

PAPER BIO PACK

WHAT'S THE FUTURE
OF PACKAGING IN
CENTRAL EUROPE?

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Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund
BIOCOMPACT-CE

 <INSERT YOUR LOCATION HERE>

 **Training Package - Feasibility**

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Part 1

About Feasibility



What is feasibility

- Likelyhood of bringing **options** to function in **real life**:
- **Option:** Environmentally advantageous solutions in paper-plastic multimaterial packaging and other products.
- **Real life:** production and use of biocomposite multimaterial products in Central Europe (also serving a broader region).



Part 2

Background context



Background context

1. Environmental benefits
2. Resources
3. Economic conditions
4. Use/demand
5. Lessons learned / best practices
6. Policy



1 Environmental benefits

- Resource efficiency (circular economy)
- Safety
- Reduced environmental burdens (pollution, CO₂ footprint etc.)
- LCA



2 Resources (in CE)

- Paper and plastic
- Converting industry / technology
- Production/ Logistics/ Trade/ Access to markets
- Know how (internal/external) /HR / knowledge support
- Innovation system
- Markets / consumers
- Waste treatment capacity (recycling, composting, biogasification facilities)



3 Economic conditions

- Economic capacity for investment
- Purchasing power
- Structure of industry (paper, plastic, converting, trading)
- Public support for sustainability goals
- Economic situation: growth, jobs



4 Use / demand

- Awareness (NGOs etc)
- Regulatory support
- Purchasing power
- Export markets (direct indirect)



5 Lessons Learned / best practices

- Projects
- Market trends and players elsewhere
- Successes and failures analysis (inherent reasons)



6 Policy

- Existing policy
 - Domestic
 - Foreign
- Expected policy (trends)
- All levels of policy (national, local, industry, company)



Need for a situation assessment

1. External factors
2. Internal factors
3. Guided process through **PaperBioPack**



Part 3

Strategy



Approach - market

1. Follow demand/ market (established competition)
2. Create demand /market (alone but risky)
3. Anticipate demand (prototype, trials) temporary!



Approach - products / technology

1. Commodity
2. Niche (sufficient for sustainability, loss making piggyback)
3. Technology (existing, new expansion)
4. End of life (recycling, composting, incineration)
5. Identify value chain and role in it



Approaches - external conditions

1. Knowledge (obtain, academic, organizations/associations)
2. Support (projects, partners, institutions, programmes)



Paper Bio Pack support

1. Guided route to change



Part 4

What is needed



Key requirements for change

Knowledge - awareness

- in companies
- In wider public - consumers
- Policy

Innovation support system

- Funding
- Knowledge/technical/network **PaperBioPack**



To contemplate (...in „Strategy“)

Implementation scenarios

The listed goals can be achieved through a number of measures.

In principle, two main scenarios can be distinguished:

1. Scenario 1 in which development is supported through strong official innovation and sustainability policy.
2. Scenario 2 that relies on “soft” non policy measures.



Most important:

There are many ways to change - each will be special and different. Key is to want to change.



THANK YOU

