



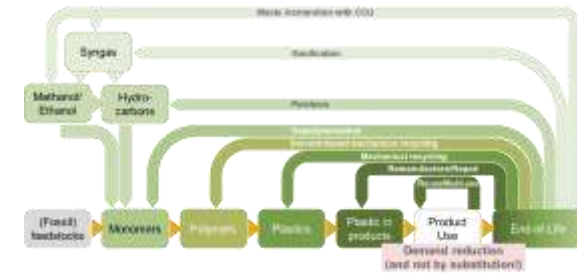
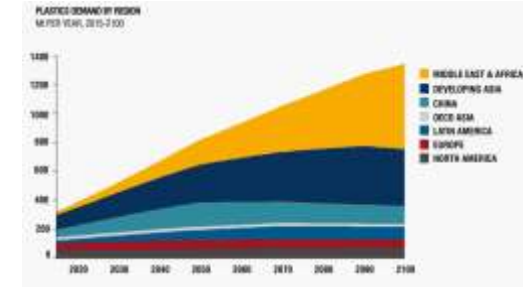
What is the true meaning of circularity? Beverage packaging as a case study

An Open Online Discussion hosted by Brunel University London, Politecnico di Milano, Southern University Denmark and Wageningen Food & Biobased Research

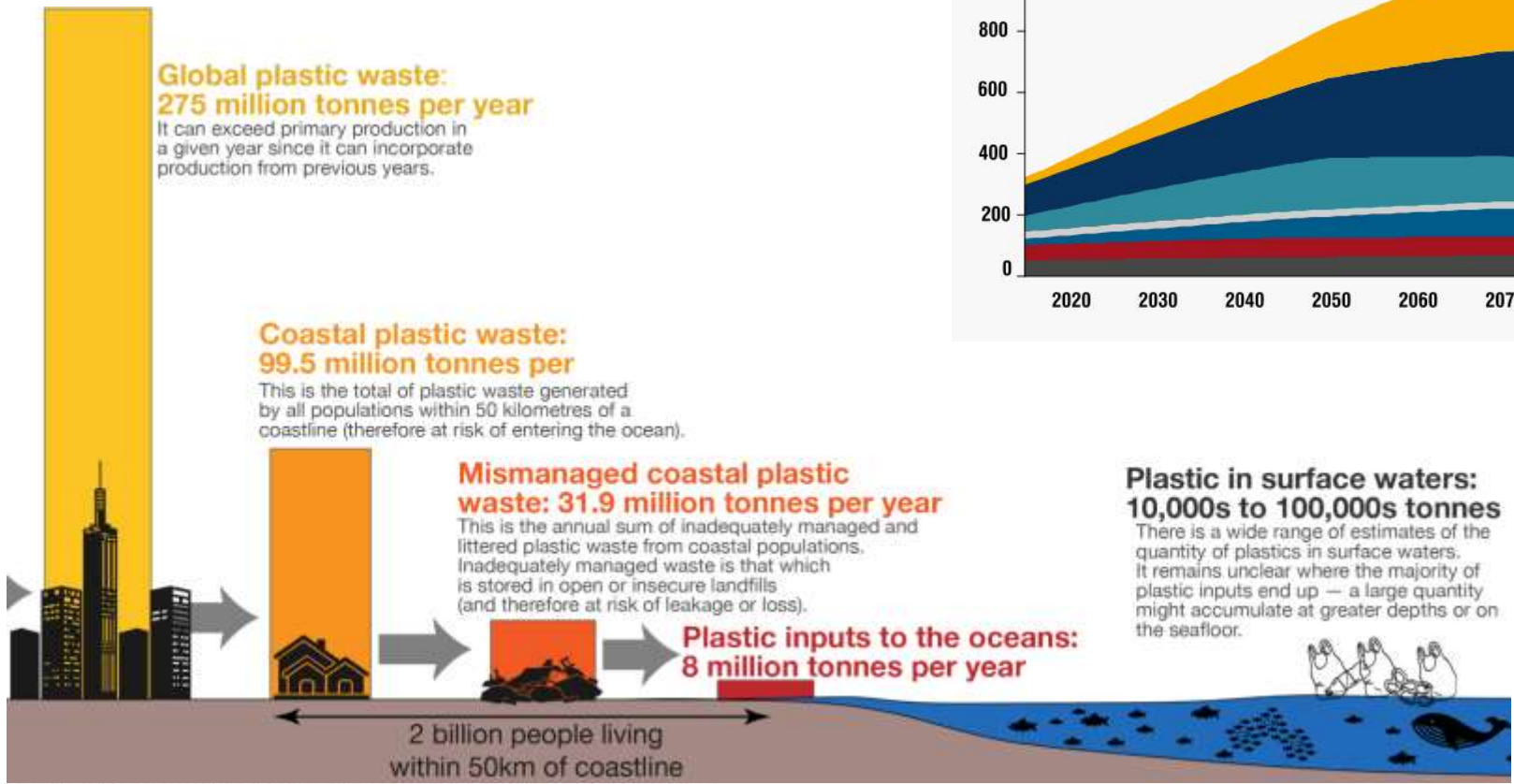
Ciprian Cimpan - Associate Professor, Head of Programme for MSc. Environmental Engineering

