



Strategies to **prevent and reduce plastic** packaging pollution from the food system.



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The **STOPP** project

At STOPP, we're pioneering a transformative initiative to revolutionize the way we approach food plastic packaging by embracing the "**5 Rs**": **Refuse, Reduce, Redesign, Reuse, and Recycle.**

Our main aim is to drastically reduce the environmental impact caused by plastic waste in food packaging, aligning closely with the EU's Packaging and Packaging Waste Directive. Our collaborative efforts encompass every facet of the food packaging value chain.

We're set on creating circular strategies that not only appeal to plastic production and processing but also drive awareness through a multi-actor network. Our strategic actions include analysing plastic waste impact, monitoring current usage, designing sustainable business models, boosting recycling efforts, and understanding consumer attitudes through an in-depth study.



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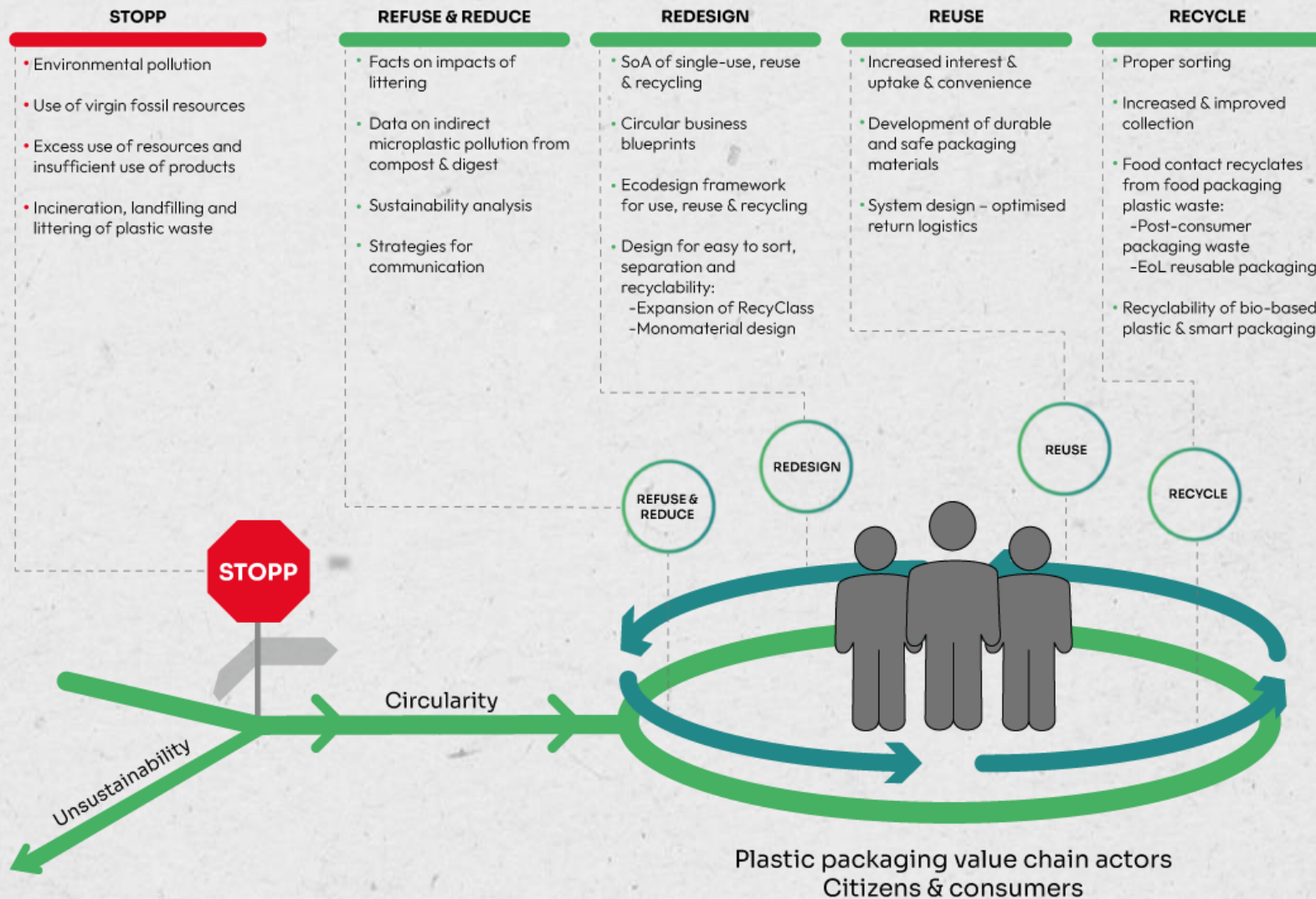


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The concept:



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Impacts

- Deeper comprehension of the impact that littered plastics have on the ecosystems.
- Adoption of more sustainable strategies, processes, and models within the food packaging value chain.
- Increased consumer awareness about the significance of sustainable and circular food packaging solutions.
- Technological developments that will lead to an increase in plastic's reuse and recycling.



