

PRESS RELEASE N. 2 – 2020

THE CIRCULAR ECONOMY SHAPES THE FUTURE SKILLS NEEDED IN THE PLASTIC PACKAGING INDUSTRY

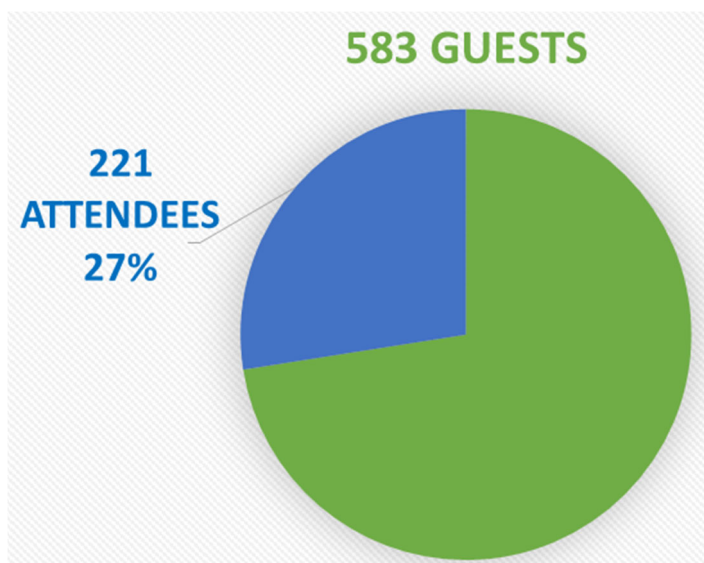
During the first months of PackAll project, 4 national workshops have been organised in each participant country (Spain, Poland, Finland and Italy). Due to COVID-19, the workshops were been organised on-line:

- April 17th – Finland: organised by Tampere University of Applied Science and Pyroll
- June 18th – Italy: organised by University of Salerno and Consorzio Proplast
- June 29th and 30th – Poland: organised by AGH (University of Science and Technology) and Synthos Group
- July 10th – Spain: organised by Ecoembes and Campus Iberus

The workshops aimed to involve different stakeholder in order to analyse and discuss about specific training solutions in the plastic packaging sector in the shift to the circular economy, trying to understand the industrial needs.

The participation of experts of the packaging plastic sector was numerous and significant, mostly of managers, specialists, technicians, students and trainers.

We will show you in the follow graph, some relevant information:



GUEST SPEAKERS

Finland

Antro Säilä: From linear to circular economy

Reijo Kauppi: Sustainable future and recycling -easy or not? Plastic packaging industry in Finland

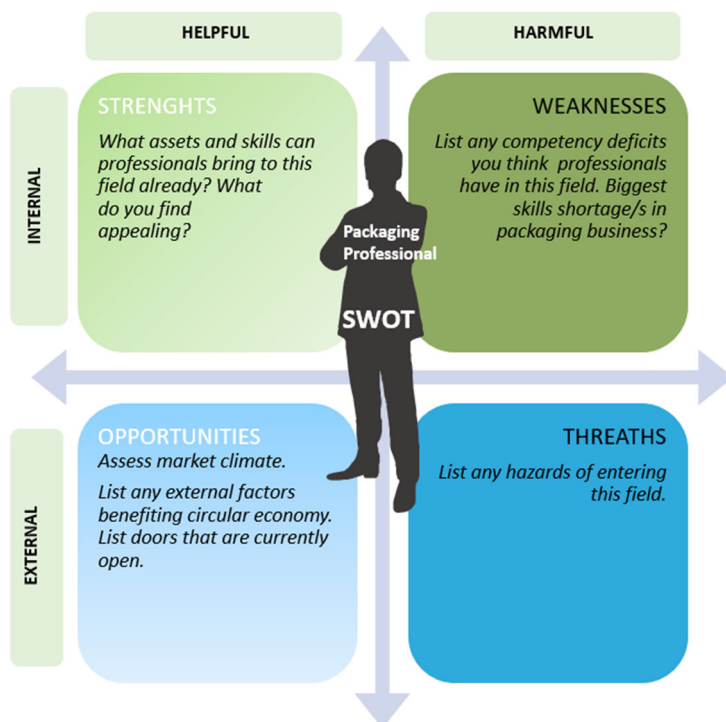
Italy

Antonio Protopapa: Recycling & waste management and citizen interaction & eco-marketing

Sante Conselvan: New materials and ecological design

During the workshops 4 thematic areas have been analysed:

- New Materials and Bio-Based Materials
- Eco-Design and Novel Manufacturing Processing
- Eco-Marketing and Citizen Interaction
- Residue management and valorisation



The participants have been invited to discuss about these areas and the organizers prepared a **SWOT** analysis (**S**TRENGTHS, **W**EAKNESSES, **O**PPORTUNITIES and **T**HREATS) with the most relevant knowledge and skills of the packaging professionals.

The project partners motivated the participants towards the discussion in order to collect ideas and to contribute with the development of the new and specific training programs of plastics packaging in HEIs'.

It was a productive discussion that bring a large number of conclusions, useful to the PackAlliance project goals.

Some general conclusions:

- **More LCA (life-cycle assessment)** knowledge and skills were emphasized in all countries and all thematic areas.
- **Common European plastic packaging legislation and regulation** could be a threat but at the same time, an opportunity to improve the innovation in Europe, promoting the development of recycling and awareness of new materials.
- **Collaboration between the different stakeholders**
- **Involve and inform the final consumer** regarding Circular Economy, recycling, sorting, labelling, etc.
- **Cross-sectoral collaboration** between the different parts and supply and value chain is needed.
- Identify working methods can be a key to **educate professionals with specific skills** towards the Circular Economy and sustainability of plastic packaging sector.