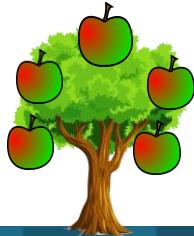




# Muovien kulutuksen vähentäminen luonnonkuitujen avulla

SYKE Kiertotalouden kirittäjät 2021 –webinaari  
29.9.2021  
Harri Kiiskinen / VTT

28/09/2021 VTT – beyond the obvious



# Renewable materials

Replacing fossil-based raw materials with renewables.

# We have to change the direction.

## 1. Climate change

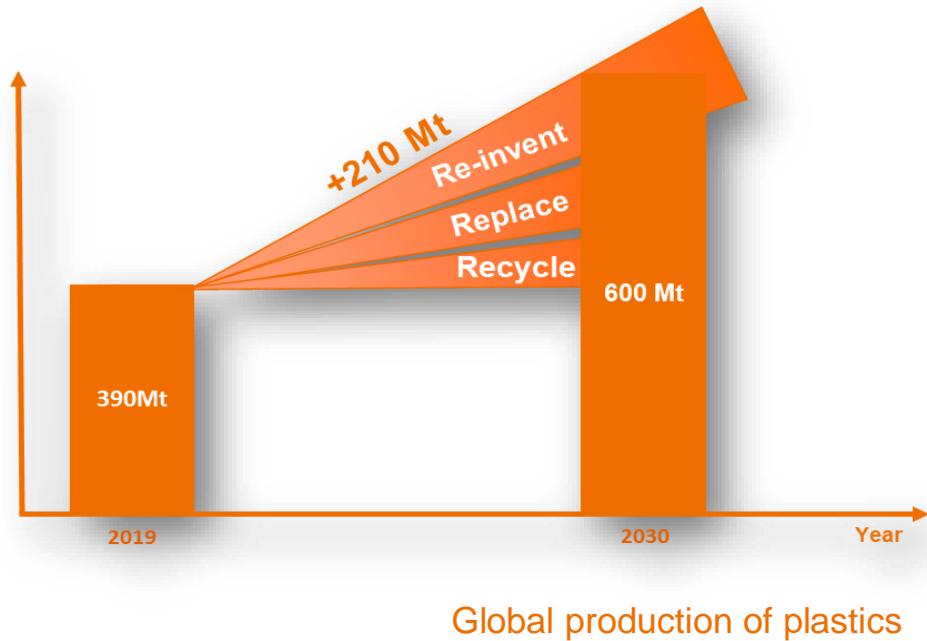
- Climate change is real and happening. We need to find new alternatives that are overall more sustainable option to fossil based materials

## 2. Littering

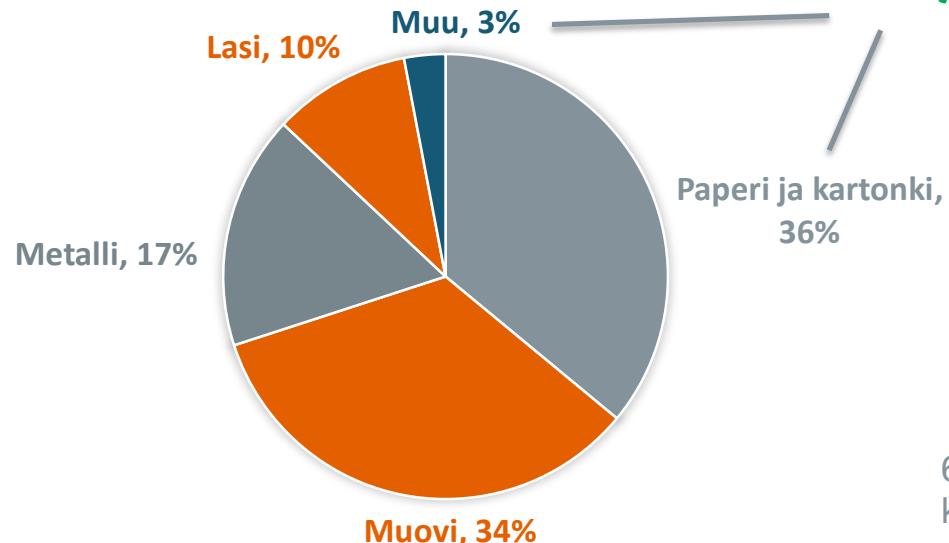
- World is drowning in single-use materials, many of which end up in nature and take hundreds of years to decompose. We need to find material solutions to tackle littering

