#### **Press release**

**International Environment Day**

**Plastic waste: From problem to potential**

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| **Waste has always been something hidden. It is only with the global emergence of plastic waste that the way we handle with used materials has become visible. Especially in the form of used plastic bottles - they are seen as a sign of a careless throwaway mentality. One thing is clear: plastic should not end up in the environment - which is also highlighted by the annual World Environment Day on June 5, 2025. A change is taking place here: plastic waste is increasingly being discovered as a valuable raw material. In this way, waste is becoming part of the solution.**  Plastic is an ongoing success story. Established for decades as a central component of industry and daily life, plastic is also becoming an important factor for a sustainable circular economy after the use phase.  **From disposable product to source of recyclable materials**  The global presence of plastic waste and its ability to be recycled has realigned the political agenda and society's attitude towards waste and the environment. It is a fundamental paradigm shift: what was previously considered useless waste is now increasingly being discovered as a valuable resource. So instead of simply disposing of waste as quickly as possible as usual, it is now being used effectively - either through material recycling, which turns the used material into new components or complete products. Or with thermal utilization, which generates fresh energy by usingwaste that cannot or can no longer be recycled.  **Drivers for transformation**  The perception of waste as a potential raw material is also driving many innovations: from the expansion of safe and mobile plants for the thermal conversion of waste into electricity to the compostability of certain plastics and innovative processing techniques, such as molecular plastic recycling with enzymes.  Added to this is the use of new biomaterials and packaging designs with higher material efficiency, lower weight and increasing use of recyclates. These advances will ultimately lead to a circular recycling loop in which there is no more waste, as already demonstrated by the PET bottle-to-bottle system.  **More mindfulness and initiatives**  These developments are reinforced by sensitized consumers who are increasingly mindful of waste and take part in clean-up campaigns. Effective deposit and disposal systems as well as numerous initiatives for the productive recycling of waste also make an important contribution - such as the IMER and PLANETA recycling plants in Mexico, which accept plastic waste from local collectors for a fee and thus combine environmental protection and income opportunities.  **Conclusion - plastic waste opens up new perspectives**  The key to this process of change lies in giving plastic a value. Waste is thus transformed from a useless and problematic residual material into a raw material with potential. The economic incentive creates secondary markets that generate and promote innovative recovery concepts and advanced recycling technologies.  It also results in a fundamentally new perspective on waste - it is consciously perceived, triggering a better understanding of the value and life cycle of resources. This leads to a more responsible use of the material in any form, accompanied by a reduced tendency to waste and a greater willingness to dispose of it. Used plastic bottles are then no longer seen as a sign of a careless throwaway mentality, but become a symbol of an active and sustainable circular economy. All in the spirit of World Environment Day. | **Contact**  Claudia Wörner  yes or no Media GmbH  Vor dem Lauch 4  70567 Stuttgart  Germany  [www.yes-or-no.de](http://www.yes-or-no.de)  Phone: + 49 711 7585 8900  presse@yes-or-no.de  Character: 3.570 |

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*Due to their good recyclability, used plastic bottles are increasingly evolving from a disposable product into a source of recyclable materials. This is also changing our awareness of waste: waste is turning from a problem into a potential, leading to more mindful handling and greater environmental protection. (ALPLA, own image)*

**About "Plastic is fantastic"**

“Plastic is fantastic “refers to the relationship between humans and one of the most elementary building blocks of civilization: plastic. With factual contributions, the initiative aims to achieve the appreciation that is appropriate for the versatile material.

ALPLA, the Austrian specialist for plastic packaging, has launched "Plastic is fantastic" - because the company believes in this recyclable material. ALPLA is now in its third generation of commitment to sustainable recycling solutions and is also a pioneer in the development of new bioplastics. You can also see why [„Plastic is fantastic“](https://www.youtube.com/watch?v=eFoEHXUh_iM) on YouTube.