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Progettare per la Circolarità

ACSAL – Progetto ASAP – 15 Mar, 2021

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asap

let's change
as soon
as possible



BENVENUTI !



Chi sono io....

Coordinatrice della Sostenibilità in Gualapack....

.....e Innovation Project Manager!



www.gualapack.com



OUR KEY MARKETS



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A GLOBAL PRESENCE



*Joint Venture/Strategic Partner

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TECHNOLOGY CROSSOVER



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Oggi parleremo di:

COME AFFRONTARE IL GRANDE TEMA DEI RIFIUTI

E

RIMANERE ORGOGLIOSI DI PRODURRE IMBALLAGGIO !!!



Cosa sai della Circolarità ??

TEST online

I Tre Pilastri della Sostenibilità: Ambientale, Sociale, Economico



Sostenibilità:

Capacità di continuare all'infinito una azione, senza che questa abbia un impatto negativo di qualsiasi genere sul futuro e sulla possibilità in futuro di perpetuare tale azione. *(es. la pesca)*

La sostenibilità viene intesa in senso olistico, e deve pertanto comprendere e conciliare Pianeta, Profitti e Popolazione.



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Gli imballaggi SERVONO !



Vantaggi del Imballaggio Flessibile:

Ambientali

Trasporto leggero, occupa poco spazio e consuma poco carburante

Minimo utilizzo di materie prime

Infrangibile, igienico e duraturo



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Prevenire lo spreco alimentare

Flexible Packaging helps prevent food waste

Food waste - key sustainability issue

1/3 of food produced globally is never eaten – representing a major wastage of resources (e.g. water, energy, land) and unnecessary greenhouse gas emissions.



Adjustable portions

Adjustable portions and formats reduce potential leftovers on the plate and in the pack.



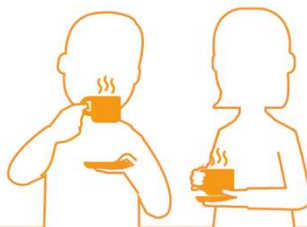
Extended shelf-life

Offers extended shelf-life and storage options for a wide range of foods (e.g. meat, dairy, coffee, vegetables), thus reducing food waste at the retail and consumer level.



Appropriate preservation and formats

Flexible Packaging provides solutions thanks to customisable design for appropriate preservation and serving formats.



Flexible Packaging plays a minor part of a food product's environmental footprint but a major role in preservation



Saving important resources

Flexible Packaging helps in reducing food waste, thus saving important resources - more than needed to produce the packaging itself.

Flexible Packaging saves much more resources than it consumes.

Small part of carbon footprint

When considering the lifecycle of a food product, Flexible Packaging makes for only a small part of the carbon footprint on average less than 10%.

Production of the food contained in the pack often represents the major use of resources and major environmental impact.



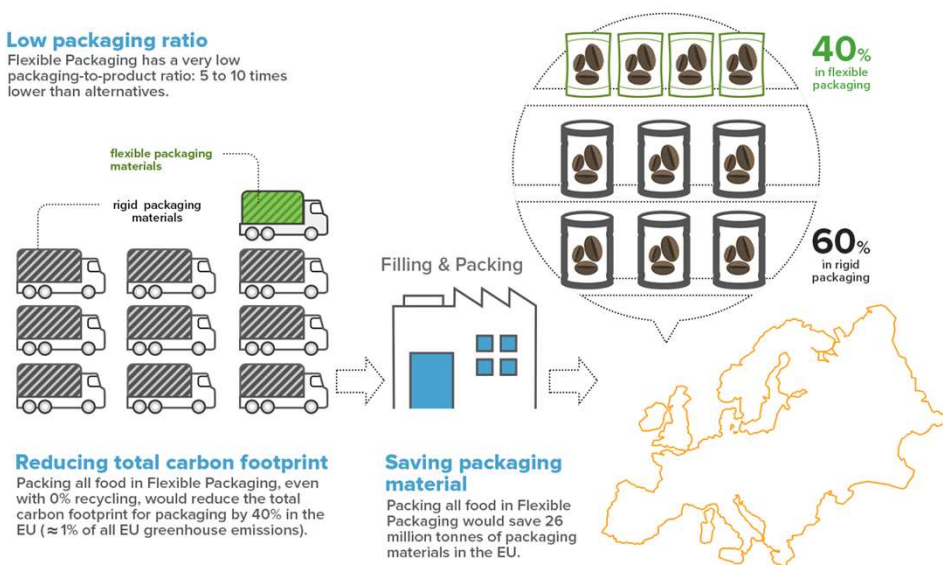
NO AL SOVRA-IMBALLO

Bene il flessibile !

