

Brightlands Symposium:  
*Circular Challenges of Plastics Packaging*  
17-09-2020

Marnix van Gurp





# BRIGHTLANDS

The Innovation Ecosystem of Limburg

BRIGHTLANDS  
Chemelot Campus



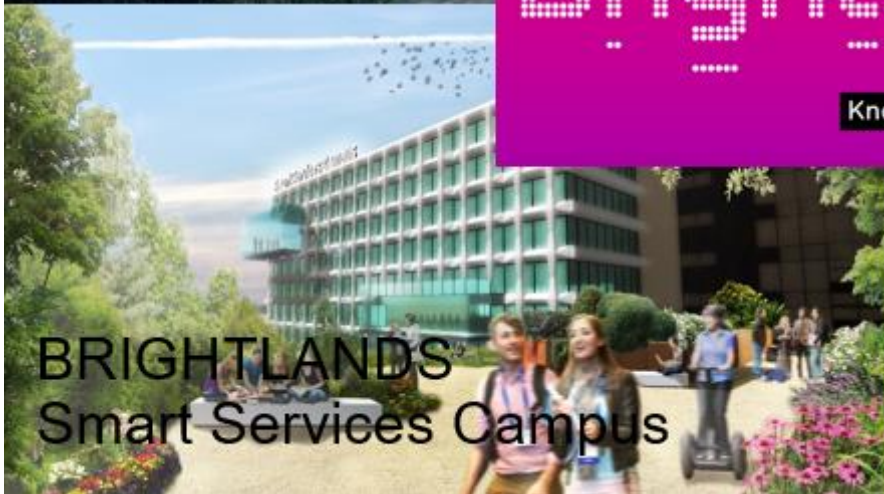
BRIGHTLANDS  
Maastricht Health Campus



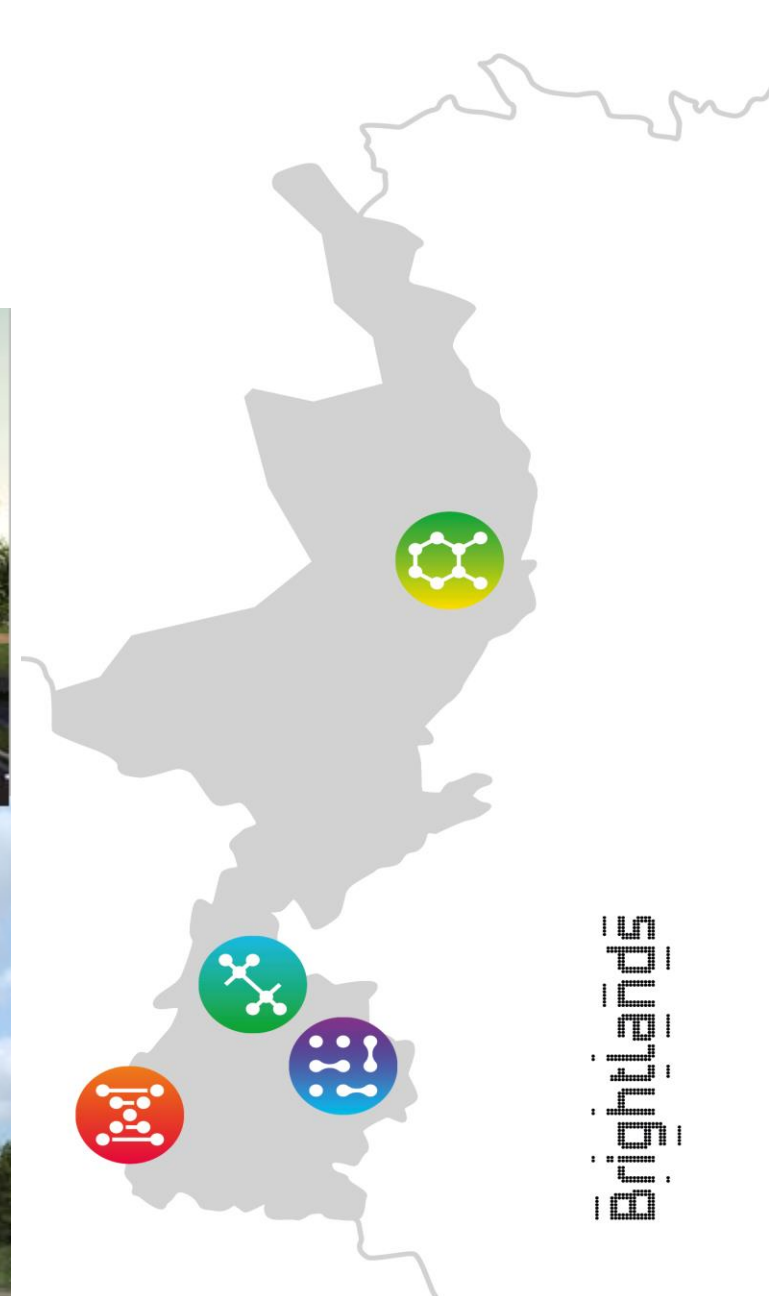
Brightlands

Knowledge crossing borders

BRIGHTLANDS  
Smart Services Campus



BRIGHTLANDS  
Campus Greenport Venlo



Brightlands



# INDUSTRY ROADMAP

From Linear to Circular



Feedstock,  
building blocks

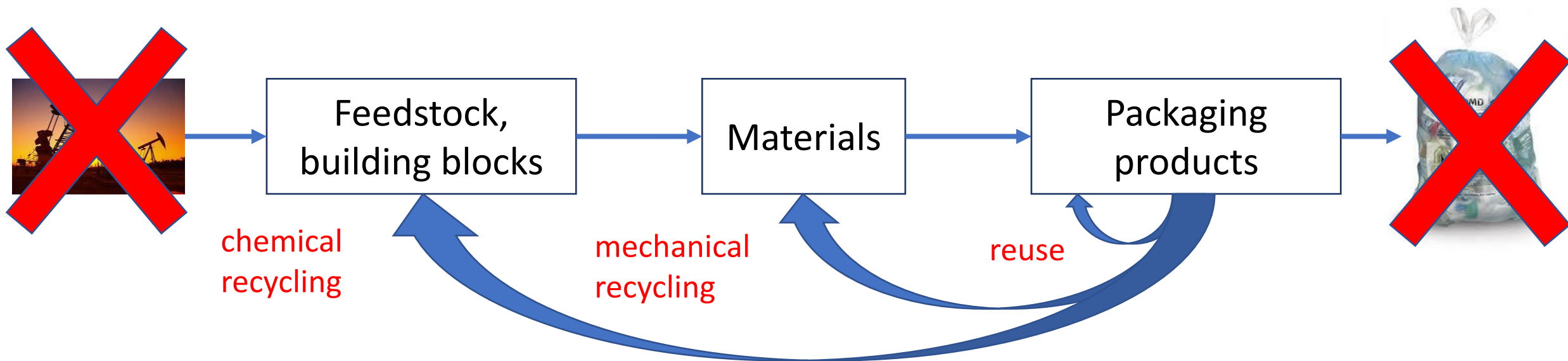
Materials

Packaging  
products



