

Innovate Innovation :
Solutions for Today
Innovations for Tomorrow

**PLASTICS
INNOVATION**
Competence Center

**A trans-disciplinary
Research & Innovation center
for industrial short and long
term science and technology
development.**



Haute école d'ingénierie et d'architecture Fribourg
Hochschule für Technik und Architektur Freiburg

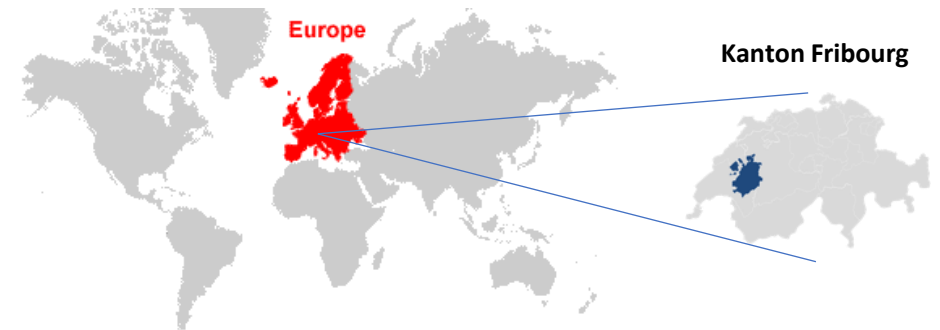


HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

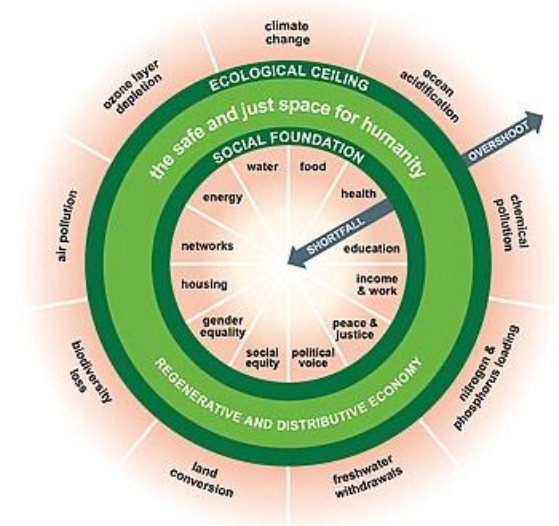
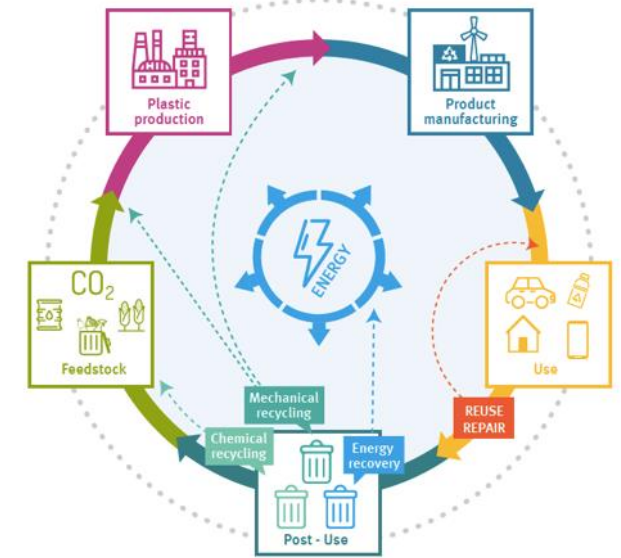
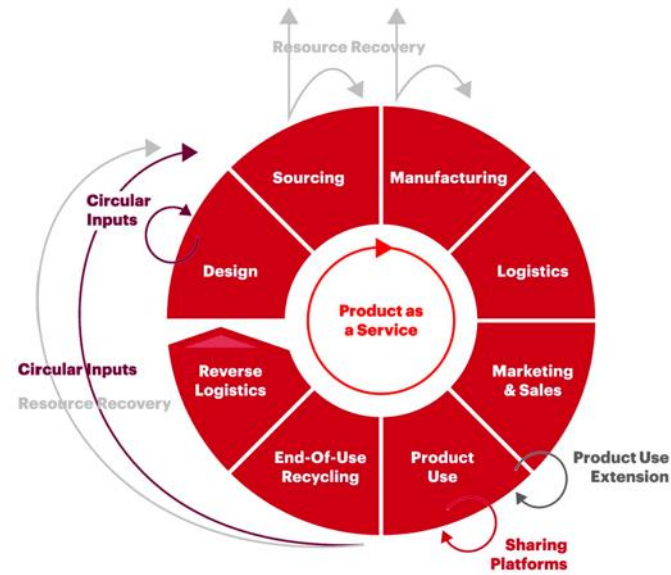
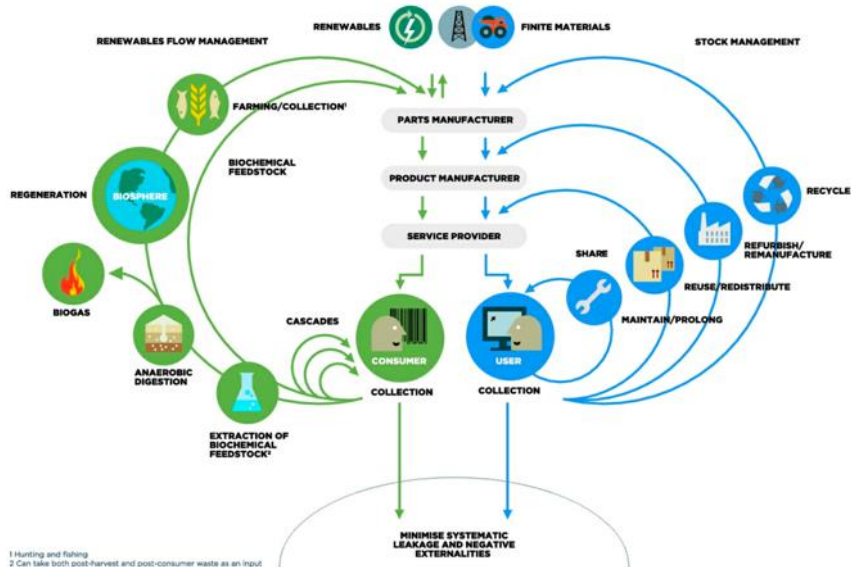


