DATE: 23.01.2024

FINAL CONFERENCE

BIO-PLASTICS EUROPE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 860407.
BIO-PLASTICS EUROPE project website: www.bioplasticseurope.eu

Session 4: Stakeholders Engagement and Impact

Moderator: Angela Hahn

Prospex Institute

"Stakeholders Engagement & Impact Unveiling the Significance"

Carolyn Brand
Prospex Institute
Hamburg, 23rd Jan 2024

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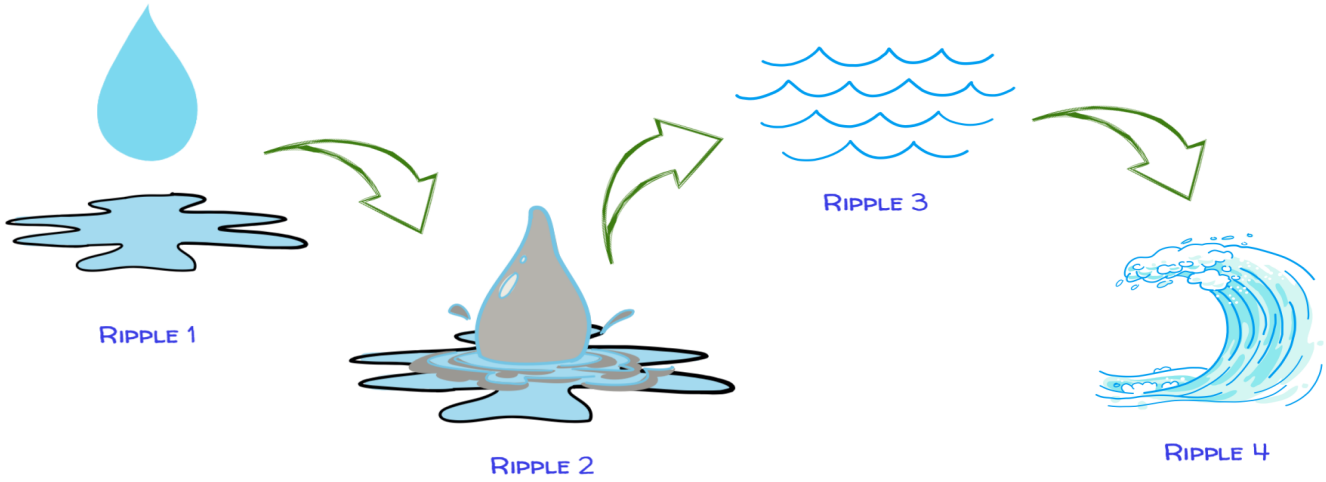
DEFINING IMPACT - Ripple Effect



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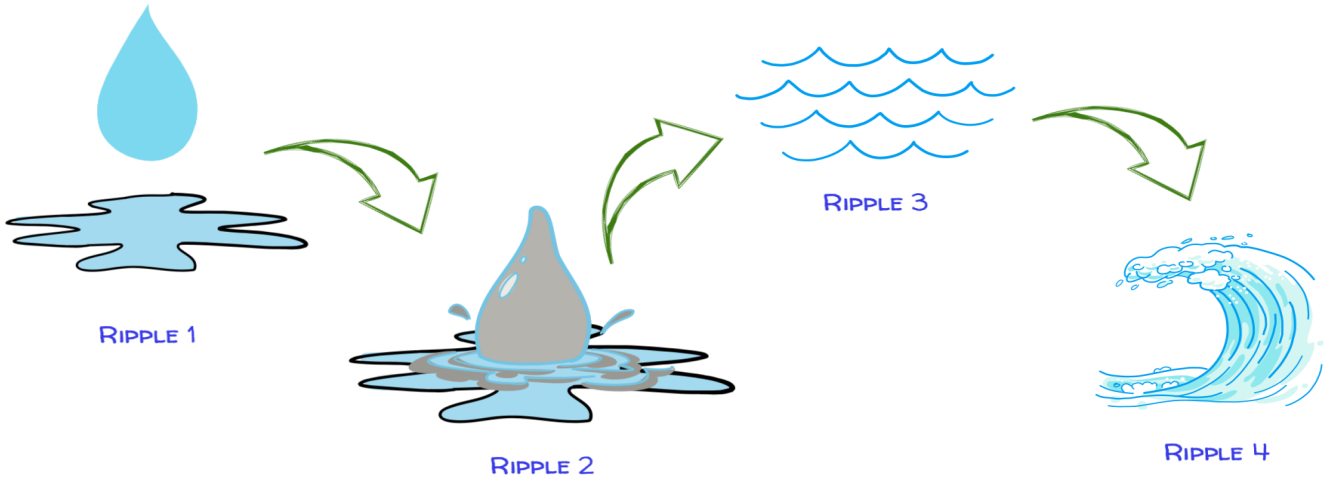
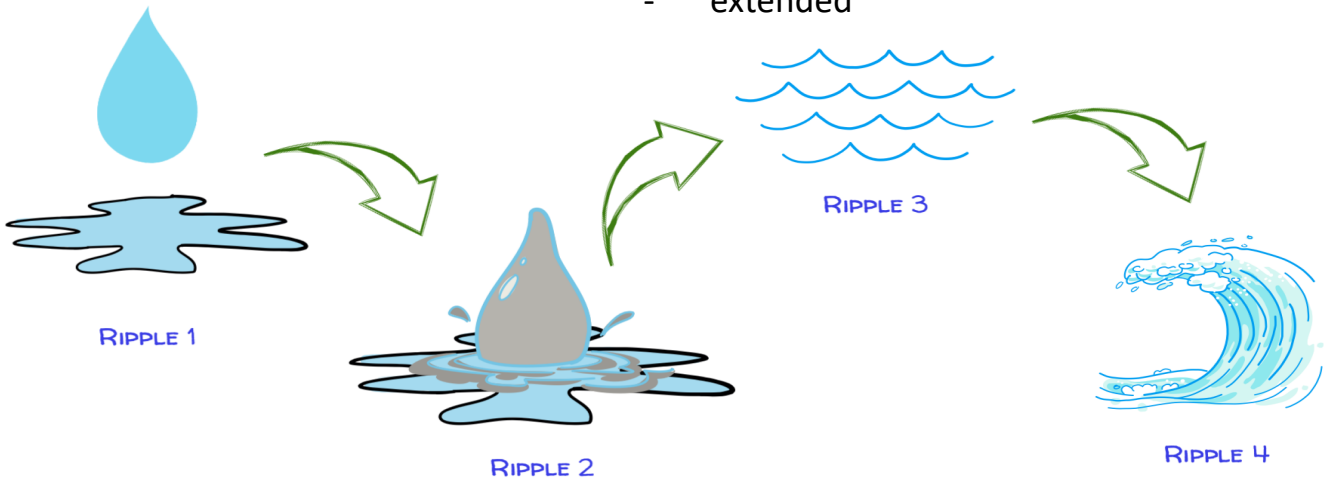


Immediate effect

DEFINING IMPACT - Ripple Effect

Extended Reach

- bigger audience
- extended



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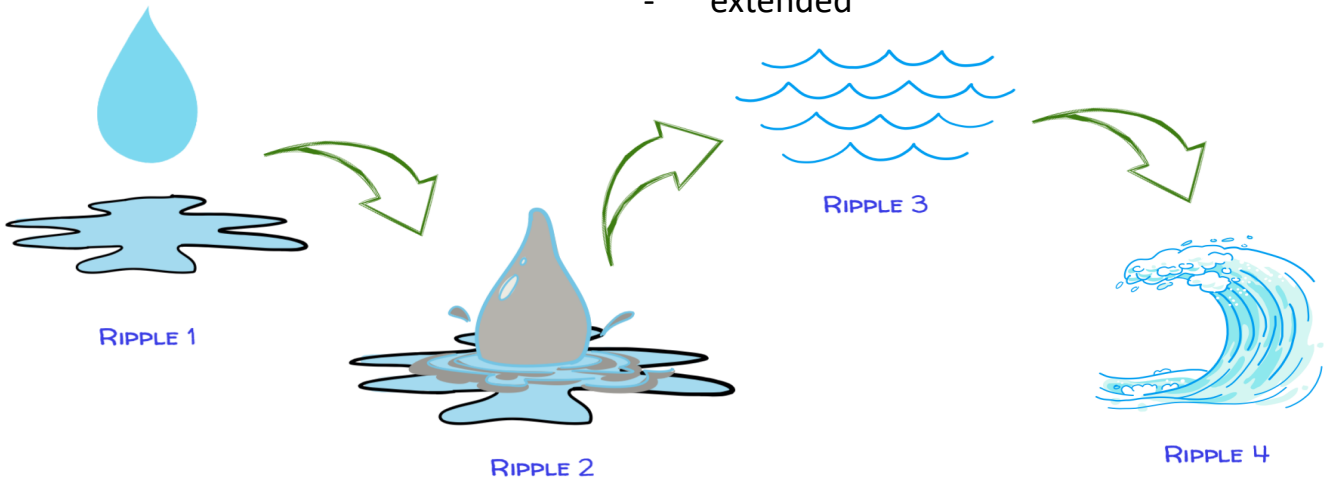

Immediate effect

Wave effect - catalyst of impact

DEFINING IMPACT - Ripple Effect

Extended Reach
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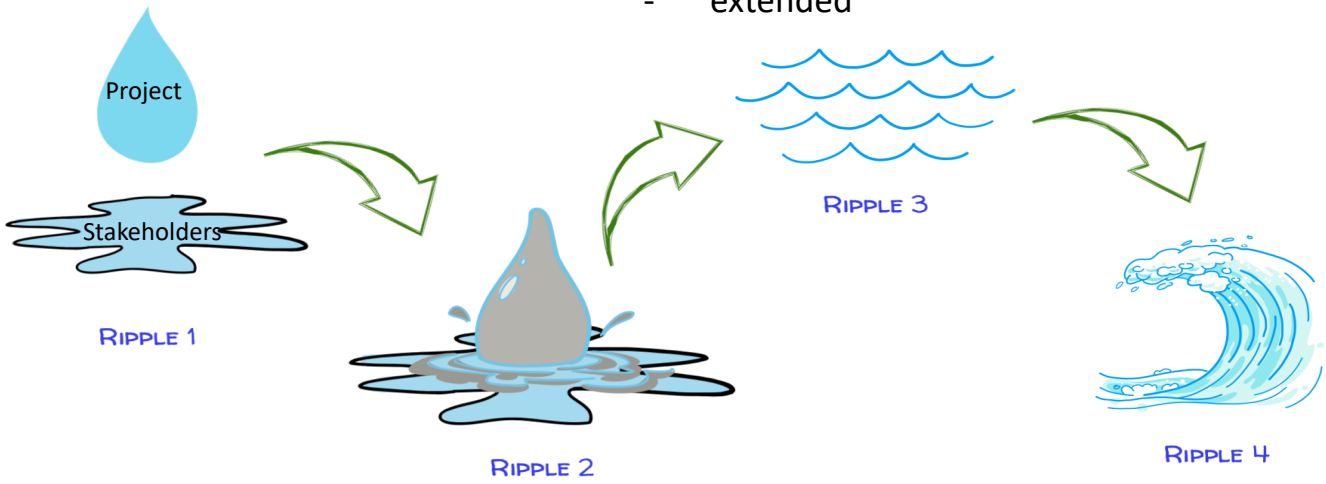

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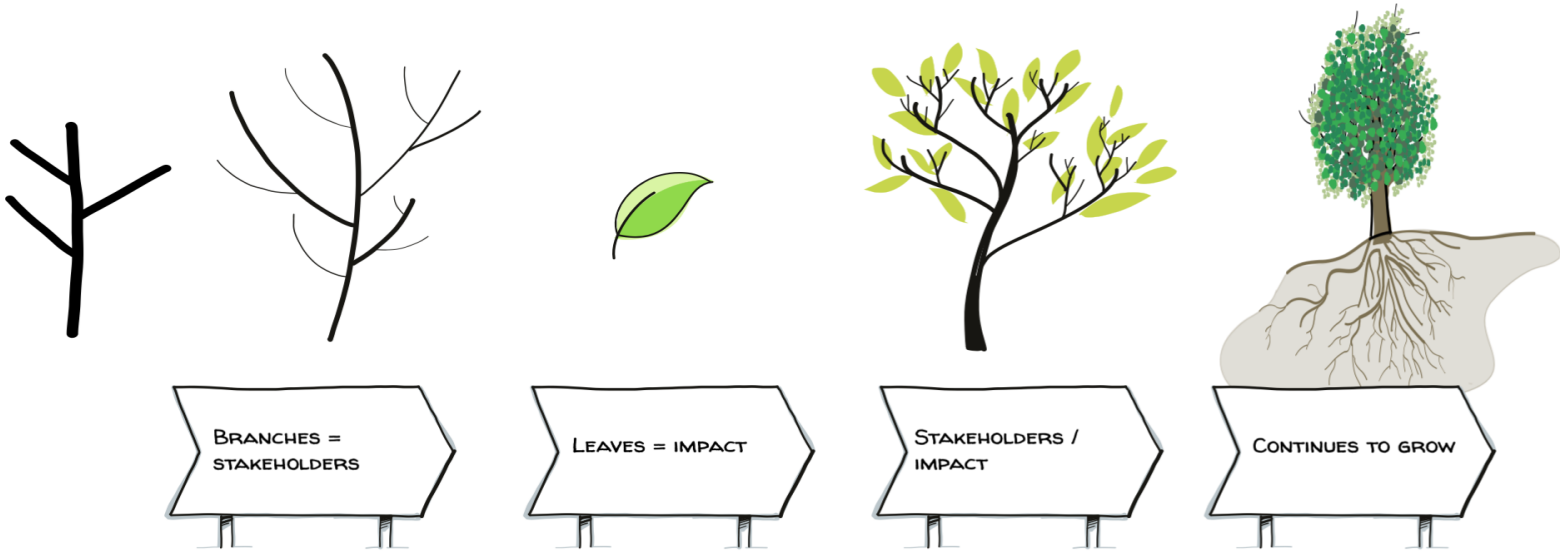
IMPORTANCE OF IMPACT

IMPACT TREE



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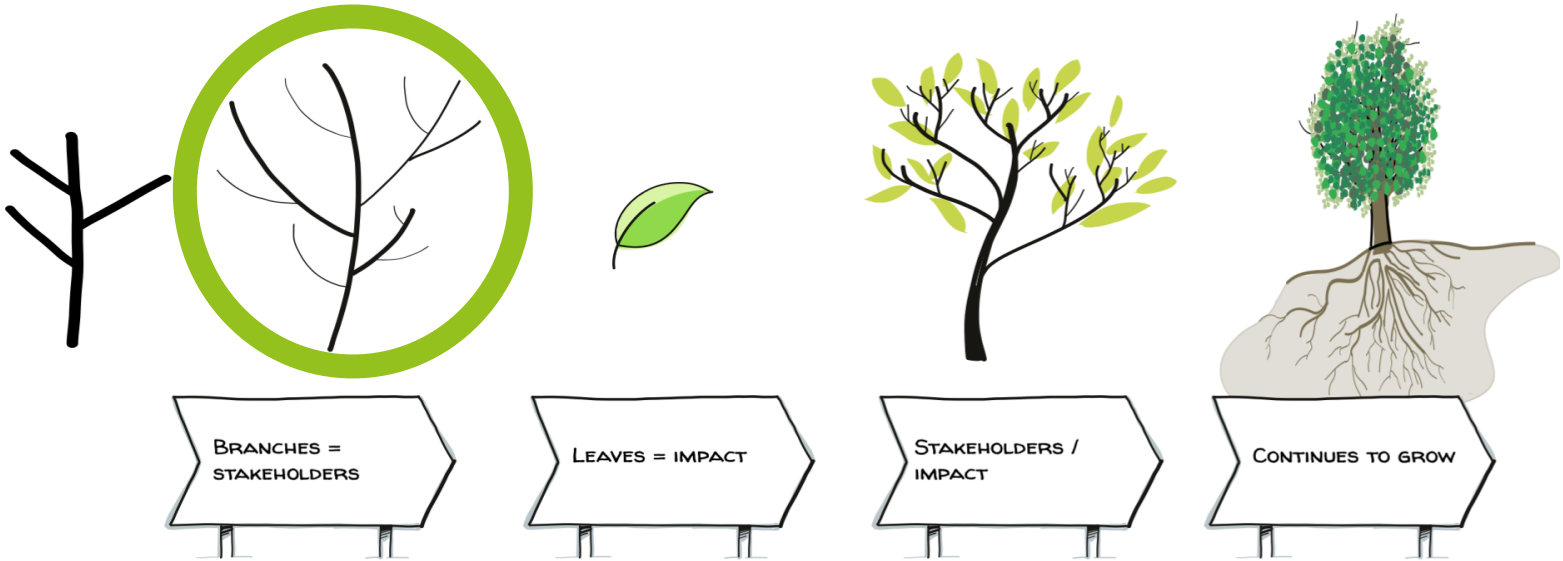

