



Responsible plastics production

**Strategy for the Danish Plastics
Federation 2020–2023**

Plastindustrien.
Brancheforeningen for danske plastvirksomheder



FOREWORD

Cooperation is the path to the world's goals

We are proud to present this strategy, which will set the direction of the Danish Plastics Federation's efforts in the period of 2020-2023.

Our new strategy has been developed in fruitful cooperation with external parties, member companies, and employees.

The strategy is based on the development that has characterised the federation in recent years, in which we naturally also have gained valuable experience along the way.

First and foremost, we focus during the strategy period on promoting green transition and circular economy, which are key conditions for realising our shared goal of a considerable CO₂ reduction. We wish to support this positive change through measures such as supporting innovation and education.



We are aware that, although plastics provide us with many useful products, inappropriate management of the materials may also create issues. We too must help solve these.

At the same time, it is clear to us also that green transition is contingent on close cooperation with other parties. As an industry organisation, we will, therefore, continue to prioritise belonging to a long line of solution-oriented efforts with a wide range of partners in our surroundings.

We wish to not only keep up, but make a mark on the development towards a greener world. Our members are pioneering businesses in a broad range of fields. We are therefore focused on positioning the Danish plastics industry as a role model for the rest of the world.

Thus, we will to an even greater degree influence and nuance the public discourse regarding plastics. Communication efforts must be improved in order to ensure a more realistic dialogue about the role of plastics in society, as well as the plastics industry's strengths and potential.

UN Global Goals are important indicators

We view the UN's Global Goals as an important and useful tool, giving society a shared language when it comes to improving the state of the world.

Over the course of the strategy process, the Global Goals have served as a significant source of inspiration, revealing both our challenges and great opportunities.

We are aware that, although plastics provide us with many useful products, inappropriate handling of the material may also create issues. We too must help solve these.

The UN's Global Goals have helped us identify the industry's advantages and disadvantages, from which we can articulate a number of concrete topics that will be the core of the association's activities during the strategy period.

In the following pages, we will describe how we are contributing to achieving the Global Goals.

About the UN's Global Goals

- The Global Goals consist of a total 17 goals and 169 targets.
- The Global Goals were set in 2015 by the UN's General Assembly with the support of all UN member states.
- By working with the UN's Global Goals, Danish businesses are not only helping to solve some of the world's biggest challenges, they are also future-proofing their business, as society increasingly expects companies to take more responsibility.

We shall create added value and be at eye level with our members

The Danish Plastics Federation is a dynamic organisation where we at all times do our best to see eye-to-eye with the plastics industry and pave the way for development in society.

It is important to us that we help create value for those we represent: Our members.

We are proud of the present high level of satisfaction with the federation, and will naturally continue to strive to maintain it, so that we can also continue seeing the progress in our number of members.

It is my hope that our members and partners will welcome our new strategy. Feel free to contact our secretariat if you should have questions or comments. ●

Thomas Drustrup
Managing Director, the Danish Plastics Federation

Vision

Our vision is what we strive for, and it encompasses the entire industry:

The plastics industry designs the future's solutions to global challenges and strengthens Denmark's position as an innovative, competent, and responsible producing state, where we seek to better protect our resources through a green transition. ●

Mission

Our mission is what we work towards, and it is primarily aimed at the Danish Plastics Federation as an association:

The Danish Plastics Federation will ensure an optimal framework for success for Danish plastics businesses by equipping them for the future when the green transition will be a prerequisite for us to better preserve our resources and create new, attractive jobs. ●

Core story

Our core story is the vision and mission put into plain speech:

Our members use the unique properties of plastics to design solutions to society's challenges.

Plastic is a valuable resource with utterly unique properties and countless possibilities. When we use plastic correctly, we can deliver a crucial contribution to solving our society's challenges now and in the future.

Plastic is an indispensable part of our daily life, and plastic must also be used and handled with care. The solution to one challenge must not be to create a new one.

When plastic is used with care, it is re-used and recycled, so that it never ends up in nature. To achieve this, many different parts of society – not least, the plastics industry itself – must change and help push us closer to the goal of a circular economy.

We strive for an even more innovative, competent, and responsible plastics production, in which we both focus on turbo-charging the green transition and creating more attractive Danish jobs.

We approach this task with the starting point that we – in cooperation with our surroundings – shall take part in finding key solutions that ensure that we better preserve our planet's resources. ●

EXAMPLES OF OUR CORE STORY



Green energy

We develop windmills and solar cells, producing green energy.



Less CO₂

We minimise CO₂ emissions in the transport sector by replacing heavy components with lighter plastic parts.



Creativity

We stimulate creativity and play with world-renowned toy products.



Recycling

We work with re-use and recycling throughout our entire value chain, so that our materials can be used best, which helps preserve society's resources and strengthen CO₂ reduction.



Quality of life

We uphold the quality of life for millions upon millions of people with health and medical products.



Design

We impress with furniture and interior products that put design and comfort in focus.



