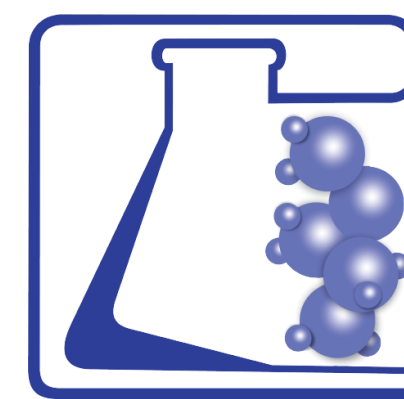




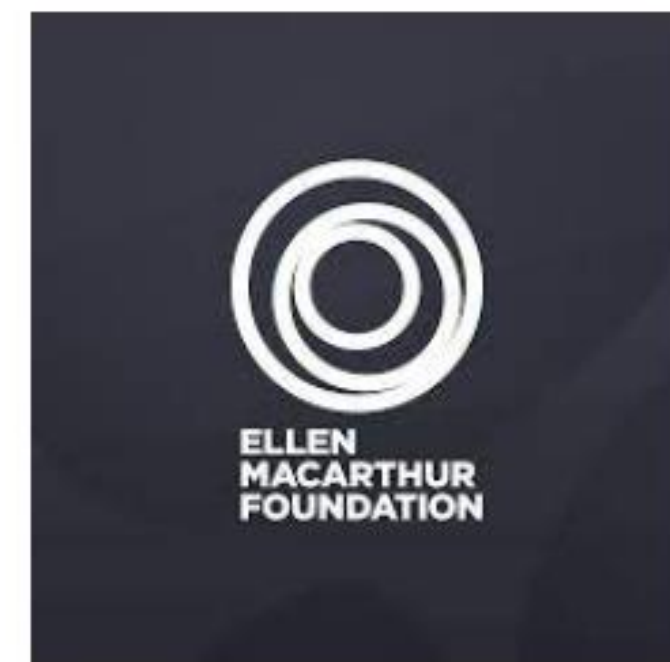
Plan-C

# Moving PLastics and mAchine iNdustry towards Circularity **Plan-C**

CHISINAU 10 OCTOBER 2024



# EU Laws and Regulations



## European Green Deal



### EU GREEN DEAL

Comprehensive Package of Tax and non-Tax Measures: here Tax Measures and other interventions

	<b>EU PLASTIC LEVY / TAX</b> <ul style="list-style-type: none"> <li>- Collection based on the consumption of non-recycled plastic on a „transaction slot“</li> <li>- Each EU Member State has to implement own plastic tax and already national environmental / plastic taxes exist; adoption of an EU Plastic Levy already in EU level</li> </ul>
	<b>ENERGY TAXATION DIRECTIVE (ETD)</b>
	<b>CARBON BORDER ADJUSTMENT MECHANISM (CBAM)</b>
	<b>EMISSION TRADING SYSTEM (ETS)</b>



# Mission

✓ The Plan C project consortium, consisting of **14 partners from DE, AT, CZ, SK, HU, RS, BiH, RO and MD**, aims to boost the transformation of the complex plastics value chain in the Danube Region towards **circularity through the transnational cooperation** of plastics processors /producers and the machinery industry.



- ✓ A close cooperation between partners in the countries of the Danube Region for => a fundamental change in this complex value chain, involving **a radical change in mentalities, behaviors and business paradigms**.
- ✓ Following the process, the main actors of the value chain – plastic producers and machinery companies- **will increase their competitiveness**, thus contributing to the achievement of the objectives of **EUSDR PA8**.

