

Low-Carbon and Circular Materials Strategy for Plastics



THE CHALLENGE

Plastics account for **5%** of all product manufacturing emissions in the DIY sector.*



While plastics are not the single largest category, they are widely used across product ranges and frequently embedded in mixed-material products as well. Because of this, plastic has become a priority for credible decarbonisation amid rising regulatory, investor and customer pressure.

THE STRATEGIC SHIFT: FROM LINEAR TO CIRCULAR

A circular economy designs out waste, keeps materials in use at their highest value and regenerates natural systems. For plastics, this means reducing virgin extraction, increasing recycled content and enabling recovery at the end of life.



I am inspired by the Make It Zero Initiative's commitment, developed in collaboration with our partner Ricardo, to achieve a minimum of 35% recycled content across our sector by 2035. Through transparency and global collaboration, we will ensure that progress is visible to all stakeholders as we work together to achieve these ambitious and meaningful goals. *John Herbert, General Secretary, EDRA/GHIN*

THE SOLUTION

35% recycled content by 2035.



DIY retailers and suppliers have united and committed to achieving a minimum of **35% recycled plastic content in the plastics used in their products by 2035**, where technically feasible and commercially viable, based on a product's total plastic weight. The Make It Zero ambition is designed to align with and go beyond regulatory minimums to future-proof the sector.

The ambition is formalised through the official **Low-Carbon and Circular Materials Strategy for Plastics 2026**. The strategy highlights that retailers and suppliers should set clear targets, embed recycling requirements into sourcing, integrate recycled plastics into supplier roadmaps, improve design and manufacturing, expand the use of recycled feedstocks, and other decarbonisation levers.

THE IMPACT

35% recycled content in products has the potential to reduce emissions by 15% equivalent to **6.3 Mt CO₂e**.



This ambition delivers measurable Scope 3 emissions reductions while accelerating recycled-material markets and positioning the DIY sector as a leader in materials decarbonisation. A minimum of 35% recycled plastic content by 2035 (applied to the total plastic weight of products and achieved where feasible) provides a clear and practical baseline that drives impact while encouraging members to go further.

ACKNOWLEDGEMENTS

Thank you to the Make It Zero working group members who brought this strategy to life. Your invaluable experience and insights helped shape this strategy, providing a strong foundation for decarbonising plastics moving forward.



The transition to a circular economy requires collective action and shared ambition. Through Make It Zero, our industry is demonstrating how collaboration can drive meaningful change at scale. By increasing the use of recycled plastics, we are reducing emissions, strengthening circular markets and helping to build a more sustainable future for the DIY sector. *Erwin Van Osta, President, EDRA/GHIN*

*Source: Make it Zero, Sector Analysis, 2025.