

## PROJECT PARTNERS



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The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant Agreement No. 730292.

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**PlastiCircle**  
TOO VALUABLE TO WASTE

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## ABOUT THE PROJECT

PlastiCircle is an EU-funded project working to reinvent the treatment of plastic packaging, and transform waste into valuable products.

PlastiCircle aims to make recycling more accessible, more cost-effective and more profitable for citizens and professionals in the field.

The PlastiCircle consortium of 20 pan-European partners is:

- developing innovative "smart containers" for the collection of plastic packaging waste.
- creating a cost-effective waste transport system connected with a cloud platform.
- improving plastic sorting using innovative optical technologies.
- developing new value-added, recycled plastic products.



## TRANSFORMING WASTE INTO VALUABLE PRODUCTS – TOWARDS A CIRCULAR ECONOMY

In the European Union, around 25.8 million tonnes of plastic waste is produced each year. Not even a third of this is recycled. What's more, 63% of the plastic waste produced is packaging waste – with low recovery rates, low quality and low value applications.

With the right innovations, this challenge can become an opportunity for towns and cities across Europe, small and medium-sized businesses, and the economy as a whole. PlastiCircle innovations in collection, transport, sorting and recycling mean that packaging waste can be converted into added-value products for the market. The objective? 'Closing the loop' of plastic use in a circular economy.

Transitioning to a circular economy is essential if we want to achieve a sustainable society. By keeping products and materials in the value chain for longer, and recovering these products at the end of their lifetime for additional use, the material needs of societies can be met while achieving real economic and environmental benefits.

## THE PLASTICIRCLE APPROACH

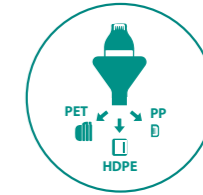
Four phases of project innovation:



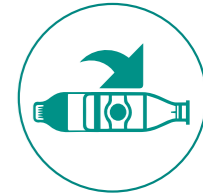
Collection



Transport



Sorting



Recycling

Three pilot cities and a follower city in Europe:



Alba Iulia,  
Romania



Utrecht,  
The Netherlands



Valencia,  
Spain