

Supporting bio- and recycled material innovations and networking in PlastLIFE-project

24.4.2024 PlastLIFE

Sauli Eerola, Muovipoli Oy



LIFE21- IPE- FI- PlastLIFE The PlastLIFE project is co-funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



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What?



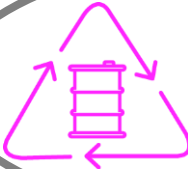
Reducing unnecessary consumption of plastics



Combating littering



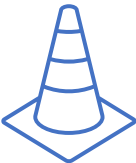
Recovering and recycling plastic waste



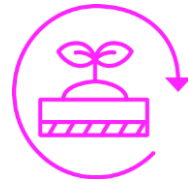
Replacing fossil raw materials



Managing harmful substances



Controlling plastics in construction and demolition



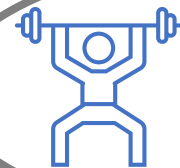
Managing plastics in agriculture and horticulture



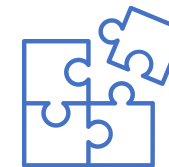
Collaborative solutions



Generating new business

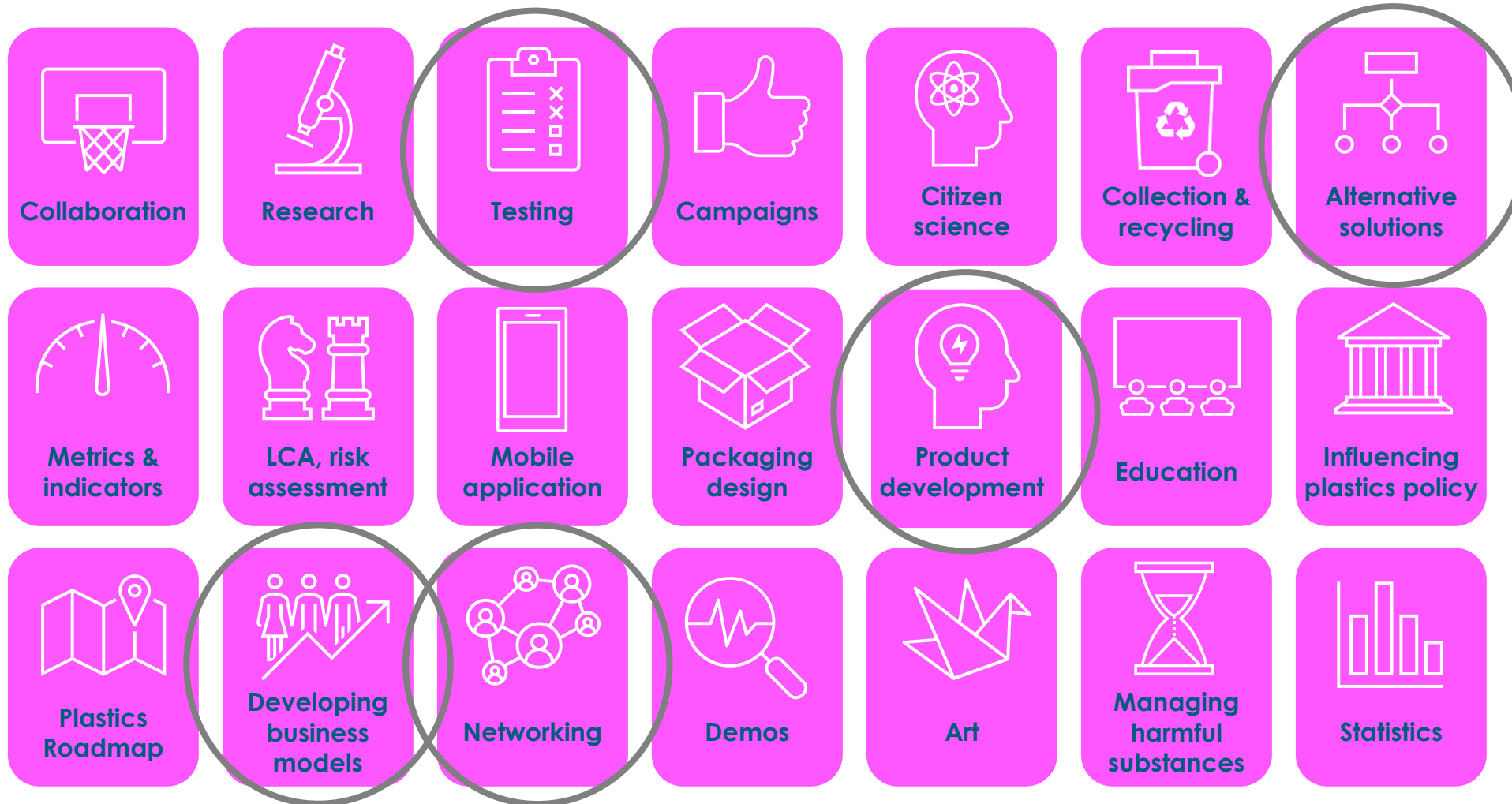


Strengthening expertise



Expanding plastic knowledge and its impacts

How do we do it?




1. Development of New Plastics Center NPC knowledge network

2. Activation of new sustainable RDI processes and value chains

3. Sustainable Material Clinic





Development of New Plastics Center NPC knowledge network

muovipoli 



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Networking events

1. **Maatalousmuovien teemapäivä 6.10.2023**
2. **NPC-seminaari – Muuttuvat muovit 13.3.2024**
3. **Teemapäivä syksy 2024**
4. **Teemapäivä kevät 2025**
5. **Teemapäivä syksy 2025**



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Toolkit for innovation and business model development

