

Circular Week - PackAlliance Project



On October 12th 2021, from 11.00-13.00, a workshop was held as part of **Circular Week business matchmaking: BIOECONOMY** for innovative packages and circular food chains. These Circular Week events take place from 10/11/21 to 17/10/21 under the slogan titled "**Together for the sustainable future**". The workshop was organized under patronage of: Stowarzyszenie Klaster Biogospodarki (Association Bioeconomy Cluster); Pack Alliance | European alliance for innovation training & collaboration towards future packaging; Italian Circular Economy Stakeholder Platform – ICESP

Circular Week is an international campaign that comprises of a variety of activities and initiatives devoted to the topics of circular economy and sustainable development that take place all over Europe during a single week in October. The purpose of Circular Week is to raise awareness of the concept of a circular economy, support sustainable business models, and foster collaboration among those who are interested in this concept.

The workshop was conducted by prof. Danuta Ciechańska and began with the presentation of prof. Joanna Kulczycka on the importance of the circular economy and the PackAlliance Program. The thematic areas of the project and activities undertaken by the project partners were presented. In addition, the HUBS competence centers for the plastic packaging sector. Moreover, many interesting issues presented in the papers on the circular economy development perspective were raised. The topic raised by Marta Kutyna-Bakalska, Association Bioeconomy Cluster during the presentation ‘Star-ups and their importance in acceleration of entrepreneurship ecosystems’ which brought attention to the importance of small businesses in the development of the CE, as in other sectors, also in the plastic packaging sector. In addition, she spoke about funding opportunities and actions taken by local, regional, and national organizations to assist start-ups in their endeavors to succeed.

The workshop was divided into two parts. The first part focused on Polish speakers presentations devoted to essential issues of circular bioeconomy, packaging in accordance with the principles of circular economy, bio-innovations for packaging sector with special focus on bioplastics economy and strategy for circular bioeconomy.

The second part of the workshop was focus on development of entrepreneurship for circular food supply chains creation and arise circularity of food system. Both parts were devoted to business matchmaking which is defined as the process of finding the best match between the requirements of the different sides of the workshop participants' needs. The purpose was to identify potential areas of collaboration between the scientific and business communities, as well as to discuss the future development of the bioeconomy solution on a local, regional, national, and international scale.

Detailed information and Programme: <https://circularweek.org/en/online-en/business-matchmaking-bioeconomy/>

In addition, Prof. Joanna Kulczycka, who delivered the speech "Circular economy challenges for eco-innovation investment," stressed the significance of the PackAlliance Project. Under the patronage of Plastic Europe, a presentation was made on October 11th, 2021 from 13.30 to 15.30 on the session "New recycling methods are being developed". When she spoke at the event, she discussed the prospects for additional investment to promote eco-innovation, the goals of eco-innovation, and the role of eco-innovation in the transition to a circular economy. Among other reasons, she emphasizes the need of programs such as PackAlliance in the education sector, which assist students in making the transition towards CE in the plastic packaging sector, among other things.

Detailed information and Programme: <https://circularweek.org/online/recykling-chemiczny/>