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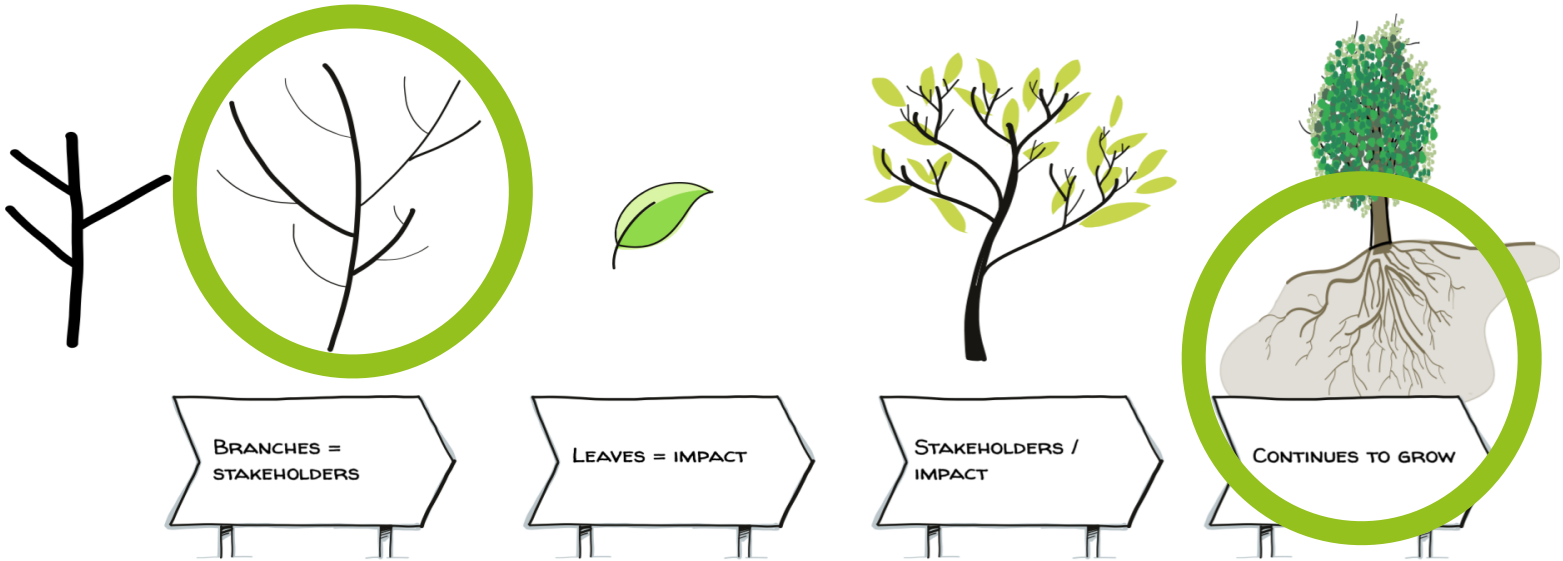


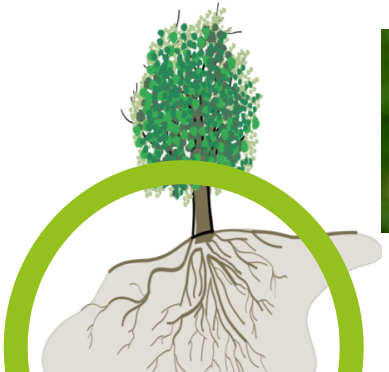
IMPORTANCE OF IMPACT

IMPACT TREE

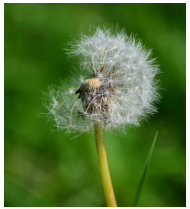
BRANCHES = STAKEHOLDERS

LEAVES = IMPACT

STAKEHOLDERS / IMPACT



CONTINUES TO GROW



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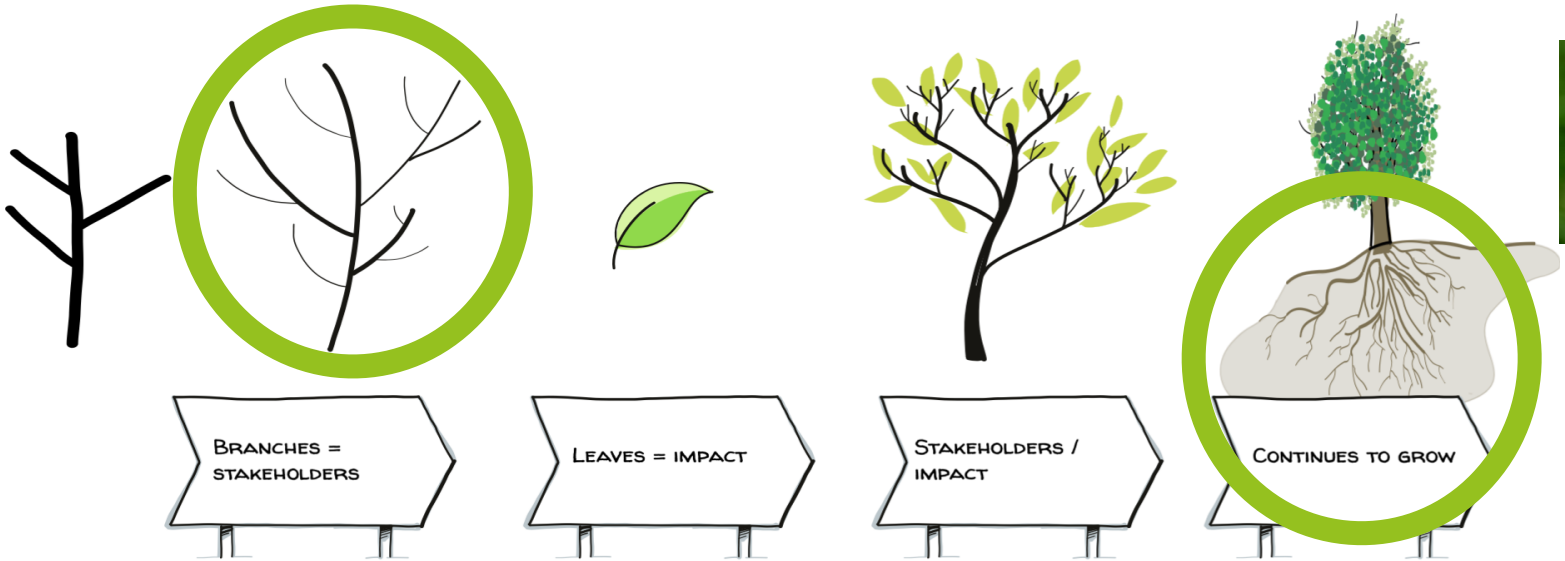

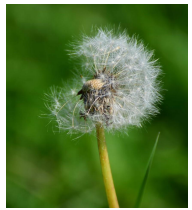

BIO PLASTICS EUROPE

= IMPACT STRATEGY

Stakeholder Engagement in BIO-PLASTICS EUROPE

Right

- Impact Strategy
- Strategic approach
- Stakeholders
- Timing & objectives

Stakeholder Engagement in BIO-PLASTICS EUROPE

Right

- Impact Strategy
- Strategic approach
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How

➔ Criteria, Quotas & Individuals *

➔ Identify, Design & Implement

BIO PLASTICS EUROPE

* Gramberger, M., K. Zellmer, K. Kok and M. Metzger (2014) Stakeholder Integrated Research (STIR): A new approach tested in climate change adaptation research. Climatic Change, 128(3), 201-214.

Stakeholder Engagement in BIO-PLASTICS EUROPE

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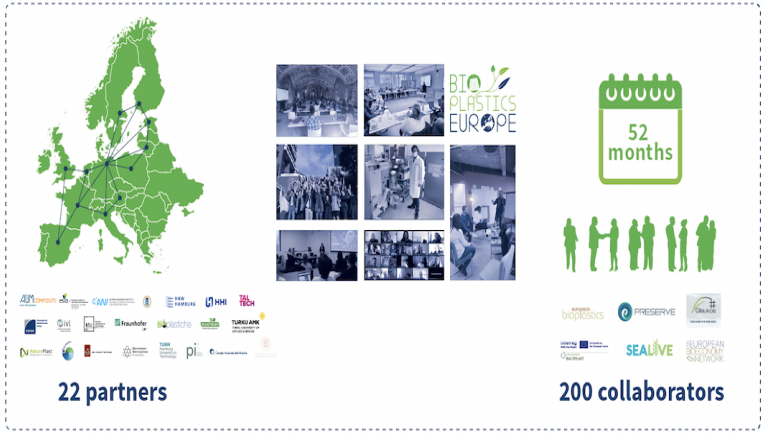

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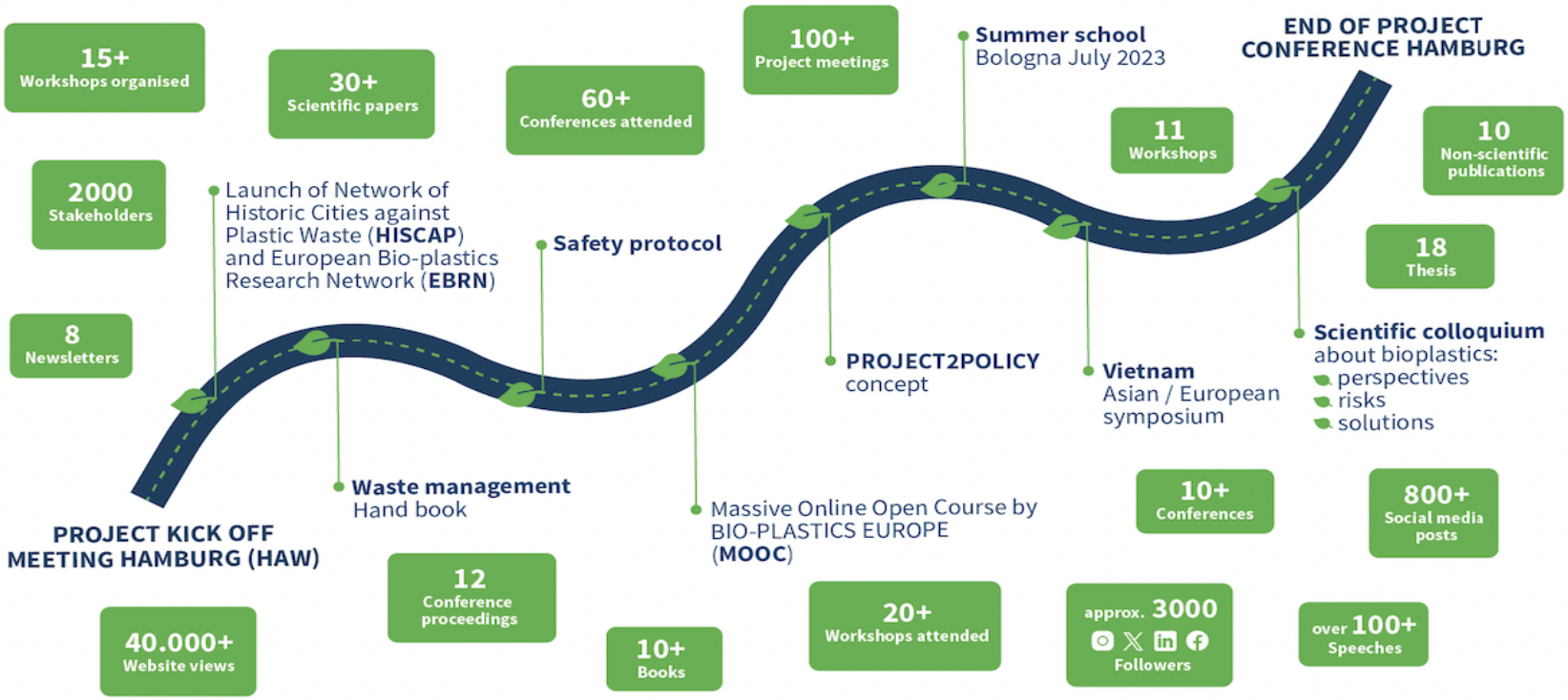
BIO-PLASTICS EUROPE IMPACT JOURNEY



BIO-PLASTICS EUROPE IMPACT JOURNEY

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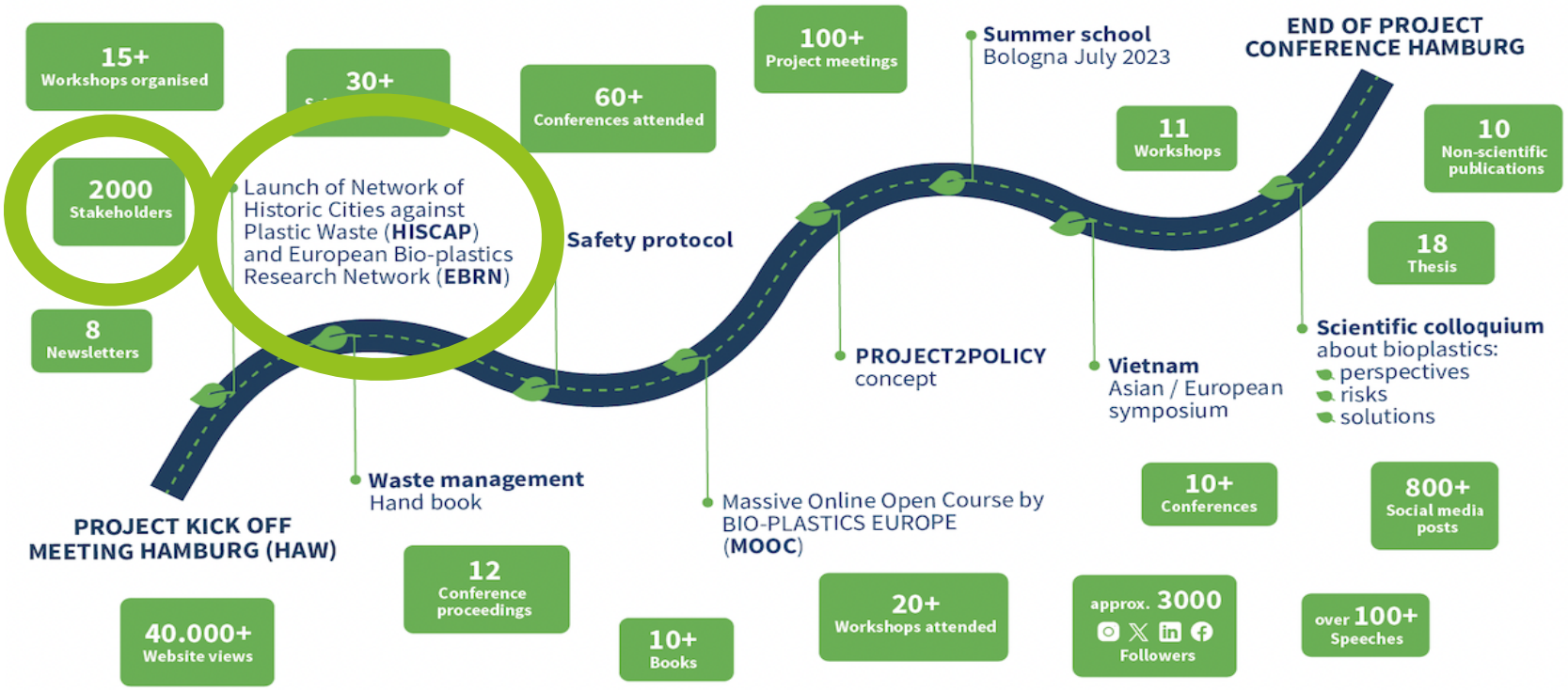

