Work Package 8

Deliverable D8.5

Practice Abstracts - Batch 1

Lead Partner: SIE

Author(s): Pablo Morales Moya

DATE: April, 2025

This document presents the information related to the first batch of practice abstracts developed within the framework of the STOPP project. These practice abstracts are designed to effectively communicate key findings, best practices, and innovative approaches identified throughout the project, ensuring their accessibility to relevant stakeholders, including plastic manufacturers, policymakers, and researchers, among others. The report provides a detailed overview of the methodology used to develop these abstracts, the main results obtained, and the dissemination strategies employed to maximise their impact. By documenting this process, the report aims to support knowledge transfer and facilitate the adoption of sustainable solutions in the field.

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Project details			
Project name	Strategies to prevent and reduce plastic packaging pollution from the food system	**Start/ Duration**	01/01/2024 – 36 Months
Project acronym	STOPP	**GA number**	101134958
Topic identifier	HORIZON-CL6-2023-ZEROPOLLUTION-01-7	**Call identifier**	HORIZON-CL6-2023-ZEROPOLLUTION-01
Type of Action	HORIZON Research and Innovation Actions	**Coordinator**	VTT
Contact persons	Milad Mosallaei, milad.mosallaei@vtt.fi		
Website	https://stopp-project.eu		

Deliverable details			
Number	D8.5		
Title	1st Batch of Practice Abstracts		
Short description	The Practice Abstracts developed within the STOPP project align with the three KER families: KER1 family: Environmental impact related, KER3 family: Increasing reuse and recycling, and KER2 family: Tools, concepts, models, and other outputs, ensuring comprehensive coverage of key innovations and sustainability solutions.		
Related task	T8.4 IP Strategy		
Work Package	8		
Dissemination level	PUBLIC	**Nature**	Report
Due date (M)	M16	**Submission date (M)**	M16
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Document History			
Date	**Version**	**Name**	**Changes**
15/03/2025	**V0.1**	Draft Version	Feedback compilation
31/03/2025	**V0.2**	Second Version	Hyperlinks added, table formatting.
04/04/2025	**V1**	Final Version	Final validation from coordination.

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FIGURES

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Project summary

At STOPP, we're pioneering a transformative initiative to revolutionize the way we approach food packaging by working with all the stakeholders in the value chain to promote 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.

Executive summary

This report presents the first batch of Practice Abstracts (PAs) developed within the STOPP project, aiming to facilitate knowledge transfer and promote innovative solutions for sustainable agricultural and waste management practices. The PAs serve as concise, user-friendly summaries designed for stakeholders, researchers, and policymakers, ensuring practical applicability and accessibility. Their structure and content adhere to the EU CAP NETWORK template developed under the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI), guaranteeing alignment with established best practices.

The PAs are based on the three Key Exploitable Result (KER) families identified within STOPP: Environmental impact related, Increasing reuse and recycling, and Tools, concepts, models, and other outputs. This classification ensures comprehensive coverage of the project's key innovations and findings.

The document details the entire deployment process, from the development of the PAs to their integration into the STOPP project website, ensuring broad accessibility and dissemination. Additionally, the report outlines the key results, conclusions, and next actions, providing a roadmap for future activities and the further exploitation of STOPP's outcomes.

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Acronyms and abbreviations

DCP	Dissemination and Communication Plan
EC	European Commission
EU CAP	European Union Common Agriculture Policy
EIP-AGRI	European Innovation Partnership for agricultural productivity and sustainability
KERs	Key Exploitable Results
GP	General Public
PM	Policy Makers
PAs	Practice Abstracts
SC	Scientific Community
TM	Trade Media
WP	Work Package

1. Introduction

This document is the STOPP project handbook (contract no. 101134958) corresponding to D8.5 (M16) led by SIE. As part of the activities carried out in the *WP8 Outreach: Communication, Dissemination and Exploitation*, the STOPP project is committed to developing and promoting sustainable solutions that enhance productivity while reducing environmental impact. As part of its Dissemination and Communication Plan (DCP) strategy, the project has developed a series of Practice Abstracts (PAs) to ensure key findings, methodologies, and innovative solutions reach a broad audience, including industry stakeholders, policymakers, and researchers. These abstracts serve as practical, easily digestible summaries that highlight essential aspects of the project's outcomes, making them accessible and actionable for end-users and the relevant stakeholders.

A fundamental aspect of this process is ensuring that the Practice Abstracts align with established European frameworks for knowledge transfer. To achieve this, the PAs have been structured following the EU CAP NETWORK design principles under the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI). These guidelines provide a standardised format to communicate innovation results effectively,

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facilitating their integration into existing environmental practices across Europe. The STOPP Practice Abstracts are structured according to the three Key Exploitable Result (KER) families identified within the project:

- **Environmental impact related:** Addressing innovations that contribute to reducing pollution, improving soil health, and mitigating climate change effects in agriculture.
- **Increasing reuse and recycling:** Showcasing methods and technologies that optimise waste valorisation, circular economy approaches, and sustainable resource use.
- **Tools, concepts, models, and other outputs:** Highlighting frameworks, methodologies, digital tools, and models developed to support decision-making and sustainability assessments.

By categorising the PAs under these three pillars, the STOPP project ensures that its outputs align with relevant sustainability and innovation topics.

This document provides a comprehensive overview of the first batch of Practice Abstracts, detailing their purpose, structure, and significance. Additionally, it outlines the deployment process, including their publication on the STOPP project website, ensuring visibility and accessibility for the intended audiences. The report also summarises the results obtained so far, key conclusions, and the next steps to further enhance the impact and uptake of the project's findings.

2. About the EIP-AGRI and PAs

The European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI) plays a crucial role in fostering innovation within the agricultural and rural sectors of Europe. Its primary goal is to enhance knowledge exchange and collaboration by promoting practical solutions that address key environmental, economic, and social challenges. Unlike traditional top-down research models, EIP-AGRI embraces an interactive innovation approach, where stakeholders such as researchers, policymakers, and industry representatives work together to develop and implement innovative solutions. This method ensures that research outputs are not only

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scientifically robust but also relevant and applicable to real-world ecological practices.

