Circular Plastics NL

Project TRACE

Circularity: Food packaging to become new food packaging via advanced recycling technology

Transition to Circularity Workshop

Zwolle, 29 October 2026



Rijksoverheid | Dit project wordt gesteund door het Nationaal Groeifonds

Would it be possible to develop new food packaging out of this post-sorted flexible food packaging waste?





Does this packaging contain recycled plastics?





Recycled content in (food) packaging is going to be mandatory - PPWR

Renewable Energy Directive I (2009):

- 10% ethanol in gasoline
- RED II increases RE requirements to 14% by 2030



PPWR 2030:

- 10% PCR non-PET contact-sensitive
- 30% PCR PET beverage bottles
- 35% other packaging

Further increase by 2040

What is Project TRACE?



What is TRACE?

- An **industrial value chain demonstration** for chemical recycling of plastic packaging waste
- **Selected post-consumer waste streams** are processed through existing industrial facilities by established value chain partners
- **From packaging waste to certified recycled material** for use in everyday food packaging applications

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BLUEALP
Accelerating Plastic Recycling

BOROUGE
INTERNATIONAL

Unilever

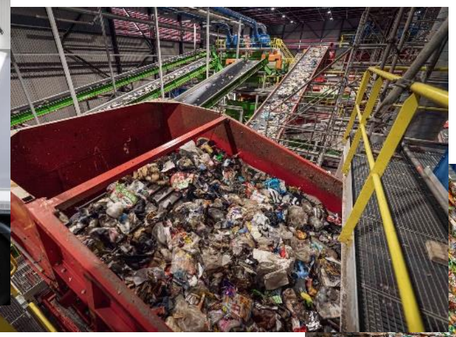
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Full Value Chain













Collecting

Consumer use

Chefs

Retailer

FMCG-Producer

Converter

Polymers

Cracker

Upgrading

Pyrolysis

Pre-treatment

Sorting

Products in Circular Packaging

Packaging Materials

Circular Chemistry

The Circular Economy

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Areas for learning for participants Project TRACE and others include

- Mass balance method
- Feedstock / waste requirements
- End of waste status cross-borders
- Certifications
- Economic competitiveness
- PPWR readiness

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Shell




Pyrolysis oil
By-product
Upgraded pyrolysis oil
Oil samples

Borouge International



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Q&A