## 3. Resource scarcity

- It's inevitable that we will run out of fossil raw materials if we do not make a shift towards renewable sources
- Efficient food distribution is essential to minimize food waste



# Pakkauksissa käytettävät materiaalit maailmanlaajuisesti

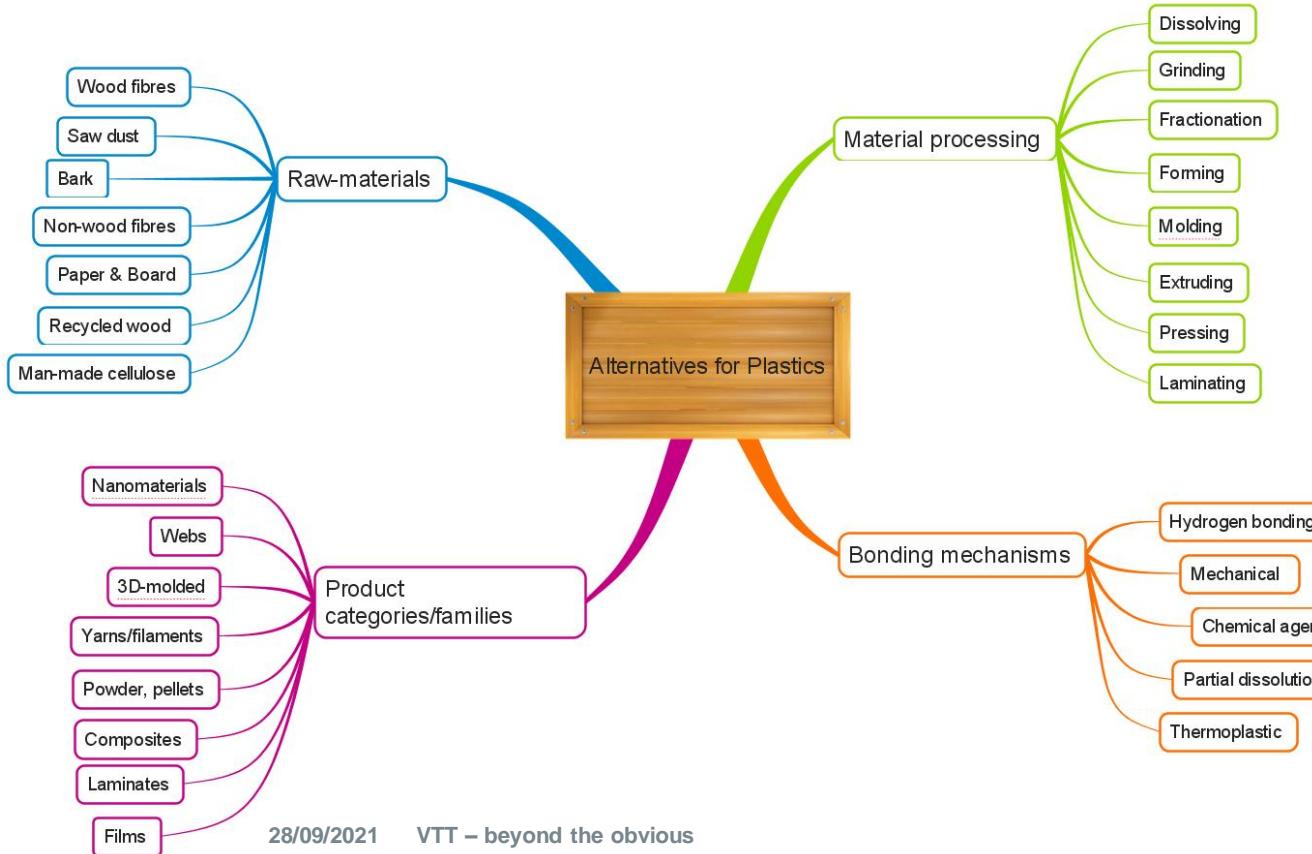


*Voiko näiden osuutta kasvattaa?*

