

#REVALUEPLASTIC



We need to explore options to solve a shared problem and to #revalueplastic

A few observations on the plastic problem:

- Plastic waste is an issue shared by the entire value chain, and consequently has no problem-owner, making it hard to solve and find incentives
- There remains a shortage of scalable, business-wise, alternatives
- It is hard to find a properly working business model as virgin plastics are cheaper to recycled plastics, even if they are of the same quality
- Technical alternatives are not always more sustainable, for instance glass and cardboard are heavier and therefore cause more emissions if distances are large
- Public opinion on typical use of the material, logistics, recycling and policy varies completely
- We need to have constructive conversations on policy and incentivization in order to further decrease our plastic intake and increase plastic recycling to keep the material inside our local resource flows

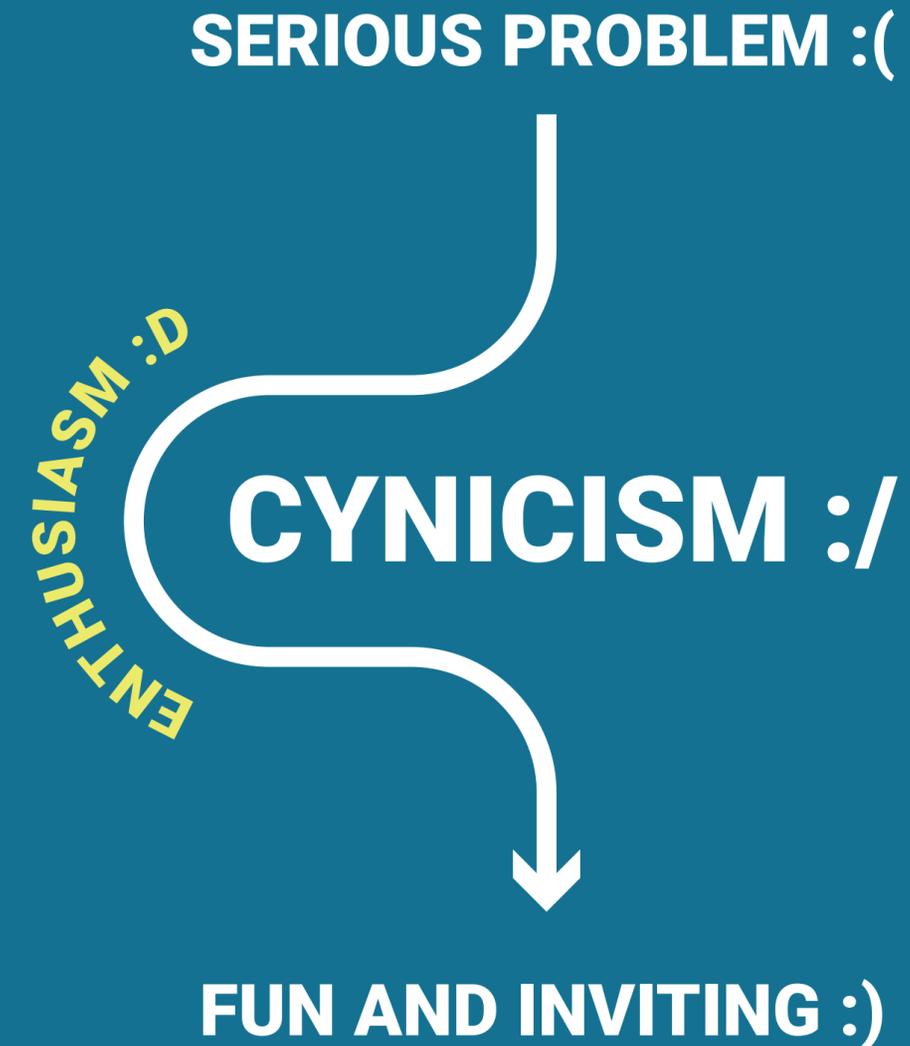


As the world is slowly moving away from single-use plastics, it is now time to take position as a company. What will your focus be, refusal / reduction of plastic intake, or functional recycling of plastic waste stream?

As the plastic problem is shared amongst the complete value / production / use -chain, it may seem hard to allocate problem-ownership; we will therefore invite and aid the entire value & production chain to the table, specific to sector.