If we are to achieve large scale CE

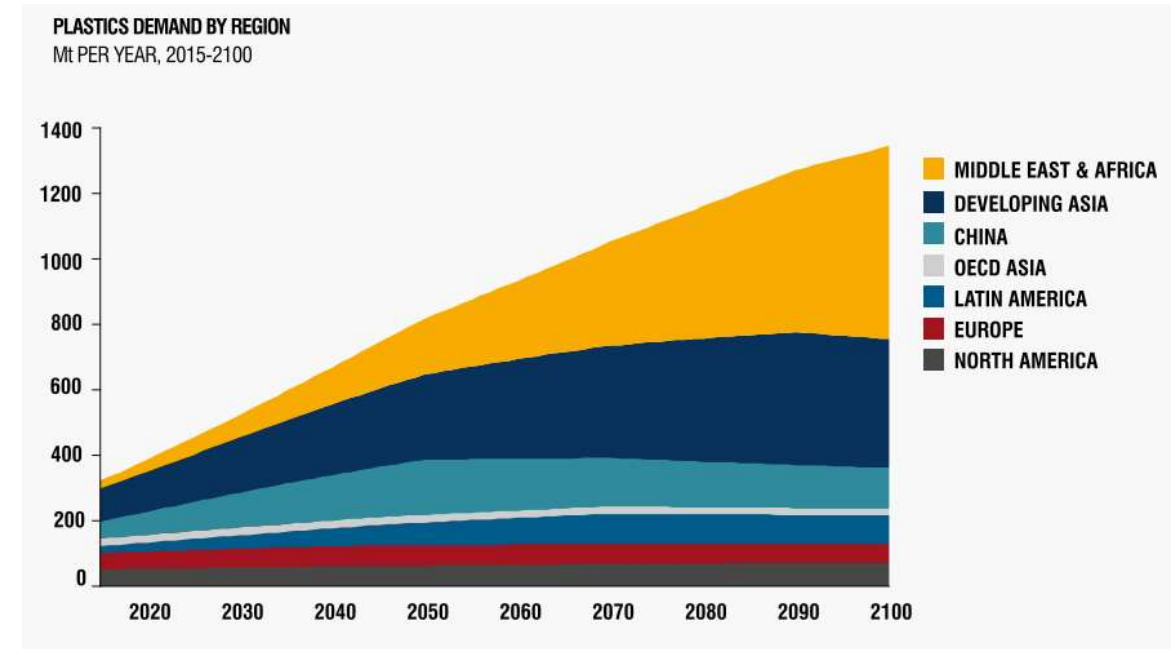
- Include developing regions, and consider context and supply chain effects
- Flexibility on expanding portfolio of technical approaches to deliver circularity
- Include socio-technical perspectives, consumer/user behavior, markets