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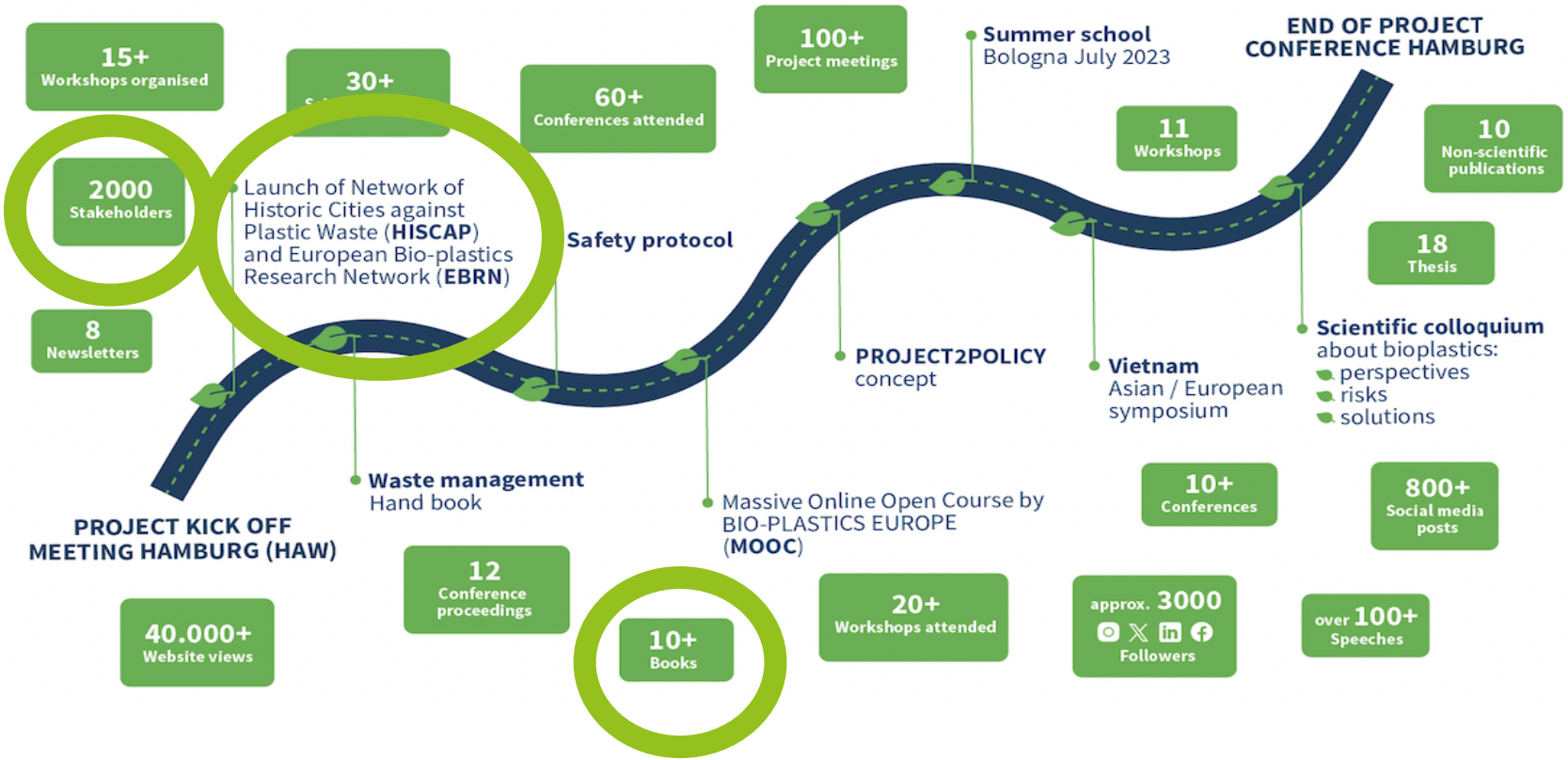

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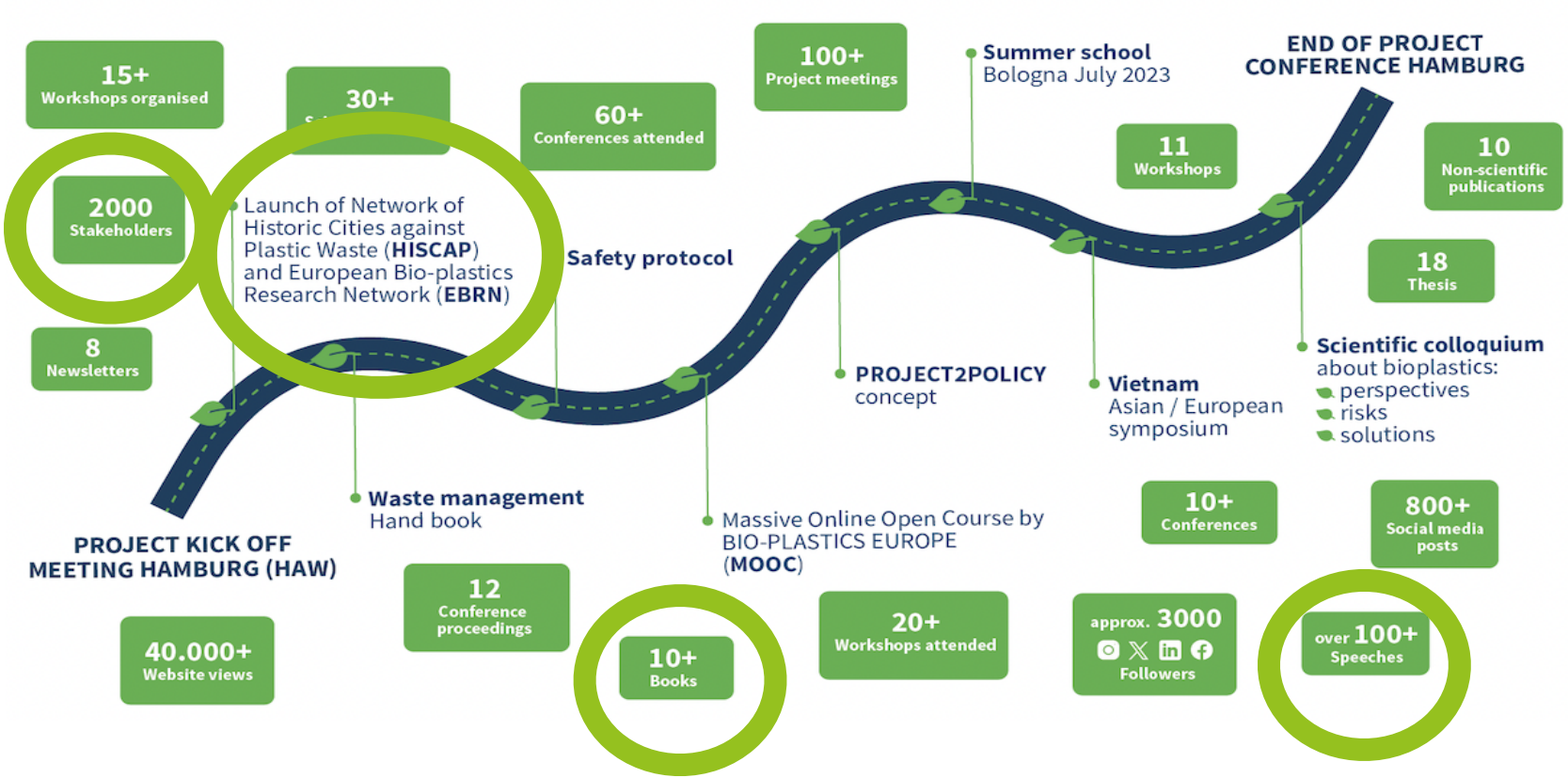

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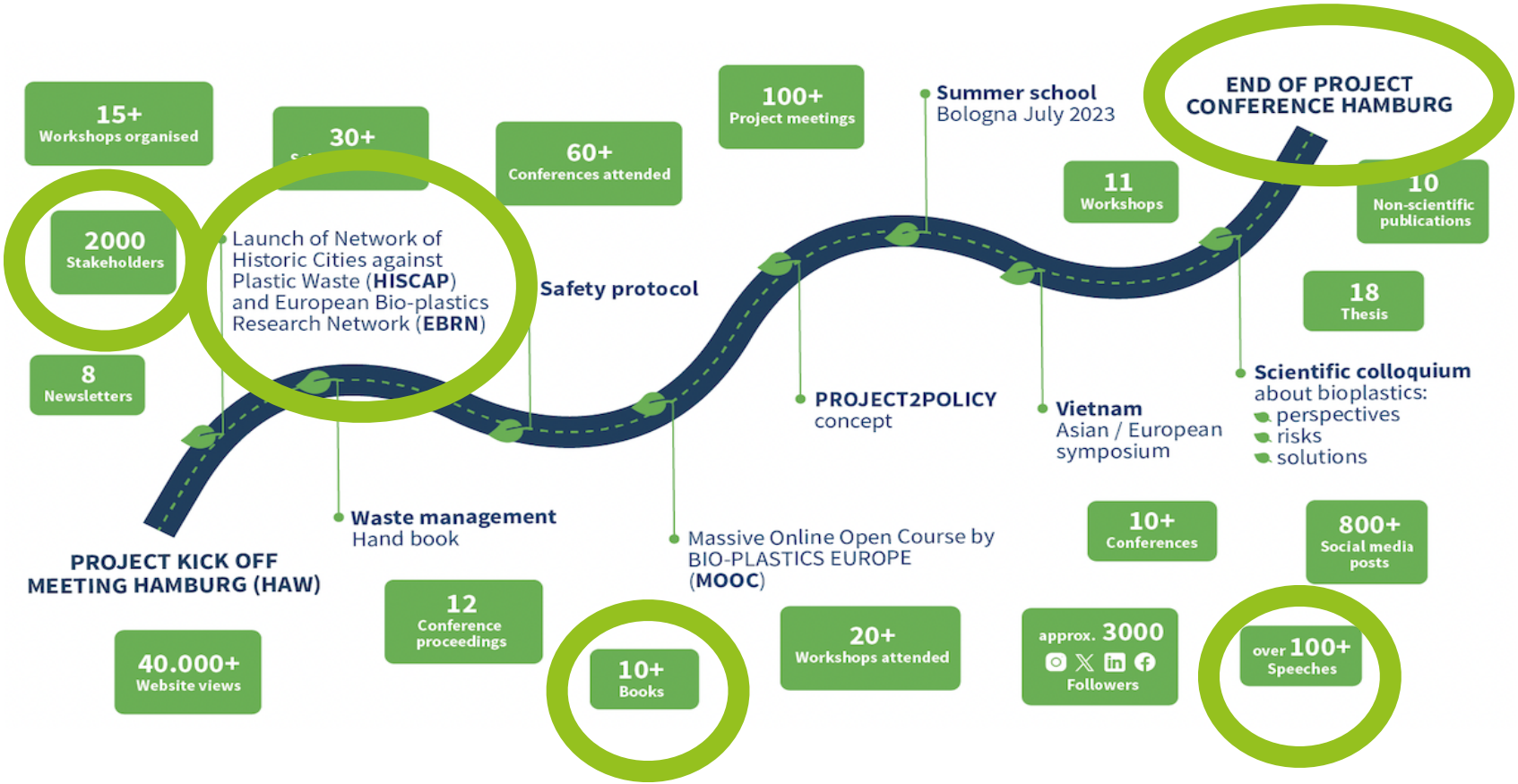
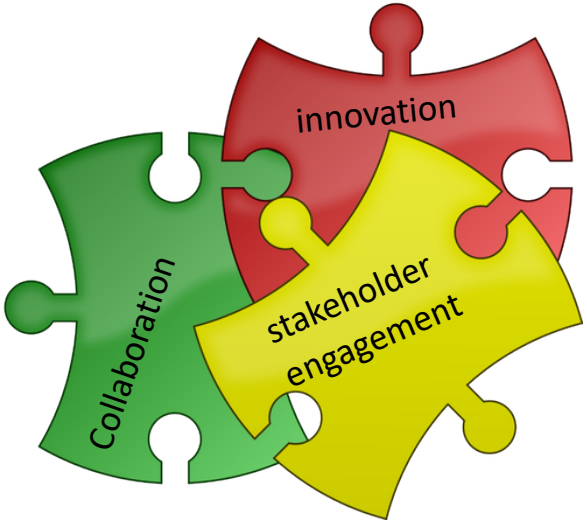


BIO-PLASTICS EUROPE IMPACT JOURNEY

KEY TAKEAWAYS



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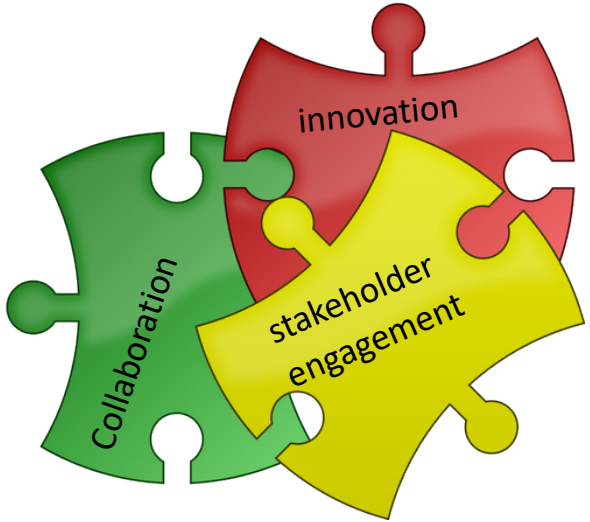
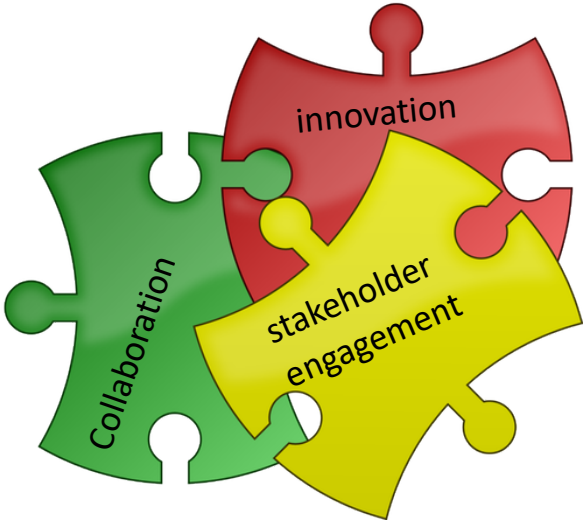


CQI* = Identify, Design & Implement

BIO PLASTICS EUROPE

KEY TAKEAWAYS

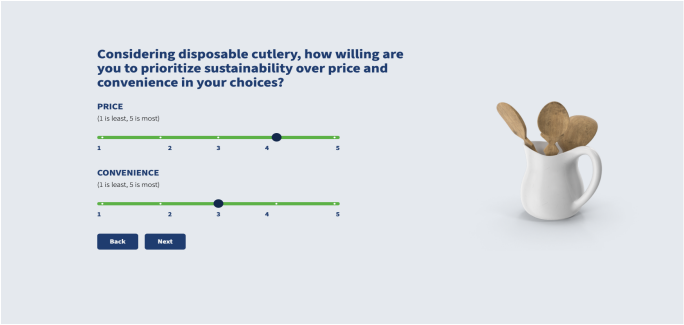


CQI* = Identify, Design & Implement

BIO PLASTICS EUROPE

CONTINUING THE JOURNEY

Virtual Engagement Tool



The aim …

We Gain:

➔ Info about behaviours & preferences

We Give:

➔ Learnings, Info & sustainable impact (SUP cutlery

We Create:

➔ Awareness & provide info on alternative sustainable solutions

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HAMBURG UNIVERSITY OF APPLIED SCIENCES

Research + Transfer Centre „Sustainability & Climate Change Management“ (FTZ-NK)
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T +49 40 428 75 6362 (Mon - Fri 8AM-3PM)
Email: bioplastics@ls.haw-hamburg.de
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HAW Hamburg

Horizon 2020

DATE: 23.01.2024

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Final Conference

Session 4
Stakeholder Engagement - Projects

Speaker: Dr. Jelena Barbir
HAW Hamburg

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Collaboration is a key to success

BIO PLASTICS EUROPE

SOCIAL PROGRESS

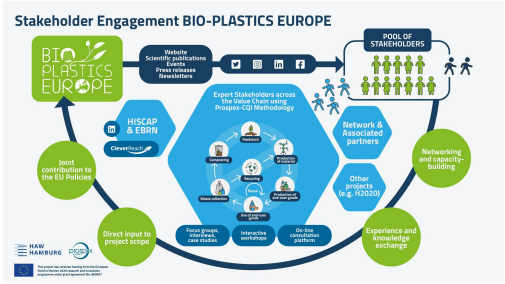
ALL PARTNERS

WHO?