A set of iterative exercises on business model innovation, mainly in the “ecosystem” environment. Backed by years of academic research and education (course) on the topic. In PlastLife, the goal is to **launch new innovation processes** for the participating firms.

Specific adaptations to the PlastLife project:

- 1h workshop on ecosystem design.** We start either with a:
 - Solution:** You know where you want to end up and who can help you on the way, maybe even what your role could be.
 - Problem:** You face a relevant problem or know what the first concrete step in the right direction would be.
- After this, different approaches are utilized to support the **value innovation** process (e.g., to draft a value proposition)

The image shows the cover of the 'ECOSYSTEM TOOLKIT v0.3 (December 2021)' and a 5-step process diagram. The cover text includes: 'A set of iterative exercises, simply known as the... ECOSYSTEM TOOLKIT v0.3 (December 2021)'. The process diagram steps are: 1. Identify the mission of your ecosystem, 2. Map the members of your ecosystem, 3. Build platform member profiles, 4. Identify the motivations for interacting, 5. Map the key activities and interactions in the... Below the diagram is a 'CANVAS 1' diagram with a red arrow pointing to the center, and a text box explaining the purpose of the canvas.

VALUE PROPOSITION TEMPLATE

This tool summarizes elements of value communication: What **goal** do we believe the key **stakeholder** is striving for, what is our **solution**, and what **benefits** does the solution deliver?

