

Developing and Implementing Sustainability-Based Solutions for Bio-Based Plastic Production and Use to Preserve Land and Sea Environmental Quality in Europe

(Acronym: BIO-PLASTICS EUROPE)

Title

Replication, Policy-Making, Capacity-Building and Upscaling

Objectives

The goal of Project is to synthesize and consolidate the results of WP 1-5 to develop new business models based on the circular economy of plastics, to document and demonstrate the benefits of the new bio-plastics economy, and to support innovative policies, regulatory and incentive efforts with a view to making circularity strategies replicable and scalable in different contexts, enhancing the contribution of the various players for the creation of an efficient market.

This will be done by:

- 6.1. Development of business models facilitating efficient reuse and recycling strategies and solutions
- 6.2. Prepare an “Exploitation and Business Plan” (EBP) which demonstrates the cost-benefits of the new bio-plastics system in the New Plastic Economy
- 6.3. Raise awareness and create a better framework for systemic innovation and uptake of results through broad stakeholder engagement
- 6.4. Improve the professional skills and competences of those working and being trained to work within the blue economy and the bioeconomy by means of the execution of a set of training activities
- 6.5 Definition of innovative strategies supporting policy-makers and regulatory for the New Plastic Economy

Description of work

Task 6.1. Development of business models facilitating efficient reuse and recycling strategies and solutions

Identify what current level of activity and achievement is by carrying out a circular economy audit of the companies operating along the value chain of plastics (production of plastics materials; converters demand of plastics materials; production of plastics products; consumption of plastics products; reuse, recycling and recovery). Carry out a gap analysis between the stated ambition of the new bio-plastics system and current performance, which should lead to the development of business models facilitating efficient reuse and recycling strategies and solutions.

Task 6.2. Prepare an “Exploitation and Business Plan” (EBP) which demonstrates the cost-benefits of the new bio-plastics system in the New Plastic Economy

Prepare an “Exploitation and Business Plan” (EBP) which demonstrates the cost-benefits of the new bio-plastics system in the New Plastic Economy. The proposed EPB will contain an integrated framework that captures multiple economic, environmental, health and social indicators including the barriers that must be overcome in order to replicate, upscale and make the transition towards New Plastic Economy: EU-harmonized criteria for biodegradability; economic conditions for an efficient bioplastics market (potential volumes of demand, expected quality, sales prices, timing and other marketing support services, expected levels of investments, financial structures), economic incentives, governance and institutional infrastructures.

Task 6.3. Raise awareness and create a better framework for systemic innovation and uptake of results through broad stakeholder engagement

EBP provides a basis for awareness-raising initiatives across industries, cities, governments and NGOs and to engage policy-makers in the development of a common vision, providing them with relevant tools, data and insights for assessing opportunities, barriers and options. Preparation, discussion and agreements on cooperation models such as partnerships (e.g. via private investments or endowments, donations, grants, loans, PP, PPPs, shared resourcing), with a view to supporting the creation of an efficient plastics market.

Task 6.4. Improve the professional skills and competences

This task pursues the objective of improve the professional skills and competences of those working and being trained to work within the blue economy and the bioeconomy by means of the execution of a set of training activities. Develop a Master’s degree for 30 participants between students and executives, dedicated to the circular economy of plastics. Based on this pilot program, creating a Massive Open Online Course (MOOC) with an interdisciplinary character based on research results, aimed at developing professional profiles that must guide the governance and management of the plastics value chains. This MOOC will be available free of charge to policy makers and to all stakeholders in the plastics value chain.

Task 6.5 Definition of innovative strategies supporting policy-makers and regulatory for the New Plastic Economy

During the last phase of the project, on the base of all other WPs and WP6 tasks’ results, it will propose a summary definition of strategies, tools, ideas, supporting EU regulations and policy makers towards the New Plastic Economy.

Deliverables

- D 6.1. Business models development and documented on a guidebook;
- D.6.2. Exploitation and Business Plan (EBP)
- D.6.3. Stakeholder engagement and cooperation models
- D 6.4. Training activities in each partner country.
- D 6.5. Guide lines and summary document for policy makers