HAUTE ÉCOLE DE TRAVAIL SOCIAL FRIBOURG



What is the
problem?









Why Action Now?

- ✓ EU Single Use Plastics Directive – 3 July 2021
 - ✓ EU Food Waste - ~60 million tonnes
 - ✓ EU Packaging Waste - ~ 16 million tonnes



Directives
Regulations
Legislations

https://ec.europa.eu/environment/waste/plastic_waste.htm

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32019L0904&from=EN#d1e1104-1-1>

Why Action Now?

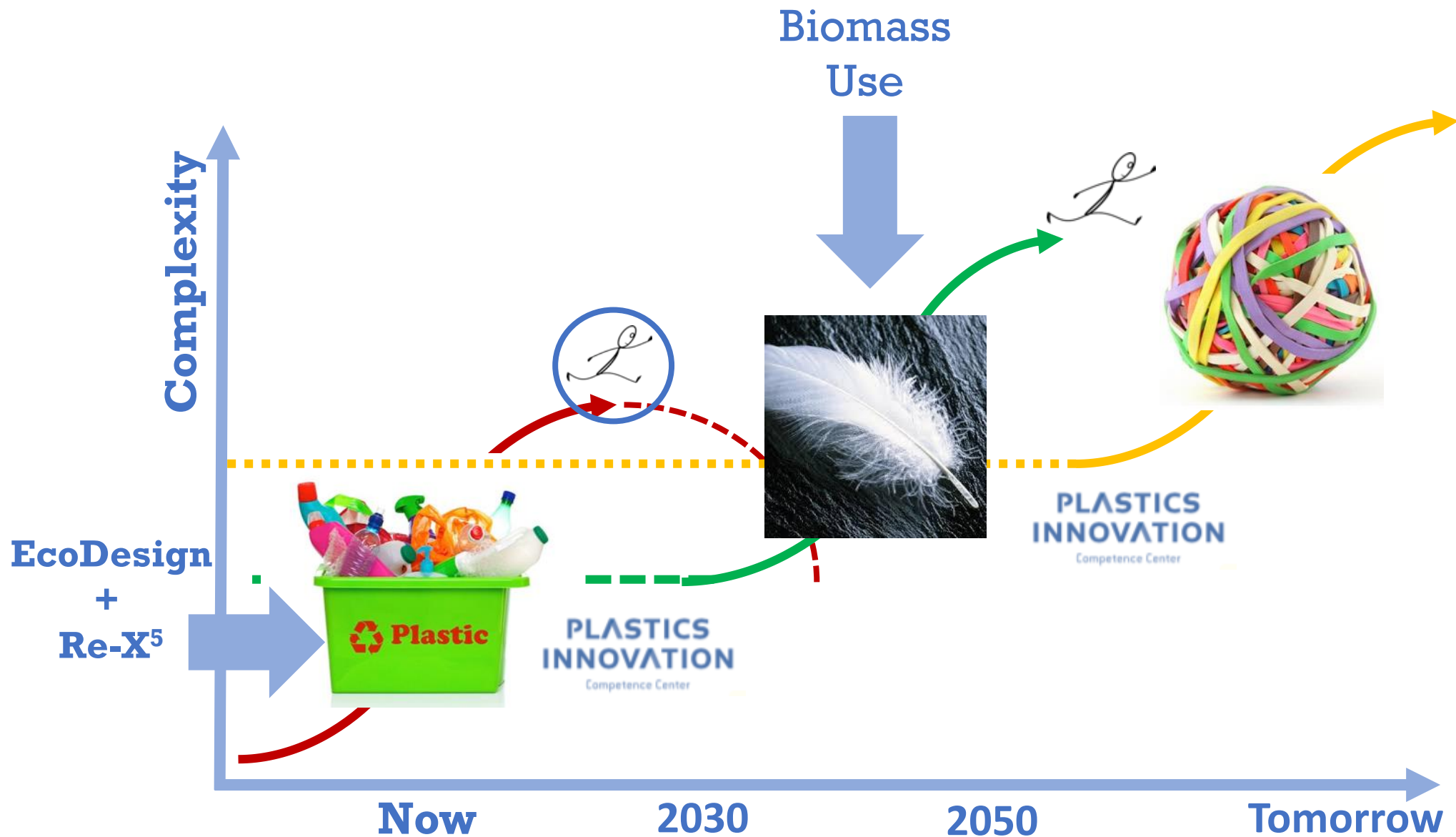
THE BUSINESS EXISTS IN **A VALUE NETWORK** THAT SHAPES LEADERS' DECISIONS. IT COULD BLIND THEM TO THE DISRUPTIVE INNOVATION AND LOSE THE FUTURE OPPORTUNITY

- ✓ Disruptive Technologies
- ✓ Business Alternative
 - ✓ Partner Synergy
 - ✓ Value shifts

