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## **INNOVATIVE VALUE CHAIN DEVELOPMENT FOR SUSTAINABLE PLASTICS IN CENTRAL EUROPE (PLASTICE)**

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### **Abstract**

The unstoppable growth in plastics use has brought with it a growing environmental burden from the perspective of resource use, emissions released during the production stage, and waste management. To control and to reduce these negative impacts on the environment it is essential to move to the production and use of plastics with a higher level of sustainability, in particular biodegradable and biobased plastics.

The international project PLASTiCE “Innovative value chain development for sustainable plastics in Central Europe” is devoted to the promotion of new environmentally friendly and sustainable plastic solutions. The focus of the project is on the identification and removal of barriers to the faster and more widespread use of sustainable types of plastics, particularly biodegradable plastics and plastics based on renewable resources, in Central Europe. Although the region is lagging in the use of sustainable plastics it does possess strong centers of knowledge on biodegradable materials. Backed by information spreading activities, regulative support and a contribution of a complete value chain (producer, converter, end user) the project aims at overcoming the current obstacles experienced in Central Europe and elsewhere. Among its objectives are: raising awareness among target groups regarding biodegradable plastics, improving technology transfer and access to scientific knowledge, intensifying application-oriented cooperation between research and industry.

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