

# Plan-C

Moving PLastics and mAchine iNdustry towards Circularity

**Interreg Programme Danube Region Co-funded by the European Union**

**Project duration:**

01.01. 2024.01.01 - 30.06 2026

**LIST OF PROJECT PARTNERS**

1. Biz-Up Business Upper Austria Österreich (AT)
2. AWS Austria Business Service Österreich (AT)
3. TZ Horb Technology Center Horb Deutschland (DE)
4. Plastr Czech Plastics Cluster z.s. Cesko (CZ)
5. UTB Tomas Bata University in Zlín Cesko (CZ)
6. SPK Slovak Plastic Cluster Slovensko (SK)
7. TUKE Technical University of Košice, Faculty of Manufacturing Technologies with a seat in Prešov Slovensko (SK)
8. Omnipack Omnipack First Hungarian Packaging Technology Cluster Magyarország (HU)
9. ICMF Innovation Center, Faculty of Mechanical Engineering Serbia (RS)
10. CLUSTERO Romanian Cluster Association România (RO)
11. ICMPP "Petru Poni" Institute of Macromolecular Chemistry România (RO)
12. Innoskart Innoskart Business Development Nonprofit Kft. Magyarország (HU)
13. FITT Foundation for Innovation, Technology and Knowledge Transfer Bosnia and Herzegovina (BA)
14. Sorintex Association of Light Industry Enterprises Moldova (MD)

## LIST OF ASSOCIATED PARTNERS

1. Biz-Up - Circular Economy Forum Austria, Österreich (AT)
2. TZ Horb - Pforzheim University, Deutschland (DE)
3. Innoskart - Prime Minister's Office, Managing Authority of Economic Development Programmes, Magyarország (HU)
4. ICMF - Chamber of Commerce and Industry of Serbia, Serbia (RS)
5. AWS - Austrian Federal Ministry Climate Action, Environment, Energy, Mobility, Innovation and Technology, Österreich (AT)
6. TZ Horb - Regional Economic Development Agency of Northern Black Forest, Deutschland (DE)
7. UTB - Technology Innovation Centre, Cesko (CZ)
8. SPK - Slovak Chamber of Commerce and Industry, Trenčín Regional Chamber, Slovensko (SK)
9. Omnipack - INNOVA Észak-Alföld Regional Development and Innovation Agency Nonprofit LLC, Magyarország (HU)
10. CLUSTERO - Ministry of Economy, România (RO)
11. Plastr - National Cluster Association, Cesko (CZ)

## PROJECT MISSION

"Transformation of the PLASTICS and MACHINE INDUSTRY into a circular economy, using a design thinking methodology"

Our mission is to develop a vision for a transformed plastics value chain designed for circularity, demonstrating the benefits of reuse/recycling of plastics and maintenance, redistribution, refurbishing/remanufacturing and recycling of machines. Prototype solutions of plastics products + machine concepts designed for circularity to demonstrate the benefits of recycling/reuse/remanufacturing through innovative business cases.

## WORKING PLANS

- Transformation of the **PLASTICS INDUSTRY** into a circular economy, using a design thinking methodology.
- Transformation of the **MACHINE INDUSTRY** into a circular economy, using a design thinking methodology.

- Circular Transformation Roadmap of **PLASTICS VALUE CHAIN** - plastics processing firms and machine manufacturers.

## PROJECT SUMMARY

The project Plan-C mostly targets the mobilization of the plastics and plastics processing machine industry for a clean and circular economy and follows the goal of leaving no one behind and understanding the economic challenges and financial opportunities of the transition into a greener industry.

This project aims to enable companies to recognize the potential of a green and circular economy in the Danube Region.

The project Plan-C combines both, a wide deployment of its results and objectives but also close support and assisting activities for specific SMEs + small midcaps that will then be part of a greener and more sustainable industry and strategic development of an Action Plan.

Plastics are a versatile material omnipresent in modern life, but by far not sufficiently recirculated after first use. The goal of the EU circular economy action plan, i.e. a recycling quote of plastics packaging of 50% until 2025, remains challenging, for the Western countries and even more for the South/Eastern Danube region that shows severe deficits in waste management systems and a lack of industrial processing knowledge for the recirculation of secondary plastics materials.

The Plan-C project consortium of 14 partners from DE, AT, CZ, SK, HU, RS, BiH, RO, and MD aims to boost the transformation of the plastics value chain in the Danube Region towards circularity through the transnational cooperation of plastics processors/producers and the machine industry. Close cooperation among partners across the Danube Region countries is required to introduce a fundamental change in this complex plastics value chain, implying a radical shift of mindsets, behaviour, and business paradigms.

As a result, the main actors in the value chain - plastics producers and machine firms - increase their competitiveness, which contributes to the achievement of the EUSDR PA8 goals.

Based on a transnational technology transfer and utilizing a design thinking process, the PPs and plastics producers co-create and immediately demonstrate circular plastics prototypes.

The resulting Circular Plastics Guideline aims at building up knowledge and capacities for its practical implementation in regional companies. The Associated Strategic Partners ASPs together with further involved policy stakeholders ensure the transfer of the related Strategy for enhancing circularity in the plastics industry to RIS3. Similarly, PPs and machine firms analyze, ideate, and prototype circular solutions for each machine life cycle phase and create related digital business models along the whole machine life cycle, summarized in a Guideline for circularity in the machine industry.

The related Strategy for boosting circularity in the machine industry ensures transfer to the RIS3 of the partner countries, with strong support from ASPs. Both actor groups - PPs and at least 140 enterprises from the plastics machine industry in the Danube region - are joining forces to develop a vision for a transformed plastics value chain designed for circularity, demonstrating the benefits of reuse/recycling of plastics and maintenance, redistribution, refurbishing/remanufacturing and recycling of machines.

The final Transnational Action Plan to anchor circular economy in the holistic plastics value chain addresses SMEs, large enterprises, BSOs, sectoral agencies, and public authorities. At least 70 organizations will increase their capacities to implement circular concepts along the plastics value chain.

**For more information, visit:**

<https://www.interreg-danube.eu/>

<https://www.linkedin.com/company/plan-c-moving-plastics-and-machine-industry-towards-circularity>