



CIRC-01-2016-2017

## **PlastiCircle**

**Full Title:** Improvement of the plastic packaging waste chain from a circular economy approach

### **Aim:**

PlastiCircle aims to promote a transition towards a circular economy, contributing to 2030 EU waste management and recycling targets. By rethinking the different phases involved in transforming waste into valuable products, the partners will reinvent the plastic packaging treatment process to: obtain higher recycling rates, better quality and cheaper secondary raw materials, and; recovery and valorisation within the same value chain. PlastiCircle aims to promote a transition towards a circular economy, contributing to 2030 EU waste management and recycling targets. By rethinking the different phases involved in transforming waste into valuable products, the partners will reinvent the plastic packaging treatment process to: obtain higher recycling rates, better quality and cheaper secondary raw materials, and; recovery and valorisation within the same value chain.

**Concept:** Twenty pan-European partners, led by the Packaging and Logistics Research and Innovation Center (ITENE), are working to reinvent the plastic packaging treatment process, making recycling more accessible, cost-effective and profitable for both citizens and professionals in the field. The project, funded by the European Union's Horizon 2020 research and innovation programme, will rethink the different phases involved in transforming waste into valuable products. In particular, the consortium will focus on the development of smart containers for separate waste collection, on the improvement of transport routes, and of sorting and reprocessing technologies, eventually converting packaging waste into value-added products such as foam boards, automotive parts, roofing membranes, garbage bags, asphalt and urban furniture. Eventually, PlastiCircle will define business plans and promote replication of the proposed solutions through training and awareness raising activities for citizens, institutions and private companies.

**Start date:** 01/06/2017

**End date:** 31/05/2021

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