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PackAlliance:
European alliance for innovation training
& collaboration towards future packaging

Linking Academy to Industry.

Training program: modules

- Eco-design & novel manufacturing processing
- **New materials and biomaterials**
- Citizen and Consumer Engagement
- Residue management and valorisation

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Circular economy as a tool for promotion new and biomaterials in the field of packaging -policy challenges in different regions

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- **Introduction**

This part of the module includes issues related to the circular economy in the context of the use of new and biomaterials.

The practical work is divided into two parts.

1.

- Introduction of the CE in the field of biomaterials
- The promotion of the CE in the field of biomaterials

2.

- Analysis of the CE policy implementation in the field of packaging in the selected regions
- Challenges of the CE policy implementation in the field of packaging in the selected regions

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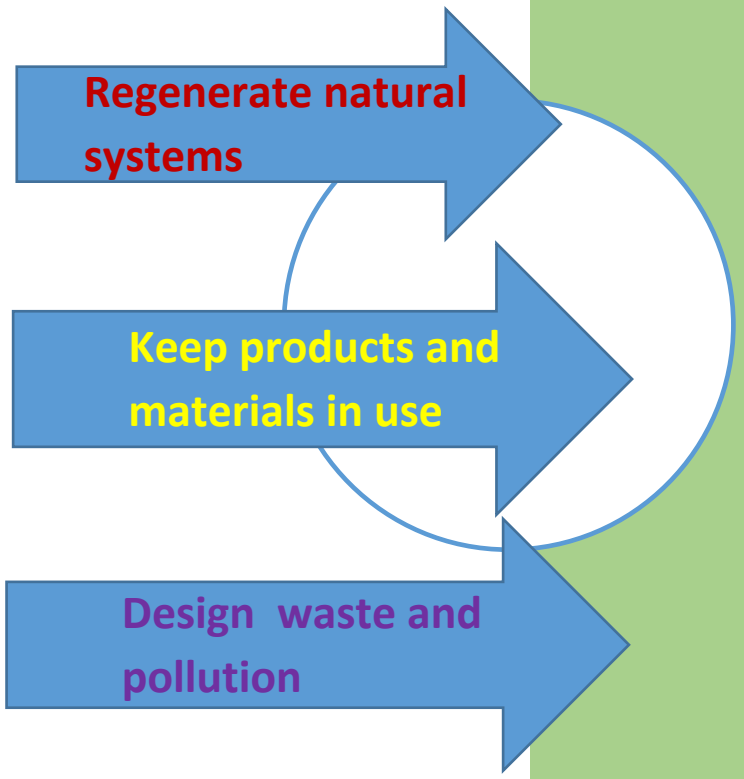
Biomaterials can be divided in following categories

- Synthetic (metals, polymers, ceramics, and composites);
- Naturally derived (animal and plant derived);
- Semi-synthetic or hybrid materials.
- All these types of biomaterials are being used in healthcare from a long time period, but ensuing developments have enhanced their utility in healthcare.

- Source: Davis JR. Overview of biomaterials and their use in medical devices. In: Davis JR, ed. Handbook of materials for medical devices. Illustrated edition, Ohio: ASM International, 2003: 1-11



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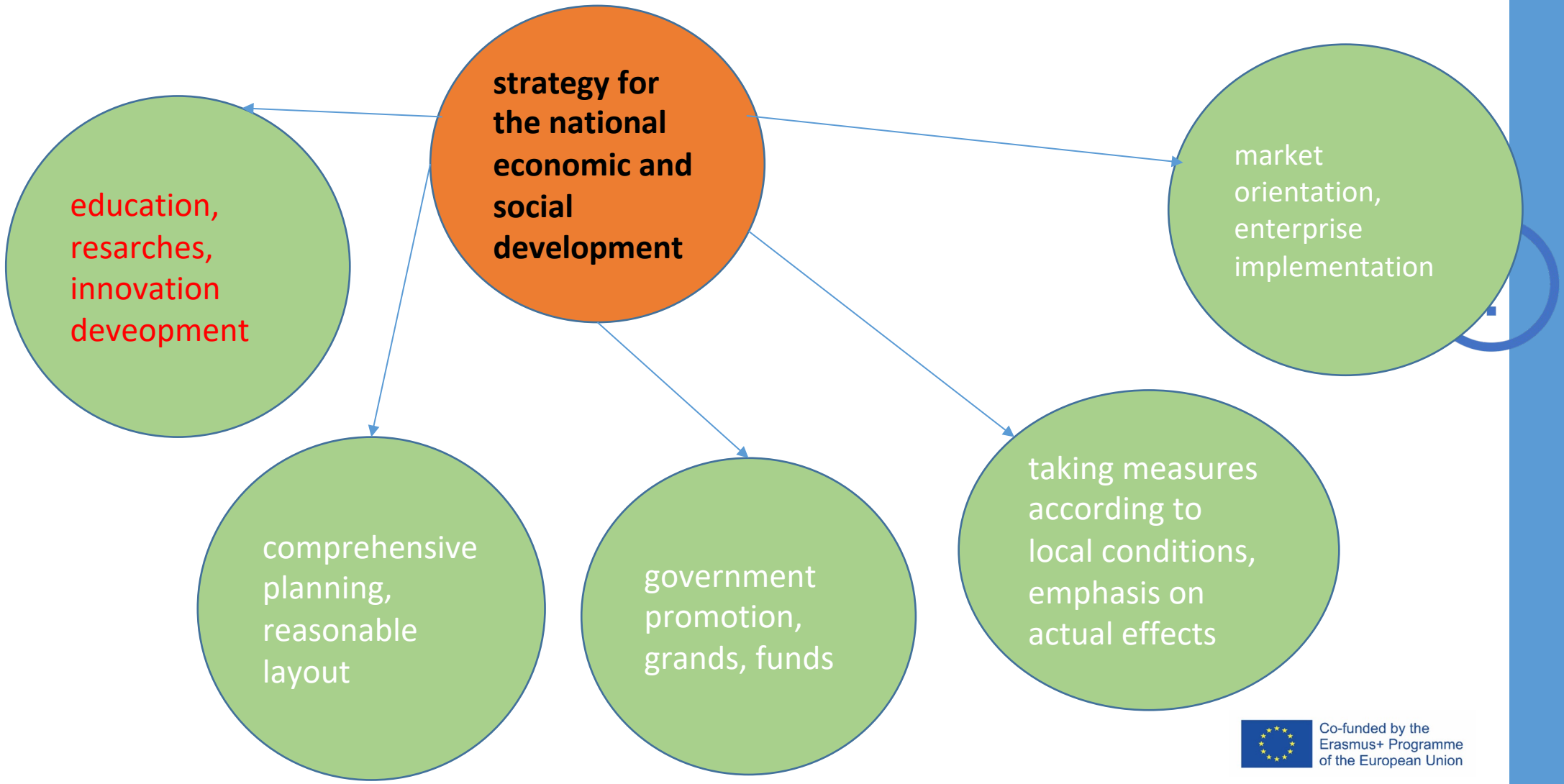
Promotion of circular economy



