



PACKALL

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



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission.
This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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

Author: PhD Justyna Muweis

- **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



The Just Transition Mechanism

- supporting the transition to low-carbon and climate-resilient activities
- creating new jobs in the green economy
- investing in public and sustainable transport
- providing technical assistance
- investing in renewable energy sources
- improving digital connectivity
- providing affordable loans to local public authorities
- improving energy infrastructure, district heating and tran

https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu/just-transition-mechanism_en

The Just Transition Mechanism (JTM) is a key tool to ensure that the transition towards a climate-neutral economy happens in a fair way, leaving no one behind. It provides targeted support to help mobilise at least €65-75 billion over the period 2021-2027 in the most affected regions, to alleviate the socio-economic impact of the transition.



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

A long-term vision for the circular economy

There are circular economy strategies at the
national, regional and local levels of government.

The Netherlands aims to be fully circular by 2050
and Finland aims to become a world leader in the
circular economy by 2025.



In progress

Manresa (Spain)
Helsinki(Finland)
Turku (Finland)
Barcelona
Metropolitan Area
(Spain), Scotland
(UK)

Perceived level of
advancement towards
the circular economy
transition in surveyed
cities and regions

Advanced

Amsterdam
(Netherlands)
Paris (France)
London (UK)

Newcomers

Granada (Spain)
Helsinki (Finland)
Valez-Malaga
(Spain)

Not in place

Riga (Republic of
Latvia
Tampere (Finland)



CE policy implementation in the field of packaging

- Steps towards Circular Economy in regions
- How cities and regions can quickly move ahead?

Activities

Suit local needs and resources,
wide range of good practices
supporting circular economy
stakeholders
new forms of production and
consumption
sociability, sharing and
democracy

The Circular Economy Package refers to five priority areas: **plastics**, food waste, critical raw materials, construction and demolition, as well as biomass and bio-based products.

Improved waste collection

extended producer responsibility or high-quality recycling and biological treatment of waste



CE policy implementation in the field of packaging

- Regional trends in the packaging sector
- What do customers expect of their packaging?

“Global” is out
and “local” is in

Designation of Origin (PDO) label provides information on the entire process, from manufacturing the raw materials to the finished product.

All plastic packaging on the EU market should be recyclable by 2030, the consumption of single-use plastics will be reduced and the intentional use of microplastics will be restricted.

With the plastic strategy, the Commission has adopted a Monitoring Framework

Source
<https://cor.europa.eu/en/news/Pages/we-need-less-and-better-plastics.aspx>



CE policy implementation in the field of packaging in the selected regions

• The Aims

Focus on key innovation opportunities that have the potential to scale up, such as investments in new or improved materials, new and biomaterials and

to move the plastics value chain into a positive spiral of value capture, stronger economics, and better environmental outcomes.

Scale up the adoption of industrially compostable plastic packaging for targeted applications such as garbage bags for organic waste and food packaging for events, fast food enterprises, canteens and other closed systems

New Plastic Economy
More than 1,000 organisations united behind a common vision and targets for a circular economy for plastic

Source: <https://www.newplasticseconomy.org/>



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

Entities

- consumers;
- cities and regions (sustainable local economic models).
- The lack of cooperation and awareness among these players the private sector (design and production of materials);
- **The lack of:**
 - providing valuable raw resources
 - systematic local distribution, communication and promotion connected with new and biomaterials
 - organic waste management by consumers through public or individual composting.



PACKALL

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

Linking **Academy** to **Industry**.



UNIVERSITÀ DEGLI STUDI
DI SALERNO



Copyright: CC BY-NC-SA 4.0: <https://creativecommons.org/licenses/by-nc-sa/4.0/>

With this license, you are free to share the copy and redistribute the material in any medium or format. You can also adapt remix, transform and build upon the material.

However only under the following terms:

Attribution — you must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

NonCommercial — you may not use the material for commercial purposes.

ShareAlike — if you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

No additional restrictions — you may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

