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"Hamburg Bottle" - Introducing a closed loop of plastics

Establishing a closed local cycle of plastics involving all different stakeholders of a product's value chain by introducing a bottle for the city of Hamburg.

Plastics waste is mostly used for down-cycled purposes such as material in road construction. The "**Hamburg bottle**" project proposes an already existing detergent that can transform waste plastic packaging in new packaging with a down-cycling process to re-utilize and re-vitalize the local cycle for plastics. This creates new opportunities for consumers and can affect their decisions on what kind of product they can choose. Indeed, citizens can choose how to participate in this circular initiative, along with other several eco-friendly possibilities.

With a coordination and cooperation among different offices of the public authority and private partners, great number of human resources is required for such a project, also because public financial responsibilities are limited.

This initiative is a best practice for all those cities and municipalities, not only because it involves citizens in making circular decisions by their own, but also because it can be replied in other places. Thus, these closed loops for resources, such as plastics, can be established in almost all regional areas.