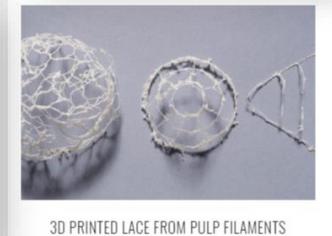
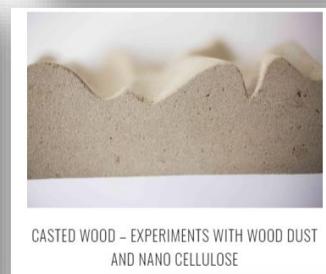
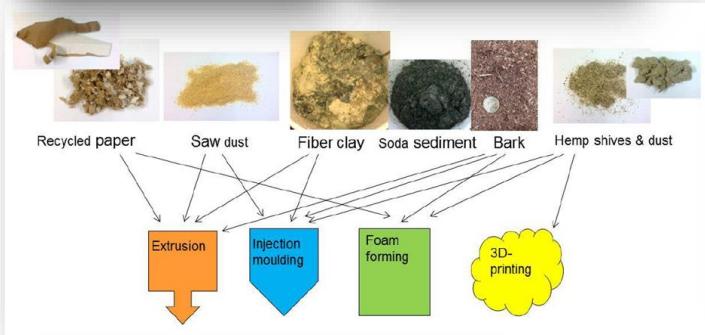
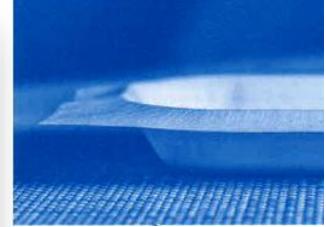
64.7 % pakausmateriaaleista  
kierrättettiin Suomessa vuonna 2016

# Piloting Alternatives for Plastics

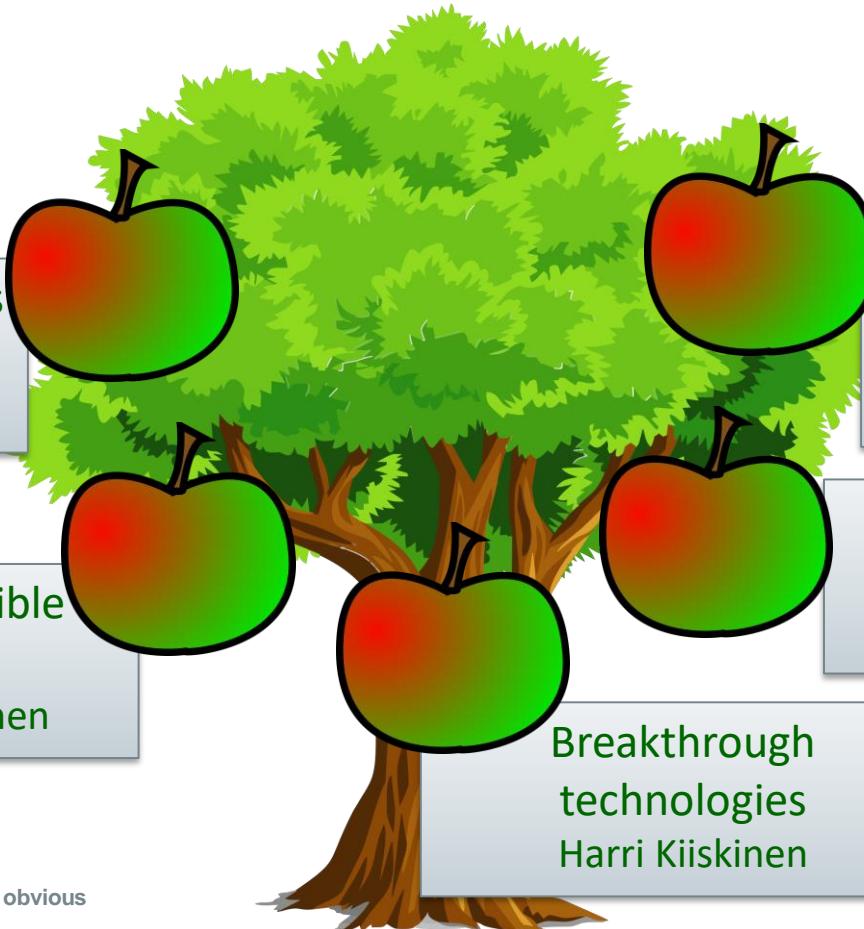
## Great amount of opportunities – up-scaling needed!