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Biomaterials Market Global Forecast to 2025

- **Biomaterials Market**
- by Type of Materials (Metallic, Ceramic, Polymers, Natural), Application (Cardiovascular, Orthopedic, Dental, Plastic Surgery, Wound Healing, Neurological disorders, Tissue Engineering, Ophthalmology)
- Source: https://www.marketsandmarkets.com/Market-Reports/biomaterials-393.html

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The biomaterials market in selected countries

- The biomaterials market is segmented into: North America, Europe, Asia Pacific, and Rest of the World.
- The large share of North America in the global market is attributed to the increase in biomaterial-based research, rising demand for plastic surgeries, growing incidence of cancer, and the rising prevalence of cardiovascular disease
- Source: https://www.marketsandmarkets.com/Market-Reports/biomaterials-393.html

In 2019, North America accounted for the largest share of the biomaterials market, followed by Europe and the Asia Pacific.

Key players in the biomaterials market include
BASF SE (Germany), Covestro AG (Germany), Celanese Corporation (US), Corbion (Netherlands), Royal DSM (Netherlands), Evonik Industries (Germany), Carpenter Technology Corporation (US), Berkeley Advanced Biomaterials (US), Cam Bioceramics B.V. (Netherlands), CoorsTek Inc. (US), CeramTec (Germany), and Gelita AG (Germany).

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How to promote and implement new and bio materials in the market?

What should be taking into account?

Marketing – stategies, marketig mix, marketing tools
i.e.Direct mail, social media media monitoring tools.
customer loyalty programs.

Competitive benchmarking
Historical data & forecasts
Regional opportunities and strategies
Latest trends & dynamics

research centers, clusters
Advertising campaigns, governmental and non govermnetal instutions,

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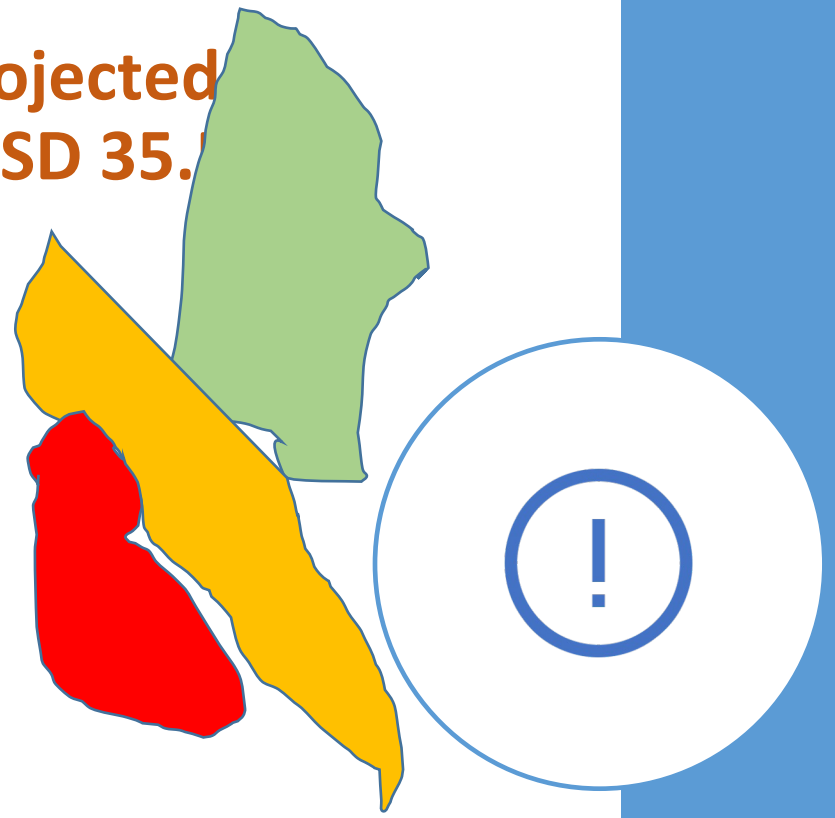
The global biomaterials market size is projected to reach USD 47.5 billion by 2025 from USD 35.[illegible] billion in 2020



Market growth is driven mainly by factors such as the increased funds & grants by government bodies worldwide

for the development of novel biomaterials, rising demand for medical implants, and the rising incidence of cardiovascular diseases, increasing research on regenerative medicine.

Source: https://www.marketsandmarkets.com/Market-Reports/biomaterials-393.html

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