Less food waste

We develop advanced food packaging, minimising food waste.



Construction

We create new, climate-friendly solutions for construction and infrastructure.



Energy efficiency

We develop new, sustainable plastic materials and energy-efficient production technology.

TOPIC 1

Increased reuse and recycling will strengthen the circular economy



We have great potential with regard to both sustainability and economy when it comes to moving Denmark from being a waste-burning nation to being a country that is far better at recycling and reusing our plastics.

The collection and sorting of plastic waste from households has a particularly strong base for the improvements that are needed to reach the goal of our ambition for a substantial circular economy, in which our resources are used over and over again.

For example, far too much high-quality plastic ends up in Danish incineration plants, or is exported to other countries.

We therefore miss out on considerable environmental and climate benefits, as well as attractive Danish jobs. The Danish Plastics Federation seeks to help rectify this and we have actively committed to doing so by signing the European Plastics Pact.

// We work for more beneficial framework conditions, so that it will become more viable to recycle plastics in Denmark.

Selected targets in the European Plastics Pact

- To design all plastic packaging and single-use plastic products brought to the market by participants to be reusable where possible, and in all cases to be recyclable by 2025.
- To raise the collection, sorting and recycling capacity in the involved countries of all plastics used in packaging and single use products by at least 25 percentage points by 2025 and to reach a quality standard of the output of the collection, sorting, and recycling process that matches market demand for recycled plastics.
- To boost recycled plastics use in new products and packaging as much as possible by 2025, with plastics-using company achieving an average of at least 30% recycled plastics (in weight) in their range of products and packaging.

Source: "European Plastics Pact" - 2020

We strive to make every part of our value chain focus more on, for example, design for recycling, new green business models, and a more appropriate handling of plastic waste. An extension of this is that we work for more beneficial frameworks, so that it is more viable to recycle plastics in Denmark.

This relies on factors such as innovation, cooperation across the value chain, political interest protection, and not least, constructive relationships with other parties.

Beyond this, it is essential that we as an industry organisation continuously contribute to educating our companies' administration and employees – both present and future – on the green transition. They are the ones who will utilise their knowledge and expertise in practice to make up a large part of the difference.

Similarly, we also view it as our task to contribute to upskill citizens to support the development, so that the people – e.g. with regard to sustainable consumption and proper waste sorting – can become an even bigger cooperating party. ●

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ADVANTAGES OF MORE SUSTAINABLE PLASTICS MANAGEMENT

1.6 bn. DKK of profits.

At 100 % Danish plastic recycling, the financial benefit is 1.6 bn. DKK annually.

CO₂-reduction

Calculations show that using 1 kg of recycled plastic leads to a reduction of 2.1-2.6 kg of CO₂ compared using 1 kg of virgin plastic.

Attractive jobs

New attractive jobs at recycling businesses.

Less plastic waste

Less plastic waste in nature, on streets and on beaches.

Source: "The New Plastics Economy" - McKinsey & Company and Innovation Fund Denmark - 2019



Target 4.7

Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles.



Target 12.2

Achieve the sustainable management and efficient use of natural resources.



Target 12.5

Substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 12.7

Sustainable public purchasing practice shall be promoted in accordance with national policies and priorities.



Target 12.8

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.



Target 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.



Target 14.1

Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



TOPIC 2

Denmark – a pioneering nation for the plastics industry of the future

- 

4 KVALITETS-
UDDANNELSE
- 

8 ANSTÆNDE JOBS
OG ØKONOMISK
VÆKST
- 

12 ANSVARLIGT
FORBRUG
OG PRODUKTION
- 

14 LIVET
I HAVET

In line with societal development increasingly pointing to the need for the green transition, the industry will make extraordinary efforts.

This means that we, as an industry organisation, must ensure that our members are prepared to be at the forefront on this point.

Danish plastics businesses shall be the ones pointed to by other countries when it comes to which parts of the industry are best equipped to meet the demands and expectations of tomorrow. Our sustainable solutions and standards shall be a source of inspiration – both in Europe and globally.

We shall be at the forefront when it comes to responsible business operations. This means that we must to an even greater degree consider sustainability and propriety in all facets of our production – regardless of whether it involves reduced energy consumption, efficient machinery, new materials, proper handling of chemicals in both production and products, less waste or the struggle against plastics in nature, e.g. through the environmental initiative Operation Clean Sweep.

We can only take this leading role if we are also able to make the plastics industry more attractive to the coming generation of talented workers and leaders – as well as for the talented entrepreneurs of the future.

Operation Clean Sweep (OCS)

- OCS is the industry's proposal for how plastics production and transport of raw materials can avoid being a source of pollution in the environment.
- OCS builds on a number of measures in the daily operations of businesses, such as the installation of grates and employee involvement.
- OCS was introduced back in 2013, and in the past few years, our members have taken on this programme in earnest. As such, over 100 companies have now signed onto OCS, which equals approx. 55% of our member companies that handle plastic granulate.