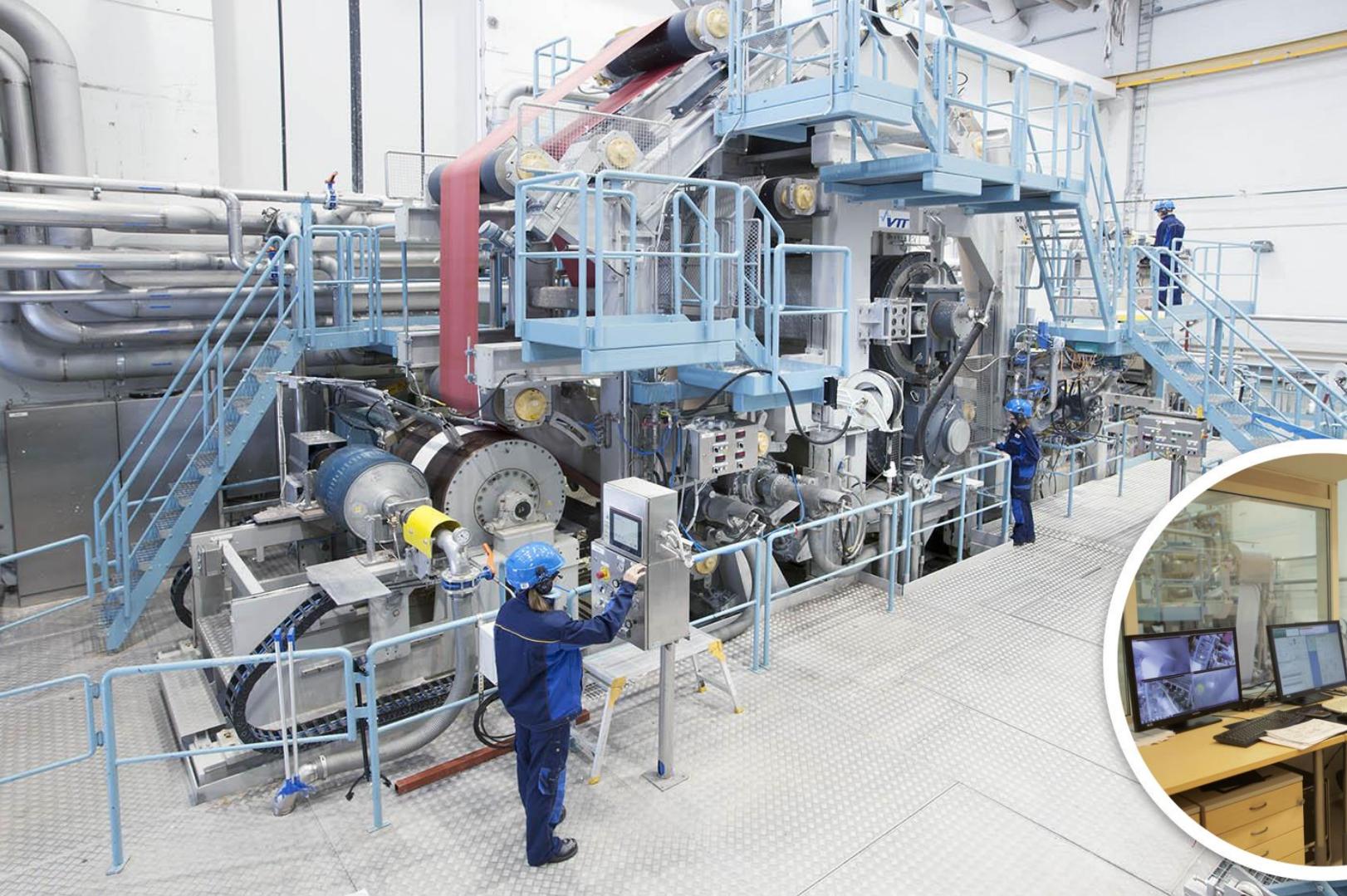


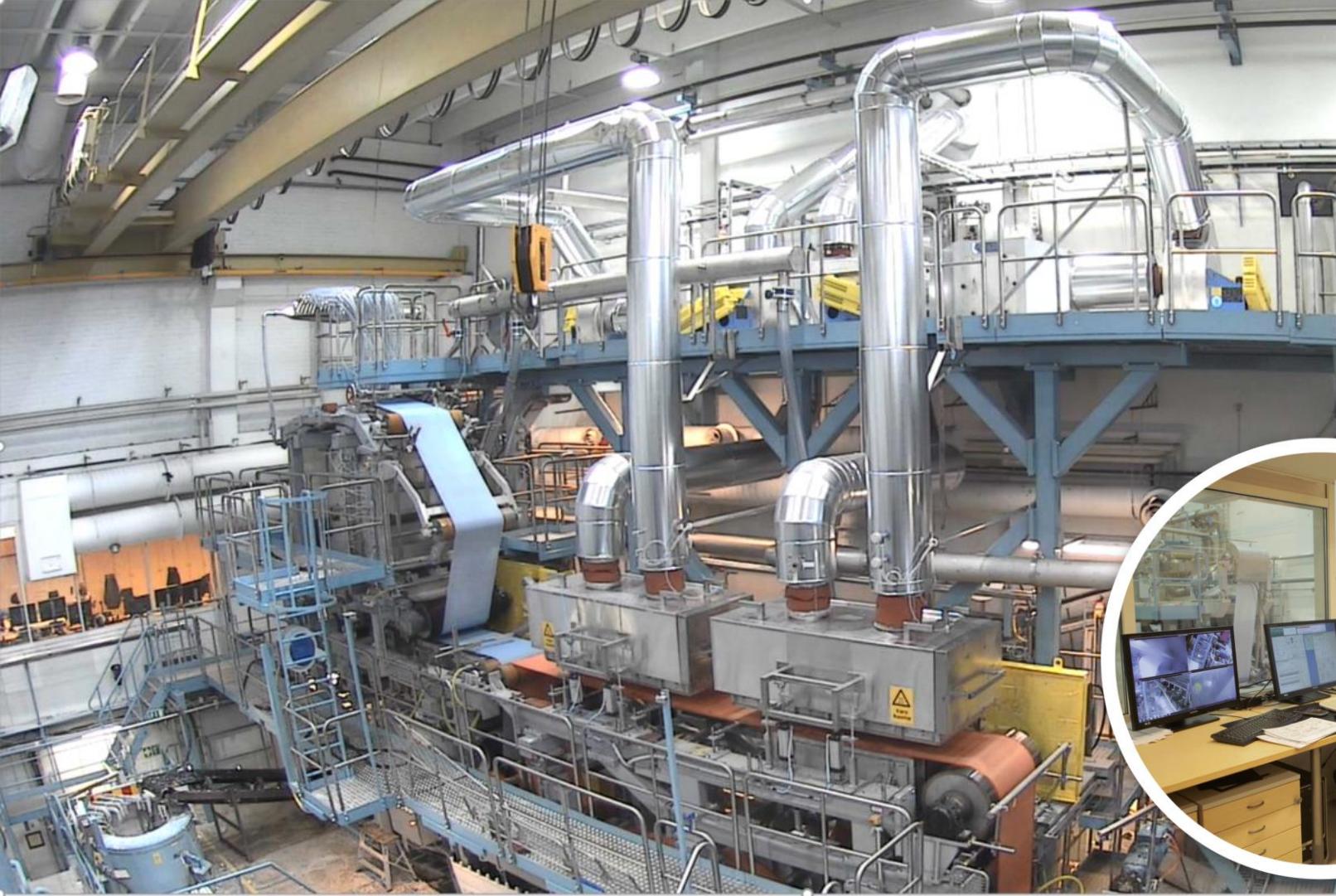
# Examples of Material and Product Demos



