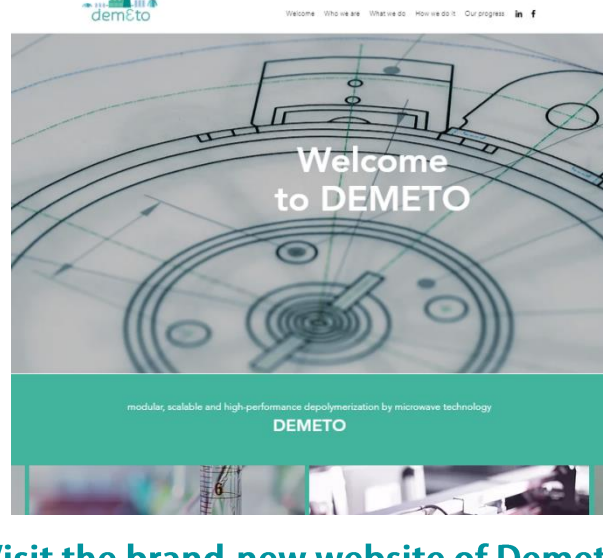


Newsletter February 2018



Visit the brand-new website of Demeto

Check out the latest developments of the Demeto project. Members of the Industry Advisory Board can find all relevant documents and files in the **dedicated IAB members area**.

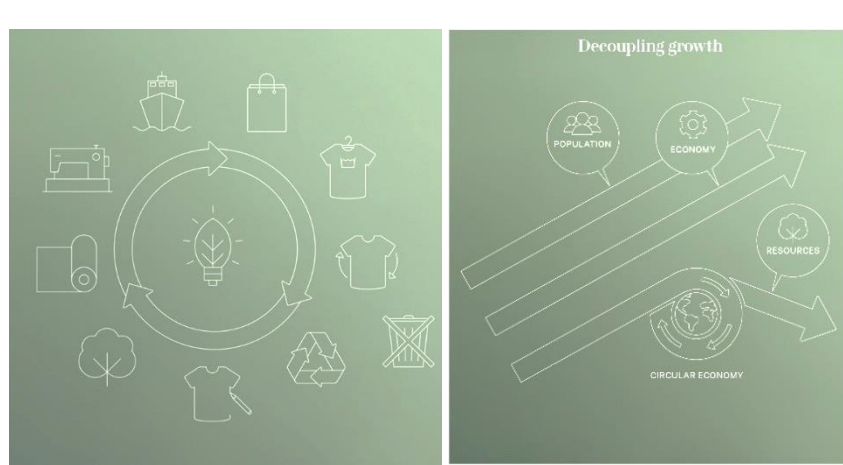
[Visit website](#)



gr3n – the technology behind Demeto

gr3n is one of the main advocates and players of the European project DEMETO. In fact, DEMETO moved his first steps on a gr3n proprietary technology. gr3n strongly believes that **chemical recycling can be a disruptive solution** to overcome many problems related to plastic recycling i.e. mechanical recycling has some intrinsic technological, economical and sustainable limitations. A recent example is the document sponsored by the Ellen MacArthur Foundation for the banning of oxo-degradable plastic signed by important industry organizations such as M&S, PepsiCo, Unilever, Veolia and British Plastics Federation Recycling Group.

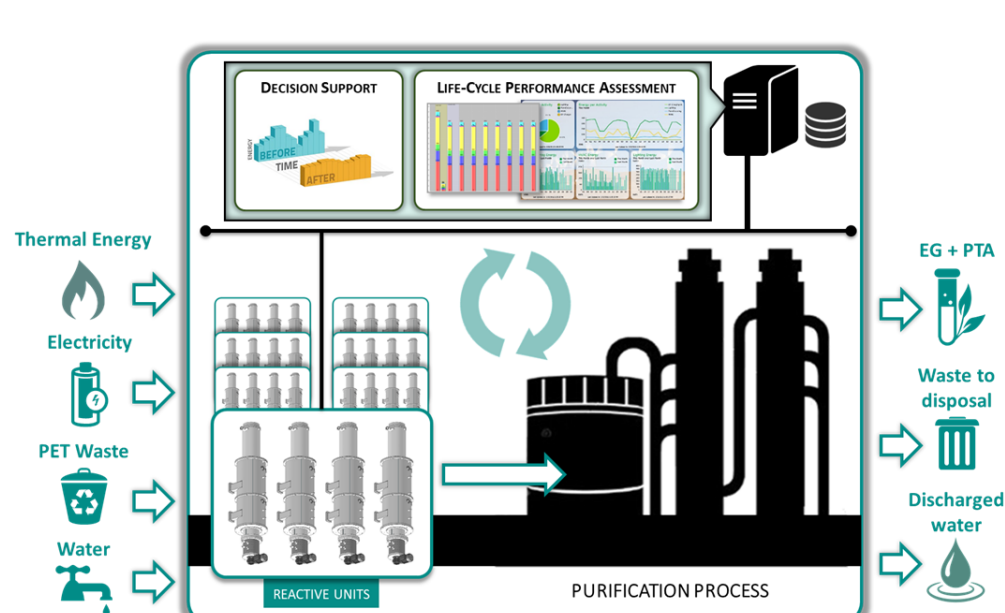
gr3n is very happy to be part of the ecosystem created by the Horizon 2020 program. The Swiss company's main objective, starting with the DEMETO project, is to provide a concrete tool against the consolidated problems of plastic waste without forgetting the interests of PET value chain actors.