who wants

Stakeholder goal

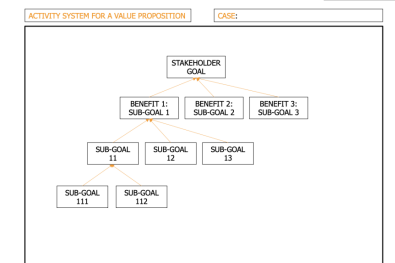
Our solution

helps

benefit

benefit

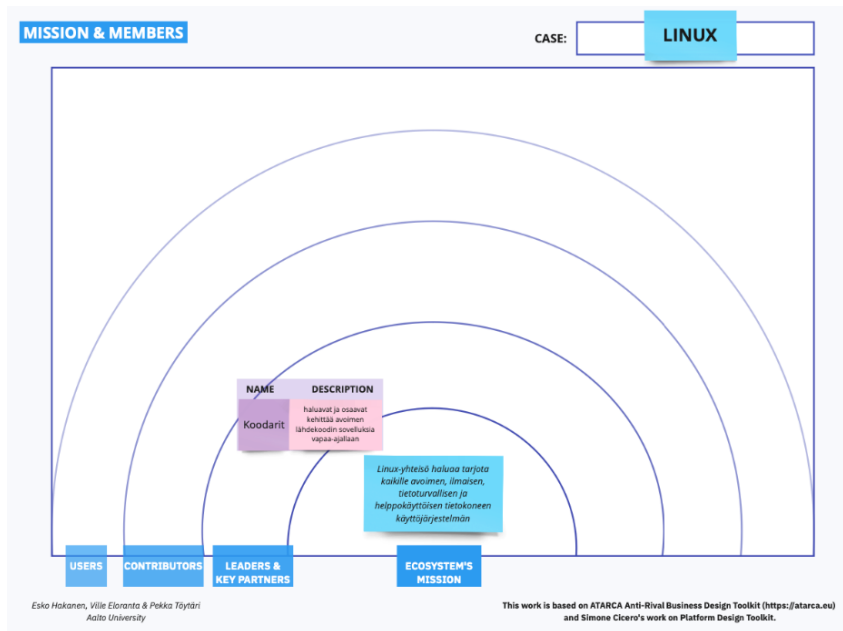
benefit



We can match your situation & needs, and can start either from the...

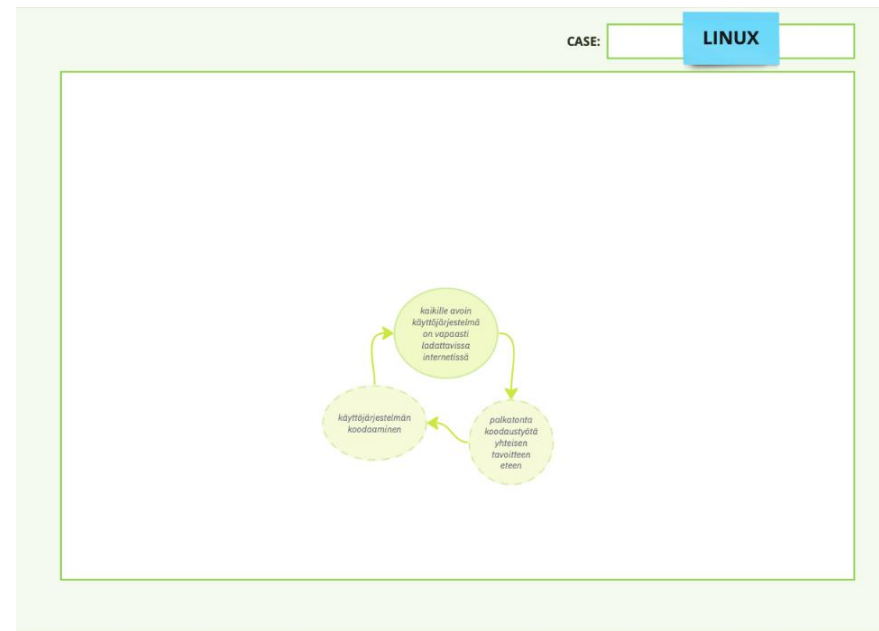
Solution (working top-down):

You know where you want to end up and who can help you on the way, maybe even what your role could be.



Problem (working bottom-up):

You face a relevant problem or know what the first concrete step in the right direction would be.



Jäljitettävyyden mahdollistaa uusiomuovien käytön kasvua

Uusi Samu Weikola, Muoviopii Oy

Käytettyä tavaraa voidaan käyttää uudelleen ja uudelleen ja jätteen kierrätyksen avulla voidaan vähentää jätteen määrää ja jätteen kierrätyksen avulla voidaan vähentää jätteen määrää ja jätteen kierrätyksen avulla voidaan vähentää jätteen määrää...