# Focus areas of the Piloting Alternatives for Plastics



**VTT  
SUORA**

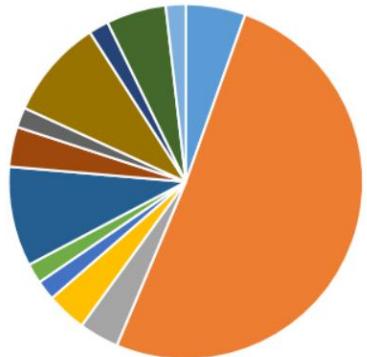


**VTT  
SAMPO**

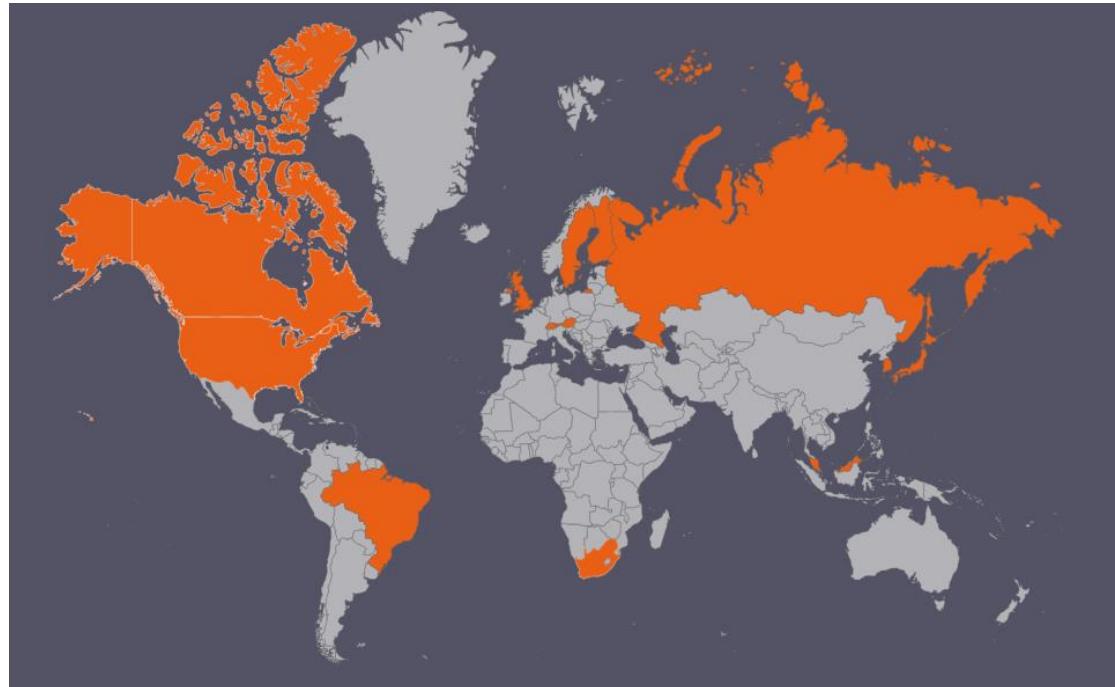


# International PAfP Program

- 55 Companies
- 13 Countries
- 6.9 M€
- 3.4 years



■ Austria   ■ Finland   ■ Indonesia   ■ Japan  
■ Russia   ■ South Africa   ■ Sweden   ■ Switzerland  
■ UK   ■ USA   ■ Canada   ■ Brazil  
■ South-Korea



VTT – beyond the obvious

# Piloting Alternatives for Plastics

## Program partners





Maailman muoviongelman helpottamiseen tähänkävä suurhankke alkoi Jyväskylässä - VTT kokosi 52 yritystä yhteistyöhön vähentämään muovien kulutusta huomiotarujen avulla. Tämä siisti on vain läpäte.

[Lue artikkeli](#)



# PAfP in media

**TAPPI Paper 360° Top Power list**  
**Keskisuomalainen**  
**Kaleva**  
**ipw News**  
**Bioplastics News**  
**Scientific Journal**  
**Canadian Biomass**  
**Process industry match**  
**Vastuullisuusuutiset**  
**O Papel May Issue**  
**Appita Journal**

# Vaahtorainaus mahdollistaa uudenlaisten kuitutuotteiden tekemisen



Pakkaaminen ja pehmusteet



Kevyt, muovattava kartonki



Muovipussin korvaaja



Ääneneristys



Kuitukankaat



Lämmöneristeet



Kasvatusalusta

# Tulevaisuuden kuitupakkauksia?



100%  
BIO-BASED  
RECYCLABLE COMPOSTABLE



Kaikki demonstraatiot tehty puukuidusta @VTT

Regional innovation hubs with national,  
European and global impact

## VTT pilot plants for bio and circular economy

### Key features of VTT pilots:

- We cover the entire development chain from raw materials to end products
- Two types of pilots: Process specific and multi-purpose
- Scale-up of own and customers' technology development



# beyOnD the obvious



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