EIP-AGRI projects can operate through two main mechanisms: Operational Groups, which function at the national or regional level under the Common Agricultural Policy (CAP), and multi-actor projects funded through EU Horizon 2020 and Horizon Europe programmes, which work on a transnational scale. The strength of these projects lies in their ability to merge expertise from different disciplines and sectors, ensuring that solutions are practical, scalable, and widely disseminated. To facilitate knowledge sharing, the EIP-AGRI project database serves as a repository where results from both Operational Groups and Horizon-funded initiatives can be accessed, allowing stakeholders across Europe to learn from one another and build upon existing innovations.

Recognising the importance of structured and accessible knowledge transfer, the STOPP project has aligned itself with the EIP-AGRI methodology by developing Practice Abstracts (PAs) that present key project findings in a clear, standardised, and actionable format. These PAs are designed to facilitate the uptake of STOPP's results by industry professionals, policymakers, and researchers, among others, ensuring that the project's innovations reach those who can benefit from them the most.

2.1. The STOPP Practice Abstract Template

To enhance clarity and usability, each STOPP Practice Abstract follows a concise, structured format that includes the following key sections:

- **Problem Encountered and Objective:** This section identifies the specific agricultural or environmental challenge addressed by the STOPP innovation and outlines the objective behind the solution. By clearly defining the problem, stakeholders can quickly determine its relevance to their own contexts.
- **Main Results / Outcomes**: A summary of the innovation, research findings, or technological advancement developed within STOPP. This section highlights the key takeaways and demonstrates how the solution contributes to sustainability, efficiency, or improved agricultural practices.

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- **Practical Recommendations:** Actionable insights and guidance on how the knowledge can be applied in the field. This ensures that the results are not just theoretical but offer real, implementable benefits for end users.
- **Further Information:** References to additional resources, contact details of experts, or links to related documents that provide deeper insights into the topic.

Each PA has been carefully designed to be no longer than a single page, ensuring that the information is concise, clear, and accessible. The layout adheres to the STOPP project's brand guidelines, as established in the Communication and Dissemination Plan (CDP), to maintain a professional and consistent presentation across all materials.

Several EU projects were mapped in advance as an inspirational resource in order to get the best design principles as well as the content structure. The table below shows the projects explored:

PROJECT	LINK
agroBRIDGES	agroBRIDGES Practice Abstracts
COCOREADO	https://cocoreado.eu/practice-abstracts/
BioFruitNEt	https://biofruitnet.eu/resources/

Table 1: EU Projects with PAs developed

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STOPP PRACTICE ABSTRACT

TITLE OF THE PRACTICE ABSTRACT

PROBLEM ENCOUNTERED AND OBJECTIVE

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MAIN RESULTS / OUTCOMES

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PRACTICAL RECOMMENDATIONS

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Fig 1

Fig 2

Further information

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About this abstract

Authors: XXXXXXXXXXXXX
Date: Month, 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 1: STOPP PA Template

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2.2 Content Strategy for the STOPP's PAs

Beyond adhering to structured formatting, the Practice Abstracts in STOPP are systematically classified according to the project's three Key Exploitable Result (KER) families. This classification ensures that each PA aligns with the broader objectives of the project and facilitates the easy identification of relevant content by stakeholders. Through this categorisation, STOPP contributes to a more effective dissemination strategy, making it easier for end-users to find the information most relevant to their needs.

KER FAMILY 1: Environmental impact related
K1.1 Gap analysis on macro-, meso-, and microplastic litter impacts on 3 ecosystem types
K1.2 Impact assessment for biological organizations, ecological models of 2 ecosystem processes, and 3 species' response to plastic food littering
K1.3 Waste and litter analysis of existing reuse and recycling operations, waste management operations, in-field litter survey, environmental impact assessment
KER FAMILY 2: Tools, concepts, models, and other outputs
K2.1 Report on challenges and barriers, good practices, and SoA of food packaging systems
K2.2 Food packaging producers' and operators' needs, perceived risks, incentives and motivations & 'Adaptation Readiness Level' self-assessment test & information package
K2.3 Brand Owner Boot Camp concept
K2.4 Quality-quantity-match model
K2.5 STOPP Multi-actor Community
K2.6 Future-fit sustainable packaging business model blueprint
K2.7 Ecodesign framework

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KER FAMILY 3: Increasing reuse and recycling
K3.1 Material enhancement solutions to improve the safety and durability of reused packaging
K3.2 Sustainability analysis and cost-benefit calculations relating to the reuse cases
K3.3 Reuse citizen science-based demand campaign to identify interest in uptake
K3.4 Communication strategies to consumers about reuse and recycling
K3.5 Optimized return logistics for reuse to increase consumer convenience & easy-to-use
K3.6 Recommendations to improve and increase collection and sorting
K3.7 Monomaterial packaging approaches
K3.8 RecyClass expansion to food contact packaging types
K3.9 Food contact recyclate recipes
K3.10 Recyclability scenarios of bio-based plastic and smart packaging
K3.11 50 Ecoprofiles of polyolefin-based recyclates
K3.12 'Headache food packaging' campaign targeted for consumers

Table 2: STOPP's KER Families

By M16, significant progress has been made, allowing for an expanded selection of Practice Abstracts. Due to the earlier-than-anticipated completion of certain activities and tasks, SIE has been able to incorporate additional PAs beyond the initially planned scope, as explained in the upcoming chapters. As a result, alongside those related to KER Family 1 (Environmental Impact Related) and KER Family 3 (Increase Reuse and Recycling), the first batch will also feature PAs from KER Family 2 (Tools, Concepts, Models, and Other Outputs). This advancement reflects the project's efficiency and adaptability in addressing key objectives ahead of schedule.

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3. Deployment and development

Following the validation and finalisation of the Practice Abstract (PA) template, the STOPP project has undertaken a structured process to develop, deploy, and disseminate these key knowledge outputs. This section details the methodology followed in extracting relevant information, transforming it into a concise and practical format, and ensuring its accessibility through digital platforms. By documenting this process, STOPP aims to provide a transparent overview of how its findings have been effectively communicated to target audiences.