# Plan-C: Project Leader: Business Upper (Biz-Up) Austria

*14 Partners*

*11 Associated Strategic Partners*

1. **Austria** - Business Upper Austria
2. **Austria** - Austria Business Service
3. **Germany** - Technology Center Horb
4. **Czech Republic** - Czech Plastics Cluster z.s.
5. **Czech Republic** - Tomas Bata University in Zlin
6. **Slovakia** - Slovak Plastic Cluster
7. **Slovakia** - Technical University in Kosice,
8. **Hungary** - Omnipack, First Hungarian Packaging Technology Cluster
9. **Hungary** - Innoskart Business Development Nonprofit Ltd.
10. **Serbia** - Innovation Center, Faculty of Mechanical Engineering
11. **Romania** - Clustero, Asociatia Clusterelor din Romania
12. **Romania** - Institute of Macromolecular Chemistry "Petru Poni"
13. **Bosnia and Herzegovina** - Foundation for Innovation Technology and Knowledge Transfer
14. **Moldova** - Association of Light Industry enterprises (Sorintex)

- 1 Circular Economy Forum Austria
- 2 Hochschule Pforzheim
- 3 Miniszterelnökség
- 4 Privredna komora Srbije ICMF
- 5 Bundesministerium Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie
- 6 Wirtschaftsförderung Nordschwarzwald GmbH TZ Horb
- 7 Technologicke Inovacni Centrum UTB
- 8 Slovenska obchodná a priemyselná komora
- 9 Innova Nonprofit Kft.
- 10 Ministerul Economiei
- 11 National Cluster Association



# WORK PLANS

## SPECIFIC OBJECTIVES

Interreg  
Danube Region



Co-funded by  
the European Union



1 Transformation of the **PLASTICS INDUSTRY** into a circular economy, using a design thinking methodology

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2 Transformation of the **MACHINE INDUSTRY** into a circular economy, using a design thinking methodology

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3 Circular Transformation Roadmap of **PLASTICS VALUE CHAIN**- plastics processing firms +machine manufacturers

DESIGN THINKING  
IS NOT THINKING  
**ABOUT DESIGN**

## Desired results

- ✓ Through transnational technology transfer and the use of the **design thinking process**, the project partners (PP) and plastic manufacturers co-create and immediately demonstrate "**circular**" plastic prototypes.
- ✓ *The resulting Plastic Circular Guide* aims to increase knowledge and capacity for its practical implementation in regional companies.
- ✓ Associated Strategic Partners (ASP) and other policy makers ensure the transfer of the **Strategy** for improving circularity in the plastics industry to RIS3 (*Regional Research and Innovation Strategies. for Smart Specialization*).
- ✓ Similarly, PP and machinery companies analyze, develop ideas and prototypes for circular solutions in each phase of the machinery life cycle and create digital business models, summarized in a *guide to circularity in the machinery industry*.
- ✓ The related **Strategy** to promote circularity in this industry guarantees the transfer to RIS3 in partner countries, with strong support from ASP.

# Results

Both groups of actors - **PPs and at least 140 enterprises** in the plastics and machinery industry in the Danube Region.

- > developing a **vision for a recycled plastic value chain designed for circularity**, demonstrating the benefits of reuse/recycling of plastics and maintenance, redistribution, refurbishing/ remanufacturing and recycling of machines.

- ✓ At least **70 organizations** will increase capacities to implement circular concepts throughout the plastics value chain.
- ✓ **The Final Transnational Action Plan** which aims to anchor the circular economy in the holistic plastic value chain, addresses:
  - ✓ SMEs,
  - ✓ Large companies;
  - ✓ Business support organizations (BSO),
  - ✓ Sectoral agencies;
  - ✓ Public authorities.

# Thank you for your attention!!

**Interreg  
Danube Region**



Co-funded by  
the European Union



**Plan-C Website:**

[www.interreg-danube.eu/projects/Plan-C](http://www.interreg-danube.eu/projects/Plan-C)

**LinkedIn:**

[www.linkedin.com/company/plan-c-moving-plastics-and-machine-industry-towards-circularity](http://www.linkedin.com/company/plan-c-moving-plastics-and-machine-industry-towards-circularity)



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