



CAPonLITTER
Interreg Europe



European Union
European Regional
Development Fund

“THE PLASTEKO PROJECT”
Municipality of Rethymno

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PLASTEKO supports the transition towards a 'new plastics economy', focusing on advances in waste management, eradication of single-use plastics from regional value chains, and growth through eco-innovation.

www.interregeurope.eu/plasteco

An interregional cooperation project for improving resource-efficient economy policies.

Project Partners

Municipality of Rethymno (EL)
Styrian Provincial Government (AT)
Stara Zagora Regional Economic Development Agency (BG)
Cluster of Environmental Technologies Bavaria (DE)
Auvergne-Rhône-Alpes Energy Environment Agency (FR)
Lombardy Region (IT)
Association Baltic Coasts (LV)
Bucharest-Hilfov Regional Development Agency (RO)

PLASTEKO:

'Supporting EU region to curb plastics waste and littering'

Priority axis 4: Environment and resource efficiency

Specific Objective: 4.2 Improve resource-efficient economy policies

Wide and geographically balance consortium

Greece, Italy, Austria, Bulgaria, Germany, France, Romania, Latvia

Rethymno Municipality is the Lead Partner of the consortium

Supporting EU regions to curb plastics waste and littering

The widespread plastic pollution necessitates a strong reaction from EU regions, to address growing environmental and public health concerns; to this end, public authorities need to take transitioning steps towards EU's "new plastics economy".



Improve the economics and quality of plastics recycling



Drive investments and innovation towards circular solutions



Curb plastic waste and littering



Eradicate single-use plastics from regional value chains

Why PLASTEKO was funded:

- Increase the capacities of public authorities on waste management planning, and accelerate the achievement of targets for plastics recycling.
- Facilitate and encourage the emergence, acceptance and uptake of plastic packaging alternative solutions and reverse logistics business models.
- Propose uses of structural funds to increase the capacities of regional value chains for innovative solutions and technologies.
- Improve both monitoring and curbing of aquatic litter.

Negative externalities of plastics

- ❑ greenhouse gas emissions, ecological damage
- ❑ usually non-biodegradable
- ❑ may pose risks to human health and the environment
- ❑ in some cases, difficult to reuse and/or recycle



Toxic chemicals from plastics can accumulate in living organisms and throughout nutrient chains

Challenges

Economic

- Fluctuations in the quality and the quantity of supplies delivered to recyclers and end-users
- Increasingly complex packaging
- High landfilling rates and the absence of bans on landfilling
- High levels of exports to non-EU countries

Social

- Negative image and health concerns associated with the use of recyclates
- Lack of consumer awareness or enthusiasm and reluctance to accept recycled products

Regulatory

- Inadequate and unharmonized monitoring of the flow and performance of plastics
- Limited consideration of plastics in key legislation



Managing the challenges

- Increase awareness & change of mentality
- Design for recycling
- Correct sorting
- Increase availability of stable supply of recycled plastic raw materials
- Collaboration among actors of plastics value chain
- Protocols for recycling standardization
- Policy instruments including fiscal and regulatory measures



Contribution of PLASTEKO

PLASTEKO plans to help the different players of the plastic value chain to **collaborate** in a better way to improve, among others, high quality recycling of plastics.



Players of the plastic value chain will:

- participate in: a) group meetings, b) interregional exchange of experience events c) study visits
- provide input on the policy measures to be included in the action plan
- be involved in both the design and the implementation of measures included in the action plans



- ❖ resolve potentially inhibiting conflicts
- ❖ networking and awareness raising activities



PLASTECO main outputs

- ✓ 8 action plans to improve relevant policies, stimulating cooperation between managing authorities & stakeholders.
- ✓ 3 joint thematic studies on key issues for the development of policy measures, namely addressing economic considerations, solutions for treating plastic waste, and curbing aquatic litter.
- ✓ Capacity building among partners and stakeholders through:
 - ✓ 4 interregional workshops
 - ✓ 2 study visits
 - ✓ 2 joint policy planning and strategic review working groups

PLASTEKO **impact**

- €19,000,000 unlocked to support projects and initiatives on plastic reuse, eco-innovation, alternative technologies.
- Increased capacity of public administrations to effectively support eco-innovation and phase out single-use plastics from public procurement (at least 180 staff members).
- Increased awareness on the part of consumers and the public.
- Build consensus with the plastics industry.

So far:

2 Project Meetings (KOM in Rethymno, 1 virtual)

First 2 Reports of A1 deliverable: “Joint Thematic Analysis”

A1.1 “Assessment of territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns”, aiming to :

- ❖ Investigate territorial-specific economic and social barriers that hinder the transition to a new ‘plastics economy’ in the PLASTEKO regions; and
- ❖ Report on key factors that could enable such a transition.

A1.3 Report on measures to curb aquatic litter and facilitate clean-up efforts. The aim of this report is to present the most effective proven measures to curb **aquatic** (i.e. fresh and marine water) litter and facilitate clean-up efforts, as well as to elaborate on different areas of human activities linked to both waste generation and prevention.

Coming Soon: A1.2 “Comparative analysis of policies to promote the separation, sorting and recycling of plastics waste at partners’ territories.



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Thank you!

For more information visit: <https://www.interregeurope.eu/plasteco/>

Questions Welcome



Project media