The following subsections outline the key steps involved in the Practice Abstract development and deployment process. This includes the collection and synthesis of information, ensuring that the content remains accurate, relevant, and aligned with the project's objectives. Additionally, this section describes the integration of the PAs into the STOPP project website, making them easily accessible to stakeholders. Finally, the communication strategy is presented, highlighting the steps taken to maximise the reach and impact of the Practice Abstracts through a dedicated launch campaign.

3.1 Step 1: Collection, creation of materials and synthesis of information

3.1.1. Collection and creation of materials

Before creating the PAs, some materials were previously designed to reference them in a later stage through the PAs. The project partners have been consistently producing high-quality public deliverables containing valuable research, insights, and studies that are highly relevant to stakeholders. These outputs serve as essential resources for understanding key challenges and solutions in the field. However, as Communication & Dissemination (C&D) leaders, SIE has taken an active role in enhancing the accessibility of this information. By adapting many of these deliverables into more user-friendly formats, SIE has streamlined complex content, distilling key messages and insights to facilitate easier access and engagement for users.

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This effort has not only improved the reach and usability of the project's findings but has also contributed to the early inclusion of Practice Abstracts (PAs) from KER Family 2 (Tools, Concepts, Models, and Other Outputs). The motivation behind this initiative is to create a well-structured repository of useful materials entitled: READINESS TOOLS & RESOURCES. The materials were designed by SIE and validated by the responsible partners for each deliverable. This approach ensures that stakeholders can efficiently access and apply the knowledge generated within the project, maximising its impact and practical value. The following table describes the materials developed, the corresponding KER family and the information source:

MATERIAL	DESCRIPTION	KER FAMILY	SOURCE
GAP Analysis	Report summarising the findings of the GAP analysis conducted within the STOPP project.	KER FAMILY 1: Environmental impact related	Milestone Report conducted by NIB
FACTSHEET Recycling vs Reusing	Infographic explaining the different value chains behind different circular strategies: reusing and recycling	KER FAMILY 3: Increasing reuse and recycling	D3.1 - State of The art of food packaging systems
POSTER Future-Fit Sustainable Packaging Business Model Blueprint	Overview at a glance of the emerging and current circular business models in the plastic food packaging value chain.	KER FAMILY 2: Tools, concepts, models, and other outputs	D3.2 Future-fit sustainable packaging Business models blueprint
REPORT Circular Pakcaging Scenarios	A brief overview of four future scenarios guiding the transition to sustainable and circular plastic packaging.	KER FAMILY 2: Tools, concepts, models, and other outputs	D3.2 Future-fit sustainable packaging Business models blueprint
REPORT Circular Business Models Blueprint (2025-2040)	A detailed plan outlining the specifications, requirements, and processes needed to achieve circular plastic food packaging.	KER FAMILY 2: Tools, concepts, models, and other outputs	D3.2 Future-fit sustainable packaging Business models blueprint
REPORT Short guide about recycling	A real-world example showcasing effective recycling strategies and their impact.	KER FAMILY 3: Increasing reuse and recycling	D3.1 - State of The art of food packaging systems
REPORT Short guide about reusing	An introductory guide explaining the principles and benefits of reuse in sustainability.	KER FAMILY 3: Increasing reuse and recycling	D3.1 - State of The art of food packaging systems

Table 3: Materials based on project deliverables and/or reports.

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Apart from the previous materials, three tools were also promoted through the Practice Abstracts that were not extracted from project reports but through the project tasks such as:

TOOL	DESCRIPTION	KER FAMILY
STOPP Multi-Actor Community	A network open to anyone interested in being part of the transition towards a more sustainable, circular food packaging value chain.	KER FAMILY 2: Tools, concepts, models, and other outputs
Adaptation Readiness Level Self-Assessment	Questionnaire evaluating the organization's readiness to adopt sustainable practices in food packaging, focusing on Sustainable Packaging Strategies, Recycling and Reuse.	KER FAMILY 2: Tools, concepts, models, and other outputs
Readiness Tools & Resources Repository	Tailored training and communication materials to support different levels of knowledge (Rookie, Player, and Expert) across three key areas: Sustainable Packaging Strategy, Recycling Practices, and Reusing Practices.	KER FAMILY 2: Tools, concepts, models, and other outputs

Table 4: : Tools developed in the STOPP project by M16

3.1.2. Synthesis of information

The development of the Practice Abstracts (PAs) within STOPP has been a key step in ensuring that the wealth of materials produced throughout the project is structured, accessible, and effectively communicated to stakeholders. By Month 16 (M16), a significant number of documents, reports, and technical outputs had been generated, covering various aspects of the project's research, methodologies, and innovations. While these materials provide in-depth insights, their volume and complexity can make it challenging for stakeholders (especially practitioners and policymakers) to quickly find and extract the most relevant information for their needs.

To address this, the Practice Abstracts template serves as a tool for synthesis, classification, and simplification, distilling the core messages, findings, and recommendations from the broader collection of STOPP outputs. Each PA acts as a concise knowledge capsule, offering a structured summary of key results in a format that is easy to read and implement. By organising the PAs

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according to the three Key Exploitable Result (KER) families, STOPP ensures that users can efficiently navigate the wealth of knowledge produced and identify the most relevant innovations without having to sift through multiple documents. Beyond simply summarising information, the development of the PAs also provides a valuable curation process. By revisiting and synthesising previously created materials, the project team has been able to ensure consistency, clarity, and coherence across the different outputs. This process has also helped refine key messages, aligning them more closely with the needs of the end-users and reinforcing the impact of the project's results.

Ultimately, the Practice Abstracts serve as an essential entry point for accessing the key findings of STOPP. Instead of requiring users to navigate an extensive archive of reports and technical documents, the PAs offer a quick-reference guide, making innovation uptake more efficient and ensuring that the knowledge generated by the project is effectively transferred and applied in real-world contexts. All the PAs were previously validated with the corresponding materials/tools responsible. All the PAs can be found in the annexes of this document.