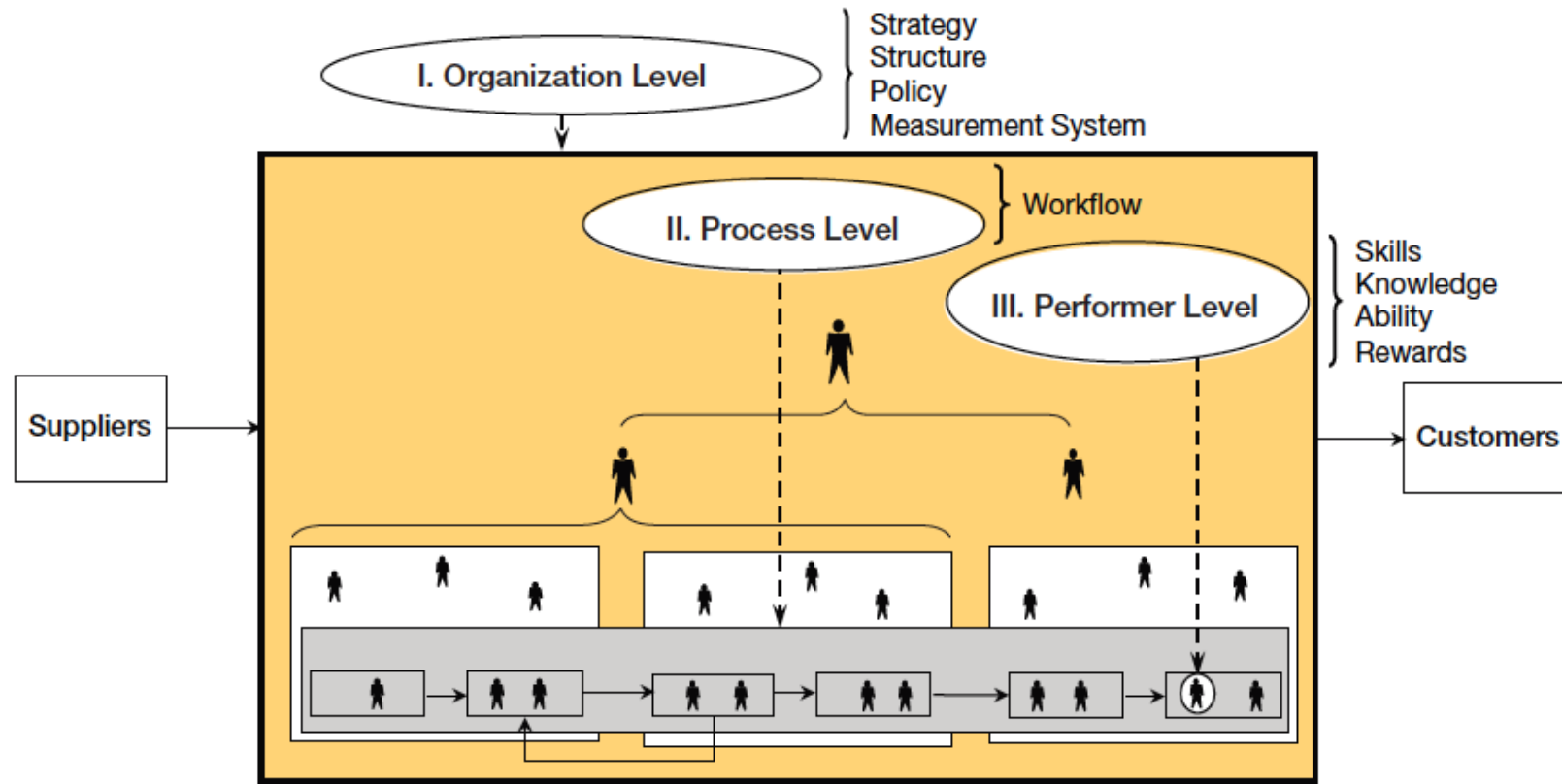
Business Sustainability Milestones – 2021 - 2025 - 2030 - 2050