Laadullisuus on keskeinen tekijä jätteen kierrätyksessä ja jätteen kierrätyksen avulla voidaan vähentää jätteen määrää ja jätteen kierrätyksen avulla voidaan vähentää jätteen määrää...

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PlastLIFE-hanke toteuttaa Muovitekarta 2.0 -ohjelmaa ja luo kestävän muovien kiertotalouden Suomeen vuoteen 2035 mennessä

Uusi Samu Weikola, Muoviopii Oy

Muoviopii Oy on mukana muovien kiertotaloutta keskitävässä PlastLIFE-hankkeessa, jota hallinnoi Suomen ympäristökeskus (SYKE). Suurella toimijajoukolla on mukana 17 toimijaa. Hanke kuuluu Elin LIFE-ohjelmaan ja on kokonaistaloudeltaan noin 20 miljoonaa eura.

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Kiertotalous oli keskiössä PlastLIFE-hankkeen järjestämässä maatalousmuovien teemapäivässä Lahdessa

Uusi Samu Weikola, Muoviopii Oy, Uusi Samu Weikola, Muoviopii Oy

LAUHDUTUS KOLONNIT

Maatalousmuovien teemapäivä järjestettiin Lahdessa LAB-ammattikorkeakoulussa. Tapausmaahan osallistui reilut 40 hengen maatalouden kierrätystä kiinnostunutta ja asiantuntevaa kehiköä. Tapausmaahan järjestettiin PlastLIFE-hankkeen toimesta ja järjestävinä osapuolina toimivat Turun yliopisto, LAB-ammattikorkeakoulu ja Muoviopii Oy.

Uusi Samu Weikola, Muoviopii Oy

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PLASTLIFE

Co-funded by the European Union

New Plastics Center NPC-article series in MuoviPlast Magazine



New Plastics Center



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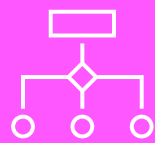
Re-thinking plastics in a sustainable circular economy



New sustainable
business
development



Developing
business
models



Alternative
solutions



Networking

Activation of new sustainable RDI processes and value chains



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Science-based innovations, STI-mode (Science, technology, innovation) 4 %

- Radical technological innovations
- Science and related expertise
- Technology diffusion for the firms and clusters
- Codified knowledge

Context of knowledge application

Innovation ecosystems

Companies

Universities

Public bodies

Policy instruments and tools aiming at promoting knowledge transfer and utilization

Practice-based innovations, DUI-mode (Doing, using, interacting) 96 %

- Incremental innovations
- Practice-, market- and demand-based
- Organisational and network learning
- Scanning and absorbing technology and market signals
- Future-oriented, tacit-knowledge

Eerola, based on Harmaakorpi, Hermans & Uotila

New innovation processes with industry-university cooperation



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Value innovation process

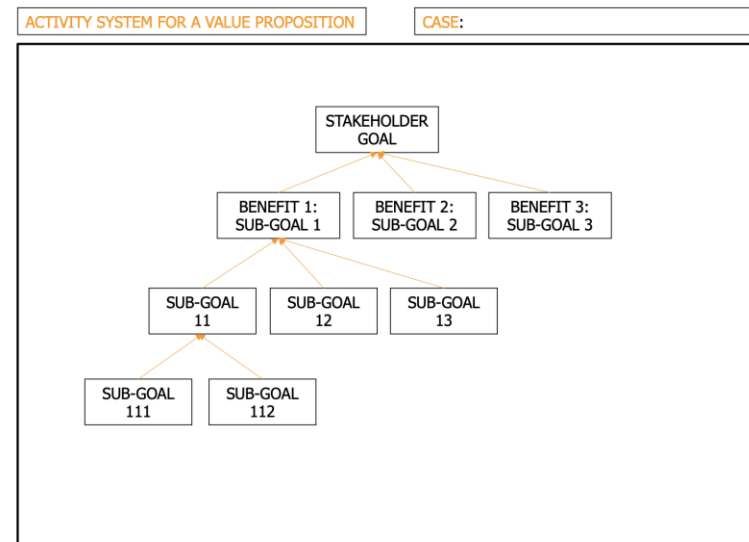
Following the first exercises, we can identify **new business opportunities** and explore them further. This step focuses on stakeholders who can **work together** to take advantage of these opportunities.