Figure 2: Example of Pas

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3.2. Step 2: Website Integration

To ensure broad accessibility and effective dissemination of the Practice Abstracts (PAs), a dedicated section has been created on the STOPP project's official website. This new section serves as a centralised repository, where all PAs are compiled and categorised according to the three Key Exploitable Result (KER) families outlined previously: Environmental impact related, Increasing reuse and recycling, and Tools, concepts, models, and other outputs. By structuring the PAs in this way, users can efficiently locate the most relevant information, navigating through the different thematic areas without unnecessary complexity.

At the beginning of this new web section, an introductory segment provides an overview of what Practice Abstracts are and their intended purpose. This introduction not only defines the concept but also highlights the role of PAs in simplifying and structuring knowledge, allowing stakeholders to quickly grasp key insights without shifting through multiple project documents. By presenting the abstracts as concise, actionable knowledge resources, the website ensures that policymakers, researchers, and industry professionals can easily access the most valuable information from STOPP's research and innovations.

Figure 3: Screenshot of the Practice Abstract web tab

The design of the web section has been aligned with STOPP's brand guidelines, as established in the Communication and Dissemination Plan (CDP). A user-

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friendly approach has been prioritised, ensuring intuitive navigation, clear categorisation, and a visually coherent layout that enhances readability and engagement.

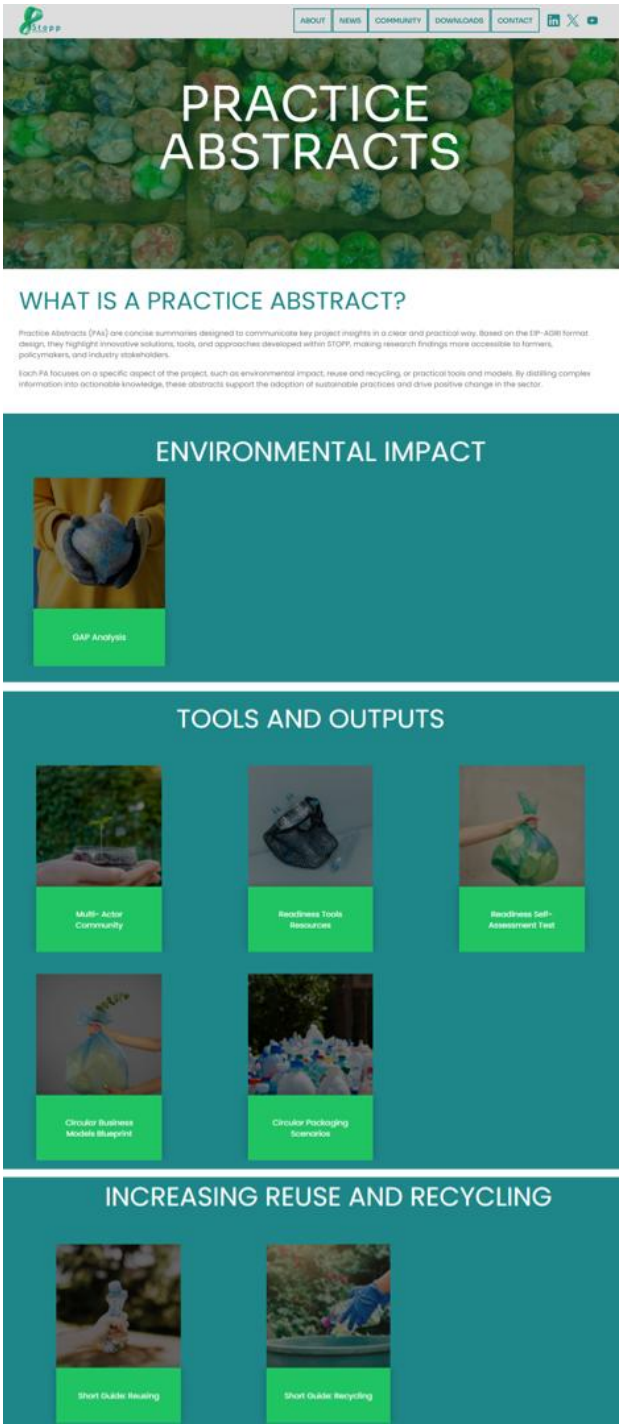

Figure 4: Full Practice Abstract Website Section

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By integrating the Practice Abstracts into the STOPP website in an accessible and visually appealing format, the project enhances knowledge transfer, stakeholder engagement, and impact dissemination. This online repository serves as a long-term knowledge hub, ensuring that STOPP's results remain available and beneficial beyond the project's duration, fostering continued innovation uptake within the sector.

3.3. Step 3: Communication Strategy for the PAs

As part of the STOPP Communication and Dissemination Plan (CDP), the Practice Abstracts (PAs) have been actively promoted to ensure their visibility and maximise their impact among key stakeholders. Given their role as essential knowledge transfer tools, it was crucial to strategically communicate their availability, emphasising their value in summarising and structuring the project's key findings in an accessible format. By integrating the PAs into the broader dissemination strategy, STOPP has reinforced their position as key outputs that contribute to the project's overall objectives. To effectively share the Practice Abstracts, a targeted communication campaign was launched, leveraging various channels and stakeholder networks to ensure widespread outreach. The actions implemented include:

- **Social Media Campaign:** Dedicated posts were published on LinkedIn and X (formerly Twitter) to announce the release of the Practice Abstracts. These posts highlighted their role in synthesising project results, explaining how stakeholders could access them through the newly created web section. Engaging visuals, aligned with the STOPP brand guidelines, were used to enhance visibility and encourage engagement.