https://ec.europa.eu/environment/waste/plastic_waste.htm

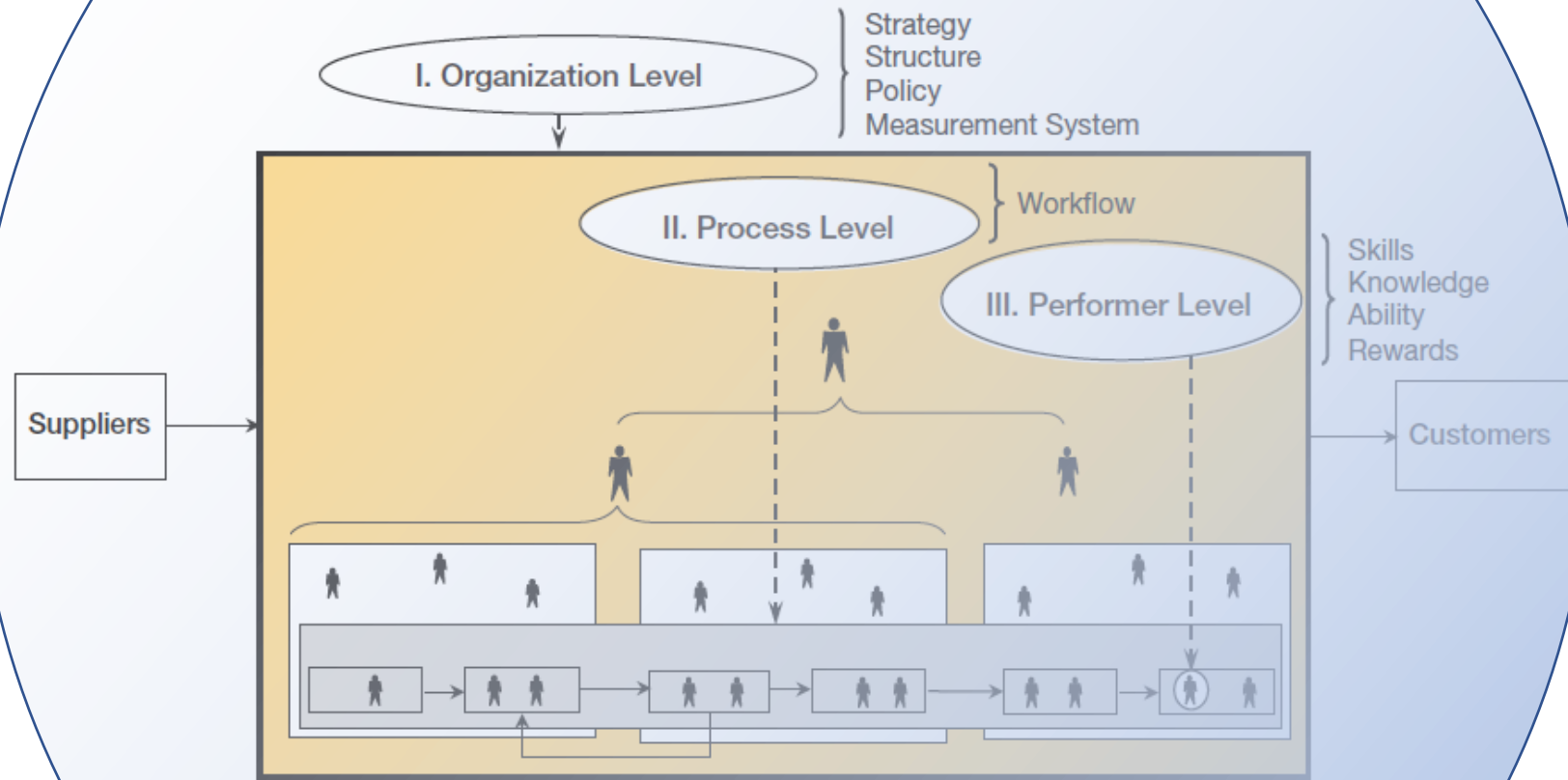
<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32019L0904&from=EN#d1e1104-1-1>



