

Brussels, 18 March 2026

To the kind attention of,

Ms Teresa RIBERA RODRIGUEZ

Executive Vice-President for Clean, Just and Competitive Transition

Mr Stéphane SEJOURNE

Executive Vice-President for Prosperity and Industrial Strategy

Ms Jessika ROSWALL

Commissioner for Environment, Water Resilience and a Competitive Circular Economy

The Cyprus Presidency of the Council of the European Union

SUBJECT: Prioritisation of European recyclates in EU markets through ‘Made in Europe’¹.

Dear EVP Teresa RIBERA RODRIGUEZ,

Dear EVP Stéphane SEJOURNE,

Dear Commissioner Jessika ROSWALL,

Dear Presidency of the Council,

The undersigned associations call for the application of ‘Made in Europe’ to recycled plastic content targets across relevant EU legislation. Embedding ‘Made in Europe’ recycled plastic content into regulatory targets would provide essential stability for the recycling sector and create durable demand that is critical for circularity to function effectively.

Discussions on the definition and application of ‘Made in Europe’ have recently intensified, notably in the context of the Industrial Accelerator Act (IAA), which proposes requiring a share of publicly funded products to respect the Union origin requirements. While often framed through public procurement, the concept is increasingly seen as a broader strategic tool to reinforce European industrial autonomy, sustainability, and competitiveness.

Our demand is strictly linked to EU’s climate neutrality goal and resource security. The EU has set ambitious climate reduction targets, and the recycling sector plays a pivotal role in reducing emissions and dependence on primary raw materials. At the same time, European recyclers are facing a severe and deepening recession which threatens to accelerate Europe’s deindustrialisation. Introducing ‘Made in Europe’ recycled plastic content requirements across applicable regulations would be a logical, high-impact step toward achieving these climate and circularity goals, while also stabilizing demand, safeguarding industrial capacity, and reinforcing Europe’s competitiveness.

¹ EU27 + UK + EFTA

The Single Use Plastic Directive implementing decision already demonstrates the feasibility and value of a 'Made in Europe' approach for recycled content that bolsters the position of EU plastics recyclers and secures a defined level of demand for European recyclates. To maximise impact and avoid fragmentation, it is vital to maintain a consistent horizontal approach and replicate this regional sourcing logic across all future legislative instruments that set recycled content targets.

Therefore, the undersigned associations call on the Commission to ensure that the 'Made in Europe' criteria explicitly apply to recycled plastic content targets in all relevant legal frameworks, including future implementing acts and sector-specific regulations. This would constitute a strategic industrial policy choice and is essential to secure a competitive, resilient, and truly circular economy – one that is 'Made in Europe' and built to last.

Yours sincerely,

On behalf of the undersigned European associations,