The playground plastic program is for anyone who recognizes the mission we face and is willing to come out and play

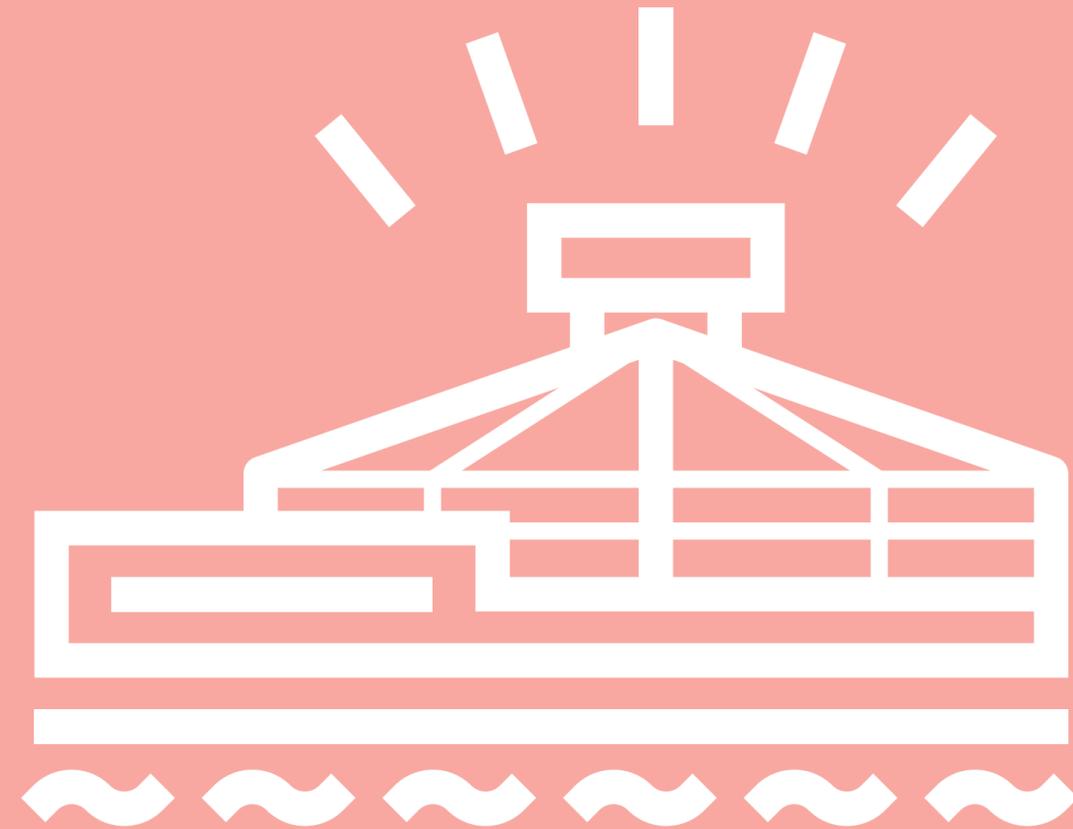
- Procurement officers
- Facility managers
- Sustainability and/or innovation managers
- Packaging industry



That is why we organise a do-oriented conference wrapped up in a festival where you can be inspired, and everything can happen.

We have set goals to:

- Provide realistic and financially viable means and methods to stimulate refusal of plastics, mainly focussed on single-use.
- Provide iconic and financially viable methodologies and processes to recycle plastic waste streams if refusal is not an option.





**5 days of launching plastic solutions
March 2019, BlueCity, Rotterdam**

WHAT TO EXPECT

Conference & keynotes

Inspiring presentations of frontrunners in the industry.