Flexible Packaging accounts for only 10% of all packaging materials used for food in Europe but packs more than 40%

Low packaging ratio

Flexible Packaging has a very low packaging-to-product ratio: 5 to 10 times lower than alternatives.



Cos'è la «Circular Economy»



ECONOMIA LINEARE :
produco, uso e butto via.

ECONOMIA CIRCOLARE:
progetto per poter

- Ridurre
- Riutilizzare
- Riciclare !

Cos'è la Circular Economy



Secondo i principi dell'economia circolare, non basta RICICLARE DOPO, bensì PROGETTARE per un RICICLO FACILE ed ECONOMICO dell'imballo o del manufatto !

Le abitudini cambieranno.....



Le abitudini cambiano.....

«Niente plastica a scuola», Sala e Mengoni distribuiscono borracce



1 / 11

Slide Show

Circa 50 bambini che iniziano la prima elementare hanno ricevuto dal sindaco di...



....e dall'Europa: EU Plastics Strategy – 2018



**entro il 2030 tutti gli imballaggi dovranno essere
riciclabili oppure riutilizzabili**

Progettare per la Circolarità





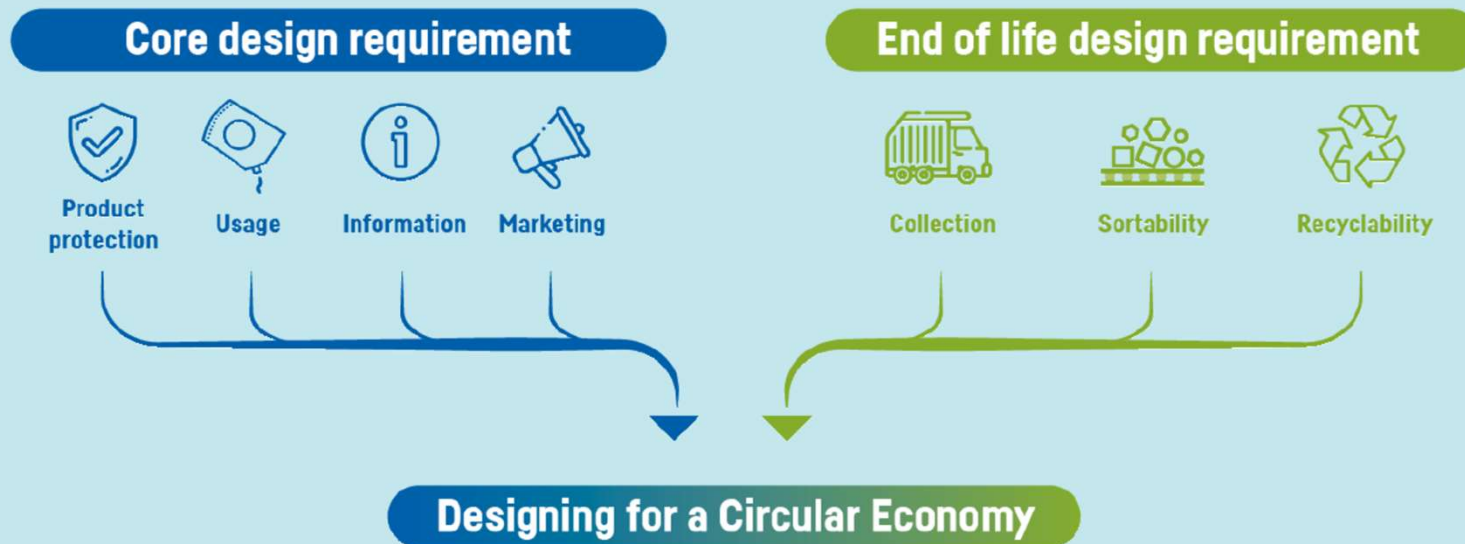
CONCETTI CHIAVE

CIRCOLARI--- MA NON SOLO !

