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## ECOSYSTEM DIGITAL TWIN AS AN ASSISTANCE TOOL FOR NOVEL STRATEGIES

MAGNO is creating a Digital Twin (including data and algorithms based on AI) of the packaging value chain in Europe that can predict the future effects when modifying our way to design, produce, use and recycle food plastic packages. The Ecosystem Digital Twin will form the MAGNO baseline for testing strategies to improve the performance of the packaging sector.

## PACKAGING USE IN THE FOOD SYSTEM

MAGNO works on identifying and classifying the materials used in food packaging sector that can harm human health and environment. The pollution (litter) consequences of those packages will be determined. To improve the usage of packaging from the point of view of packers, warehouse, and retailers. And finally, to establish the future of standards and legislation for food packaging sector.

## CONSUMER ACCEPTANCE AND INNOVATIVE CIRCULAR BUSINESS MODEL

MAGNO will work on identifying consumers needs and perceptions based on the current food packaging approach. This includes market analysis to optimise the food packaging sector and to apply the best available strategies to engage consumers in the environmental pollution quandary and to provide solutions on how to decrease and resolve their impacts.

## PACKAGING MANUFACTURING PRACTICES

MAGNO aims to analyse and determine the best food packaging manufacturing strategies. This includes the study of different raw materials and alternatives to fossil-based materials, design options, production routes and the approaches that exist to reduce waste generation during manufacture for a more efficient and environmentally friendly food packaging manufacturing practices.

## SUSTAINABILITY AND END OF LIFE OPTIONS

MAGNO identifies the best food packaging system practices available to reduce pollution and increase the sustainability of the sector. To show different end of life alternatives for packaging plastic and define the LCA, LCC and S-LCA of packaging within the whole value chain. Finally, to generate novel circular approaches that can act to boost the food system.

## MAGNO Multi-actor Community