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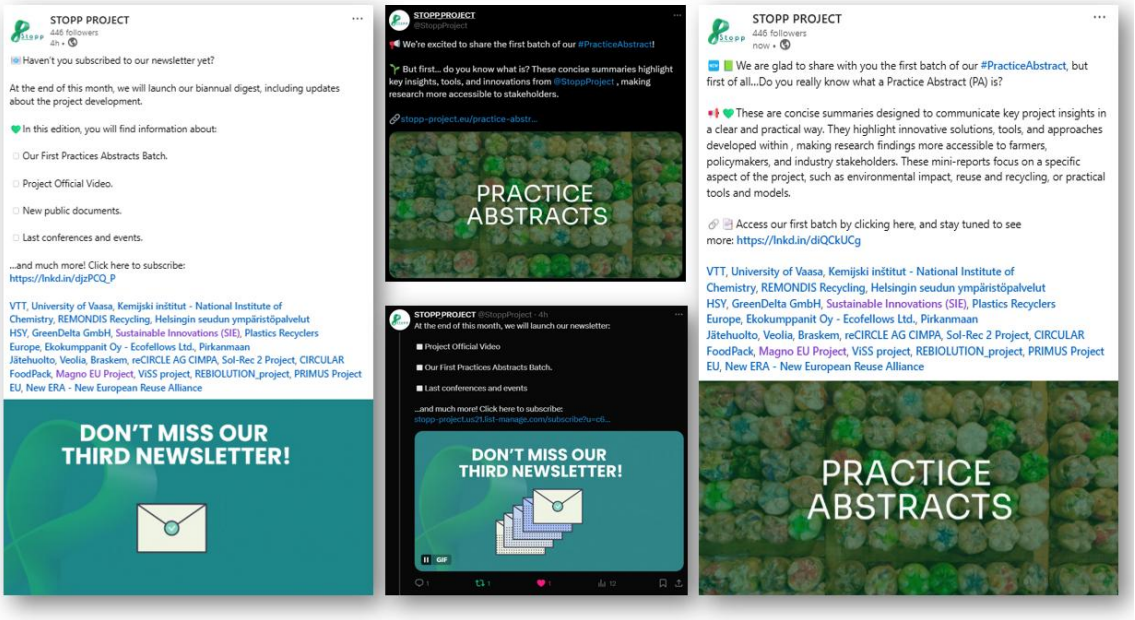

Figure 5: Example of social media posts on LinkedIn and X.

- **Newsletter Announcement:** The third STOPP project newsletter, released at the end of March, included a dedicated feature on the Practice Abstracts. This segment provided an overview of their purpose, their categorisation into the three KER families, and the link to the web section where they could be accessed. By integrating this information into the newsletter, the STOPP consortium ensured that the PAs reached an existing network of engaged readers, including policymakers, industry experts, and researchers.

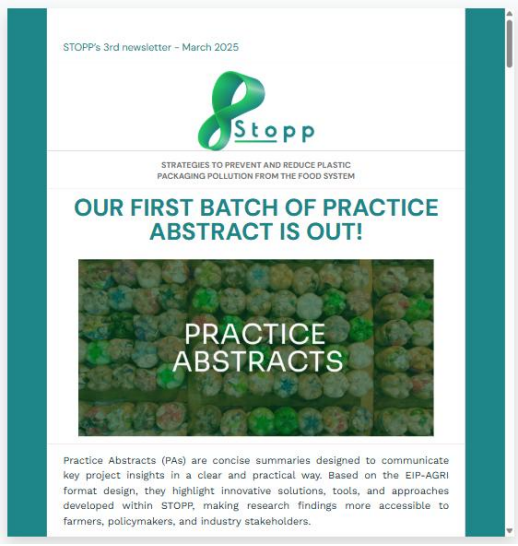

Figure 6: Screenshot of the third STOPP Newsletter

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- **Internal Dissemination to Project Partners:** The STOPP consortium partners played a vital role in expanding the reach of the PAs. Once the abstracts were finalised and published, they were shared internally with all project partners, who were encouraged to distribute them through their own networks. This approach ensured that the PAs were extended beyond STOPP's direct channels, extending their impact through professional associations, research institutions, and industry stakeholders.

By integrating these communication efforts, the STOPP project has ensured that the Practice Abstracts maximized visibility and engagement. Through a combination of digital outreach, strategic networking, and multi-channel promotion, the project has successfully positioned the PAs as a core resource for stakeholders interested in sustainable innovation, circular economy practices, and agricultural advancements.

4. Results

Following the comprehensive development and deployment process outlined in the previous sections, the STOPP project has successfully produced a total of eight Practice Abstracts (PAs). As stated before, these abstracts serve as essential tools for summarising key project findings, making them accessible to a wide range of stakeholders while ensuring that knowledge is effectively structured and disseminated. The PAs have been categorised according to the three Key Exploitable Result (KER) families established within STOPP:

- **KER Family 1 – Environmental impact:** One Practice Abstract was developed under this category, focusing on the GAP Analysis, which identifies the key challenges, barriers, and opportunities for improving environmental sustainability within the project's scope.
- **KER 2 – Increasing reuse and recycling:** Although initial plans only considered developing PAs for the KERs 1 family and KERs 3 family, STOPP expanded its approach to include PAs under KERs 2 as well, recognising

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the value of documenting essential findings in this area. A total of five Practice Abstracts were created in this category, covering:

- **Multi-actor Community**: Showcasing the collaborative approach and stakeholder engagement in STOPP.
- **Readiness Tools and Resources**: Presenting key resources developed to support circular economy adoption.
- **Readiness Self-Assessment Test**: A tool designed to help organisations evaluate their preparedness for circular business models.
- **Circular Business Model Blueprint**: Providing guidance on structuring sustainable business models.
- **Circular Packaging Scenarios**: Outlining potential strategies for optimising packaging solutions within circular economy frameworks.

- **KER Family 3 – Tools, concepts, models, and other outputs:** Two Practice Abstracts were developed under this category, offering practical guidance on key sustainability actions:
  - **Short Guide to Reusing**: A concise guide on best practices for implementing reuse strategies.
  - **Short Guide to Recycling**: Providing essential insights into improving recycling efficiency and effectiveness.

By extending the PA development beyond the initially planned KER 1 and KER 3 categories to include KER 2, STOPP has further enriched its knowledge transfer strategy, ensuring that valuable insights on reuse, recycling, and circular economy principles are also captured and communicated. The creation of these eight Practice Abstracts represents a significant milestone in the project's dissemination efforts, offering stakeholders structured, accessible, and actionable knowledge that directly supports the transition towards sustainable and circular business models.

All the Practice Abstracts developed are attached in the annexes of this report, and it can be consulted by clicking on the previous hyperlinks of this deliverable.

