



# **EUMEPS: The voice of EPS in Europe**

## **Construction trends**

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**EUMEPS Director General**

**Bucharest, 28 February 2019**



## **Vision 2020**

Unified EPS industry with a strong image and  
a powerful voice

# Who we are? 23 National Associations



asociación nacional de poliestireno expandido



SDRUŽENÍ EPS ČR



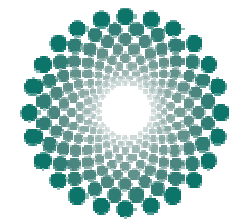
EPS SANAYİ DERNEĞİ



INDUSTRIEVERBAND  
HARTSCHAUM e.V.



IK Industrievereinigung  
Kunststoffverpackungen e.V.



ROMEPS



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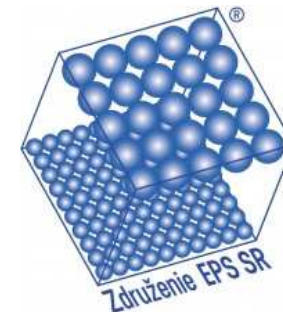
Polistireninio  
putplasčio  
asociacija



Brancheforeningen for danske plastvirksomheder



Vereniging van EPS  
fabrikanten



# Who we are? 19 Converters



# Who we are? 9 Raw materials suppliers



# Who we are?

## 7 Machinery suppliers



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## 4 Additive suppliers



## 2 EPS recyclers







# Who we are?

## The Expanded Polystyrene Value Chain

- 23 National Associations
- 19 Expanded Polystyrene Converters
- 9 Raw materials suppliers
- 7 Machinery suppliers
- 4 Additives suppliers
- 2 Expanded Polystyrene Recyclers

Together we represent  1.000 companies  
 60.000 employees  
90% of the European EPS supply





# **EU Plastics Strategy 2018**

## **What is EPS communicating at European level?**



# European EPS Waste Streams Developments 2009 – 2017



airpop<sup>®</sup>  
engineered air

## Total EPS Waste (Construction and Packaging)

498 kt  
2009

527 kt  
2017



## Energy Recovery



179 kt Rate 2009: 35%  
216 kt **Rate 2017: 40%**



## Recycling



103 kt Rate 2009: 20,6%  
139 kt **Rate 2017: 26%**



## Disposal



216 kt Rate 2009: 43%  
172 kt **Rate 2017: 32%**

# Overall Picture 2009-2017

## EPS Construction Waste Streams



Total: 136 kt / 139 kt

➤ + 2%



Energy Recovery

71kt / 81 kt

52% 58%



Recycling

10/ 12 kt

7,6% 8,6%



Installation: 29 kt / 40 kt ➤ + 37%

Demolition: 107 kt/ 98 kt ➤ - 8%



Disposal

55/ 45 kt

40% 32 %



Source: Conversio Study 2018



# Promoting EPS best practices in Europe

# Methodical deconstruction of ETICS



# Mobile ETICS separator



**airpop**  
engineered air



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# Separation of ETICS components



airpop<sup>®</sup>  
engineered air

ETICS



Small particles



Netting



Plaster, adhesive



# Compaction for transport



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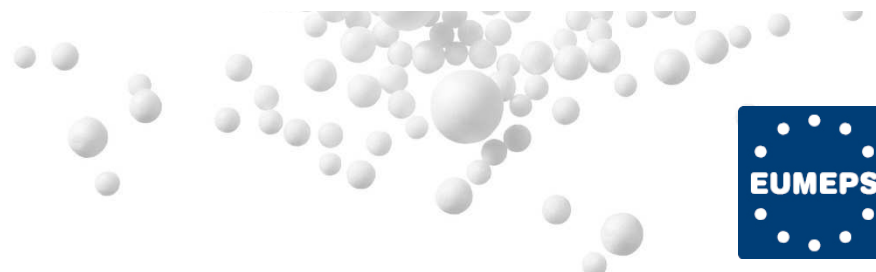
## EPS investing in new recycling technologies

# PolyStyreneLoop – Managing legacy additives



- Major industry investment in innovative technology to recycle EPS C&D waste
- Supported by the EU Life program
- Partnership with the entire value chain
- Technology accepted in the UNEP Basel Convention technical guidelines
- Building of the demonstration plant due to start in January 2019
- More info: <https://polystyreneloop.org/>





## EU Plastics Strategy: EPS voluntary pledge



# The EU Voluntary Pledge

Object	Polymer	Baseline	Pledge	Quantities	2025	Quality	Comment
				Market	Recycle		
Insulated Packaging	EPS	Conversio Study 2017	50 %	140,000	70,000	High quality EPS	Food grade quality potential (EPS SURE)
Protective Packaging	EPS	Conversio Study 2017	50 %	230,000	115,000	Standard EPS	
Building Deconstruction	FR-EPS	Estimated 2025 market	27 %	150,000	40,000	High quality EPS	PolyStreneLoop – removal and recycling of Bromine
New build and renovation	FR-EPS	Conversio Study 2017	80 %	40,000	32,000	Standard EPS	
Civil Engineering	EPS		90 %				
<b>TOTAL</b>			<b>46 %</b>	<b>560,000</b>	<b>257,000</b>		



## EPS- The leading insulation material in ETICS

# Competitive Positioning



## Success criteria:

- EPS is recognised as the preferred sustainable solution for ETICS.
- Unified strategy and country-specific communication activities.
- Consistent, common, clear messaging.

# Competitive Positioning



## Activities:

- Marketing analysis on ETICS from each National Association to understand the target audiences and best practices.
- Develop a tool box for ETICS promotion and positioning.
- Establish trial public relations campaigns to prove the concept- Roll out promotion programmes in Poland, Czech Republic and Italy







# The European Construction trends Roadmap 2025

# The European construction trends

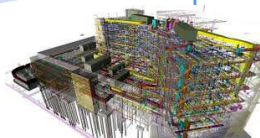


2020

2023

## Digitalisation of the CPR information

- CWA 17316
- Smart CE marking
- BIM models



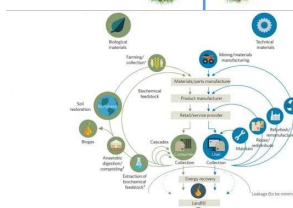
Future of CPR???



## Sustainability

**BWR7**

- Energy efficiency/ Energy Performance of Buildings
- Water efficiency/ Water Performance of Buildings
- Sustainable buildings (PEF buildings, Level(s))
- Sustainable products (EN 15804, EPDs, PEFs)
- Circular Economy
- Reuse, Recycling, Recovery
- Waste management (incl. marine litter)
- Legacy substances



Integration of LCA and Chemical information in the CE marking ???



Interface chemicals-waste???

Microplastics???  
(biodegradable/  
Fragmentation)

Polymers  
registration???

## Digitalisation of the chemical information

**BWR3**

- REACH- Article 33 (articles)
- CLP- Article 45 (mixtures) – 2020-2024
- Waste Framework- Art. 9.2 - 2021

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# THANK YOU FOR YOUR ATTENTION

*THE EPS VALUE CHAIN: TOGETHER TOWARDS 2025!*

[www.eumeps.org](http://www.eumeps.org)



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