

**Media Release**  
Vienna, Austria | 24 October 2019

## **Borealis becomes a Core Partner of the New Plastics Economy initiative led by the Ellen MacArthur Foundation**

Borealis announces that it will become a Core Partner of the New Plastics Economy, an important global initiative led by the Ellen MacArthur Foundation. The New Plastics Economy unites a broad range of key stakeholders to bring about a circular economy for plastics, in which plastic never becomes waste or pollution. Having been a participant in the initiative since 2016 and the first major polyolefins producer to have signed the New Plastics Economy Global Commitment, Borealis is now the first polyolefins producer to become a Core Partner. It joins illustrious brands such as The Coca-Cola Company, Danone, and Unilever. The official announcement will take place in conjunction with the [Our Ocean conference in Oslo, Norway, on 24 October 2019](#).

### **Borealis is leading the transition to a circular economy of plastics**

As a global provider of innovative plastics solutions, Borealis aims to lead the industry to a future circular economy in which plastics are reused and recycled – and never wasted. By leveraging its profound expertise in polyolefins, creating value through innovation, and collaborating with value chain partners, Borealis is discovering new opportunities for business growth within the circular economy. Capitalizing on these will not only ensure that the business is fit for the future, but will help lessen dependence on finite fossil resources and protect the environment.

Having been the first major polyolefins producer to sign the New Plastics Economy Global Commitment, Borealis explicitly endorses the vision of a circular economy for plastics, and is committed to significantly increase the number and range of recycled plastic solutions it offers. It is now further demonstrating its leadership by becoming a Core Partner of the New Plastics Economy initiative.

The New Plastics Economy is uniting key stakeholders – including citizens, NGOs, academia, governments, philanthropists, municipalities, and companies – behind one common vision: to **eliminate** unnecessary and problematic plastics; to **innovate** in order to create the plastics that society does need,

and ensuring that these are reusable, recyclable or compostable; and to **circulate** plastics, thereby keeping them in the economy, and out of natural environments.

To help realise this shared vision, Borealis has in place a comprehensive circular economy strategy based on three main pillars:

- **Borealis is making its core business circular** through the gradual shift from a model based on the extraction of fossil resources, towards one based on the circulation of materials. This entails making recycling and renewable feedstock part of the core Borealis business. With two plastics recycling operations in Germany and Austria, Borealis aims to have increased the volume of its recycled plastic solutions to 350,000 tons per year by 2025. This is an especially significant increase when compared to the baseline of nearly zero tons prior to the Borealis acquisition of mtm plastics in July of 2016.
- **Borealis supports its customers through circular economy innovation** by leveraging its expertise in the development and implementation of novel polyolefins-based solutions for plastics reuse and recycling, and by designing for recyclability (DfR). This broad scope of activity is housed under the symbolic roof of EverMinds™, the Borealis platform dedicated to promoting a more circular mind-set in the industry. Recent application innovations include reusable drinking cups and recyclable alternatives for complex multi-material flexible packaging forms. Activities include the launch of the Circular Economy Innovation Studio in June 2019, the publication of a set of packaging guidelines, the “[EverMinds™ 10 Codes of Conduct for Design for Recyclability](#).” Borealis has also entered into several important partnerships that are currently developing circular products, business models, and technologies. For example, Borealis has teamed up with OMV in the ReOil project to advance the chemical recycling of post-consumer plastics.
- **Borealis is helping establish circular infrastructure in Southeast Asia** by way of [Project STOP, or “Stop Ocean Plastics](#).” As a founding and strategic partner together with SYSTEMIQ, Borealis and the partners in project STOP have earmarked nearly EUR 14 million for investment to the year 2025 for the design, implementation, and scaling-up of circular economy solutions that address the issue of marine plastic pollution at one important source: Southeast Asia, where the rates of ocean plastic leakage are the highest in the world. The first city partnership in Muncar, Indonesia, which began in 2017, is already making a significant contribution to waste management in the community. Two new city partnerships will be started in 2020.

*“To address plastic waste at source, we need to fundamentally rethink the way we produce, use and reuse plastics. It is great to see Borealis, as a major plastic producer, step forward to help accelerate that transition,”* says Sander Defruyt, who leads the New Plastics Economy initiative at the Ellen MacArthur Foundation. *“In addition to developing innovative solutions and investing in infrastructure in emerging markets, Borealis is leading the way by transitioning its own business model, gradually decoupling from virgin fossil-based production by integrating more and more recycled and renewable plastics in their products. We hope to see many other plastic producers follow their lead.”*

Lucrèce Foufopoulos, Borealis Executive Vice President Polyolefins & Innovation & Technology, is pleased that Borealis has deepened its commitment to the circular economy. *“We are proud and honoured to have been invited to join the other Core Partners of the News Plastics Economy initiative in accelerating the transition to a circular economy for plastics,”* she states. *“Borealis has made firm commitments to significantly increase the volume and range of our circular plastic solutions. We are*

*equally committed to working with the Ellen MacArthur Foundation to achieve this essential transformation to a new and circular future of plastics.”*

[Click here](#) for more information about the Ellen MacArthur Foundation’s New Plastics Economy initiative

[Click here](#) for more information about EverMinds, including the DfR “10 Codes of Conduct”



Image: New Plastics Economy Logo



Photo: Project STOP helps prevent ocean plastics in Indonesia

Photo: © Systemiq

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#### **About Borealis EverMinds™**

Launched in 2018, EverMinds is an umbrella brand uniting the wide range of Borealis activities and initiatives aimed at making plastics more circular. As a dedicated platform, EverMinds promotes a circular mind-set among all Borealis stakeholders. The platform encompasses proprietary Borealis technologies as well as established brands such as Purpolen™ and Dipolen™. It facilitates deeper collaboration between Borealis and its partners in order to develop innovative and sustainable polyolefins solutions based on the circular model of recycling, re-use and design for circularity. EverMinds also extends to pioneering corporate programmes such as Project STOP, and engagement in industry initiatives like the the Polyolefins Circular Economy Platform (PCEP), and Project CEFLEX.

#### **About Borealis**

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals, fertilizers and melamine. With its head office in Vienna, Austria, the company currently has more than 6,800 employees and operates in over 120 countries. Borealis generated EUR 8.3 billion in sales revenue and a net profit of EUR 906 million in 2018. Mubadala, through its holding company, owns 64% of the company, with the remaining 36% belonging to Austria-based OMV, an integrated, international oil and gas company. Borealis provides services and products to customers

globally, in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC) and with Baystar™, a joint venture with Total and NOVA Chemicals in Texas, USA. [www.borealisgroup.com](http://www.borealisgroup.com)

#### **About the New Plastics Economy**

Over the past four years, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastics. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines, revealing the financial and environmental costs of waste plastic and pollution. The initiative is supported by Wendy Schmidt as Lead Philanthropic Partner, the Global Environment Facility (GEF), and Oak Foundation as Philanthropic Funders. Amcor, Borealis, The Coca-Cola Company, Danone, L'Oréal, Mars, Incorporated, Nestlé, Novamont, PepsiCo, Unilever, and Veolia are the initiative's Core Partners.

**Further information:** [newplasticseconomy.org](http://newplasticseconomy.org) | [@circulareconomy](https://twitter.com/circulareconomy)

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#### **For more information, visit:**

[www.borealiseverminds.com](http://www.borealiseverminds.com)

[www.borealisgroup.com](http://www.borealisgroup.com)

[www.stopoceanplastics.com](http://www.stopoceanplastics.com)

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