

CIRC-PACK PROJECT
Final event
web seminar

17 March 2020

Belen Ramos OCU

Social acceptance of the CIRC-PACK packaging



This project has received funding from the European Union's
Horizon 2020 research and innovation programme under
grant agreement No 730423





OBJECTIVE

- **Gathering** feedback and valuable **information for the boosting** of the social acceptance of CIRC-PACK innovations from the three main stakeholders:
 - Business
 - Public Administrations
 - Consumers
- Active involvement from the beginning, even citizens



Business & Public Administration stakeholders

TASK 7.5 EVENTS				
DATE	TYPE	PLACE	TITLE	PARTNERS (leader in bold)
11 April 2018	1° Stakeholder meeting	BRUSSELS (Belgium)	Waste to resource: A new circular economy for the plastic packaging value chain	ICLEI , CIRCE, OCU
28 November 2018	2° Stakeholder meeting	MADRID (Spain)	CONAMA event: circular economy for plastic packaging sector	OCU , CIRCE, ECOEMBES
17 March 2020	3° Stakeholder meeting	BRUSSELS (Belgium)	Final event	ICLEI , CIRCE
16 May 2019	DC A&B workshop + roundtable	BRUSSELS (Belgium)	Circular cities. Innovating to tackle plastic waste	ICLEI , DC leaders, OCU, CIRCE
6 November 2019	DC C workshop + roundtable	ZARAGOZA (Spain)	II Plastic congress \$3 event	AITIIP , CIRCE, OCU, ECOEMBES, ICLEI
27 September 2019	National roundtable	Zagreb (Croatia)	Ecodesign for circular economy in plastics industry	SAPONIA , Mi-PLAST, RIJEKA, OCU, CIRCE, ICLEI
7 November 2019	DC A&C workshop + roundtable (national)	Rimini (Italy)	ECOMONDO event	FATER , RINA, NOVAMONT, CRF, OCU, CIRCE, ICLEI





Business & Public Administration stakeholders

BUSINESS: barriers identified to embrace new plastic packaging

- Scarcity of new plastics (biobased, recycled...)
- Lack of definition of the goal of biobased-plastics
- Compatibility of bioplastic waste with conventional plastic waste
- Lack of harmonization of EU waste management systems

PUBLIC ADMINISTRATION: key issues

- Regulation for establishing common definitions & standards
- Lack of awareness
- How to put more new plastics in the market (restrictions)



Consumers: habits & expectations survey

10.000 🧑 paper questionnaires December 2017 BE, IT, PT, ES, HR, KARTAL

AIM: identification of social expectations and potential barriers that could help innovations to address consumers' sustainability needs

- Plastic for domestic use is a problem for the planet
- New plastic materials are not considered a first option
- Consumers prefer biodegradable options over bio-based
- New sorting systems: not negative impact at home
- Citizens feel no well informed about new plastics



Consumers: validation of prototypes

7  180  Hall test (real consumers) June 2019 6 cities (1 x country)

AIM: check acceptance, usability and added value of CIRC-PACK prototypes when comparing with traditional alternatives

- Bioplastic products were well accepted
- Excellent scores for new hygiene packaging and reusable bag
- Resistance WAS a weak point for some (food tray, single-use bag)
- Willingness to buy: from 80% (trays) to 98% (hygiene packaging)
- Refusal to pay more: from 17% (trays, detergent) to 11% (caps)



Consumers: online survey (exploitation)

4.627 👤 online questionnaires January 2020 BE, IT, PT, ES, HR and Turkey

AIM: advantages and constrains of some innovative proposals from a social approach

- Currently, no enough options (49%) in the market and people would want them in specific section of supermarkets
- More information needed (LCA, sorting...) Better on label
- Reverse vending machines: best-accepted sorting option (39%)
- 53% people feel compostable plastics can promote littering
- Better reward good practices rather than taxing on sorting



Further info

- www.circpack.eu
- www.ocu.org
- belenra@ocu.org



PUBLICATIONS



Testing bio-plastic packaging

circpack



16 January 2019
 Information key for consumers to address sustainability needs' – OCU's Belén Ramos on major CIRC-PACK survey



Between November 2017 and January 2018, 10,000 consumers in Belgium, Croatia, Italy, Portugal, Spain and the Istanbul district of Kartal were quizzed on plastic-related habits and preferences in a major survey commissioned by CIRC-PACK and conducted by Spanish consumer organisation OCU. For an in-depth look at the survey findings, circpack.eu caught up with OCU project officer Belén Ramos.

NEWSLETTERS

YOUTUBE VIDEOS

