

# THE PLASTIC EVOLUTION

INNOVATION ON THE CIRCULAR ECONOMY OF PLASTICS

## CHALLENGE

### SOLUTIONS THAT ENABLE AND INCREASE IN THE RATE OF RECYCLED PLASTIC PACKAGING IN CONTACT WITH FOOD

#### How to enable infrastructure to increase the recyclability of packaging?

The Chilean Plastic Pact third Target seeks to make 1/3 of the of the plastic packaging placed on market effective reused, recycled or composted by the year 2025. This challenge seeks to address consumer behaviors, logistics of collection, separation and valorisation infrastructure and end market demand for recycled material.

#### Why is it important for the CPP?

To comply with Target N°3 of the CPP, it is necessary to increase the recycling an reuse of packaging, an for this to happen the system must be economically sustainable and with the wright incentives to all stakeholders. This implies innovating both in technological infrastructure (hardware and software) for traceability, segregation and recycling, as in the stimulation of the demand for recycled material, in order to give more value to the recycler, considering scalable solutions that address the geographic challenges of Chile.

In this sense, **we seek innovative and sustainable solutions that increase the collection of posconsumed material suitable for recycling** through:

1. Generate traceability and enable logistics that facilitate the operation of the system to reach across the whole of Chile with efficient and effective collection.
2. Create, improve, increase and sophisticate the infrastructure for sorting and recovery of plastics, encouraging the participation of all actors across the complete value chain.
3. Generate an attractive and competitive market for posconsumed recycled material.



**Solutions that allow for traceability and logistics** that facilitate the operation of the collection system to reach all of Chile efficiently and effectively, we look to find digital tools for traceability and management of the information about the flow of materials that also connects with systems of government information.



**Technological solutions (software or hardware) that can be incorporated into processes of classification, segregation and recovery of plastics**, considering that one of the main pains of the members of the CPP is to circulate the packaging that have been in contact with food that are not being recycled because it is contaminated with organic waste that ends up becoming waste.



**Solutions that enable and enhance a competitive market for the posconsumed recycled material.**

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