PREVENIRE GLI SPRECHI ! SIA DI CONTENUTO CHE DI CONTENITORE !

- **LEGGEREZZA – NO OVER PACKAGING !**
- **SVUOTABILITA' – RESIDUO MINIMO**
- RICICLABILITA' ECONOMICAMENTE FATTIBILE
- EVITARE I RIFIUTI – TAPPI LEGATI AL CONTENITORE
- RIUTILIZZO ! TAPPO GIOCO

Designing for a circular economy



5 Steps to Build a Circular Economy for Flexible Packaging



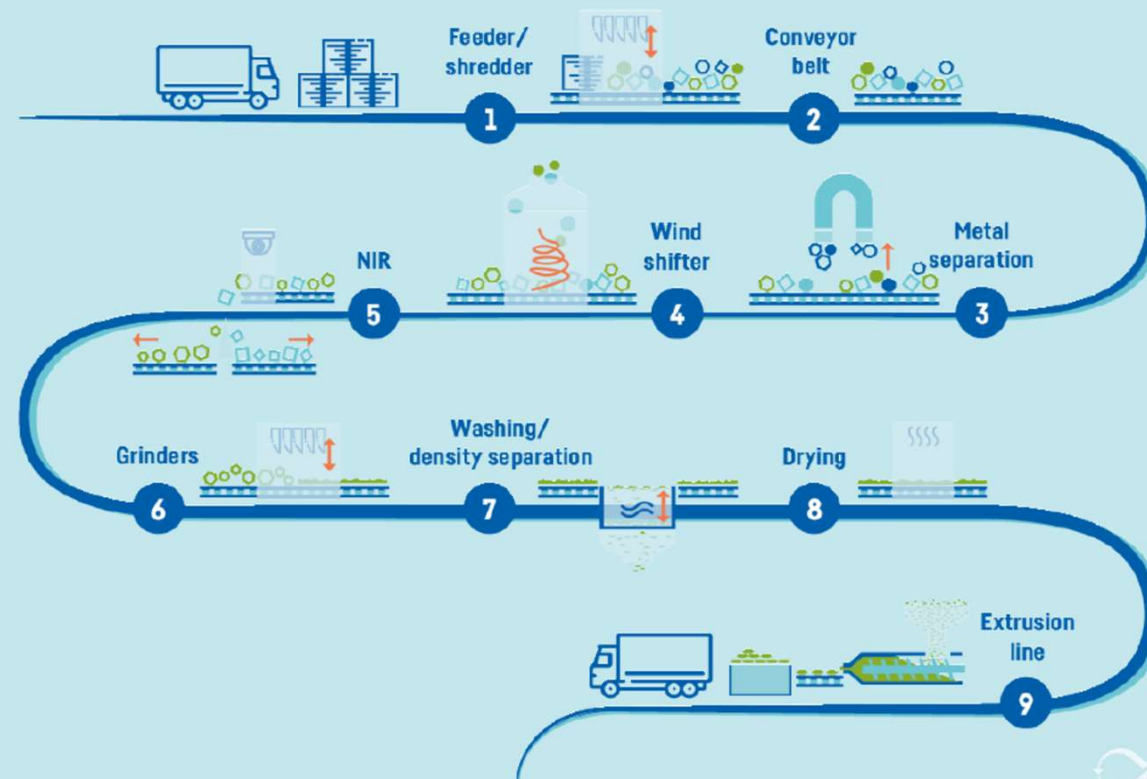
- 1 **Drive collection** of ALL flexible packaging for sorting and recycling
- 2 **Sort and recycle** the suitable mono-material fractions
- 3 **Redesign** multi-material flexible packaging to mono-materials with existing recycling streams where possible
- 4 **Identify solutions** and develop capabilities to sort and recycle the remaining fractions
- 5 **End markets** for all recycled flexible packaging materials



