

SUSTAINABLE INNOVATIONS, PART OF THE STOPP PROJECT, A EUROPEAN INITIATIVE TO CUT-OFF PLASTIC POLLUTION IN FOOD PACKAGING

- **THE PROJECT IS BASED IN THE 5 R'S OF CIRCULARITY: REFUSE, REDUCE, REDESIGN, REUSE, AND RECYCLE.**
- **SUSTAINABLE INNOVATIONS WILL LEAD THE BUSINESS DEVELOPMENT AND COMMUNICATION TASKS, SUCH AS ANALYZING THE READINESS OF THE VALUE CHAIN ACTORS OR CREATING A MULTI-ACTOR COMMUNITY**

Madrid, February 15th, 2024 – Sustainable Innovations, a Spanish business and innovation consultancy firm specialising in Sustainability projects, announces its participation in the STOPP project. This project, funded by the EU with almost 4 million euros, focuses on enhancing circularity and creating new sustainable models within the food packaging value chain.

For 36 months, 14 partners from 7 countries will collaborate to set the basis of a new model based on the so-called 5 Rs: refuse, reduce, redesign, reuse, and recycle. This ambitious project aims to be crucial in the fight against plastic waste. In line with the EU's commitment to promoting sustainable practices and reducing plastic pollution, STOPP seeks to significantly reduce the environmental footprint attributed to plastic waste in the food industry. Its approach encompasses all stages of the food packaging value chain, from plastic producers to hospitality companies, including supermarkets, recycling plants, and consumers.

Sustainable Innovations will lead the dissemination, communication, and exploitation of the STOPP project. Their tasks will involve sharing the project's results, fostering social awareness towards circular food packaging innovations, collaborating with European Commission agencies and related projects, as well as implementing the project's outcomes. Regarding this last point, SIE will create a strategy to successfully implement the results at the project's conclusion, considering market readiness and technological transfer, and ensuring that these outcomes have an impactful and genuinely sustainable effect.

When asked about the project, Jesús Serrano, Sustainable Innovations' Deputy General Manager, states: 'Our involvement in STOPP represents a great opportunity for both SIE and society at large. It's not just about reshaping how we perceive food packaging but about committing to shaping a sustainable future. This initiative aligns with our values, enabling us to significantly contribute to environmental conservation while developing innovative solutions. Our participation in this project entails taking responsibility for the planet and future generations. Food forms the foundation of our lives, and for this reason, we need to make it the cornerstone of sustainability'.

Plastic: a challenge towards a sustainable future

The European Union is pursuing ambitious goals to cut off packaging waste by 2030, which means there is a need for a substantial surge in packaging reuse and recycling rates. Plastic waste poses a significant challenge. In 2018 alone, around 5.0 million tons of end-of-life rigid HDPE (high-density polyethylene) and 4.8 million tons of end-of-life rigid PP (polypropylene) were reported as waste. Current research, predominantly focusing on consumer attitudes rather than behaviours, highlights a gap in understanding real-life actions regarding reusable packaging.

Regarding consumer behaviour, studies indicate varied attitudes towards different types of reusable packaging, with factors like price influencing adoption. However, the effectiveness of incentives, like discounts or charges for single-use packaging, seems to be an opportunity for altering behaviours. Demographics also play a role, with distinct age, income, and education-related patterns in attitudes and actions towards recycling and reuse of packaging. This challenge demands a holistic approach, not just in technological advancements and material development but also in comprehending and influencing consumer behaviours. The focus on both ends — the technological innovations and the societal perspectives — underscores the EU's commitment to reshaping the future of sustainable packaging.

About STOPP

Led by VTT, the STOPP initiative is a collaborative effort committed to revolutionising the food packaging value chain by promoting sustainable solutions. Partners include the University of Vaasa, the National Institute of Chemistry of Slovenia, the National Institute of Biology of Slovenia, ReMONDIS Recycling, HSY (Helsinki Region Environmental Services), GreenDelta, Sustainable Innovations, Plastics Recyclers Europe, Ekokumppanit, Pirkanmaan Jätehuolto, Veolia, Braskem, and reCIRCLE.

With a grant of €3,998,452.00 from the Horizon Europe research and innovation programme of the European Union, STOPP focuses on addressing plastic pollution by employing the "5 Rs" strategy: Refuse, Reduce, Redesign, Reuse, and Recycle. SUSTAINABLE INNOVATIONS, with a crucial role in this transformative initiative, has received €300,162.50.

About SUSTAINABLE INNOVATIONS

SUSTAINABLE INNOVATIONS is a Spanish consultancy firm providing innovative services to a wide range of sectors across Europe: bio-based industry, renewable energies, and advanced materials, among others. The capabilities offered by SUSTAINABLE INNOVATIONS are structured around three main pillars that serve as a bridge between the conception of innovative ideas and the market: Innovation Management, Business Development Services and Training. Our main asset is the highly qualified team of engineers, environmentalists, communicators and business development experts that work with us.

More information at www.sustainableinnovations.eu