- Scientific communities
- Policy makers
- Municipalities
- Producers and Consumers
- General public

STRATEGIES

1) Stakeholder engagement
2) Network EBRN
3) Network HISCAP



STAKEHOLDER ENGAGEMENT

12 ONLINE STAKEHOLDER PROMOTION EVENTS

September 2020 – January 2021

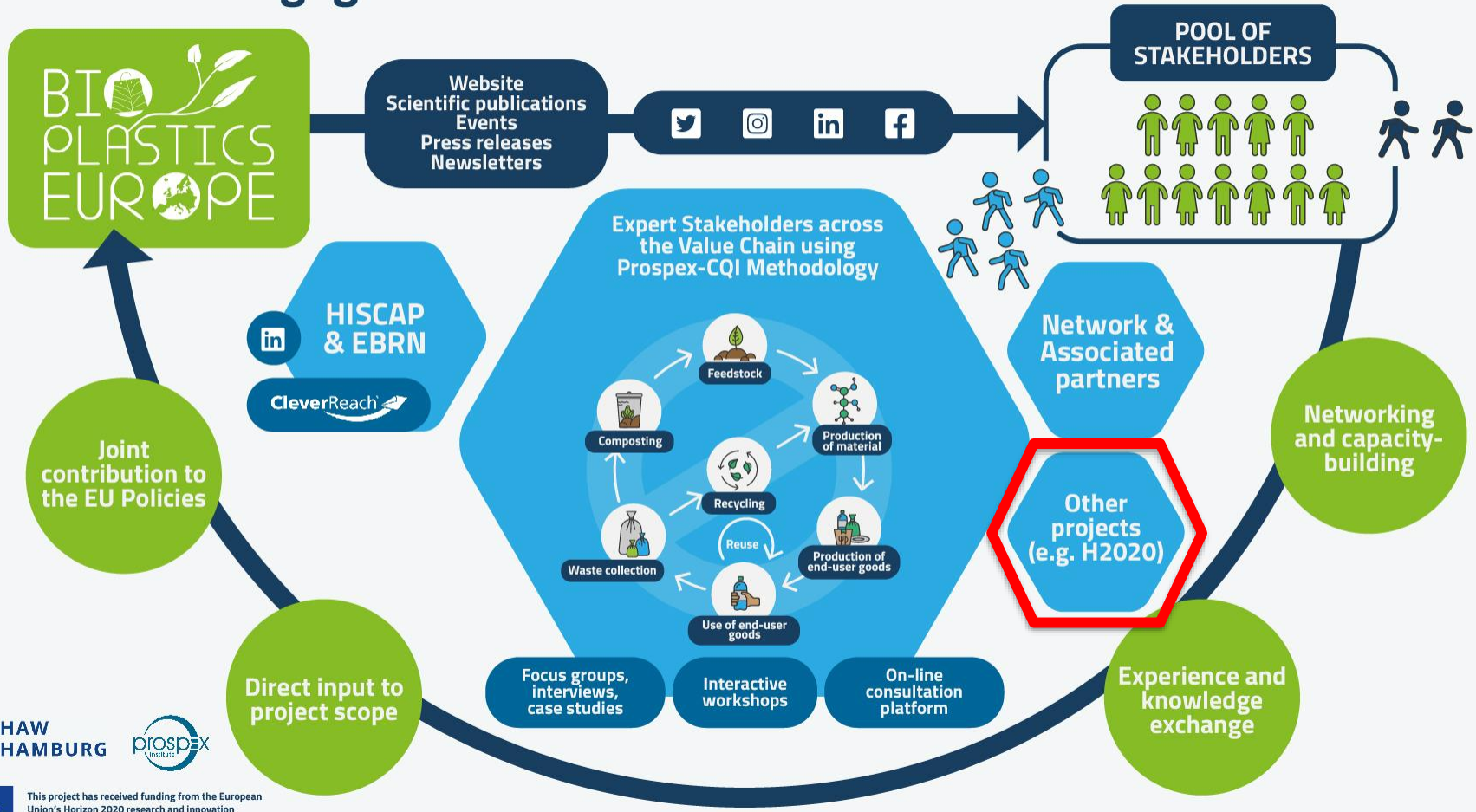
PROMOTE PROJECT CLUSTER stakeholders FUTURE INVOLMENT

meanwhile....STRATEGY defined 5 levels of engagement

Over 780 participants

- 30% companies
- 70% Research institution and public services

Stakeholder Engagement BIO-PLASTICS EUROPE



HAW HAMBURG

prospex institute

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Collaboration between projects…. EXAMPLE …

FTZ-NK TEAM

OUR PROJECTS

RECC-LUM

BIO-PLASTICS EUROPE

Climate ROBUST

AFRO-AGROFARM

BALTIPLAST

BioRADAR

HaHoNa
Hamburger Hochschulallianz für Nachhaltigkeit

NACH-LABS

PeeK4Health

CheMatSustain

DITTS

Europe-LAND

A GREEN TRANSITION

ShareDiMobiHub

Ukraine-MEDWASTE

UKRAINE NATURE
Ecosystems Have No Borders

Ukraine-Nature

Klima-ACT!

NACH-LABS

PeeK4Health

BIO PLASTICS EUROPE

ENVIRONMENT; SUSTAINABILITY; CC; HEALTH …etc

Sustainable Development and Climate Change Management Research and Transfer Centre (FTZ NK)

The head of the center – Prof. Dr. mult. Walter Leal

Three units:

- Environment and Circular Economy

Dr. Jelena Barbir

- Climate Change and Health

MSc. Franziska Wolf

- Sustainability

MSc. Jennifer Pohlmann

BIO PLASTICS EUROPE

OUR PROJECTS

RECC-LUM


BIO-PLASTICS EUROPE


Climate ROBUST


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PeeK4Health

BIO PLASTICS EUROPE

ENVIRONMENT; SUSTAINABILITY; CC; HEALTH …etc

Environment and Circular Economy Unit

- **BIO-PLASTICS EUROPE (H2020)**

8.5 million Euro (2019-2024)

- **BALTIPLAST (InterregBaltic)**

4.3 million (2023-2025)

- **CheMatSustain (Horizon Europe)**

5.5 million (2024-2027)

- **BIORADAR (Horizon Europe)**

2.8 million (2023-2026)

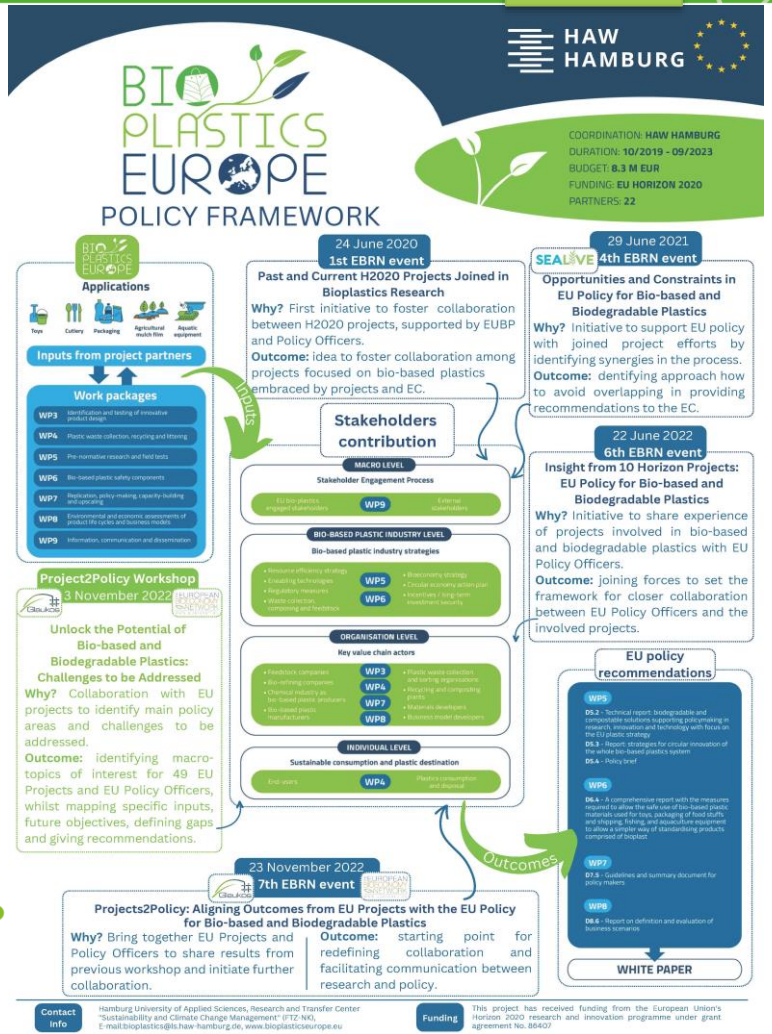
Reduction of plastic waste

Safety and sustainability of materials

LCA

IMPORTANT FOR POLICY

- Engage more projects
- Pose relevant questions
- Find common interest
- Talk about conclusions
- Shape recommendations together
- Try to fill in gaps (your&others projects)
- Improve efficiency
- Clarity of results



BIO PLASTICS EUROPE

WHAT CAN WE DO TOGETHER?

Importance of the EU programmes …

Emphasis on the collaboartion …

Increase efficiency and applicability of our results

More fun ☺

BIO PLASTICS EUROPE

Thank you for joining us today…..

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Stakeholder Engagement

Angelo Paletta, Genc Alimehmeti
Department of Management, University of Bologna

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BOLOGNA UNIVERSITY CONTRIBUTION TO THE PROJECT

ROLE

Leader of WP7 on **replication, upscaling, policymaking and capacity building,** with 8 tasks developped and 11 partners engaged.

AIM

- Designing, testing, and validating business strategies, models and plans to highlight the value of **bio-based biodegradable plastic materials** (and relative end-products) in a circular and sustainable way.

GOALS

- Develop new business models issued on bio-based plastic products
- Document and demonstrate the benefits of the new bio-plastics economy
- Support innovative policies, regulatory and incentive efforts with a view to making circularity strategies replicable and scalable in different contexts, enhancing the contribution of the various players for the creation of an efficient market.

UPSCALING

Designing new business model related to bioplastics

- Documented economic analysis (report of gap and swot analysis) of the bioplastics business model

Design an "Exploitation and Business Plan" (EBP) which demonstrates the cost-benefits of bio-plastics system in the New Plastic Economy

- Design of Circular strategies and sustainable business models– preliminary version
- Exploitation and Business Plan
- 39 interviews with companies from different industries and positions in the value chain

REPLICATION

Raising awareness to create a better framework for systemic innovation and uptake of results through broad stakeholder engagement

- Stakeholder engagement and cooperation models
- 7 cooperation models investigated
- 7 cases for analysis
- over 49 references

Embedding stakeholder engagement

- Identification, contacts and organization of meetings with companies to support business planning

CAPACITY BUILDING

Improving professional skills and expertise of those working and being trained to work within the blue economy and the bioeconomy by means of the execution of a set of training activities

MOOC and SUMMER SCHOOL
- 30 participants
- 2 site visits
- 4 companies – business challenges

NETWORKING

Creation of the "European Bioplastics Research Group"

Creation of the Network of Historic Cities Against Plastic Waste

POLICY MAKING

Supporting the European strategy for plastics in a circular economy perspective by collaborating with policy-makers on innovative regulatory toward the New Plastic Economy

- Guidelines and summary document for policy makers
- 2 Focus groups: Toys and Mulch Films

BIO PLASTICS EUROPE

SUMMARY

INTERVIEWS

- **39 semi-structured 1h-interviews** to actors operating in the bio-based plastics value chain have been done to investigate barriers and drivers at the **corporate dimension**.
- Nvivo software has been used to codify the findings.

➢ MAIN BARRIERS

- Price of biopolymers and bio-based compounds
- Small production capacity across the globe
- High R&D costs
- Lack of dedicated regulation
- Lack of harmonized waste governance
- Confusion among end-users
- Difficulties to manage and control degradation processes in open environments

➢ MAIN DRIVERS

- Increasing awareness about the environmental impacts generated by conventional plastics

➢ MAIN SOLUTIONS

- **Collaboration along value chains**
- Training and comunicative activities
- Intense R&D

COOPERATION MODELS

➢ UNIT OF ANALYSIS

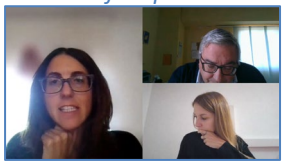
- EU context
- Bio-based and biodegradable plastics sectors
- Cooperation models to intend as formal or informal process of actions between two or more actors

➢ PROCESS

- Literature review of existing cooperation models
- Identification and analysis of existing cooperation models operating in the bio-based and biodegradable plastics industry
- Validation through the application of the framework to key existing cooperation models:

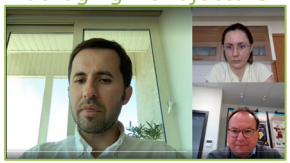
BIOPLASTIC FEEDSTOCK ALLIANCE (**Alliance**) ;ALGRIPLAST (**Collaborative Research and Development**); SWEETWOOD PROJECT (**Project Consortium**); MATRICA (**Joint Venture**); EUROPEAN BIOPLASTICS RESEARCH NETWORK (**Network**); UPM BIOFORE - INEOS (**Strategic Partnership**); H. BILLERUDKORSNÄS – BASF (**Joint Venture**); IKEA – NESTE (**Strategic Partnership**); ALLIANCE TO END PLASTIC WASTE (**Alliance**); BIOREPACK (**Waste Consortium**);HISTORIC CITIES AGAINST PLASTIC WASTE (**Network**); EUROPEAN BIOPLASTICS (**Association**); ASSOBIOPLASTICHE (**Association**)

Mulch film producer



*"Technical challenges are normal, you have a new material, the material have their properties and sometimes the properties are not well suited, so **you need to adapt**".*

Packaging manufacturer

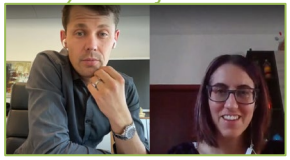


*"The important thing is **to do it in the right directions, where this type of solution makes sense**. We need to well understand what is behind. Most of them just say I want a bio- degradable material because I don't want to see any plastic waste and this is not the right approach. **You really have to think about the product and the end of life** so saying I want a bio-degradable material".*

Raw material producers

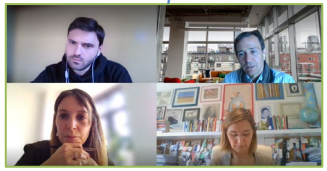
*"There are a few projects where we do work with waste management facilities but the problem is that **waste management facilities are not the end of the chain but the beginning of the chain**".*

Toys manufacturer



***"No issues on machinability or changing production processes or the personnel**. We use the same machinery that processes the fossil-based plastics. And that's what makes the **shift very easy** as if we need to invent or invest on new factory".*

Compounders



*Some of the products we produce have this characteristic. Producing a plastic that is only **bio-based can make sense or could make sense**... **we need to understand in which application segment...***

ASSUMPTIONS & RESEARCH QUESTIONS

- Bio-based plastics is still a niche market today, but their demand is going to be promising in specific market segments because of many reasons (pressure of conventional plastics on the environment, increasing consumer awareness, renewability and degradability etc.).
- While the drop-ins (bio-PE, bio-PET etc.) are mainly demanded in product streams with a good recycling governance, the added value that bio-based biodegradable plastics can provide need to be investigated in their specific fields.