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5. Conclusions

The development and dissemination of the Practice Abstracts (PAs) within the STOPP project mark a key milestone in ensuring that the project's findings are structured, accessible, and effectively communicated to relevant stakeholders. Through a systematic process of information synthesis, categorisation, and digital integration, these abstracts provide a clear and concise gateway to the wealth of knowledge generated by STOPP, facilitating quick access to practical insights without the need to navigate extensive technical documents.

The creation of eight PAs, covering all three Key Exploitable Result (KER) families, has strengthened the project's knowledge transfer strategy. While the initial plan focused on developing PAs only for KER 1 (Environmental impact related) and KER 3 (Tools, concepts, models, and other outputs), the decision to expand into KER 2 (Increasing reuse and recycling) reflects the project's adaptability and commitment to maximising the value of its outputs. By structuring these abstracts around key thematic areas, STOPP ensures that stakeholders can efficiently identify, understand, and apply the most relevant findings.

Beyond content creation, the deployment and communication strategy has been critical in amplifying the impact of these abstracts. The dedicated web section, designed for clarity and ease of navigation, serves as a long-term repository for accessing the PAs. Meanwhile, the targeted communication campaign through social media, newsletters, and partner networks has ensured widespread visibility, reinforcing engagement and knowledge uptake across multiple channels.

The Practice Abstracts stand as a valuable legacy of the STOPP project, contributing to the broader European efforts in sustainability, circularity and economy. Their structured format, combined with a strong dissemination strategy, ensures that the knowledge produced remains actionable and widely available, supporting future initiatives and fostering continued collaboration in the field.

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6. Next Steps

This deliverable will be updated in Month 34 (M34) to include additional Practice Abstracts (PAs) across all three Key Exploitable Result (KER) families. As the STOPP project progresses, new findings and insights will be synthesised into PAs, ensuring that the repository continues to grow and reflect the latest developments. Consequently, the web section dedicated to PAs will remain dynamic, with periodic updates throughout the project's duration to ensure that stakeholders have access to the most up-to-date knowledge outputs.

A significant final step in the dissemination and long-term visibility of the PAs will take place at the end of the project, with the registration of all developed Practice Abstracts in the EU CAP NETWORK. As explained, this platform serves as a centralised repository for innovation projects, ensuring that the knowledge generated by STOPP is accessible beyond the project's lifetime. Given that STOPP is still in an early phase, this registration is planned for the final stage of the project to ensure that all PAs reflect fully developed and validated results.

The registration process will be co-managed by VTT, as the coordinating entity of STOPP, in collaboration with SIE. Together, they will ensure that all PAs meet the EU CAP NETWORK criteria, allowing them to be effectively integrated into this European knowledge-sharing platform. This final step will reinforce the impact of STOPP's findings, making them available to a wider network of policymakers, researchers, and industry stakeholders, thereby supporting continued innovation and adoption of sustainable practices.

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7. Annexes

STOPP PRACTICE ABSTRACT

GAP ANALYSIS

PROBLEM ENCOUNTERED AND OBJECTIVE

Plastic food packaging (PFP) is essential for food preservation but contributes significantly to environmental pollution. Its impact on marine, terrestrial, and freshwater ecosystems remains underexplored, with limited research on its specific role in plastic waste. Key gaps include the lack of source attribution, insufficient studies on lower trophic organisms, and minimal research on aged and recycled PFP.
These gaps hinder effective mitigation strategies. This analysis aims to bridge these deficiencies, providing a foundation for future research to improve waste management, policy development, and sustainable packaging solutions.

MAIN RESULTS / OUTCOMES

The analysis identified key gaps in understanding the environmental impact of plastic food packaging (PFP) litter. There is limited data on source attribution, making it difficult to assess PFP's contribution to pollution. Research on toxicity mainly focuses on higher trophic organisms, neglecting lower-level species. Additionally, the environmental behaviour of aged and recycled PFP remains largely unexplored. Addressing these gaps is crucial for developing targeted policies, improving waste management strategies, and promoting sustainable packaging alternatives based on scientific evidence.

PRACTICAL RECOMMENDATIONS

To address knowledge gaps, research should improve source attribution using advanced tracing methods like chemical fingerprinting. Expanding toxicity studies to include lower trophic organisms is essential for understanding bioaccumulation effects. Investigating the environmental behaviour of aged and recycled PFP will help assess its long-term impact. Additionally, increased monitoring in terrestrial and freshwater ecosystems is needed, as current research is heavily marine-focused. Standardised sampling methods and interdisciplinary collaboration can enhance data reliability. Policymakers should use these insights to develop targeted regulations, while industry stakeholders should prioritise sustainable packaging innovations to reduce environmental harm and improve circular economy practices.

Further information

Link to the GAP Analysis: https://stopp-project.eu/readiness-tools-resources/

About this abstract

Authors: NIB and Sustainable Innovations
Date: March, 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 7: GAP Analysis PA (KER family 1)

STOPP PRACTICE ABSTRACT

THE STOPP MULTI-ACTOR COMMUNITY

PROBLEM ENCOUNTERED AND OBJECTIVE

The transition towards a more sustainable and circular food packaging value chain requires collaboration among diverse stakeholders, including industry, academia, policymakers, and consumers. However, fragmented efforts and a lack of coordinated knowledge exchange often hinder progress. The STOPP project aims to address this challenge by establishing a Multi-actor Community, an open and dynamic network that fosters collaboration, knowledge-sharing, and synergies among key actors. This initiative seeks to accelerate the adoption of innovative solutions and best practices in sustainable food packaging.

MAIN RESULTS / OUTCOMES

The STOPP Multi-actor Community has created a space for stakeholders to engage in discussions, participate in project activities, and stay informed about the latest developments in sustainable food packaging. Members benefit from early access to research findings, technological innovations, and customer insights generated by the project. Additionally, the community serves as a platform for collaboration through webinars, workshops, and networking opportunities, enabling participants to explore synergies and contribute to the transition towards a circular economy in food packaging.

PRACTICAL RECOMMENDATIONS

Stakeholders interested in sustainable food packaging are encouraged to join the STOPP Multi-actor Community to stay connected with the latest advancements and actively participate in knowledge exchange.

