



Annex I: The Manufacturers Association of Israel (MAI)

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The Manufacturers Association of Israel (MAI) (Hebrew: התאחדות התעשייתנים בישראל) is the representative body of all industrial sectors in Israel: private, public, kibbutz and government industries. Founded in 1921, the MAI has more than 2000 members (organisations and industrial plant) which represent more than 95% of the industrial production in Israel. The Chemical, Pharmaceutical & Environmental Society was established in 1979 and consists today of 120 enterprises.

There is a big plastic industry in Israel but the use of secondary raw material in that industry is very limited because of the issues described below.

A few years ago, the MAI launched an initiative to set up a consortium between plastic manufacturers and recyclers in order to discuss recycling options and cooperation.

Main problems identified

Demand side:

- Lack of information and data on the use of recyclates in products
- Lack of reliability and stability of feedstock
- Lack of environmental awareness in population, no demand/market pressure for sustainable products
- Lack of comprehensive communication campaigns on sustainable consumption

→ This reflects in the plastic recycling chain: there is not enough demand for recycled plastic.

Key recommendations

- Need from the government: case studies, knowledge available for industry what are the strengths and risks of using recyclates: strong R&D on that → more useful than if one company sets up their own R&D
- Industry requests a roadmap from the government: In 20 years, what will be the waste streams, in which quantities, and what will the treatment options
- They want security from the government (Recycling industry doesn't know what to expect and LAs are not usually taking up the task of building recycling plants)

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