These 5 steps have been endorsed by the CEFLEX stakeholders together with a set of actions needed by each part of the flexible packaging value chain

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Flexible packaging mechanical recycling process



CEFLEX

copying

CIRCULARITY PROOF: Life-size recycling test



**Proof of
correct Sorting
at scale: NIR
Identification =
PP in real
sorting center**

**Extrusion at scale,
Injection Moulding
and mechanical
characterization of
re-PP**



Pictures: n-pellet re-ppschitale A



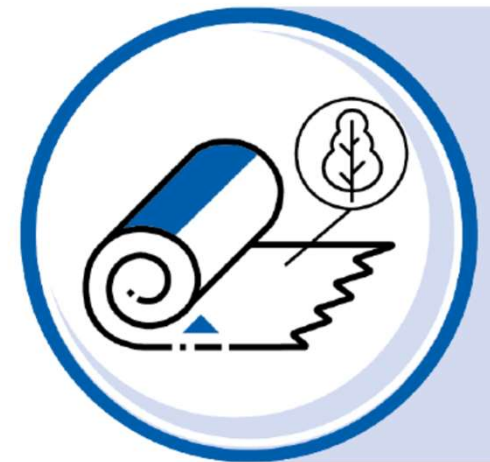
Pictures: n-pellet re-ppschitale B

CONFIDENTIAL

Progettare per la Circolarità: NO Plastica e Carta assieme

Material choice - paper

- If used in flexible packaging
 - Should be dominant material by weight
 - Identified as paper in sorting process
 - Sorted in paper fraction for recycling
- Paper in plastics recycling process a disruptor

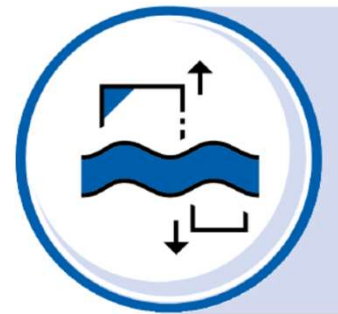


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Protezione vs Luce e Ossigeno

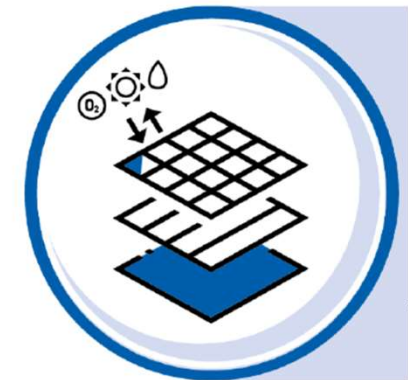
Density

- For polyolefins to be separated from non-polyolefins
- $<1\text{g/cm}^3$



Material choice - barriers

- Important element to provide functionality and reduce overall material usage
- Limits provided to ensure choice of barrier material and amount used does not adversely affect recyclability



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Il ruolo del COLORE nel fine vita: meglio minimizzare!

Pigments

- Preference for low levels of pigments, natural or lighter colours or none
- Improve recycle quality and value
- Carbon black containing masterbatch not compatible with sorting process
 - Use NIR detectable pigments