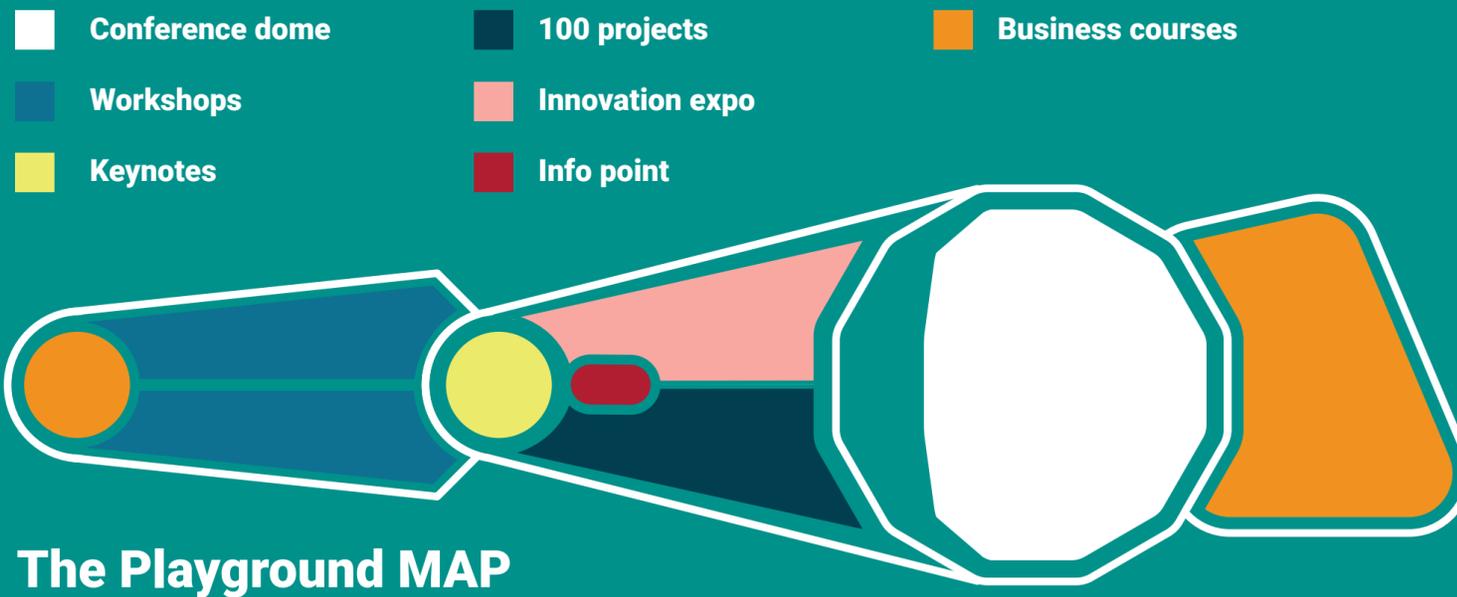
Workshops

That provide business insights on their own corporate procurement- and waste processes especially concerning plastics. Such as, how to indice plastic mono-streams that can more easily become the baseline for a circular economy. It enables participating corporates to figure out their individual and fundamental position towards the future of their plastic use.

Collaborative business courses

Courses aimed at solving the plastic waste issue as a collaboration throughout the whole valuechain. These courses allow participating corporates to:

- Start a dialogue across the value chain with suppliers and customers
- Understand their power of influence within their valuechain, when deployed properly
- Understand refusal of plastic, and plastic waste, as a financial opportunity
- Define and find new ways of collaborative (chain)funding from corporate partnerships and involve national and local government



Exhibition

- Get an overview of running innovation plastic projects and disruptive innovators across the Netherlands and its sectors. Including its partners, learnings and failures.

Playground Plastic Festival is part of a bigger movement to change the way we use and value plastics in Europe



Playground Plastic Festival

March 2019

- Invite corporates and large SME's to tackle the plastic waste issue
- Provide inspiration and alternatives for plastics
- Create playingfield to exhibit and launch existing innovating and/or new projects

Plastic Design Challenge

November 2018 - March 2019

- Mobilize corporates to value their plastic waste
- Design high end plastic recycled prototypes
- Create an alternative market for recycled products

Plastic Pact Projects

Launch @ festival

- Scout a top 100+ innovative plastic project across different sectors in the Netherlands
- Research and analyze their characteristics, needs & strengths
- Share insights with EU Commission (legislation, incentives) and Dutch government.

Plastic Twist

January 2018 - December 2019

- Playground Plastic is the Dutch pilot of an EU Horizon 2020 project that runs from January 2018 until December 2019. Other projects will take place in Greece and Switzerland. Plastic Twist

TEAM & GOVERNANCE



BlueCity (lead; production): *Jonas Martens, Sabine Biesheuvel*

Impact Development Bureau (production): *Judith Frankenhuis, Roger Oliviera, Linda Holleman*

SMO (research): *Kees Klomp*

Sublime Doing (research, reporting): *Arthur van de Graaf*

PWC: (research; plastic free festivals)

Sodexo: (plastic free catering): *Michael van der Meer, Amir Bercovitz*

Studio VAST (brand development, plastic free marketing & design) *Joris de Jongh, Bjorn Planken*

Ceci n'est pas une Holding B.V. (lead)

Rotterdam Business School, Hogeschool Rotterdam, IPO, Frysian Design Factory

JOIN THE MISSION



We ask partners to join us and help us with

- Financial support
- Expertise for a specific programming part (facilitation/moderation, input etc)
- Speaker / Expert on panel
- Take part in an exposition

Plastic Twist / EU Horizon 2020

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No.780121

PlasticTwist global objective is to support multiple actors (citizens, communities, inventors, innovators, entrepreneurs, public institutions) in co-creating and sustaining new forms of plastic-as-an-asset practices, strengthening both societal and circular economy actions in-line with digital social innovation principles.

PlasticTwist's mission is thus to empower citizens, communities, inventors, innovators and entrepreneurs to co-create and sustain new forms of plastic-as-an-asset practices, through an open, blockchain based, platform, fostering innovation and adoption by local manufacturers, start-ups, and SME's.

The PlasticTwist project consists of nine companies, seven countries and three pilots, *Playground Plastic* is part of the Dutch pilot.