RQ. 1 ***ARE BIO-BASED PLASTICS THE FUTURE FOR THE TOY INDUSTRY?***

RQ. 2 ***ARE BIO-BASED PLASTICS THE FUTURE FOR THE MULCH FILM INDUSTRY?***

AIM

TASK 7.6

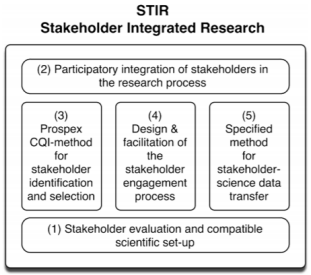
Categorizing and identifying relevant stakeholders. The set of participants represents a broad and balanced range of views and can make relevant contributions to the challenges identified.

Lead partner: PI

Contributing partners: all partners assigned to WP7

ACTIVITIES

1. Identifying the stakeholder categories
2. Conducting the stakeholder mapping (according to CQI methodology)
3. Selecting the participants to be invited to the focus groups
4. Running the focus groups



KEY FINDINGS
Deliverable 7.6

TOYS FOCUS GROUP

No. 17 stakeholders (7 from Research/Academia, 7 from Production/Manufacturing, 1 from Waste Management, 1 from Supplier (raw material), 1 from Regulation/Certification, 1 from End-user and Consumer Association)

Location: Ecomondo fair (Rimini) and online via Teams
No. of sessions: No. 4 (introductory, transitioning, key, final)
No. of themes: 8
No. of questions: 11

AGRICULTURAL MULCH FILM FOCUS GROUP

No. 36 stakeholders (15 Research/Academia, 10 from Production/Manufacturing, 3 from Distributor/Sales, 3 from Farming/Trade Association, 3 from Supplier (raw material etc.), 1 from End of life/ Waste Management

Location: Online, via Teams
No. of sessions: No. 4 (introductory, transitioning, key, final)
No. of themes: 8
No. of questions: 11

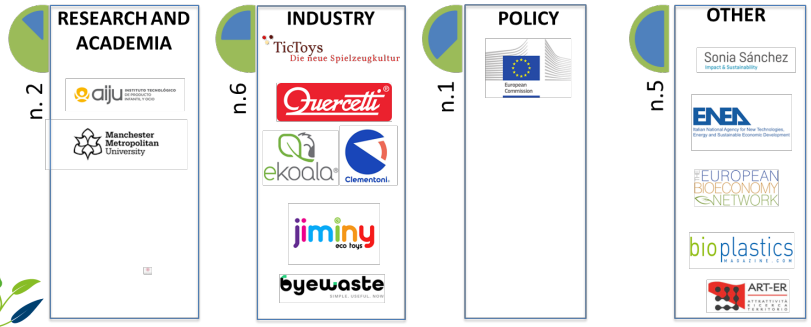
BIO PLASTICS EUROPE

FOCUS GROUPS

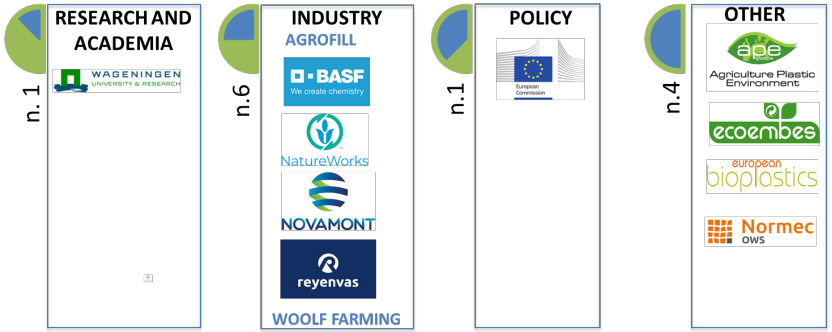
Focus groups have been performed per each industry.
Each focus group took **2h** (Sijtsema et al., 2020; ACEU 2021).
10-15 participants have been invited, a number large enough to gain a variety of perspectives and small enough not to become disorderly or fragmented (Krueger, 1994).

CQI methodology has been used to identify and map stakeholders (Gramberger et al, 2014). At least, a representative per each step of the value chain has been invited.

STAKEHOLDERS FROM THE TOYS VALUE CHAIN



STAKEHOLDERS FROM THE MULCH FILM VALUE CHAIN

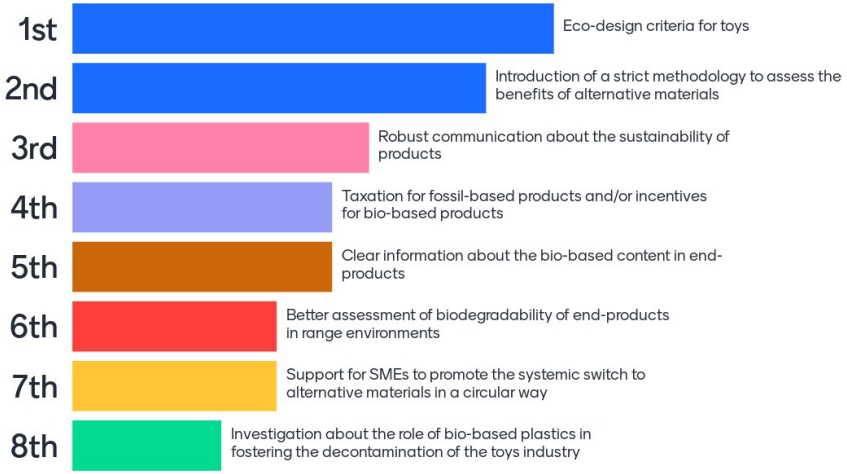


BIO PLASTICS EUROPE

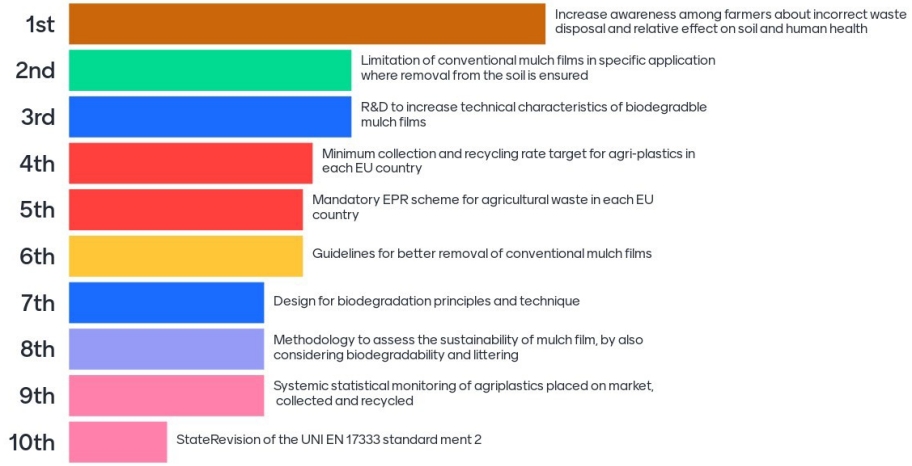
FOCUS GROUPS: PRIORITIES

- ***From your point of view, what needs to be prioritised to make the toy/mulch film industry more sustainable by 2050?***

TOYS INDUSTRY



MULCH FILM INDUSTRY



- *"These elements reveal the necessity for a systemic joint policy intervention in the sector, where bio-based plastics are one of the solutions in a wider sustainability roadmap."*

FOCUS GROUPS: FINDINGS

The findings from the focus groups make evidence of the added value that bio-based plastics can provide in the toys and mulch film industries:

- ✓ Although the **mulch film sector** is more experienced with the use of bio-based biodegradable plastics, many gaps still exists. The total cost needs to be better communicated to increase the farmers' demand for this materials. Demands can also be pushed through normative measures (in terms of market bans and waste-related policies) .

- ✓ The investigation in **toys sector** reveals that bio-based plastics may provide added value in specific applications, such as sand toys and only when they are unintentionally littered in marine environments. However, standards for biodegradability in marine environments do not exists and the degradation needs to be better investigated. Simultaneously, eco-design becomes crucial to increase the potential for toys valorization at the end of their life.

In regards with value retention, both sectors are still far away from ensuring the loop closing. So, bioeconomy strategy needs to be connected with the circular ones.

AIM

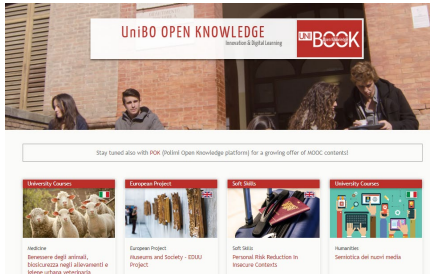
TASK 7.10

Setting up a post-graduate vocational training program with the tentative title

The new plastics economy: circular business models and sustainability.

Lead partner: UNIBO

Contributing partners: KTU, TUAS, HAW, ACIB, UPM, CNR, AWI, TALTECH, TUHH, ECOEMBES, TICASS, ASSOBIO, IVL Fraunhofer LBF



ACTIVITIES

1. Draft the program of the **MOOC** and the **SUMMER SCHOOL**
2. Discuss and review the structure and the program with contributing partners
3. Make agreements with CESIA (University technical staff for innovative learning) and ALMACUBE (University incubator)
4. Collect expressions for interest and comments from BPE partners
5. Set up and launch the MOOC
6. Establish the summer school

KEY FINDINGS
Deliverable 7.10

➢ **MOOC**

Language	English
Estimated effort	4 weeks
Elements	Lectures, videos, round tables, quiz, final assignment, forum discussion, additional materials

18 partners and University technical staff for innovative learning involved in 20 training modules

➢ **SUMMER SCHOOL**

Language	English
Estimated effort	5 days
Elements	Frontal classes, site visits, groups challenges, groups assignment, final speech

29 participants; 2 site visits; 4 business challenging

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DATE: 23.01.2024

FINAL CONFERENCE

BIO-PLASTICS EUROPE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 860407.
BIO-PLASTICS EUROPE project website: www.bioplasticseurope.eu

FINAL CONFERENCE

January 23rd, 2024

Stakeholders engagement - municipalities

Prof. Dr. Žaneta Stasiškienė

Kaunas University of Technology, Lithuania

BIO-PLASTICS EUROPE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 860407. BIOPLASTICS EUROPE project website: www.bioplasticseurope.eu

The challenges of EU regulations on plastic waste management and their implications at the national and local levels in EU countries

Quality and Price of Recycled Products: A significant issue is the quality and price of recycled plastics compared to their unrecycled counterparts. Plastic processors need large quantities of recycled plastic that meet strictly controlled specifications and are competitively priced. However, the customization of plastics for different manufacturers' needs complicates the recycling process, making it costly and affecting the end product's quality.

This is a primary challenge because it directly affects the feasibility and economics of recycling operations. The demand for high-quality, cost-effective recycled plastics is crucial for the success of recycling programs

The challenges of EU regulations on plastic waste management and their implications at the national and local levels in EU countries

Lack of Local Recycling Capacity: Half of the plastic collected for recycling in the EU is exported for treatment in non-EU countries. This is due to a lack of local capacity, technology, or financial resources to treat the waste. As a result, there's a risk of increased incineration and landfilling within Europe, particularly after China restricted imports of plastic waste, which previously absorbed a significant share of EU's plastic waste exports.

This is critical because it impacts the EU's ability to manage its plastic waste sustainably. Dependency on non-EU countries for recycling increases risks of incineration and landfilling, which contradicts the EU's environmental goals

The challenges of EU regulations on plastic waste management and their implications at the national and local levels in EU countries

EU's Regulatory Solutions: To increase recycling rates, the EU has adopted new rules, including targets for recycled content in plastic bottles (25% by 2025 and 30% by 2030). The EU also proposed rules on packaging to improve design for recyclability, like clear labeling and transitioning to bio-based, biodegradable, and compostable plastics. The Green Deal aims for 55% of plastic packaging waste to be recycled by 2030. To stimulate the market for recycled plastic, measures like creating quality standards for secondary plastics, encouraging certification, introducing mandatory rules on minimum recycled content, and considering reduced VAT on recycled products have been suggested

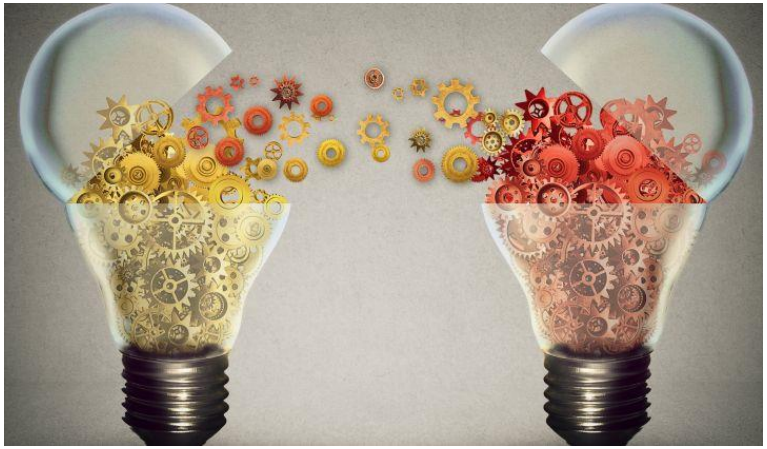
While this is more of a response to the challenges, it's vital as it sets the framework for how plastic waste is managed. Implementing these regulations effectively at the national and local levels is key to increasing recycling rates and promoting a circular economy

BIO PLASTICS EUROPE

The challenges of EU regulations on plastic waste management and their implications at the national and local levels in EU countries

These challenges are interconnected, and their importance can vary depending on specific national and local contexts within the EU.

However, addressing the quality and price of recycled products and increasing local recycling capacity are fundamental to the success of EU-wide plastic waste management strategies.