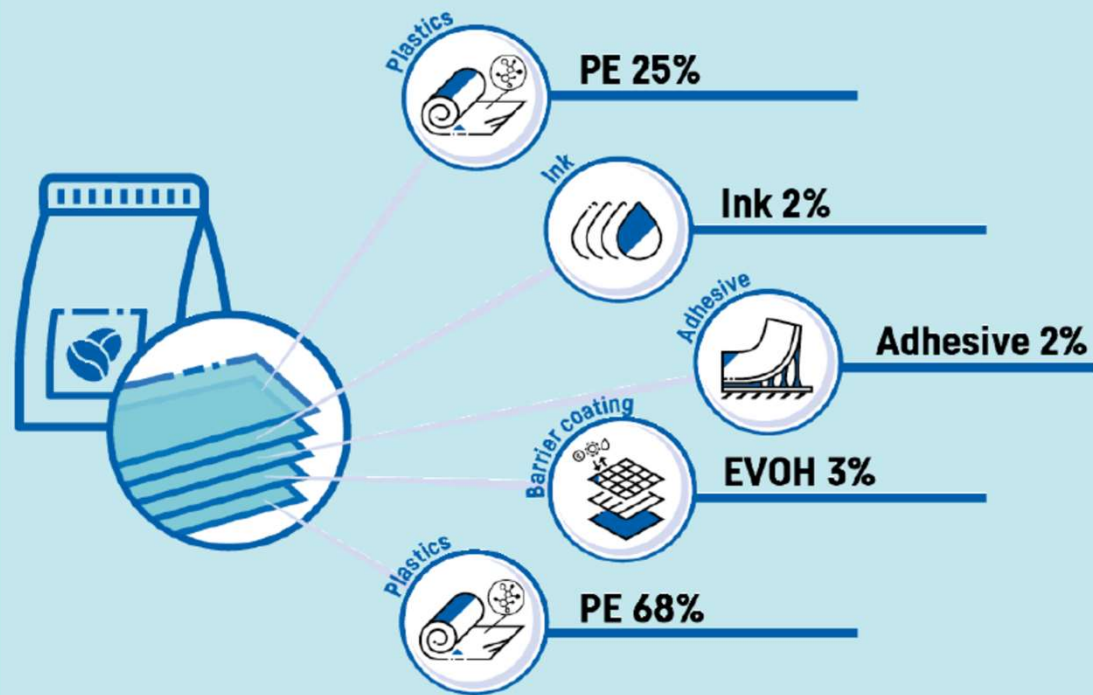


Inks and lacquers

- Printing provides product information and barrier properties
- Inks can impact recycle quality
- Preference for minimal print coverage
- Lighter colours preferred
- Maximum 5% of total structure weight



Example



esempi di Riutilizzo diretto



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Tappo «Tethered»

Per non finire in
ambiente !



Brick Cap: un sistema per riutilizzare e ridare vita al tappo!



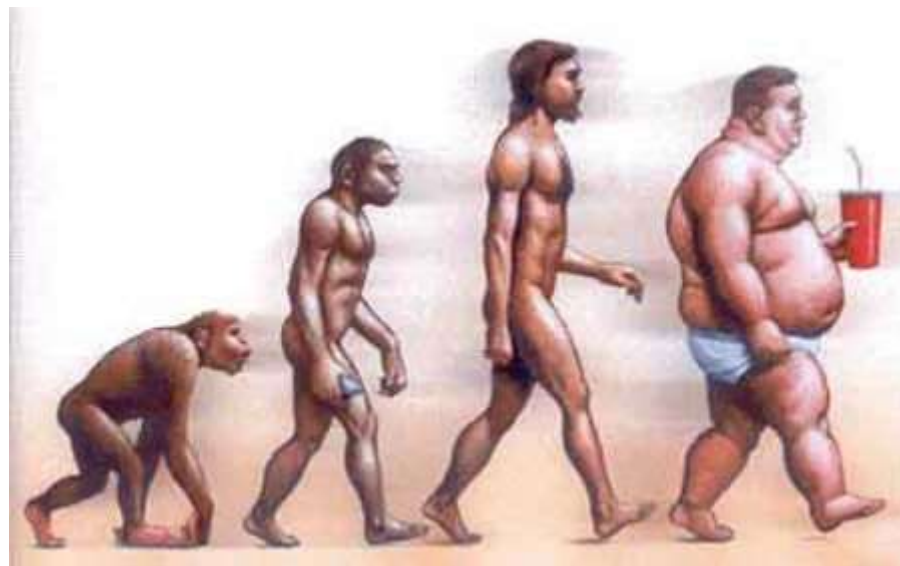
Spin Cap: il tappo trottola



Vivere sostenibili!



I grandi problemi NEL MONDO: fame e obesità (1)



Flussi Migratori (2)



Cambiamento del CLIMA (3)



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E infine Il Mare di Plastica! (il più **semplice da risolvere**).



La colpa è della Plastica? ... o del Consumatore??



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Grazie !

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