

Critical challenges to move towards plastics circularity

Challenge 1: Reduction in the use of problematic flexible plastics and/or with a higher risk of leakage into the environment

a. Overview/Objective

To promote technologies, innovations and design improvements that eliminate problematic or unnecessary plastics and reduce the use of plastic packaging and products through redesign, minimisation and new business model strategies.

b. Context or critical challenge to be solved

Currently, packaging is usually the protagonist in the product experience, mainly influenced by marketing criteria, which can lead to an excessive use of materials. It is necessary to refocus the value proposition towards content, promoting more sustainable and functional consumption models, without compromising the protection, integrity and useful life of the product.

c. Priority Areas of Focus

- Reusable packaging for concentrated or diluible products, designed to replace formats such as doypacks, with solutions that ensure hygiene, ease of use and recyclability at the end of their useful life.
- Functional alternatives to flexible packaging of conventional plastics, including multilaminates, with advanced barriers (aromasmell, humidity, oxygen) but with low environmental impact.
- Substitutes for stretch films using reusable solutions for freight transport.

d. Other areas of interest

- Reuse and refill systems (refill), at home, in shops or at mobile stations, especially for personal and household care products.
- Innovative reusable packaging solutions that replace flexible plastics at in-person events and food courts.

- Traceability solutions for reusable packaging (chemical or physical markers, wash-resistant codes).

e. General considerations for solutions

Solutions should align with local recommendations for the elimination of problematic plastics and **comply with current legislation. Priority is given to those with viable supply chains, validated proof of concept, an inclusive approach (serving different sectors of the population) and scalability in local markets.**