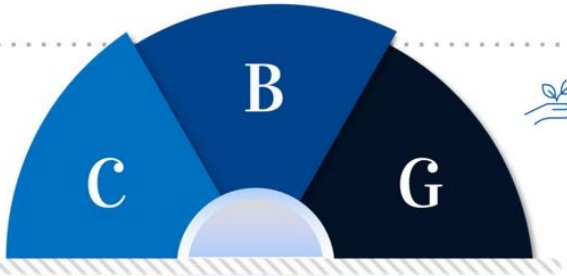
Bio-circular green economy model

Biotechnology R&D
- Biotechnology manufacturing R&D
- Raw materials and/or essential materials for molecular biological R&D
- Biological substance analysis and/or relevant activities

Plants & Seeds
- Economical forest plantations (excluding eucalyptus)
- Plant factories
- Breeding of plants or animals

Agriculture
- Active ingredients from natural raw materials
- Medical food or dietary supplements
- High-tech natural extracts
- Rubber products
- Traditional medicine
- Biological / organic fertilizers, biopesticides
- Animal breeding or livestock
- Food, beverages, food additives, oil or fat, starch or modified starch from plants or animals
- Smart farming
- Trading center for agricultural goods

Bioenergy & Biofuels
- Electricity from biomass or steam
- Fuel from agricultural products
- Biomass briquettes and pellets



Circular Energy & Fuels
- Electricity or electricity and steam from garbage or refuse-derived fuel
- Fuel from agricultural scrap or waste

Green Management
- Energy Service Company (ESCO)

Energy Saving Products
- Energy-saving auto parts
- High-density energy storage
- Solar cells and raw materials

Waste & Recycling
- Waste treatment or disposal
- Recycled plastic pellets
- Recycled pulp manufacture
- Recycling and reuse of unwanted materials
- Industrial zone for environmental protection

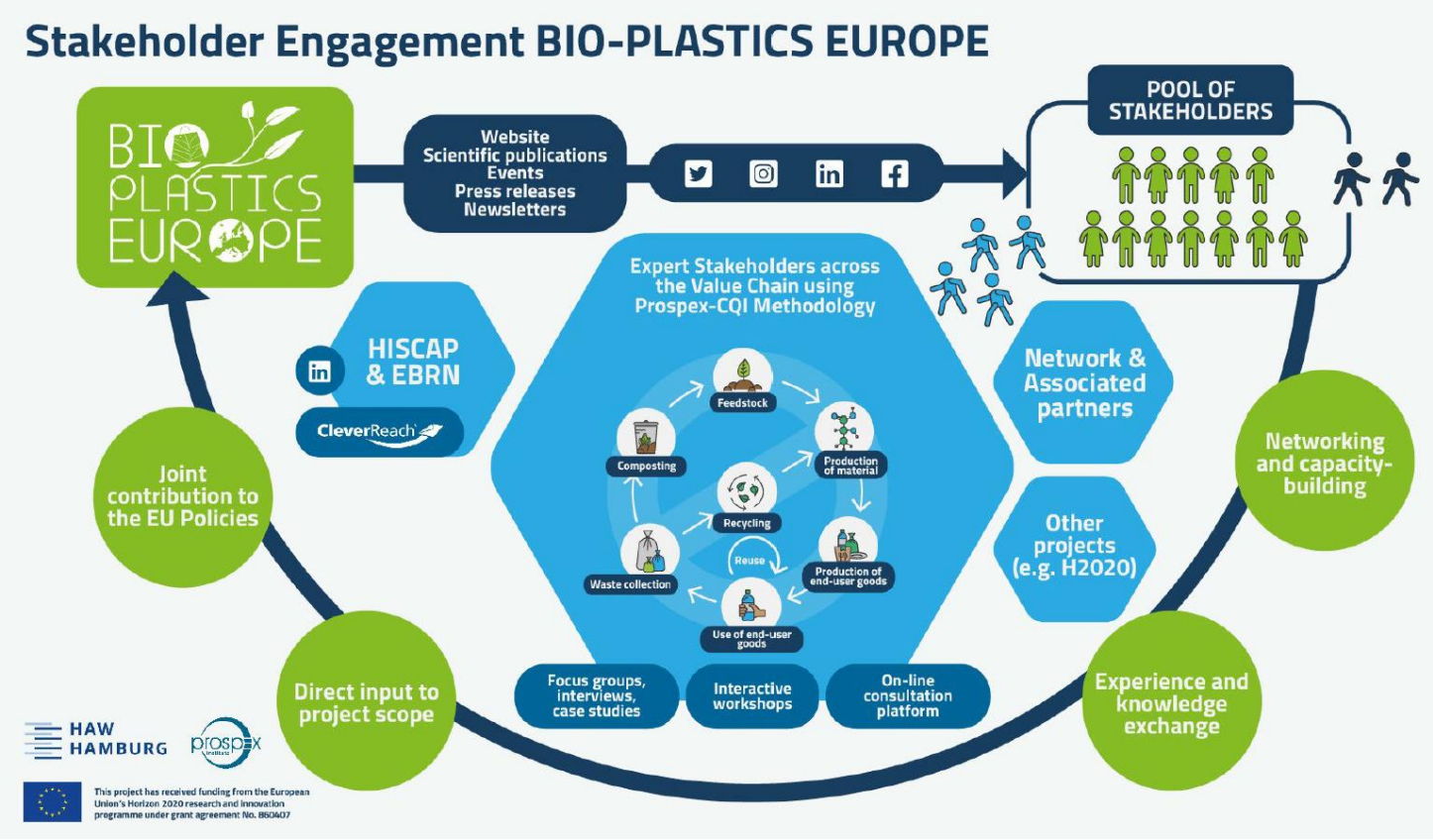
Products from Circular Process
- Agricultural by-products or waste products
- Recycled plastic pellets
- Recycled fiber
- Products from recycled pulp

Eco-friendly Chemicals/Polymers
- Eco-friendly chemicals or polymers
- Products from eco-friendly polymers

Other Energy Saving Products
- Fuel cells
- Energy-saving home appliances

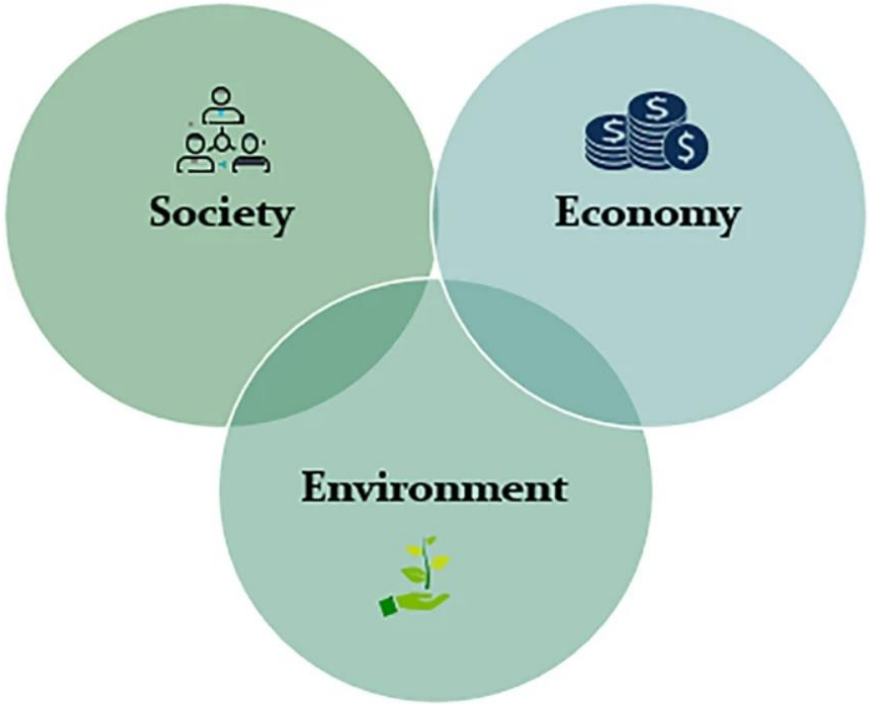
Green Energy
- Electricity or electricity and steam from renewable energy

Consumer viewpoints on plastic (n.b. font size proportional to word frequency)



BIO PLASTICS EUROPE

The interaction between the economy, society, and the environment



Assessment of the impacts of bio-based and biodegradable plastics (and additives) on existing waste management frameworks

Key topics on bio-based and biodegradable plastics for a broad audience of decision-makers on national and regional level, business representatives, scientists and citizens

- the instruction of concepts related to bio-based and biodegradable plastic, Life Cycle Assessment and Circular Economy,
- the assessment of the impact bio-based, biodegradable
- and compostable plastic have on waste management technologies and systems, and
- an analysis of legal and policy frameworks.

In addition, the handbook contains Vocabulary of definitions and covers the most promising business cases from project partner countries.

Assessment of the impacts of bio-based and biodegradable plastics (and additives) on existing waste management framework

In general, the handbook addresses several critical aspects of bio-based and biodegradable plastics and their effects on waste management systems:

- **Growing Importance of Biopolymers**: The handbook recognizes the rapid growth of biopolymers in the global plastics market, driven by concerns about plastic pollution. This growth highlights the increasing importance of sustainable alternatives derived from renewable sources.
- **Circular Economy Integration:** Properly designing waste management systems for bio-based products is emphasized as a way to integrate these materials into a circular economy. This approach promotes the reuse, recycling, and recovery of bio-based waste, reducing environmental impact and resource depletion.
- **Waste Management Flexibility:** The handbook underscores the versatility of bio-based biodcegradable plastics in waste management. They can be reused, mechanically or chemically recycled, organically recycled (composted), or used for energy recovery, allowing for flexible and sustainable end-of-life options.
- **Environmental Concerns:** It acknowledges the concern regarding incomplete degradation of bioplastics during waste management processes and the potential leakage into the environment. This highlights the need for improved waste management practices for these materials.
- **Behavioural Barriers:** The handbook recognizes that despite high awareness of plastic pollution issues, behaviour change can be challenging due to various barriers, including perceived convenience, lack of knowledge, and cultural habits. It emphasizes the need for interdisciplinary approaches to address these barriers effectively.

Assessment of the impacts of bio-based and biodegradable plastics (and additives) on existing waste management frameworks

In summary, this handbook plays a crucial role in raising awareness, providing knowledge, and promoting sustainable practices related to bio-based and biodegradable plastics. It serves as a valuable resource for stakeholders across various sectors, facilitating informed decision-making and the development of strategies to mitigate the environmental impact of plastics while advancing the circular economy.

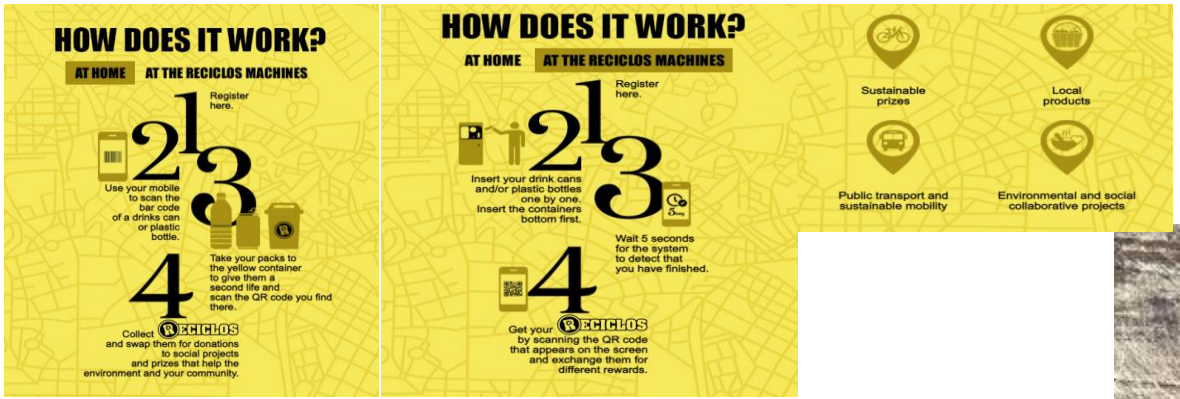
The handbook was introduced for a wide audience , including decision-makers at national and regional levels, business representatives, scientists, and society as a whole.

We hope what it will serve as a comprehensive resource to increase awareness and understanding of bio-based and biodegradable plastics. Who wants to know more:

https://bioplasticseurope.eu/downloads/public-deliverables

Good practices

Deposit system;
Pay as you throw etc.



Public events in Tallinn (Estonia) and Vilnius (Lithuania)

- Oct 2019 - Tallinn banned single-use plastic dishes, cutlery.
- Only compostable dishes (EN 13432) were allowed
  - June 2023 – Food and drinks may only be served in reusable containers (e.g. plates, bowls, drinking glasses, coffee cups) and use only reusable cutlery (e.g. knives, forks, spoons, chopsticks) in public events up to 30 000 visitors/day in Tallinn.
  - January 2024 – only reusables are allowed in public events in whole Estonia regardless the number of visitors.
  - Public event = an entertainment event, competition, performance, trade event or other similar gathering of people that takes place in a public place and is open to the public with or without a ticket (includes also theatres, cinemas, spas etc).
-

Public events in Tallinn (Estonia) and Vilnius (Lithuania)

- Youth song and dance festival – used 100% reusable cups, plates and cutlery
  - The dance festival accommodated around 10 000 spectators + performers.
  - The song festival accommodated around 70 000 spectators + performers.
- Depeche Mode (around 40 000 visitors) – used reusable cups ☺
- Weeknd (around 55 000 visitors) – used reusable cups ☺
- Ramstein (around 45 000 visitors) – used reusable cups ☹

BIO PLASTICS EUROPE Tallinn

Thank You

Contact:
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zaneta.stasiskiene@ktu.lt

DATE: 23.01.2024

FINAL CONFERENCE

BIO-PLASTICS EUROPE

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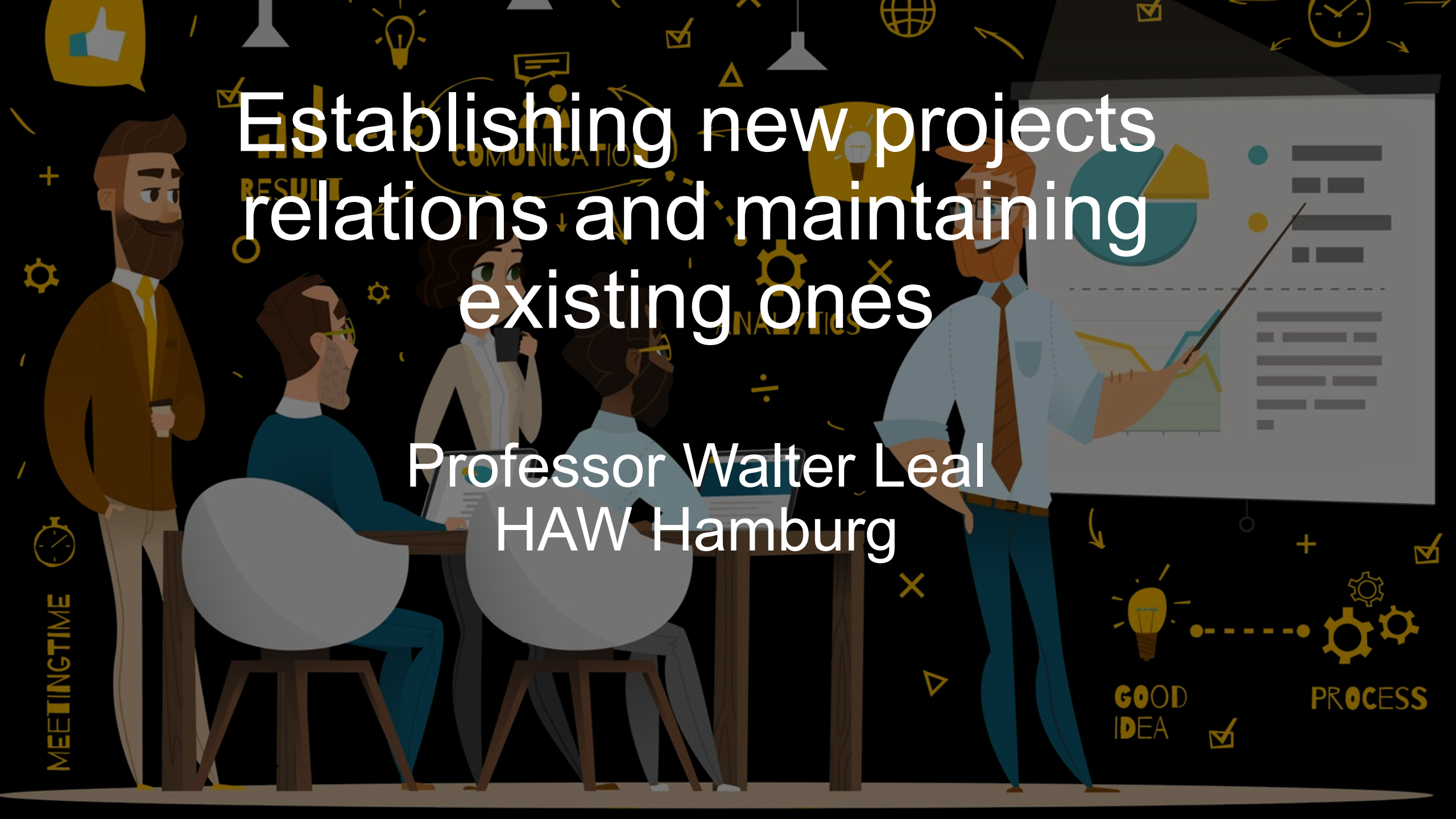
Session 5:
Further Collaborations, Clustering and Networks

Moderator: Carolyn Brand

Prospex Institute



Establishing new projects relations and maintaining existing ones

Professor Walter Leal
HAW Hamburg

Part 1- Establishing New Collaborations

Part 1- Establishing New Collaborations

1. The first step is to identify suitable potential partners: it helps to look for individuals or organisations whose goals, expertise, and resources complement your own.
Consider their reputation, reliability, and previous collaborative experiences.