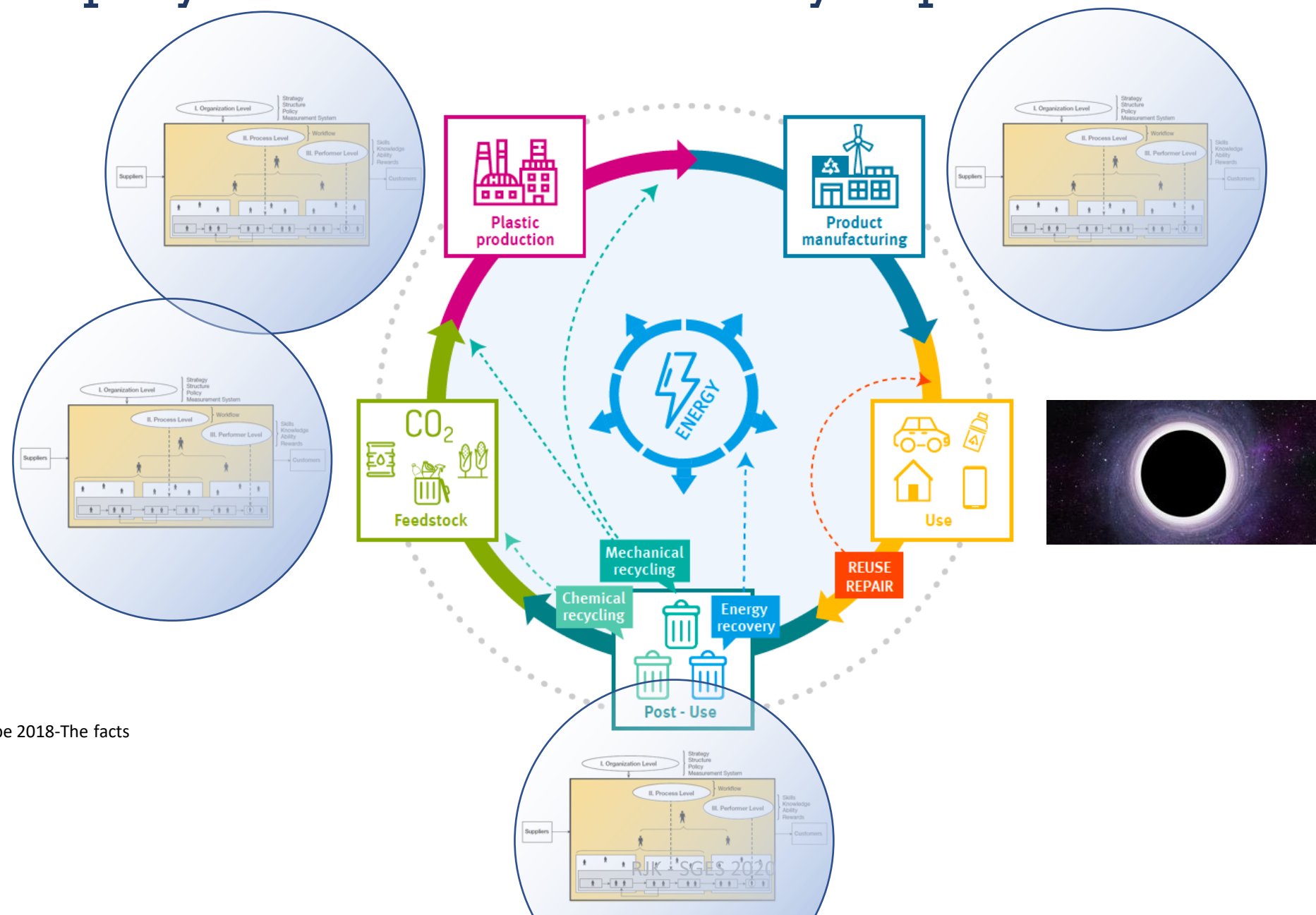
The Company



The Company Bubble

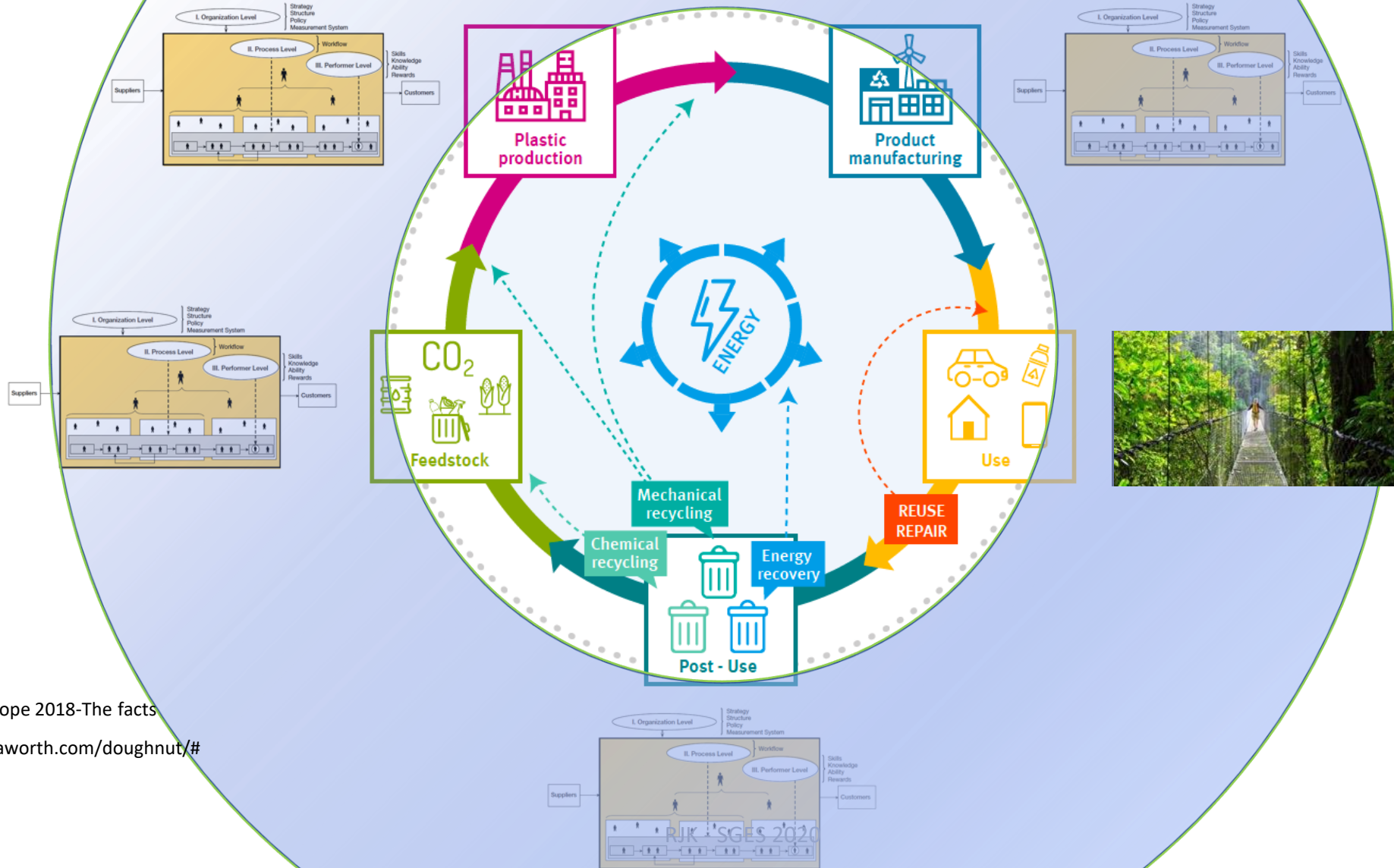


The Company Bubbles & The Circularity Gap



Source: Plastics Europe 2018-The facts

Systemic Closure of The Circularity Gap



Source: Plastics Europe 2018-The facts
<https://www.kateraworth.com/doughnut/#>

The 'Doughnut' Ecosystem





"The cost of being wrong
is less than the cost of
doing nothing."

~Seth Godin

