



The paper packaging materials are omnipresent and the problem became more emerging during the COVID-19 pandemic as it facilitated the consumers behavior and caused an increase in online, e-commerce and social media market. The project addresses the importance of multiple use of resources. Crosssectoral and cross-border approaches facilitate the transition to a sustainable circular economy and its impact on climate change mitigation in the Baltic Sea region. The goal is to keep the packaging in its form to use it as long as possible to extend the life cycle of the packaging materials and thus facilitate the shift from linear to circular resource use. Instead of recycling, recovery and regeneration, the share of the reuse should be increased to reduce the environmental footprint of the life cycle.

**New solutions and business models**  
that will contribute to the transformation of business models from  
linear to circular

**Support for SMEs**  
in the process of implementation of new business models

**Increase social and business awareness**  
in the field of minimizing carbon footprint by extending life cycle  
of paper packagings

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**Partnership:**



**KLAIPĖDA SCIENCE AND  
TECHNOLOGY PARK**