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OBJECTIVES

- To **analyse the plastic impact on diverse ecosystems** by conducting a comprehensive assessment based on empirical data.
- Facilitating the **transition of key stakeholders towards alternative circular** solutions in food packaging systems, identifying needs and motivations, and developing tools.
- **Designing future-fit sustainable business models** for the packaging value chain, including new materials, recycling, and reusing strategies.
- **Improving recycling**, from the collection and sorting practices to materials innovation such as recycling recipes or potential recycling of bio-based plastics.
- **Consumer studies and awareness campaigns** to engage over 10,000 European consumers in topics such as reusable packaging or behaviour change.



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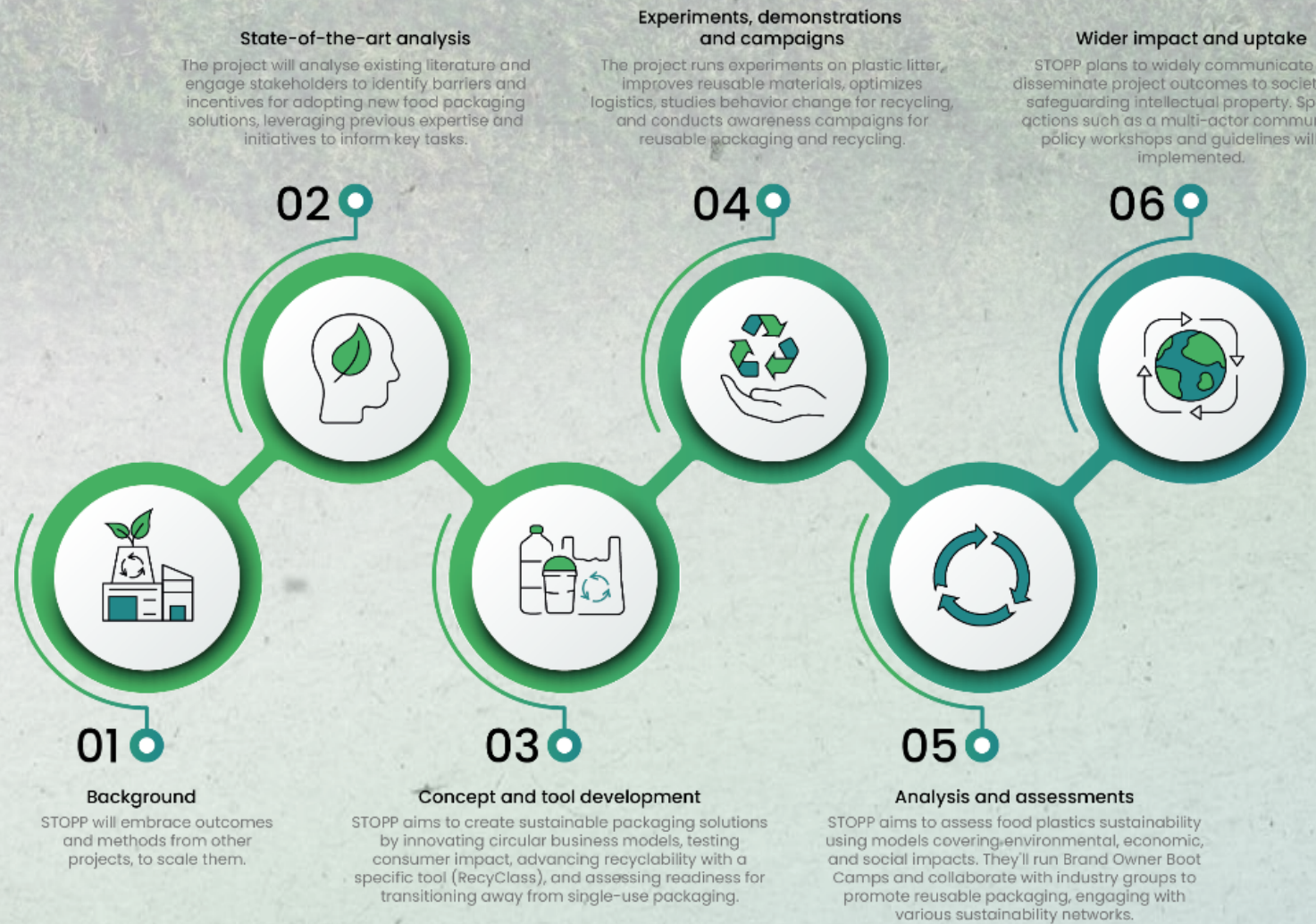


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Methodology:



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Project Partners



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