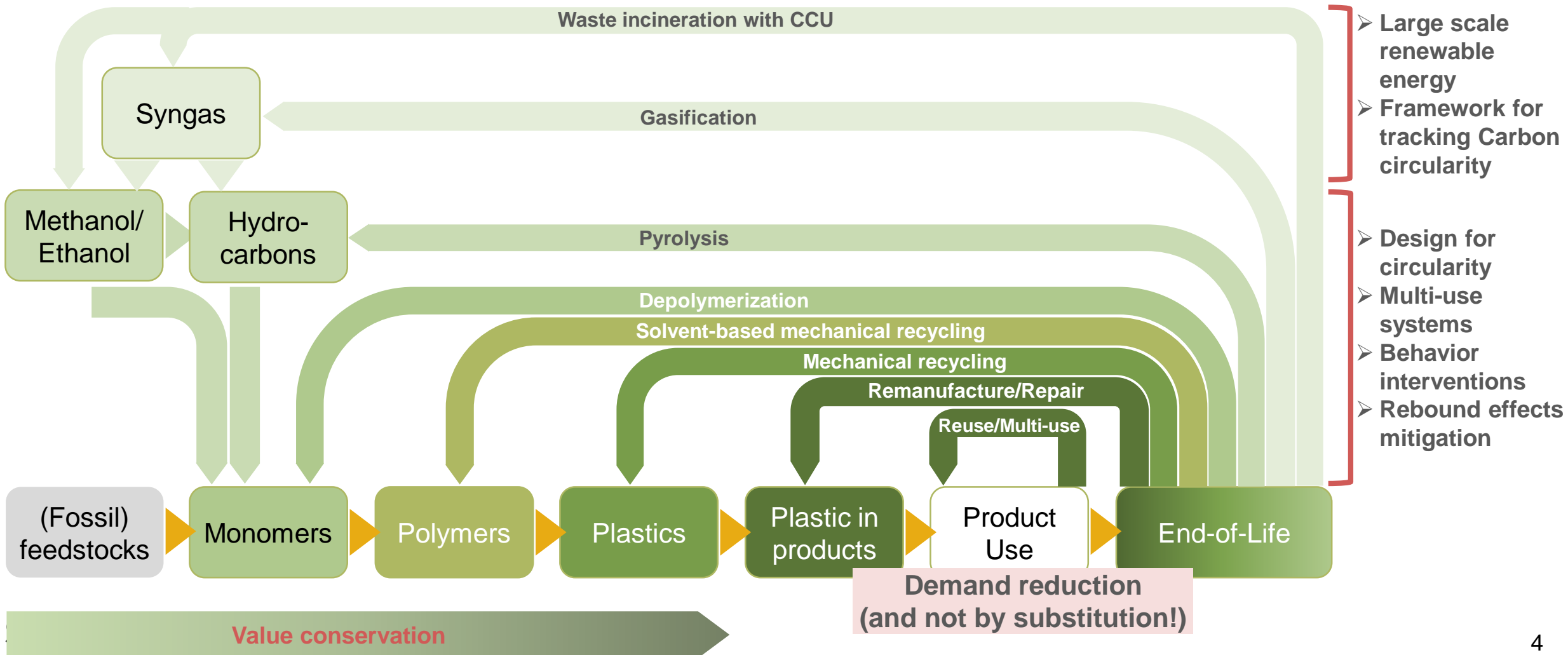
The contextual nature of CE



Plastic demand growth – convergence at 120 kg/person (Material Economics, 2018)



Circularity (and Sustainability) requires a portfolio of approaches



If we are to achieve large scale CE

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- **Policy**> Attention to export of collected/sorted plastic waste, and emissions “leakage” (outsourcing) in general
- **Policy/Business**> More focus on value chains outside EU
- **Business**> Design products in context of consumer/user markets (e.g., waste man. infrastructure)
- **Policy**> CE Indicators that are flexible (cycling of carbon) and supply chain traceability
- **Policy**> Prioritize sector-specific closed loops (avoid market distortions)
- **Policy/Business**> Incentivize change in organizations/business and consumers