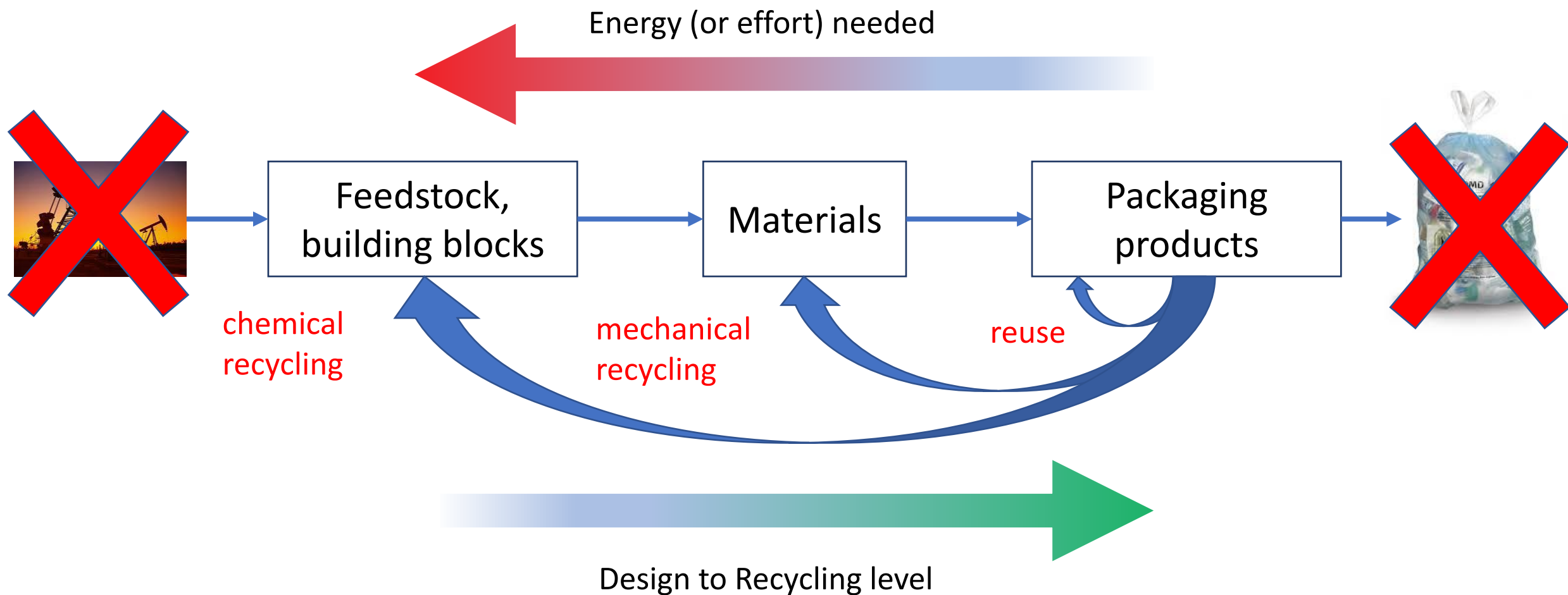
# INDUSTRY ROADMAP

From Linear to Circular



# INDUSTRY ROADMAP

From Linear to Circular





**There is global momentum for a circular redesign of the plastics value chain**

### Circular Plastics Alliance

- EU initiative
- 10 MT recycled plastics into new products 2025



### Alliance to End Plastic Waste

- \$1.5 Billion investment
- 30+ Global Brands



### CEFLEX

European Consortium of producers, converters, brand owners and recyclers



### New Plastics Economy Signatories:

- 350+ Global Commitment
- 250+ Plastics Pact

