



INVITATION: 6th of October 2022 (2PM-3:30PM CET)

**Webinar:**

## **Design & Product Development with recycled plastic**

This is the third of a series of informational webinars, for Interreg NW Europe funded project, TRANSFORM-CE.

In this webinar the project partners will share their knowledge, experiences and insights on design and product development with recycled plastic.

The webinar will be chaired by Prof. David Greenfield (SOENECS), who will be joined by representatives from project partners, Technische Universiteit Delft (NL), Manchester Metropolitan University (UK) and the Green Plastic Factory (NL).

### **When is it?**

2PM – 3:30PM (CET) on Thursday 6th October 2022  
(Start: Amsterdam: 2:00PM/London: 1:00PM)

### **How can I join?**

Free to access and open to all, the webinar will be hosted online via Microsoft Teams.

**[This is the direct link to join:](#)**

[nweurope.eu/transform-ce](https://nweurope.eu/transform-ce)

**Interreg**   
North-West Europe  
**TRANSFORM-CE**

European Regional Development Fund

## Who is it for?

This particular webinar is aimed at business support organisations, local, regional and national public authorities, private businesses, and those in the plastic recycling industry. However, the webinar is open to all and we strongly encourage other stakeholders to attend. There will also be an opportunity to ask questions, meet other industry stakeholders and network online.

## What will I gain from attending?

The webinar is a fantastic opportunity to:

1. Meet and network virtually with people interested in design & product development, with recycled plastics as a source.
2. Learn about how consumers perceive products made of recycled plastics and how to improve their adoption.
3. Benefit from the presentation of good practice examples and learn about the unexploited potential opportunities for utilising plastic waste.
4. Receive practical information on technical requirements and economic opportunities.
5. Share your views on challenges and barriers for the recovery and valorisation of single use plastic waste from households.

Attendees will gain a better understanding of TRANSFORM-CE and how the project is facilitating the recycling of single use plastics, as well as how these materials and processes could be applied within their own business.

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## Who will speak?

- **David Greenfield:** Managing Director at SOcial, ENvironmental & EConomic Solutions (SOENECS), UK
- **Ruth Mugge:** Full Professor in Design for Sustainable Consumer Behaviour, TU Delft, NL
- **Stefan Schoegje:** Operations Manager, Green Plastic Factory Almere, NL and  
**Bram Peters:** owner Save Plastics and Green Plastic Factory Almere, NL
- **Rhiannon Hunt:** Circular Economy Project Manager at Manchester Metropolitan University, UK

## What is the webinar programme?

**14:00** Opening, introduction to TRANSFORM-CE by David Greenfield.

**14:10** Prof.dr.ir. Ruth Mugge will present the research that her research group at TUDelft performed as part of the TRANSFORM-CE project to understand and improve consumer adoption of recycled plastics. She will first explain the results of a literature review on how consumers currently evaluate products made from recycled plastics and what benefits and risks they perceive in these products. Next, she will present the seven guidelines that they developed in order to use design and marketing strategies to tackle the barriers and make the benefits more salient in order to enhance consumer adoption of products made from recycled plastics.

**14.40** Where to start with your idea of making a product from plastic waste? And how do you add the most value to a product which has been made out of plastic waste? Bram Peters and Stefan Schoegje will take you on an adventure through the history, present and future to figure out how to make the ultimate plastic product.

**15.00** Presentation by Rhiannon Hunt about fused filament fabrication (FFF) 3D printing, using recycled single use plastic waste, and the products created to date through TRANSFORM-CE.

**15.20** Questions & Answers

### **Contact Information:**

Manchester Metropolitan University



### **Lead partner organisation:**

- Manchester Metropolitan University

### **Project partners:**

The TRANSFORM-CE partnership includes 9 organisations from 4 different countries(GB, DE, NL, BE) in North West Europe. The partners are:

- Materia Nova
- SOcial, ENvironmental & EConomic Solutions (SOENECS)
- Municipality of Almere
- Save Plastics
- Technische Universiteit Delft
- Hogeschool Utrecht
- Hochschule Trier Umwelt-Campus Birkenfeld
- Institut für angewandtes Stoffstrommanagement (IfaS)
- bCircular GmbH

### **Timeline:**

2019-2023

### **How to get in touch?**

- Click [here](#) to get to contact us about events and workshops, business opportunities and education provider opportunities.
- Click [here](#) to sign up to the TRANSFORM-CE newsletter.

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