tons/year of recycled plastic.



► **During 2022** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products packaged in 25L translucent PE jerrycan. Consumption 2023: 28.000 units/year, representing approx. 15 tons/year of recycled plastic.





REUSE, RECYCLING OR COMPOSTING IN PRACTICE

Progress on packaging recycled content

► **During 2023** we moved from PE to >70% PE-PIR (post-industrial recycled) for all products (except drinking water treatment) packaged in 20L opaque PE jerrycan (>60.000 units/year), Consumption 2023: 15.000 units/year, representing approx. 10 tons/year of recycled plastic.



► **During 2023** we moved from PE to >50% PE-PIR (post-industrial recycled) for all products (except drinking water treatment) packaged in 20L translucent PE jerrycan (>175.000 units/year), Consumption 2023: 152.000 units/year, representing approx. 72 tons/year of recycled plastic.



► **During 2024** to move from PE to 50% PE-PIR (post-industrial recycled) for products packaged in 4L translucent PE jerrycan. (approx. 30.000 units/year, representing approx. 2,4 tons/year of recycled plastic.

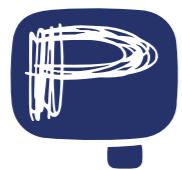


► **During 2024** to move from PE to 50% PE-PIR (post-industrial recycled) for products packaged in 4L opaque PE jerrycan. (approx. 45.000 units/year, representing approx. 3,7 tons/year of recycled plastic.



References

- THE GLOBAL COMMITMENT. PROGRESS REPORT 2022.
- <https://ellenmacarthurfoundation.org/global-commitment-2022/overview>



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