2. New links can be set-up by attending appropriate conferences, seminars, and networking events. Online professional networks like LinkedIn can also be valuable in new making connections.

Establishing New Collaborations

3. Reach out with a clear, concise proposal that outlines the potential benefits of the collaboration for both parties.
Be specific about what you bring to the table, and of what you need.

4. Arrange meetings (personal/on-line) to discuss the collaboration in detail.

Partners should be prepared to listen to each other´s needs and expectations and not only focus on their own. (Can they do that?)

Establishing New Collaborations

5. Once there's mutual interest, define roles, responsibilities, and contributions of each party. This should include resource allocation, timelines, and deliverables.

6. If appropriate, create a written agreement or contract that includes all the details discussed, ensuring legal and ethical considerations are addressed.

7. Trust is fundamental in any collaboration. You need to be reliable, meet your commitments, and be transparent in your communications and actions.

Part 2- Maintaining Existing Collaborations

Part 2- Maintaining Existing Collaborations

1. Keep lines of communication open. Regular meetings, updates, and reports can help ensure that everyone is on the same page and opportunities may be taken advantage of.

2. Address conflicts or misunderstandings promptly and constructively.
Focus on finding a solution that works for all parties.

3. Be prepared and ready to adjust roles, goals, and methods as the project / cooperation evolves. Flexibility can be a key in overcoming unforeseen challenges.

Maintaining Existing Collaborations

4. Acknowledge the contributions of all parties involved. Celebrating milestones and successes can foster a positive working relationship.

5. Regular evaluation of the collaboration's progress may provide constructive feedback. This can help in identifying areas for improvement and in reinforcing strengths.

Part 3- Tools and Best Practices

Part 3- Tools and Best Practices

1. Project Management Tools: Tools such asTrello, Asana, or Monday.com may help in project tracking and communication.

2. Shared Documents and Platforms: Platforms like Google Drive or Microsoft Teams may help in easy sharing and in collaboration on documents.

Tools and Best Practices

3. Regular Check-ins: Schedule periodic check-ins to discuss progress, challenges, and next steps.

4. Cultural Sensitivity: We need to be aware of and respectful towards the cultural differences that might exist between partners, especially in international collaborations.

Conclusions

- Successful collaborations are based on the appreciation of mutual benefits and clear communication.
- New or existing collaborations are also based on trust.
- Whether establishing new projects or maintaining existing ones, a proactive, organised, and respectful approach is important.

THANK YOU!

E-mail: walter.leal2@haw-hamburg.de

DATE: 23.01.2024

FINAL CONFERENCE

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Crowdhelix

COLLABORATION INTELLIGENCE

The Crowdhelix methodology for clustering, knowledge sharing and open Innovation

BIO-PLASTICS EUROPE Final Conference
23rd January 2024 in Hamburg, Germany

Session 5: Further Collaborations, Clustering and Networks

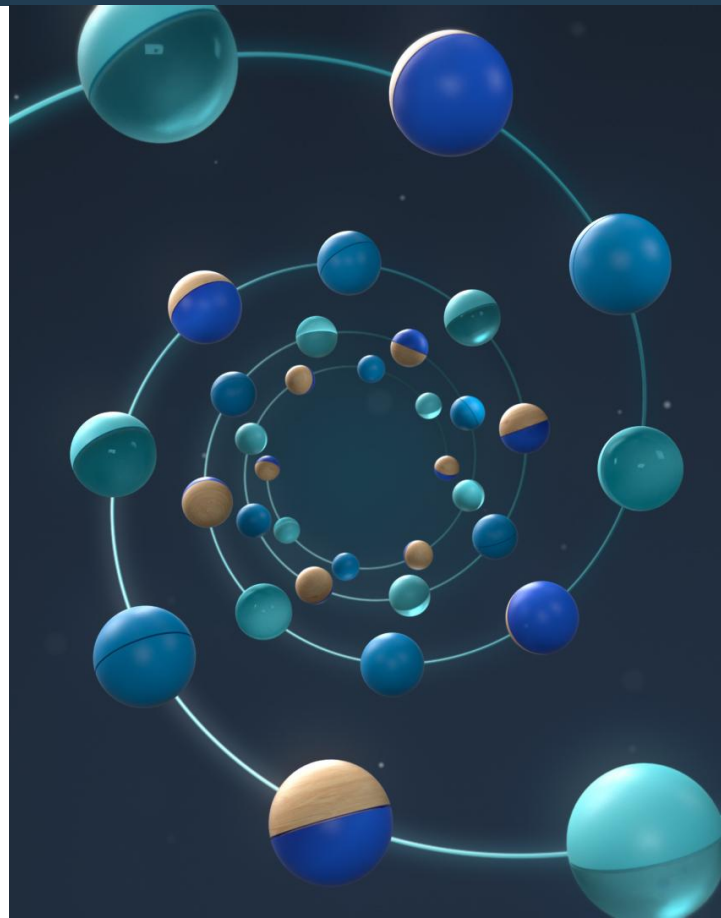
Valeria Pulieri
Impact Acceleration Manager - Crowdhelix

WHO WE ARE

Crowdhelix is a **value chain building company** working in the area of the **impact acceleration** through networking and open innovation services.

We are impact acceleration partner in more than **30 EU-funded** projects in different research and innovation domains.

Our open innovation platform is a **proprietary software** that provides connections to a diverse community of RTOs (research and technology organisations), SMEs, start-ups, public institutions, associations, corporations and investors.

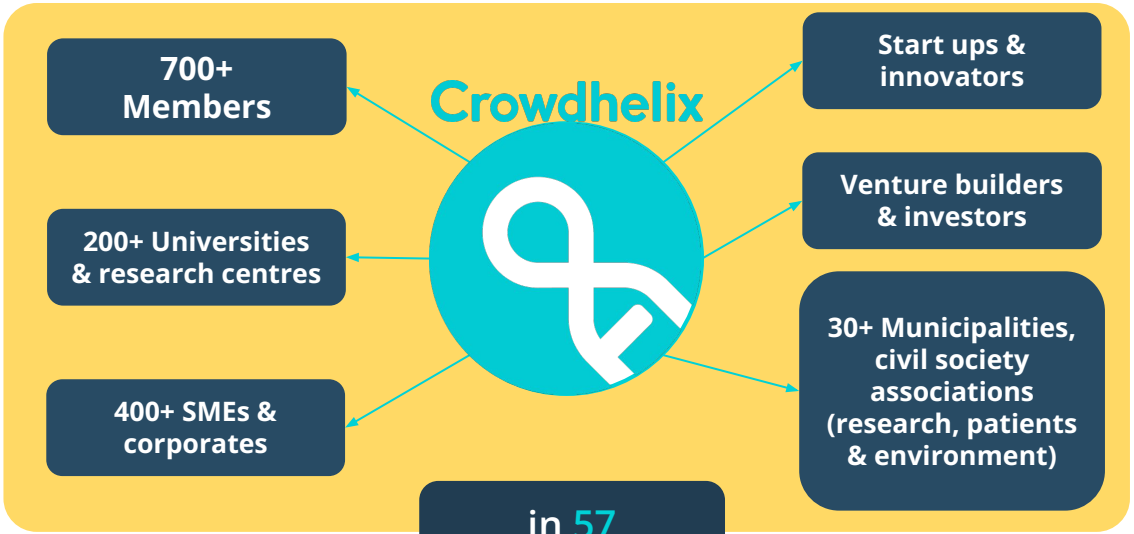


Crowdhelix VALUE CHAIN connector

More than
16,200
pioneering projects

Potential connections
in excess of
500,000

Over
+14,000
individual experts among



- Space Tech, Energy, Climate Tech
- AI & Quantum Computing, Virtual Reality
- Advanced Materials, Advanced Manufacturing
- Transport & Smart Cities
- Cybersecurity, Blockchain
- Biotech, Life Science, Digital Health

RTOs & University Members

When you join the Crowdhelix platform you join an outstanding group of research & technology organisations and, university members

Our members are a select group, highly active in collaborative research and innovation

Corporate Members

A selection of our corporate members, providing you with a strong foundation for research and innovation

SME Members

The Crowdhelix platform is open to small and medium size companies with the desire to succeed in competitive, international R&I programmes

Impact Accelerator partner in +30 EU-funded projects

Health, MedTech, Pharma	EIC: Pathfinder Open, Challenges, Transition	Circular Economy	Materials, Manufacturing & Industry	Energy
CRUCIAL	TOUCHLESS ai	ReSoURCE	5GT	ASTEP
A-TANGO	PAT4CGT	DiCiM	REFORM	GH2
In Touch	GH2	RAWMINA	PRESERVE	DR-RISE
TARA	bioPURE			
PRIME	LASERBLOOD EIC PATHFINDER	CREDIT	imat	

Impact Accelerator partner in +30 EU-funded projects

Agriculture, Aquaculture & Food	Research and Education	Society and Culture	Urban & Rural Development	Environment
ASTRAL	RM ROADMAP	BIAS Mitigating biases of AI in the labour market	VARCITIES	BOLSTER
ZERO_HIDDENHUNGER_EU ERADICATING MICRONUTRIENT DEFICIENCES		TIME4CS	JUST NATURE	C-SINK
				SHORE Empower students as the agents of change

The Crowdhelix Team 2024

An Experienced International Team from 10 Countries

Abdul Rahim
Chair of the Board

Alan Drumm
Science Communications Manager

Alex Lilburn
Machine Learning Engineer

Andreea Petrea
Communication & Events Manager

Andrew Salomon
Science Communications Officer

Azusa Tanaka
Japan Ambassador

Ben Calnan
Head of Engineering

Bianca Vasile-Pitis
Innovation Network Administrator

Burcu Kiper
Impact Acceleration Manager

Caique de Carvalho
Impact Acceleration Manager

Cais Jurgens
Head of Membership Development

Chris Long
Project Finance Manager

Daniel James Gadd
Senior Full Stack Developer

Emer Murphy
Science Communications Officer

Dr. Estefania Ledesma
Proposal Impact Partner

Evangelos Koulis
Impact Acceleration Manager

Fiona Wilks
Finance Manager

George Jeffery
Product Manager

Joana Soares
Impact Acceleration Manager

Jorge Pérez Barrio
Proposal Impact Partner

Dr. Karen Galvin
Impact Acceleration Manager

Katie Moffat
Senior Graphic Designer

Prof. Kurt Deketelaere
Widening Excellence Ambassador

Dr. Magdalena Tyndyk
Managing Director (Ireland)

Laura Arnold
Marketing Manager

Marco Lopes
Impact Acceleration Manager

Martin Scott
Innovation Adviser

Michael Browne
Chief Executive Officer

Michelle McGinty
Software Engineer

Nedyalko Krastev
Junior Full-Stack Developer

Oreolorun Olu-Ipinlaye
Machine Learning Engineer

Ozan Korkut
Design Lead

Rebecca Manville
Chief Marketing Officer

Paul McKenna
Head of Membership Operations

Rusty Nash
Chief Technology Officer

Ryan Bustard
Digital Marketing Analyst

Ryan Holder
Software Engineer

Prof. Sir Eric Thomas
Higher Education Ambassador

Dr. Styliani Petroudi
Impact Acceleration Manager

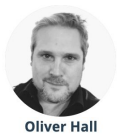
Susan Robson
Chief Financial Officer

Thaís Soares
Impact Acceleration Manager

Thomas Ryan
Video & Content Creator

Dr. Valeria Pulieri
Impact Acceleration Manager

Burcak Cullu
Global Network Manager



Oliver Hall
Global Commercial Development

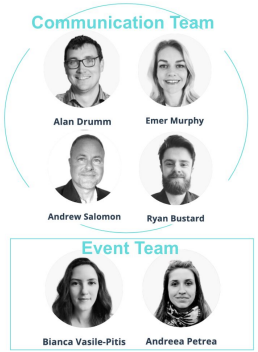
The Crowdhelix Ecosystem

Crowdhelix works in and for complex "ecosystems" where we interact with different users and organisations, and therefore with different needs that require different approaches and services over time.

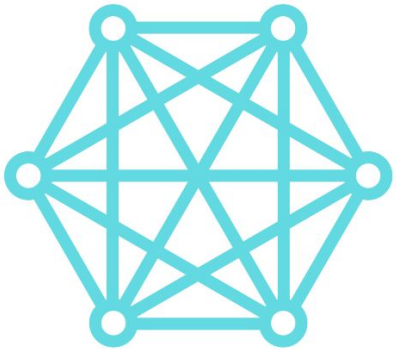
Crowdhelix Platform

Training & Events

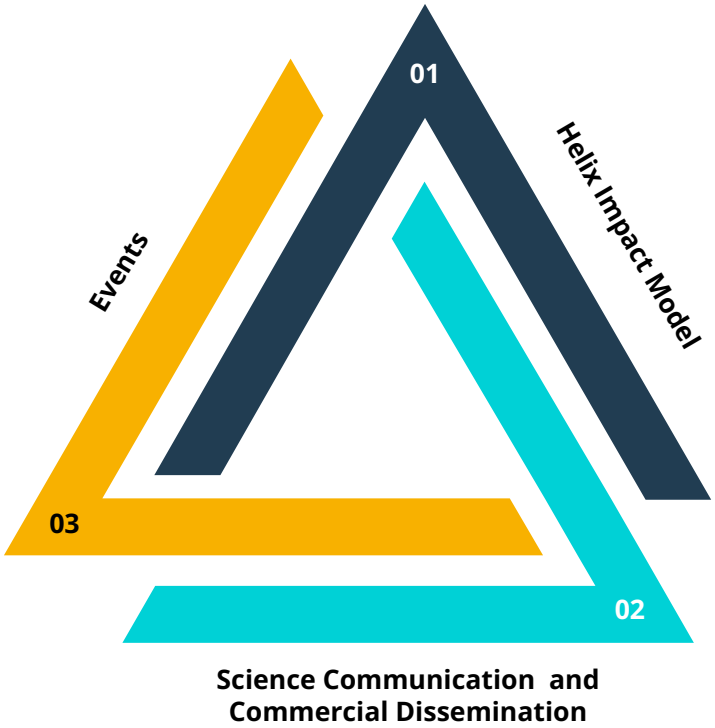
Impact Team



Clustering



Impact Acceleration Approach



01

Helix Impact Model

Stakeholder analysis, Matchmaking and clustering, profiling and connecting innovation to global end-users using recommender engine

02

Science Communication and Commercial Dissemination

Social media, website, videos, open webinars, newsletters, tech update announcements, public relations, events

03

Events

Knowledge sharing and impact events

Helix Impact Model

The Helix Impact Model is a distinctive approach to creating impact through a unique combination of our **digital infrastructure and human-powered services**.

