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# REPURPOSE

## Press Release N. 1

The newly launched Horizon Europe project REPurpose is to be kicked off in Ghent on September 19<sup>th</sup>

**Ghent, 14/09/2022**

The newly started project REPurpose, funded by the European Union, will have its official start on September 19<sup>th</sup> and 20<sup>th</sup> 2022 in Ghent, hosted by the [Bio Base Europe Pilot Plant](#).

With a total investment of [6.5 million euros](#), REPurpose brings together [ten partners](#) from [seven European countries](#) and intends to be a game-changer in tackling upcycling local, post-consumer waste and creating new thermoplastic elastomer polymers. Four universities and research centres, two non-profit organizations, and five SMEs will work together on these research challenges and lead the way to bring innovation to the general public and create a resilient and sustainable European plastics industry.

Finding a sustainable way to shape a zero-waste economy is essential to keep the world's consumption within its planetary boundaries, especially for versatile and widespread materials like plastics. The global consumption of materials such as biomass, fossil fuels, metals and minerals is expected to double in the next 40 years, with harmful consequences for humans and the environment. The annual plastics production is close to [380 Mt](#) and is expected to double by 2035 and even quadruple by 2050, making it essential to find [new solutions](#) for the effective and efficient use of resources for their production.

In this challenging scenario, REPurpose aims at developing and validating the production of a platform of [Safe-and-Sustainable-by-Design](#), [additive-free](#) thermoplastic elastomer prototypes for speciality applications (Consumer goods, automotive applications, building & construction) from local post-consumer waste, with intrinsic [biodegradability](#) and [recyclability properties](#), and to establish the circular value chain in an enabling environment. New building blocks derived from biomass or enzymatically degraded polyolefins or paper and cardboard waste will be incorporated, giving the polymers unique characteristics of



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recyclability, ecology, and unlimited recycling, surpassing fossil carbon at each recycling stage. The polymers will be tested by relevant stakeholders and dedicated user groups, including consumer goods producers.

The meeting will be opened by the REPurpose coordinator [Lena Decuyper](#), Project Acquisition Coordinator at Bio Base Europe Pilot Plant, and Iria Rio Echevarria, the Project Officer responsible for the European Commission for the project's proper management and deployment.

The main section of the event will be the presentation of the activities that the institutional and private units will carry out during the four-year program.

The REPurpose meeting will also present the Horizon Europe [Hop On Facility](#) candidates, opening the way for mutual-learning exchanges on Safe-and-Sustainable-by-Design plastics. The Hop On Facility program contributes to the ambition of inclusiveness of the future European Research Area by involving legal entities from low R&I performing countries to participate in already selected collaborative projects.

## REPurpose beneficiaries are:

- Biobased Europe Pilot Plant VW (BE), Coordinator
- B4Plastics (BE)
- AIMPLAS - Asociacion De Investigacion De Materiales Plasticos Y Conexas (ES)
- Renasci (BE)
- Italbiotec Srl (IT)
- Saarland University (DE)
- Photon Mission (BE)
- University of Natural Resources and Life Sciences- BOKU (AT)
- University of Aalborg (DK)
- AVEP- Asociacion Valenciana De Empresarios De Plasticos (ES)

## REPurpose Associate Partner is

- Mellizyme Biotechnology Limited (UK)



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Stay tuned for more news on REPurpose upcoming results!

## Contacts

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