



Introduction to the topic and **BALTIPLAST** project aims



Baltic Approaches to Handling Plastic Pollution under a Circular Economy Context

- Plastic Pollution
- In the Baltic Sea Region
- 50% of plastic produced is designed for single-use purposes

End of Life Scenarios of Plastic Items

- Approximately one-third is recycled
- Over 40% sent to energy recovery
- Almost a quarter is landfilled



34.6 % Recycling
(chemical and mechanical)



**42 % Energy
Recovery**



23.4% Landfill



The Path of Plastic:

Unraveling How Plastic Reaches the Environment

- Littering
- Flows from land carried by major rivers
- Improper manufacturing processes
- Improper handling and management

References:

<https://oceanliteracy.unesco.org/plastic-pollution-ocean/>
[Plastic pollution facts and information \(nationalgeographic.com\)](#)



The Current Situation in the Baltic Sea Region

- current reports estimate that humans leak twelve million tonnes of plastic into waterways - *each year*
- 70% of all marine litter is constituted by popular single-use plastic items and lost or abandoned fishing gear

BALTIPLAST

- Partner Universities and Institutes
- Partner Municipalities
- Partner NGO's
- Associated Organisations



DURATION
2023-2025

18 Partner Organisations &
6 Associated Organisations

About the Project

- This project co-funded by the Interreg BSR Programme 2021-2027 helps driving the transition towards a greener and more resilient Baltic Sea
- Diverse consortium uniting 6 countries of the Baltic Sea Region
- 18 formal partner organizations and 6 associated organizations
- Connected for the next 3 years in our devoted work in reducing the plastic flow to the Baltic Sea





Adobe Stock

Our Mission

- Prevention and reduction of single-use plastic
- Improvement in plastic packaging collection and treatment system
- Support innovation in plastic waste management at municipality level

Applying System Thinking for Problem Solving

We tackle plastic pollution from three angles



STRATEGIC AND MANAGEMENT



COMMUNICATION AND BEHAVIOUR
CHANGE OF CONSUMERS



TECHNICAL AND TECHNOLOGICAL

Developing Solutions for Complex Challenges

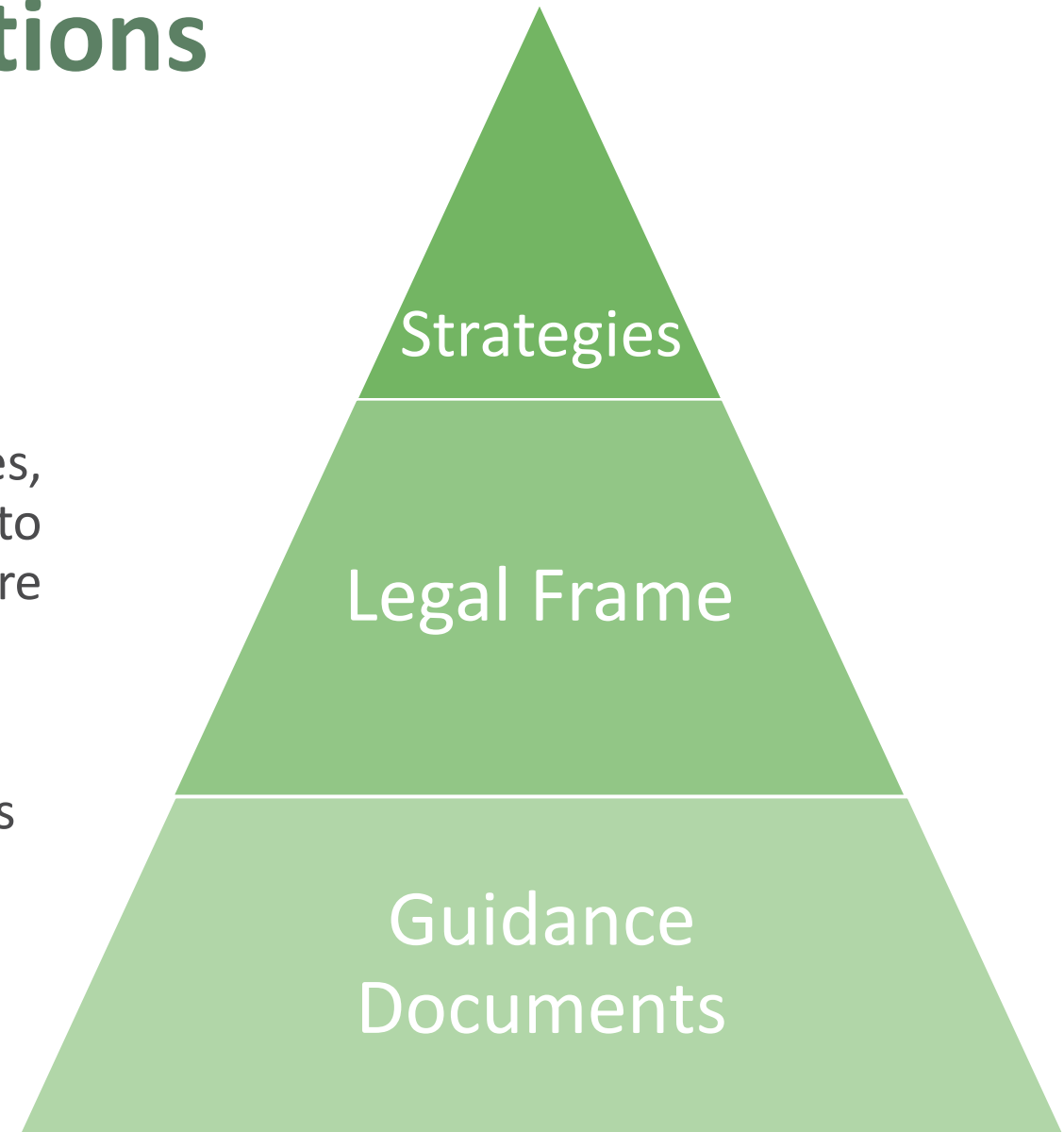




Developing strategic solutions in the BALTIPLAST project

Developing Strategic Solutions

- Best practices from the consortium
- Review the existing strategic documents, rules, legislation and official guidance documents to identify to what extent the plastic waste issues are addressed and where the gaps are
- Collect information & Prioritize problem and needs



Strategic framework pyramid