Engaging with this network provides opportunities to collaborate on research, explore innovative approaches, and contribute to industry-wide solutions. Companies, policymakers, and researchers can leverage this community to find potential partners, gain insights into emerging trends, and co-develop strategies for a more circular and sustainable packaging sector.

Further information

Link to the Multi-Actor Community: https://stopp-project.eu/multi-actor-community/

About this abstract

Authors: Sustainable Innovations
Date: February 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 8: Multi-Actor Community Practice Abstract (KER family 2)

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STOPP PRACTICE ABSTRACT

STOPP READINESS TOOLS AND RESOURCES

PROBLEM ENCOUNTERED AND OBJECTIVE

The transition towards sustainable packaging, recycling, and reusing practices is often hindered by a lack of accessible, structured, and tailored information. Many individuals and organisations struggle to identify the right strategies and best practices suited to their level of knowledge. The Readiness Tools & Resources repository aims to bridge this gap by providing a comprehensive collection of training and communication materials. These resources, structured into Rookie, Player, and Expert levels, support users in gaining the necessary knowledge to implement circular and sustainable solutions effectively.

MAIN RESULTS / OUTCOMES

The repository offers a wide range of materials, including infographics, reports, guides, and case studies, designed to enhance understanding and application of sustainable packaging, recycling, and reusing practices. By catering to different expertise levels, it ensures that users can progress at their own pace, from basic concepts to advanced strategies. These resources facilitate informed decision-making, improve industry practices, and contribute to the broader adoption of circular economy principles. The structured learning approach enables businesses, policymakers, and individuals to implement practical and future-fit sustainability solutions.

PRACTICAL RECOMMENDATIONS

To make the most of the Readiness Tools & Resources, users should start by assessing their current knowledge level—Rookie, Player, or Expert—and select materials accordingly. Beginners can begin with introductory guides to build a strong foundation, while more experienced users can explore case studies and strategic insights to refine their approach. Organisations should integrate these resources into training programmes and decision-making processes to enhance sustainability initiatives. Regular engagement with updated materials will ensure continuous learning and adaptation to evolving best practices in sustainable packaging, recycling, and reuse.

Further information

Link to Readiness tools & resources: https://stopp-project.eu/readiness-tools-resources/

About this abstract

Authors: Sustainable Innovations
Date: March 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 9: STOPP Readiness Tools and Resources Practice Abstract (KER Family 2)

STOPP PRACTICE ABSTRACT

ADAPTATION READINESS LEVEL SELF-ASSESSMENT TEST

PROBLEM ENCOUNTERED AND OBJECTIVE

Several stakeholders in the food packaging sector often face challenges in adopting sustainable packaging, recycling, and reuse practices due to regulatory complexity, lack of awareness, and limited access to best practices. Assessing their current engagement and identifying improvement areas can be difficult. The self-assessment questionnaire helps organisations evaluate their Adaptation Readiness Level in these key areas, classifying them as Rookie, Player, or Expert. The goal is to provide tailored training materials and resources, enabling businesses to enhance their sustainability strategies, meet industry standards, and contribute to a circular economy.

MAIN RESULTS / OUTCOMES

The self-assessment provides organisations with a clear understanding of their sustainability progress in sustainability packaging strategies, recycling, and reuse. Based on their responses, stakeholders are classified into Rookie, Player, or Expert levels, allowing them to identify strengths and areas for improvement. The key outcome is access to tailored training materials and resources, aligned with each organisation's readiness level. These materials support users in advancing their sustainability strategies fostering a more circular and responsible approach to packaging.

PRACTICAL RECOMMENDATIONS

Organisations can maximise the benefits of this self-assessment tool by completing the questionnaire thoroughly to determine their sustainability level in Sustainable Packaging Strategies, Recycling, and Reuse. Based on the results (Rookie, Player, or Expert), they can explore the tailored training materials provided to strengthen their knowledge and improve their sustainability practices. These insights can be used to set clear objectives, enhance packaging strategies, and align with industry standards. Regular reassessments will help track progress and refine approaches over time. By engaging with this tool, organisations can optimise packaging solutions, improve sustainability performance, and contribute to a more circular economy.

Further information

Link to Self-Assessment: https://stopp-project.eu/adaptation-readiness-level-self-assessment-test/

About this abstract

Authors: Sustainable Innovations
Date: February 2025
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Figure 10: STOPP Readiness Self-Assessment Test Practice Abstract (KER Family 2).

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STOPP PRACTICE ABSTRACT

CIRCULAR BUSINESS MODEL BLUEPRINT FOR SUSTAINABLE PLASTIC FOOD PACKAGING (2025-2040)

PROBLEM ENCOUNTERED AND OBJECTIVE

The current plastic food packaging industry is a major contributor to environmental pollution and resource depletion. Traditional packaging methods generate excessive waste, with limited circularity in design and production. In response, the blueprint aims to establish a circular business model that significantly reduces plastic waste by applying the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. The overarching objective is to align with the EU Packaging and Packaging Waste Directive while fostering innovation in packaging design, material use, and waste management. Through a structured approach, the blueprint provides a clear framework for transitioning towards a sustainable, efficient, and scalable circular economy in the food packaging sector.

MAIN RESULTS / OUTCOMES

The blueprint produced in the STOPP project outlines five key objectives for sustainable packaging. It aims to eliminate unnecessary plastic, design fully recyclable packaging, and increase recycled content to reduce reliance on virgin plastics. Expanding reusable packaging systems through standardisation and shared infrastructure is another priority. Additionally, improving collection and sorting ensures materials are effectively recovered and reused. These measures will create a resilient packaging industry aligned with regulatory and consumer sustainability demands.

PRACTICAL RECOMMENDATIONS

Manufacturers should prioritise packaging-free solutions and redesign products to use fewer materials. Policymakers must enforce recycled content regulations and phase out single-use plastics. Investments in recycling technology and waste management are essential. Consumer education and incentives will encourage reusable packaging adoption. Collaboration among industry, regulators, and consumers is key to achieving a sustainable circular packaging system.

