The label on the bottle in your hand says it was made from recycled plastic, but, is this real?

Depending on the rules and the method







looking for? THE MASS BALANCE APPROACH

But what are we

'Mass balance' is an accounting principle that **matches inputs** (such as plastic waste)

with outputs from a recycling or production process, to determine the recycled content.



CURRENT DEBATE: What kind of rules do we want to use in the Mass Balance Model?

about rules

Let's talk



Quantities of recycled input are allocated to each output product in the same portion as what they represent in

Proportional

RULES

ALLOCATION

the total input. Polymer-only Quantities of recycled input are allocated freely to part of the





Fuel-exempt Quantities of recycled input used for fuel are excluded, and the remaining amount is freely allocated among output products.







Smallest

Meet rules providing the **highest** traceability and transparency level.



mechanically recycled.

CHEMICAL



the sector and true information to the consumer.



Let's talk

about methods

There are different types

of recycling technologies

recyclability becomes more difficult Solution for waste that cannot be

between **greenwashing** and real





Should remain the **primary option** in the recycling sector.

environmental impact.

Should **not compete** for waste that can be recycled mechanically.





for a new

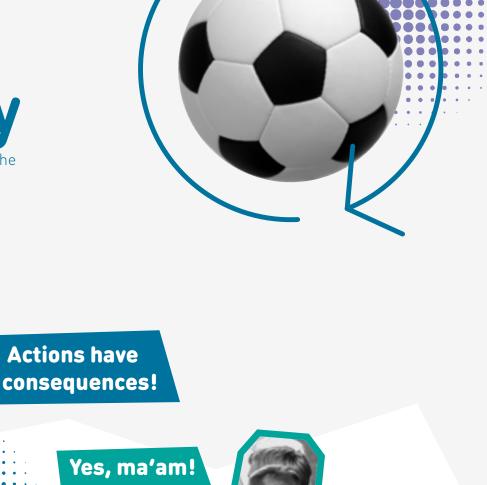
*The position of ZWE distinguishing between chemical recycling and chemical recovery is available here

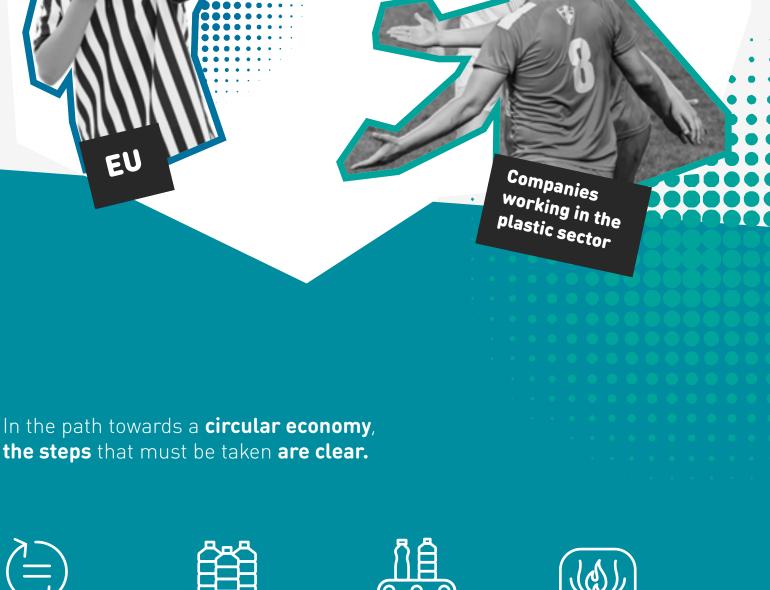


economy We are living in a crucial moment as the next regulations will set the basis for our future society.

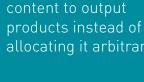
We are claiming

circular





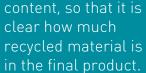
Use 'proportional Use 'batch level' to



allocating it arbitrarily.

allocation' to evenly

allocate the recycled



determine recycled



recycling if polymers-only or fuel-exempt rules are used. Transparency is key, no matter your field -

Consider capping

chemical recovery



to ensure that

Implement regulation

reduction and circularity score.

make sure you're playing fair.



Zero Waste Europe is the European network of communities, local leaders, experts, and change agents working towards the elimination

of waste in our society. We advocate for sustainable systems and the redesign of our relationship with resources, to accelerate a just

transition towards zero waste for the benefit of people and planet.