

## PROJECT PARTNERS:



[www.stopp-project.eu](http://www.stopp-project.eu)



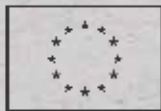
@StoppProject



Stopp-project



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



Co-funded by the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI





# ABOUT STOPP

STOPP is an initiative to revolutionize the way we approach food 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.

# 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.



# OBJECTIVES

To analyse the plastic impact on diverse ecosystems by conducting 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.

## JOIN OUR MULTI-ACTOR COMMUNITY!



The STOPP Multi-actor Community is a **network open to anyone interested** in being part of the **transition towards a more sustainable, circular food packaging value chain.**

# METHODOLOGY