The tools we use are commonly applied by **suppliers** for crafting a **value proposition** to match their customers' needs and demands.

VALUE PROPOSITION TEMPLATE

This tool summarizes elements of value communication: What **goal** do we believe the key **stakeholder** is striving for, what is our **solution**, and what **benefits** does the solution deliver?

_____ , who wants
<small>Key stakeholder</small>
_____ /
<small>Stakeholder goal</small>
_____ /
<small>Our solution</small>
helps
_____ /
<small>benefit</small>
_____ /
<small>benefit</small>
_____ /
<small>benefit</small>



- Aims to activate new innovation processes and boost up new value chains and operations of the existing companies, start-ups and SMEs based on novel materials.
- Business and product innovation processes will be identified.
- Innovation management toolkit of Aalto University will be utilized, applied and further developed using **3-5 case innovation process** examples from industry

Does your company/organization have a product, material or business idea for a case process?

Utilizing innovation management toolkit of Aalto University to boost up innovation processes

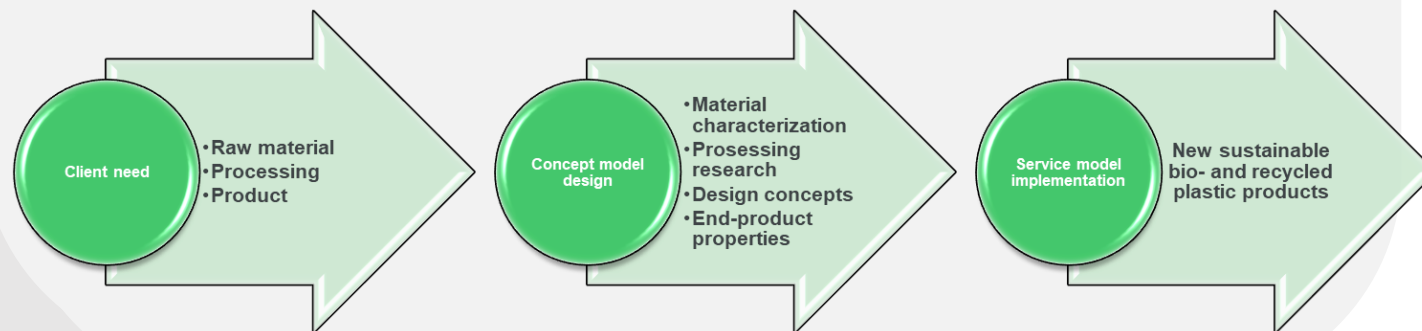


Re-thinking plastics in a sustainable circular economy

Develop and pilot a model of the “Sustainable Material Clinic”, for producing and disseminating information on bio- and recycled plastics and composites, their properties and processing and utilization possibilities in end-use applications, especially for companies, designers and RDI personnel.

Work includes:

1. Definition of the content and service model of the clinic together with companies and key players of project consortium (SYKE, companies, other parties).
2. Development and piloting of the service model with pilot cases and materials from the PlastLIFE-project,
3. Creation of business model, based on stages 1-2.
4. Publishing the service (web-site).



Sustainable Material Clinic



Further information

plastlife.fi

muovipoli.fi

LinkedIn:

PlastLIFE Finland

linkedin.com/company/plastlife-finland

Muovipoli

linkedin.com/company/muovipoli



Want to know more?



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Re-thinking plastics in a sustainable circular economy

Thank you!

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