Therefore, we must already in primary school, in vocational education, in secondary education and in the research community position ourselves as an interesting and responsible industry that shows the path to knowledge and development.

We believe that we have much to offer, as Danish plastics production and Danish plastic products are already highly respected. Through the term "Made by Denmark", we will express our qualities, which we at all times work to optimise. ●



Target 4.4

Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.



Target 8.2

Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.



Target 12.4

Achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in order to minimize their adverse impacts on human health and the environment.



Target 12.6

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.



Target 14.1

Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



TOPIC 3

The debate about plastics shall be more realistic



Plastics are increasingly a part of public debate. We wish to prevent the discourse from becoming skewed, as an un-nuanced view of plastics may result in snap decisions and symbolic politics that ultimately do not result in a green transition – quite the contrary. We therefore strive to make the discourse on plastics more realistic.

The plastics industry shall continue to have a noticeable voice in the discourse with proactive communication that has a foundation in the good story of the many useful properties of plastic.

We want a more serious and nuanced public debate about the properties, challenges, and possibilities of the material. Therefore, our argumentation is held up by a high level of expertise, and is based on facts.

The plastics industry has had good experiences working constructively with parties across the value chain, public authorities, and NGOs, which we will continue to prioritise highly.

We have experienced that partnerships break down barriers, increase understanding for each other's views, create valuable knowledge and lead to tangible results. Furthermore, joint announcements help qualify the plastics debate, which is a significant factor in finding the right solutions.

At the same time, we shall be part of ensuring an efficient and inclusive dialogue with our members, so that they can support our presence in public plastics discourse, such as in the form of media coverage and the protection of our political interests. ●



The Danish Plastics Federation's campaign 'Let's talk realistically about plastic' is targeted at Danish consumers. The goal is to nuance public plastics discourse while simultaneously presenting the many positive qualities of the material, but it also shows the various challenges involved.



Target 17.17

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

The Danish Plastics Federation – a vibrant membership organisation

Satisfied members are the foundation of the Danish Plastics Federation. We are proud of the fact that our annual membership surveys time and time again show that our members are highly satisfied – also when compared to other industry organisations.

The numbers also show that a great deal of our members wish to encourage others to become members of the Danish Plastics Federation.

It is crucial to us that we maintain a high level of satisfaction during the strategy period, while at the same time increasing the number of members who participate more actively in the association.

We will, therefore, continue to develop our wide range of attractive membership benefits – for example:

- Exciting membership events across the country – e.g. with an emphasis on recycling technologies and materials
- Relevant communities organised by the Danish Plastics Federation's expert sections and network on, for instance, energy savings
- Financial member benefits through industry arrangements
- Assistance in recruiting qualified people for the industry's educational programs and businesses

- Improvement of framework conditions through interest protection and direct access to political decision-makers on both the Danish and the European level.
- Profiling through the Danish Plastics Federation's many communication channels

We will continuously assess and adjust our membership benefits to ensure that these are up to date, attractive, and that they add value for our current and potential members.

We have in recent years experienced a major growth in membership, but there is always room for more new members. It remains our goal to be able to attract new, satisfied member companies to the Danish Plastics Federation. We, therefore, maintain a proactive recruitment strategy to increase member figures.

There can be no doubt that our green ambitions rely on us as an industry standing together and backing up our shared agendas.

The Danish Plastics Industry shall remain a living membership organisation. It is essential to our efforts that we see eye-to-eye with the business and daily operations of our companies and that we help our members be at the forefront of the developments and expectations of the future. ●



● The Danish Plastics Federation holds many different networking events and expert conferences. Among the biggest are Plastdagen (The Plastics Day) and Netværksdagen (The Networking Day), which attract hundreds of representatives from the plastics industry.



● The Danish Plastics Federation influences the public debate through media appearances, digital lobbying, and contact with politicians to ensure better framework conditions for our member companies. For example, the Danish Plastics Federation is active in the People's Meeting on Bornholm.



● The Danish Plastics Federation is responsible for a wide range of activities focusing on the employees of the future. For example, there is the Plastic Engineering Day, where students in secondary education who are interested in plastics can meet representatives from the industry.

Our vision looks to our association

The plastics industry designs the future's solutions to global challenges and strengthens Denmark's position as an innovative and responsible producing country, in which we will better preserve our resources through green transition.

VISION



CORE STORY

Our members use the unique properties of plastic to design solutions to society's challenges.

Plastic is a valuable resource with utterly unique properties and countless possibilities. When we use plastic correctly, we can deliver a crucial contribution to solving our society's challenges now and in the future.

Our core story is the vision and mission put into plain speech. Read the entire core story on page 5.



MISSION

The Danish Plastics Federation will ensure an optimal framework for success for Danish plastics businesses by equipping them for the future, when the green transition will be a prerequisite for us to better preserve our resources and create new, attractive jobs.

Our mission is aimed at the entire industry