### Dutch and European Plastic Pacts

### Rethink Plastic

- Leading European NGOs
- Redesign, reduction & recycling

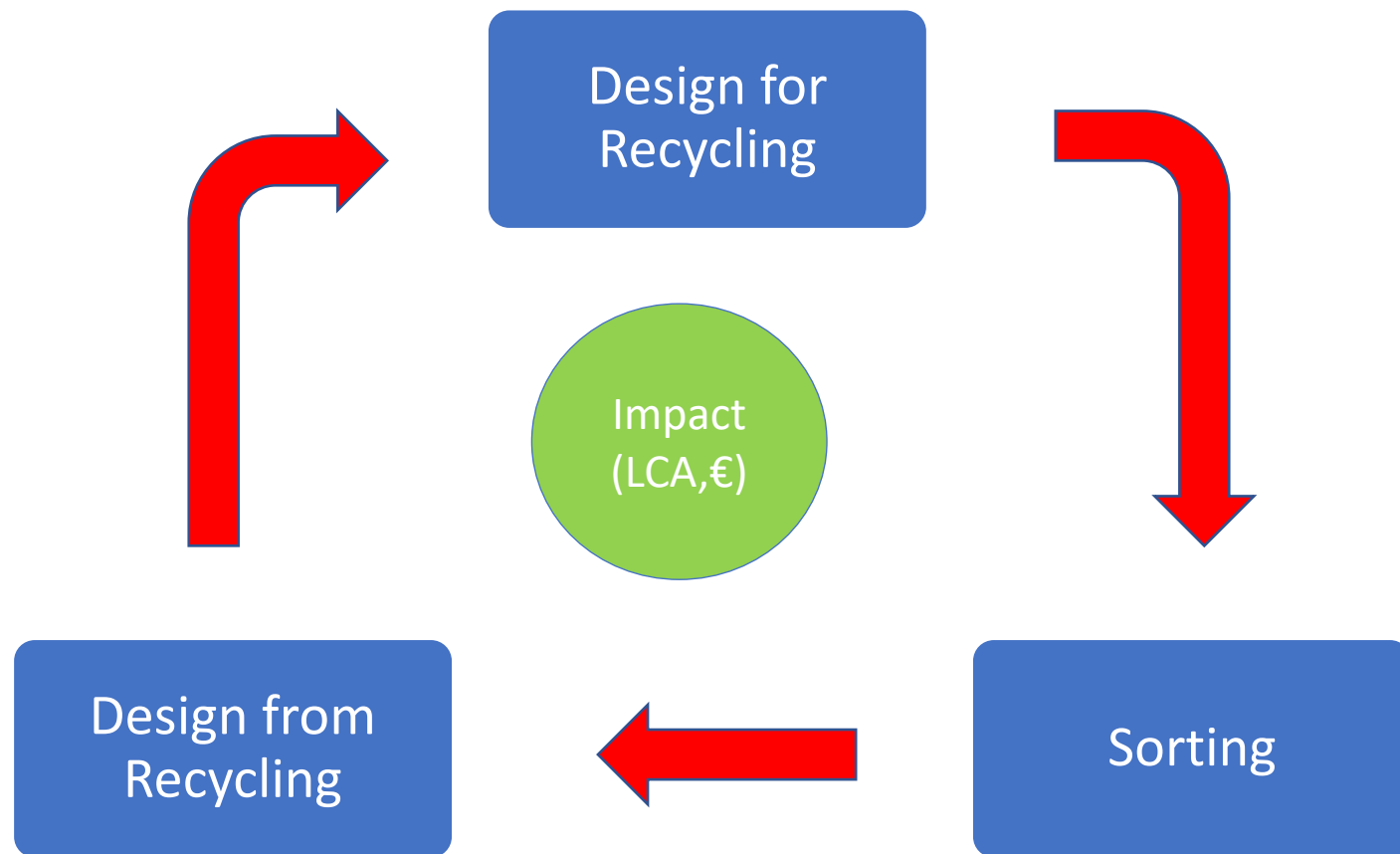
### PCEP

PlasticsEurope, European Plastics Converters and Plastics Recyclers Europe



# Our Vision

## How to achieve Circular Packaging



## WHAT IS THE PROBLEM?





# BRIGHTLANDS SYMPOSIUM

## Circular Challenges of Plastics Packaging

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Knowledge crossing borders

### Program:

Tijd	Spreker	Bedrijf	Titel
13:00	Marnix van Gorp	Brightlands Materials Center	Welkom en introductie op het thema
13:15	Caroli Buitenhuis	Green Serendipity	Inzicht in Global, EU en NL beleid op gebied van Circulair Verpakken
13:40	Luuk Beenders	Blomix	Gerecycled materiaal als uitgangspunt voor nieuwe producten
14:05	Vincent Mooij	SUEZ	Circular design is key for recycling
14:30	Tom Ligthart	TNO	Duurzaam ontwerpen van verpakkingen met EnvPack
14:55	Mark Roelands	TNO	Chemische recycling, nu en toekomst
15:20			End

## FOLLOW UP?

Connect directly to anyone of the speakers of today or see the Brightlands website: [www.brightlands.com](http://www.brightlands.com)

Brightlands Innovation Hub partners:



NEW CONNECTIONS • NEW SOLUTIONS