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Too good to waste...

The planet and all life within it is calling out for rethinking and redesigning the way we live.

Today, waste is a common part of everyday life; and when that involves materials like single use plastic, that comes with a huge impact on the environment, through associated CO2 emissions and pollution.

We've been enjoying the many benefits plastics bring, as high-performance, versatile and durable materials. In fact, its value is far too high to go to waste; we need to rethink how we design and use it to protect and extend that value, as far as it can go.

A bold reinvention

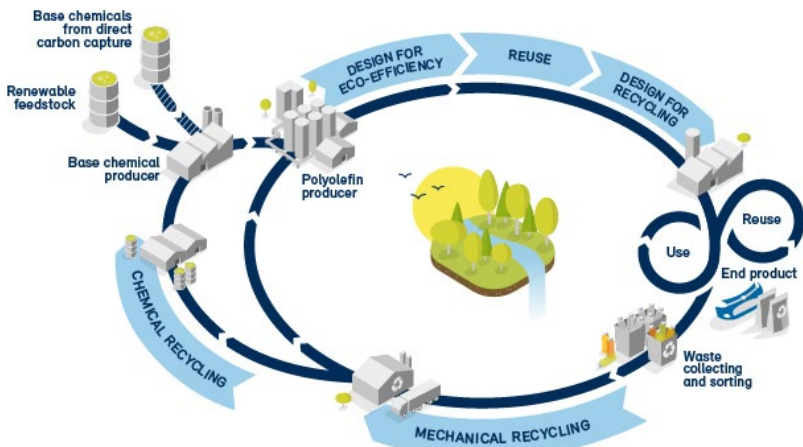
At Borealis, we know that life demands progress, so we're reinventing for more sustainable living. We're creating a future positive revolution for plastics, aiming to accelerate the transition to a circular economy.

Recycling, and designing materials to be recycled, is a key part of creating a closed loop system, but circular changes actually start well before that point. It begins with reduction and designing for Reuse.

Reuse means the valuable materials we create can keep their value across many lifetimes.

It means closing the loop by creating new ones; developing systems in which products are designed for perfect performance, again and again, until recycling eventually renews the material and puts its value back into play once more. Then repeat. Our circular cascade model is our integrated approach to creating circularity for plastics, bringing such design thinking as Reuse together with complementary technologies for recycling.

Our circular cascade model



Perfectly positioned to power Reuse growth

As a polymer producer, this is a bold and leading step forward. We believe plastic is part of the Circular Economy solution and so are committed to reinventing it through smart, scalable solutions.

Thanks to who we are, we're perfectly positioned to make Reuse work: Our strength is in optimising materials for each application; the right quality, durability and functionality.

Our teams' capability and drive is to design reuse systems that work efficiently, lifetime after lifetime. We're experts in the complementary recycling technologies that close the loop, demonstrated in our circular cascade model.

In summary, it's our unique opportunity and responsibility to own the materials we create and ensure that their value is never lost, only benefitted from, again. And again.



Action Matters

You can see our [Reuse commitment](#) at play today already in projects like [Kamupak](#) in Finland.

Our involvement in the [Quppa](#) system in Belgium also shows how our in-house Digital Studio can build bespoke solutions that support the development and scaling of reuse systems.

EverMinds™

Partnership is the way forward

In line with our EverMinds platform, aiming to accelerate circular progress for plastic, we invite others to join us in collaboration. For Reuse to work, we need to work together; so let's create new value that keeps giving back, and create circular progress as one.



All round benefits

Reuse systems mean a greatly lowered environmental footprint for plastic materials, especially compared to the equivalent CO2 emissions associated with single-use materials. This model is also in line with increasing end consumer demand and comfort with more sustainable, reducing and reusing behaviours.

The benefits of Reuse systems stretch even further too; digitalisation is the big added Value factor. Through tracking, it's possible to measure and monitor performance and create more transparency throughout the system. It has the potential to make Reuse and its benefits even more tangible to the whole value chain.



For more information:

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Borealis is one of the world's leading providers of advanced and circular polyolefin solutions and a European market leader in base chemicals, fertilizers and the mechanical recycling of plastics. We leverage our polymers expertise and decades of experience to offer value adding, innovative and circular material solutions for key industries. In re-inventing for more sustainable living, we build on our commitment to safety, our people and excellence as we accelerate the transformation to a circular economy and expand our geographical footprint. With head offices in Vienna, Austria, Borealis employs 6,900 employees and operates in over 120 countries. In 2020, Borealis generated EUR 6.8 billion in sales revenue and a net profit of EUR 589 million. OMV, the Austria-based international oil and gas company, owns 75% of Borealis, while the remaining 25% is owned by a holding company of the Abu-Dhabi based Mubadala. We supply services and products to customers around the globe through Borealis and two important joint ventures: Borouge (with the Abu Dhabi National Oil Company, or ADNOC, based in UAE); and Baystar™ (with TotalEnergies, based in the US). www.borealisgroup.com | www.borealiseverminds.com

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