



Transforming EU food systems with innovative strategies for sustainable packaging

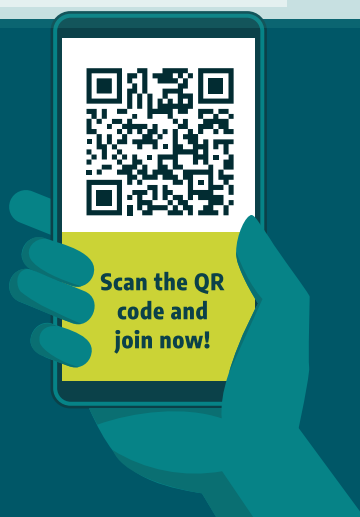
### Do you know text:

<p>Did you know that the linear economy generates more than 2 billion tons of waste every year? The circular economy can drastically reduce this figure through recycling and reuse.</p>	<p>Packaging is a growing problem and, on average, each European generates almost 190 kg of packaging waste per year.</p>	<p>Recycling raw materials mitigates risks associated with supply, such as price volatility, availability and dependence on imports.</p>	<p>The transition to a circular economy can also increase competitiveness, stimulate innovation, boost economic growth and create jobs (around 700,000 jobs in the EU by 2030).</p>
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References: <http://bit.ly/3ATupeU> / <https://bit.ly/3AFqoe8> / <https://bit.ly/4fEvfeB> / <https://bit.ly/4fEvfeB> / <https://bit.ly/4eJBFYL>

Join our **Multi-Actor Community** and become part of MAGNO project!  
 This initiative unites stakeholders from the food packaging value chain, including companies, academic institutions, research centers, NGOs, local authorities, and European associations.

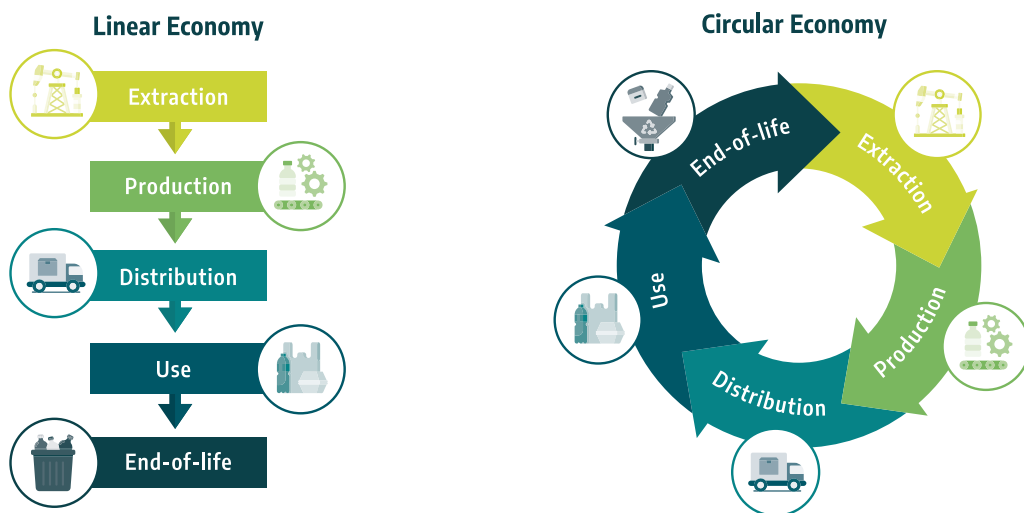
**Why Join? Shape the Future:**  
 Engage in key discussions that will shape the future of food packaging. **Network:** Discover synergies and connect with industry professionals. **Early Access:** Get a sneak peek at emerging trends, technological advancements, and consumer behavior studies. **Collaborate:** Participate in webinars, workshops, and initiatives with consortium partners. **Innovate:** Gain insights on digital solutions promoting a circular economy in food packaging.



## MAGNO circular approach for the food packaging value chain

The linear economy is an economic model based on "extract, produce, discard". It encourages large-scale production and rampant consumption. This approach not only promotes irresponsible product disposal. It also creates a scenario where both consumers and businesses fail to take responsibility.

This exacerbates the resulting environmental and economic impacts. Without adopting sustainable practices after product use, the problem becomes even more critical. As raw material prices rise and new environmental guidelines and laws are implemented, the transition from the linear economy to the circular economy becomes not only desirable but urgently necessary.



The circular economy provides an alternative by aiming to reduce waste and maximise resource reuse. It promotes cycles of renewal in various ways. This model involves processes like maintenance, reuse, remanufacturing, and recycling. There are two main cycles: the technical cycle returns non-biodegradable products or components to the system and the biological cycle allows biodegradable materials to return to nature. By integrating these processes, the circular economy helps regenerate natural resources and create a more sustainable system.



To transition from a linear economy to a circular one, it is essential to restructure the value chain. This includes creating products, systems, and business models that promote reuse and recycling while minimising waste. This requires alignment with environmental policies and encourages investment in innovative solutions. These measures satisfy the needs of all stakeholders involved. The change should be gradual and collaborative, ensuring that the market responds dynamically. This balances sustainability and economic growth.

In this context, the MAGNO project aims to develop a series of circular solutions. These will contribute to the production system involving plastic packaging. The circular approach aims to reduce the impacts associated with rampant plastic production and consumption. Thus, it seeks to develop alternative routes for implementation. It will also contribute to an ecosystem that promotes reuse and recycling to reduce plastic waste.