

# NEWSLETTER

## THE PLASTIC PACKAGING INDUSTRY REPRESENTATIVES: WHAT DO THEY NEED REGARDING THE TRANSFORMATION TOWARDS THE CIRCULAR ECONOMY?

In March and April 2020, over 40 plastics packaging industry representatives answered questions regarding the competency needs and skills shortages of packaging professionals in the shift to the circular economy.

Survey and interviews conducted among plastic packaging industry managers and experts in the four partner countries of the PackAlliance project were prepared. The aim was to analyze the current stage of the plastics industry and gain knowledge from the industry for the development of higher education curricula in the plastics packaging sector.

A questionnaire based on the four thematic areas addressed in the PackAlliance project plan was prepared.

Based on the results, the thematic areas used on the surveys, and the respective expertise fields addressed in the PackAlliance project plan are relevant for the industry. The survey reached well the main target groups: managers and experts in the plastic packaging manufacturing industry.

However, involving other stakeholders as well was a valuable choice, because understanding the whole value chain was seen highly important. According to the participants, the shift to the circular economy requires open information sharing and collaboration of the actors in the plastic packaging value chain.

Some interesting points emerged, for example, companies who operate in recycling and sorting business should understand better the needs of material developers and manufacturers.

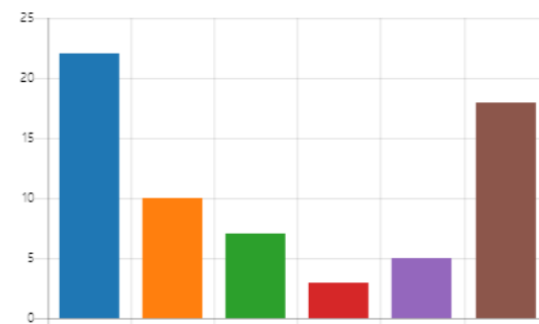
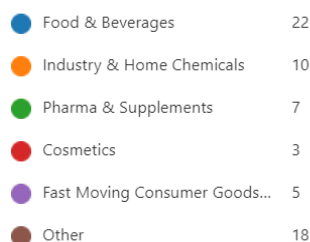
In addition, for the purposes of sustainable recycling and sorting, all companies should know how to work and communicate with citizens

In total, the partnership received 46 responses from different companies. In particular: 9 from Finland, 13 from Italy, 10 from Poland, 13 from Spain and 1 from France.

Interviewing companies (SMEs and industries) and activities, who use different plastic materials in the manufacturing process, provided a broad scope of answers.

The figures shown the activity sector of the interviewed companies and the plastic materials used.

The food and beverages sector can be considered the most significant sector in the interviews. A remarkable number 18/65 (28%) of respondents answered "other" (many were stakeholders linked to plastics packaging industry).



Regarding the plastic materials used in the plastic packaging industry PET, PE, PP, and multi-materials, are the most used by the companies-enterprises interviewed.

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