Further information

The full report can be found on https://stopp-project.eu/readiness-tools-resources/

About this abstract

Authors: University of Vaasa and Sustainable Innovations
Date: February 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 10: Circular Business Model Blueprint Practice Abstract (KER Family 2).

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STOPP PRACTICE ABSTRACT

FUTURE SCENARIOS FOR CIRCULAR PLASTIC PACKAGING: STRATEGIC INSIGHTS FROM THE STOPP PROJECT

PROBLEM ENCOUNTERED AND OBJECTIVE

The packaging industry faces growing challenges due to environmental concerns and regulatory shifts. Plastic waste contributes significantly to pollution, making circular economy principles more urgent than ever. The STOPP project explores potential future scenarios for plastic packaging and identifies the key drivers shaping these transitions. The objective is to provide strategic insights for industry stakeholders, policymakers, and consumers to enhance circularity in packaging solutions. By understanding different possible futures, businesses and regulators can make informed decisions that support sustainability while maintaining economic viability.

MAIN RESULTS / OUTCOMES

The project presents four future scenarios: 'Pack it Easy!', 'Sustainably Yours!', 'Green by Law!', and 'Circular Synergies!'. Each highlights different regulatory and industry responses. Some focus on convenience and market forces, while others rely on regulation or collaboration. Without consumer demand or strong policies, progress may be slow. The study stresses the importance of aligning consumer behaviour with sustainable practices and providing financial incentives for adoption.

PRACTICAL RECOMMENDATIONS

Businesses should adopt sustainable designs, such as mono-material and biodegradable packaging. Policymakers must balance ambitious regulations with economic feasibility. Reuse operators should optimise collection systems for efficiency. Consumer campaigns should focus on clear labelling, digital tracking, and incentives. Collaboration across industries and policy sectors is essential for achieving a circular packaging economy.

Further information

The full report can be found on https://stopp-project.eu/readiness-tools-resources/

About this abstract

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Date: February 2025
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Figure 11: : Future Scenarios for Circular Plastic Packaging Practice Abstract (KER Family 2).

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STOPP PRACTICE ABSTRACT

UNDERSTANDING PLASTIC PACKAGING REUSING: CHALLENGES AND STRATEGIES

PROBLEM ENCOUNTERED AND OBJECTIVE

Single-use packaging contributes to plastic pollution, resource depletion, and carbon emissions. Despite growing awareness and regulations, transitioning to reusable packaging faces economic, logistical, and consumer-related challenges.
Businesses and policymakers must address these barriers to develop scalable, cost-effective reuse models. This abstract identifies key obstacles, including material durability, financial feasibility, and regulatory gaps, while proposing strategies to improve design, logistics, and business models. A structured approach, integrating innovation and policy support, is essential for mainstream adoption.

MAIN RESULTS / OUTCOMES

Reusable packaging reduces waste and carbon footprints while enhancing brand reputation and customer loyalty. However, challenges remain, such as high initial costs, consumer reluctance, and inefficiencies in collection and redistribution.Effective solutions include durable, lightweight packaging, deposit-return schemes, and shared logistics networks. Digital tracking systems enhance efficiency, while policy measures like tax incentives and standardised regulations accelerate adoption.

PRACTICAL RECOMMENDATIONS

For reusable packaging to succeed, design must prioritise durability, ease of cleaning, and efficient stacking. Mono-materials simplify recycling, while modular components extend usability.Businesses should establish efficient return systems with widespread collection points and automated tracking. Deposit-return schemes and brand partnerships can lower costs and streamline operations.Consumer participation is crucial. Clear instructions, loyalty incentives, and convenient return options, such as in-store drop-offs or home collection, can boost engagement.Governments should provide tax incentives, standardise deposit-return systems, and support public-private partnerships to scale reuse infrastructure.By implementing these strategies, businesses and policymakers can reduce waste, lower costs, and strengthen the circular economy.

Further information

The full report can be found on https://stopp-project.eu/readiness-tools-resources/

About this abstract

Authors: University of Vaasa and Sustainable Innovations
Date: February 2025
STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.

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Figure 12: Understanding Plastic Packaging Reusing Practice Abstract (KER Family 3).

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STOPP PRACTICE ABSTRACT

UNDERSTANDING PLASTIC PACKAGING RECYCLING: CHALLENGES AND STRATEGIES

PROBLEM ENCOUNTERED AND OBJECTIVE

The recycling of plastic packaging presents significant challenges due to material degradation, complex multi-material designs, and economic constraints. While mechanical recycling remains the dominant method, its limitations in quality and contamination hinder its effectiveness. Chemical recycling, although promising, remains costly and resource-intensive. Additional barriers, such as inadequate consumer awareness, logistical inefficiencies, and regulatory uncertainties, further complicate the transition towards a circular economy. The objective of this practice abstract is to identify key challenges in plastic packaging recycling and provide viable solutions to improve material recovery rates, increase recyclability, and align industry practices with sustainability goals.

MAIN RESULTS / OUTCOMES

Plastic packaging recycling faces challenges such as material degradation, inefficient sorting, and economic barriers. Mechanical recycling dominates but produces low-quality recyclates, while chemical recycling remains costly. Multi-material packaging complicates processing, and regulatory uncertainties slow progress. However, innovations like NIR sorting, digital tracking, and deposit-return schemes show promise in improving efficiency and consumer engagement.

PRACTICAL RECOMMENDATIONS

A shift towards eco-design principles can significantly improve recyclability by promoting mono-material packaging, minimising additives, and using water-soluble adhesives. Companies should invest in material tracking systems to enhance traceability and ensure higher-quality recyclates.

Consumer engagement strategies, such as clear labelling and incentive-based recycling schemes, can increase participation and reduce contamination. Policymakers must provide consistent regulations that support infrastructure development and incentivise sustainable practices. Collaborative efforts among manufacturers, recyclers, and policymakers will be essential to drive innovation and ensure a scalable, circular approach to plastic packaging recycling.

Further information

The full report can be found on https://stopp-project.eu/readiness-tools-resources/

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Figure 13: Understanding Plastic Packaging Recycling Practice Abstract (KER Family 3)..

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