Phase 1 - Set-up

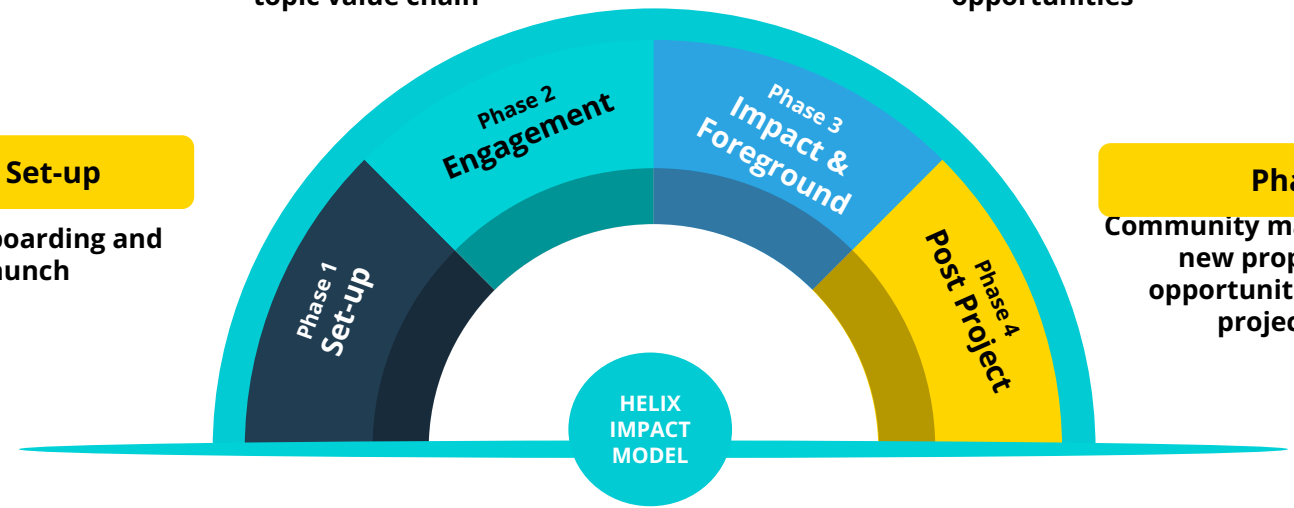
Ecosystem onboarding and Helix Launch

Phase 2 - Engagement

Strengthen and expand the network and the participation of stakeholders in the helix community and along the topic value chain

Phase 3 - Impact and Foreground

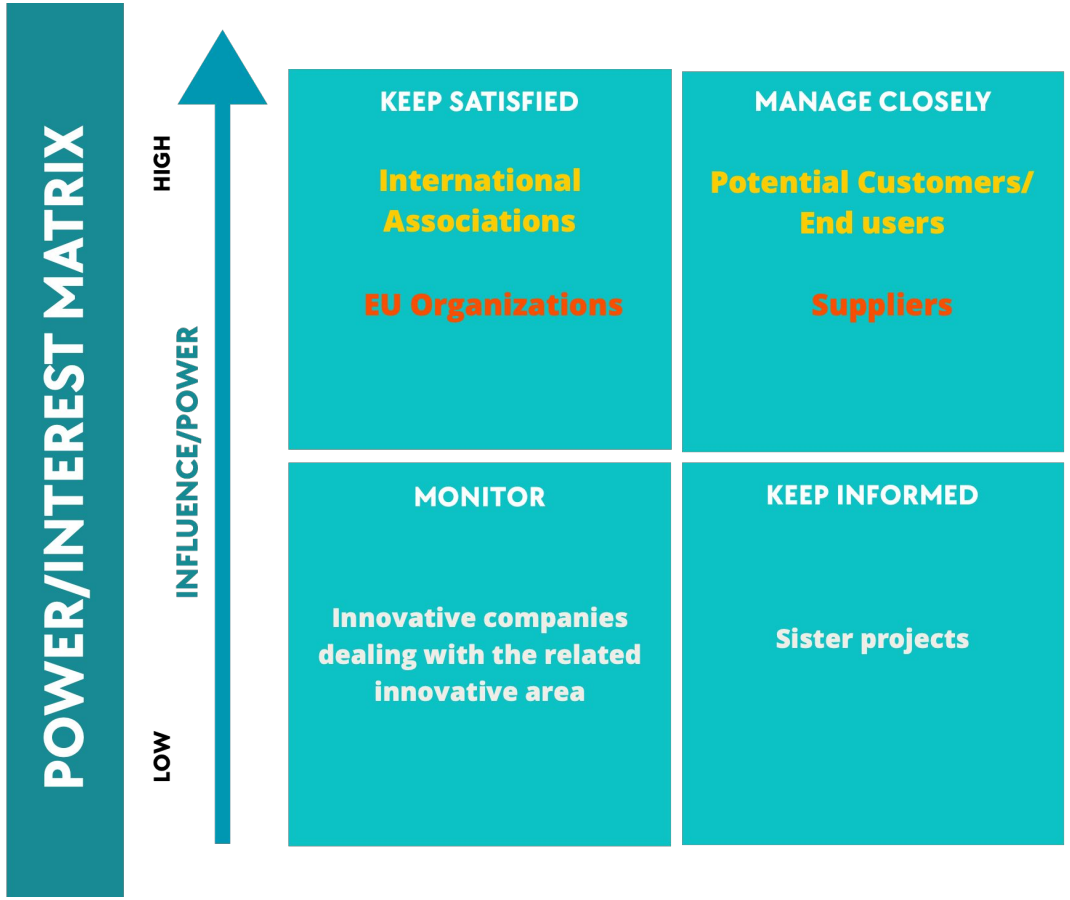
Facilitating technology transfer and commercialisation, dissemination of project results (KERs) and further funding opportunities



Phase 4 - Helix

Community management, stimulating new proposals and funding opportunities, dissemination of project results (KERs)

Value chain and stakeholders



Crowdhelix A deeper look at the platform

Matchmaking technology

Core benefits of our Open Innovation platform

- Results feature
- Match-making technology based on machine learning

1. Funding
2. Connecting
3. Community Building
4. Intellectual property portfolios
5. Matching to industry challenges
6. Matching users to global funding
7. Machine learning for collaborations

Connecting You Globally Via Our Helix Communities

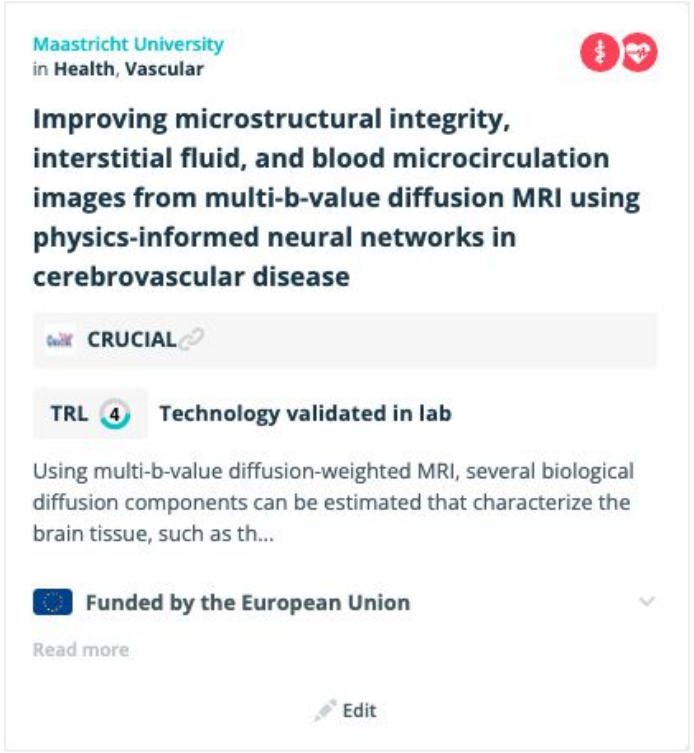
What is a Helix?
An international community or collaboration group on the Crowdhelix platform

In your business sphere
Connections are directly relevant to your business needs and potential

Thematic
Crowdhelix currently hosts 50 thematic Helixes including the below

Engage with and invest in Key Exploitable Results (KERs) from EU Funded Projects

Helix Communities are more than ecosystems designed to build pre-award collaborative partnerships - They also exist to drive impact and promote EU Funded KERs to relevant stakeholders as they emerge



Crowdhelix Our role in open innovation

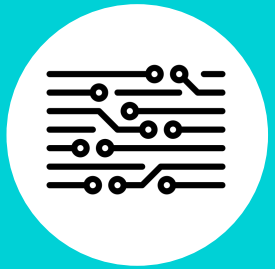
Triggers new collaborations & knowledge transfer

20+ events & training delivered annually

Showcasing the results of research & innovation

Wiring connections for more funding & market opportunities

Facilitates tech transfer & exploitation



Driving the spin-out process of innovation

Promotion of cross-disciplinarity and interconnection of facilities, laboratories, talents and expertise globally

Our success stories

"I am delighted to confirm that Coca-Cola Europacific Partners (CCEP) has recently invested in new carbon capture technologies with Rovira i Virgili University in Spain. I would like to thank Crowdhelix for acting as a gateway to academic excellence across Europe to facilitate this outcome."

Coca Cola Europacific Partners, February 2023

"Many thanks to Crowdhelix for their contribution to the recently funded DICIM Horizon Europe project. This call was part of the Digital Industry and space cluster and will focus on Digitalised Value Management for Unlocking the potential of the Circular Manufacturing Systems with Integrated Digital Solutions. The project is led by Masaryk University and is made up of an international consortium of excellent organisations, including several members of Crowdhelix. The project officially kicked off on the 1st of January, 2023 and we look forward to delivering it over the coming 4 years."

Lidia Parrilla Benítez, MSc
R&D Project Manager / Engineering

Our success stories

The Materials Helix Event

Materials Helix Event

Wed, 22 Nov, 12:00

- Presentation and matchmaking for **8 upcoming calls**
- Clustering session “**Materials Innovation for Circular Economy”** with 4 other projects
- Poster presentation
- Creation of new consortia

Training and Events

Helix Events

Building the economic framework for Nature-based Solution

Tue, 26 Sept, 11:00 CEST

Printed Electronics - Helix Community Launch

Thu, 21 Sept, 11:00 CEST

Citizen Science and Artificial Intelligence Technologies

Mon, 9 Oct, 14:00 CEST

Training Events

Crafting Compelling Project Applications

Thu, 18 Jan, 11:00 CET

ERC-2024 Calls - An in-depth analysis

Thu, 7 Sept, 10:00 CEST

Training and Events

Knowledge sharing Events

Materials Helix Event

Wed, 22 Nov, 12:00

The future of bio-based packaging

Mon, 11 Dec, 13:00

Networking Events

Annual Crowdhelix RTO & Corporate Members' Event

Thu, 12 Jan, 13:00

COMING SOON! GLOBAL FUNDING ACCESS

BIG news!

In 2024, Crowdhelix is on the threshold of opening funding access to our members beyond Horizon Europe and will soon be providing access to major global grant & funding partners, through our newly innovated and proprietary global AI funding aggregator

These will include the world's largest public and private funders such as the National Institutes of Health (NIH), Bill & Melinda Gates, XPrize, and many Corporate Open Innovation Programmes

FIND YOUR PERFECT MATCH in 2024

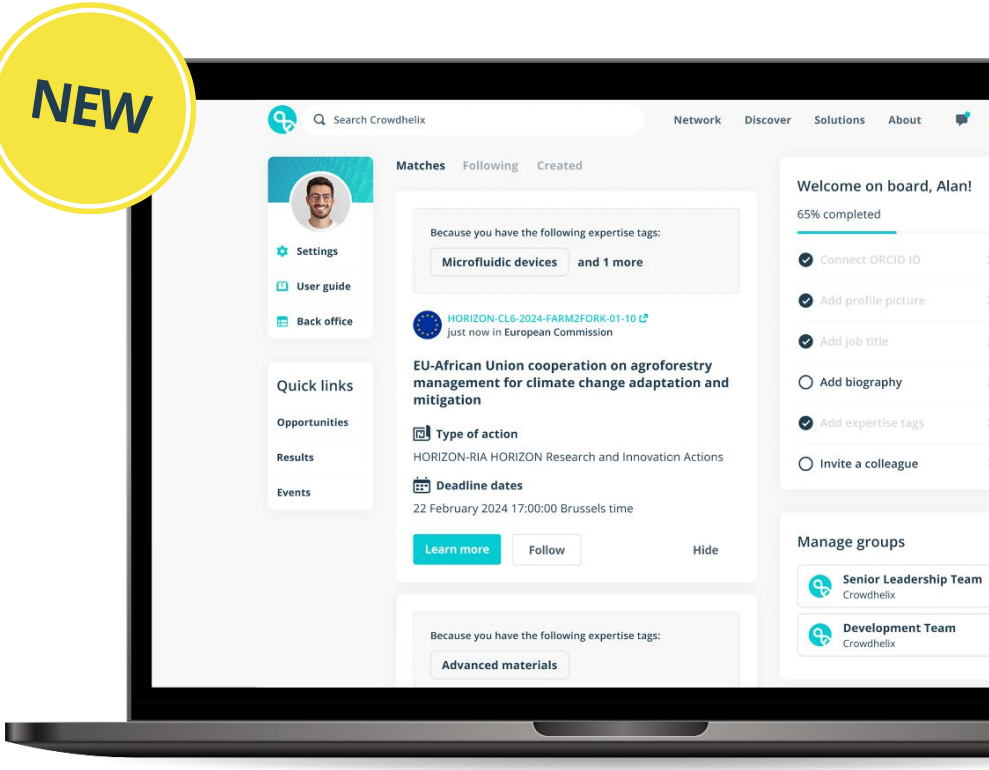
Introducing our NEW Call-Matching feature!

Crowdhelix will soon be able to automatically match your profile to Horizon Europe funding calls thanks to our innovative AI ‘Recommender Engine’

Save the hassle of manually identifying relevant and matched funding with this latest automation

The relevant funding programmes will be brought to you!

Simply add your expertise to your profile, groups and organisation, and the platform will specifically match you to Horizon Europe Calls



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Crowdhelix How to join our platform

Scan the QR Code

Sign up to the platform

Create your profile and connect to specific areas of interest

You are on your way to collaborating for opportunities with global impact

Crowdhelix

COLLABORATION INTELLIGENCE

Thank you

DATE: 23.01.2024

FINAL CONFERENCE

BIO-PLASTICS EUROPE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 860407.
BIO-PLASTICS EUROPE project website: www.bioplasticseurope.eu

ROUND TABLE

Pathways Forward: Shaping the Future of Bio-Based Plastics in Europe

Moderator

Carolyn Brand,
Prospex Institute

Vo Quoc Thao Nguyen,
International Sustainability Academy

Simon Gölden,
Fraunhofer LBF

Miriam Gallur,
ITENE

Walter Leal,
HAW Hamburg

Valeria Pulieri,
Crowdhelix

Hasso von Pogrell,
European Bioplastics e. V.

BIO PLASTICS EUROPE

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