How H&M plans to improve sustainability via the DEMETO project

UN estimates the world population to reach 10 billion by 2050 leading to greater consumption of products and materials. Simultaneously, raw material resources become scarce and climate change and other environmental challenges must be addressed. Due to that, H&M has put up a goal of **only using recycled or other sustainably sourced materials by 2030**. To reach that, it is of utmost importance with robust, flexible and economical recycling technologies able to recycle materials without compromising the quality even after several loops. **The DEMETO project has high potential of industrializing one such technology** and for that reason H&M has decided to join the project to contribute to its success. Ultimately, the company wants to close the loop on textiles and reduce the industry's impact on the environment.

"To fulfill our vision of 100% circularity, we must develop technologies to keep materials and their constituents within a continuous regenerative cycle of use a reuse"



DEMETO: Industry 4.0 at the service of sustainability

The de-polymerization of PET plastics by microwave technology developed in DEMETO is a disruptive innovation, which can reshape the dynamics of a whole market. By bringing **full recyclability** and, thus, circularity to a raw material that is fundamental for many products, the project will have a profound impact on the society. Still, the unleashing this potential is not just a matter of completing the industrialization of the de-polymerization process, because future DEMETO plants have to become also the **informatic cornerstone** of a new digital marketplace for Green PET. This is where **Synesis, expert in automation technologies for industry 4.0** and leader of the European initiative **Daedalus** will bring its contributions to the project.

Being responsible for the engineering of the Reactive Unit at the core of the recycling process, we are in the privileged position to implement all the most relevant innovative technologies that are leading the new industrial revolution. Composed by modular production units, independently manageable and capable to adapt productivity to the specific needs of the company, a DEMETO plant will be deeply interconnected within the supply chain of PET. This will allow to further optimize the footprint of the process, while guaranteeing higher margins.

When the **pilot plant of DEMETO will be presented to the public in 2020**, it will be a live demonstration of how Industry 4.0 enabling technologies couples with a disruptive process can pave the way for a large-scale economic, environmental and social impact.



Industry Advisory Board Meeting 9.2.2018

On the 9.2.2018 **more than 30 industry experts** gathered in Brussels for Demeto's Industry Advisory Board (IAB) Kick-Off Meeting. Waste collectors, PET converters, packaging companies, brand owners, value chain associations and others met to discuss the end users', producers' and suppliers' requirements for **Demeto**. After a project update on the reactor and process developments, an **interactive feedback session** in the form of a moderated discussion was held. This ensured that Demeto got **valuable input** from the industry experts allowing the project to gain in quality.

Demeto presented at the Petcore Europe Conference 2018

On 7 and 8 February, more than 200 delegates from the entire PET value chain from Europe and beyond gathered in Brussels for the annual Petcore Europe Conference 2018. Maurizio Crippa from gr3n had the honor to hold the last presentation and introduce the Demeto project and its advanced technology in front of numerous industry and PET recycling experts.

Demeto invited to the EuPC Annual Meeting 2018

"A Circular Future with Plastics" is the title of the **EuPC Annual Meeting** on the 24 and 25 May 2018. Therefore, it does not come as a surprise that Demeto was invited to take part in the packaging forum to present the project in front of the European Plastics Converters industry. The EuPC annual meeting is a great platform for Demeto to increase its visibility.



Coming up...

- 04/2018** Consortium Meeting
- 09/2018** Industry Advisory Board Webinar

demeto
 Avenue de Cortenbergh 71
 1000 Brussels – Belgium
info@gr3n-recycling.com
www.demeto.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 768573, DEMETO.

