

NEWSLETTER

Circular economy shapes the future skills needed in **PLASTIC PACKAGING INDUSTRY**

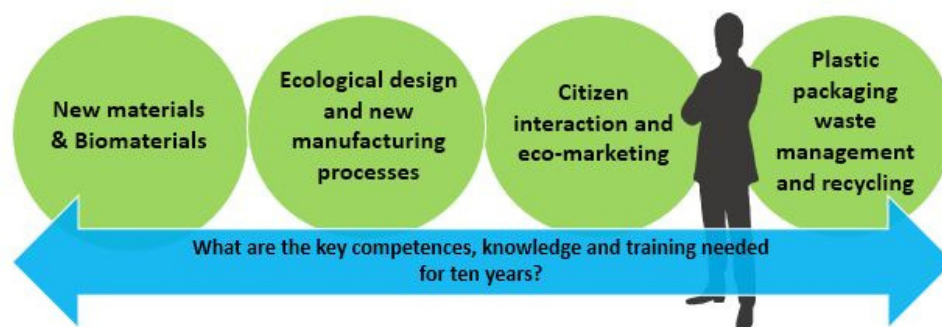
During the **PackAlliance project's** lifetime a series of workshops, one for each European partner, were organized for the first time. After Finland and Italy, Poland and Spain organized the last two workshop event planned for the current year as part of PackAlliance project.

POLAND

In **Poland**, **AGH (University of Science and Technology)** and **Synthos Group** organized a two-day workshop (online version) from 29th to 30th June, aimed to identify the necessary trainings in plastic packaging in the frame of Circular Economy and the needs of companies and professionals in the sector was dedicated. Like the previous workshop events, the four thematic areas defined within PackAlliance project were discussed.

- ▶ **New materials and biomaterials**
- ▶ **Eco-design and novel manufacturing processing**
- ▶ **Citizen interaction and eco-marketing**
- ▶ **Residue management and valorisation**

**ACADEMY AND INDUSTRY WORKING
IN SINERGY FOR THE DEVELOPMENT
OF EXPERTISE IN TERMS OF
SUSTAINABLE AND INNOVATIVE
PACKAGING**



The SWOT analysis, one for each theme, have proven a useful instrument for promoting the discussion and due to the workshop, the opinions, barriers and doubts were reviewed.

Representatives of professionals from the plastic packaging sector in Poland have taken part to the event. The participants helped to resolve some needs of new profiles and skills demanded in the labour market and their companies. They are aware of the importance of introducing sustainability and Circular Economy to new business models.

CONCLUSIONS

The main of them are:

- The university graduates' and employees' knowledge and skills need to be supplemented. This particularly concerns LCA, the value and management of waste, design, production and analysis of the properties of functional materials of biological and medical importance, their application and disposal methods.

- Better cooperation between the science sectors and business is necessary.
- The science sector should support business in two areas: searching for new solutions and providing knowledge about the LCA of existing packaging.
- The bio-based materials analysis available for various entities would be beneficial.
- An important aspect of eco-design for packaging in circular economy is the creation of integrated value and supply chains (raw material-product-raw material).
- It was also noted that the consumer awareness of bio-based materials is insufficient.
- Consumers also do not have sufficient knowledge about proper segregation of waste. There is not always complete information on products and packaging how to handle them after use. The issue of residual waste segregation also turned out to be problematic.
- The changing legislation on plastic waste is also a big problem.

SPAIN

After Poland workshop, on the last 10 th July, the PackAlliance Spanish partners Ecoembes (non- profit environmental organization that coordinates the recycling process in Spain) and Campus Iberus (strategic alliance of public universities from the Ebro Valley region) organized their workshop (online version) bringing together specialists from the plastic packaging area to identify the needs of companies and professionals in the sector.

The main purpose of the meeting was to create a collaborative space to identify the needs of companies and professionals in the plastic packaging sector, in a way that allows Pack Alliance partners to design and implement an effective training in Circular Economy subjects in Higher Education at European level.

DURING THE WORKSHOP, BASED ON THE SAME FOUR THEMATIC AREAS OF THE PACKALLIANCE PROJECT AND THE SWOT ANALYSIS, 84 PROFESSIONALS FROM PLASTIC PACKAGING SECTOR HAD THE OPPORTUNITY TO SHARE IDEAS, HELPING TO THE CREATION OF 4 PROFESSIONAL PROFILES. WORKSHOP ATTENDEES WERE DIVIDED INTO FOUR GROUPS BASED ON THEIR KNOWLEDGE AND SPECIALIZATION IN ORDER TO GENERATE DEBATE AND BRAINSTORM ABOUT THE MAIN SUBJECTS ON WHICH PACKALLIANCE WORKS.

THE PARTICIPANTS ALSO HELPED TO RESOLVE SOME DOUBTS ABOUT NEW PROFILES AND SKILLS DEMANDED IN THE LABOUR MARKET AND THE IMPORTANCE OF INTRODUCING SUSTAINABILITY AND CIRCULAR ECONOMY TO THEIR BUSINESS MODEL.

As **CONCLUSIONS** of this debate, all the participants agreed that:

- there is a wide lack of knowledge in the field of plastic packaging
- more training is required in the recycling process, as well as the promotion of tools that allow the traceability of waste

Finally, they expressed their concern about the new regulation and their ability to comply with them and progressively adapt to this new sustainable economic model.

For more information



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