

### Project overview

- Project title: Best markets for the exploitation of innovative sustainable food packaging solutions
- H2020 –SC2 - Innovation Action
- 42 months
- From 01/11/2017
- Budget: EUR 5.709.893
- EU grant: EUR 4.649.860

### Objectives

- MyPack aims to help sustainable food packaging technologies to reach or extend their market, by promoting the commercial development of seven innovative food packaging solutions.
- MyPack technologies have for benefit to maintain and extend quality of food product, thus improving food safety besides reducing food waste and the environment footprint of packaging material.

By doing so, MyPack will provide general guidelines to select the best market for a new technology and to ensure the best commercial development, though, the best environment efficiency, the best consumer acceptability and an optimized industrial feasibility.

### The development of MyPack technologies

Three stages are planned:

- (I) direct exploitation will enable high packaging technologies to rapidly find end-users;
- (II) optimized exploitation of these technologies will allow to meet barriers to market access;
- (III) the use of the Mypack tools will allow the Mypack technologies to target other markets particularly suited to their development.

### Main impacts

**Reduce waste** in both food and packaging materials, and its negative impacts on the environment.

Concretely, the objective is to increase by **25%** the use of biodegradable and packaging from renewable resources, also to increase by **20%** the use of elaborated packaging technologies in food applications **in Europe at Horizon 2025.**

### Contacts

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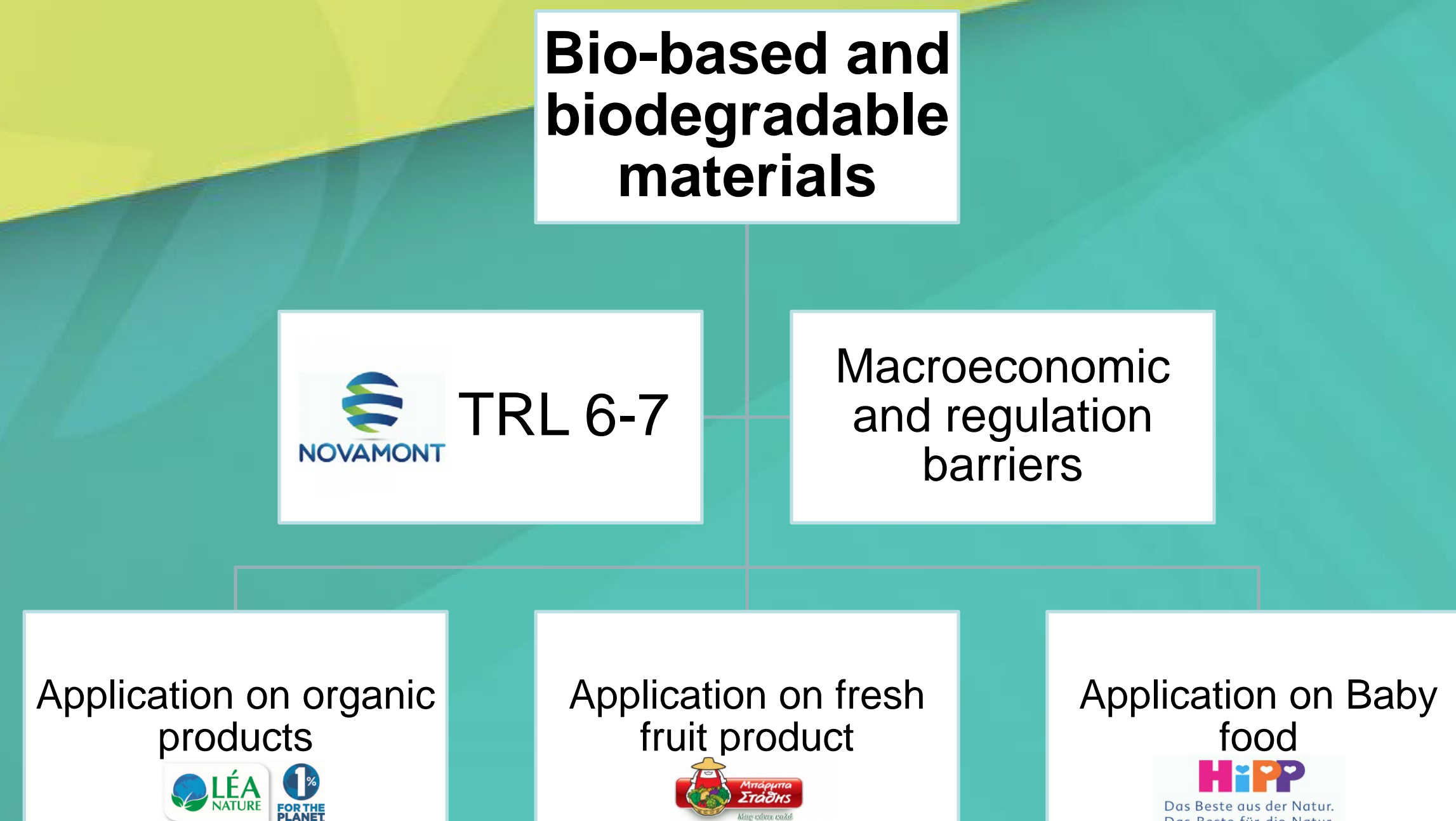
✓ Project website [www.mypackfood.eu](http://www.mypackfood.eu)

✓ LinkedIn [www.linkedin.com/groups/13619082/](http://www.linkedin.com/groups/13619082/)

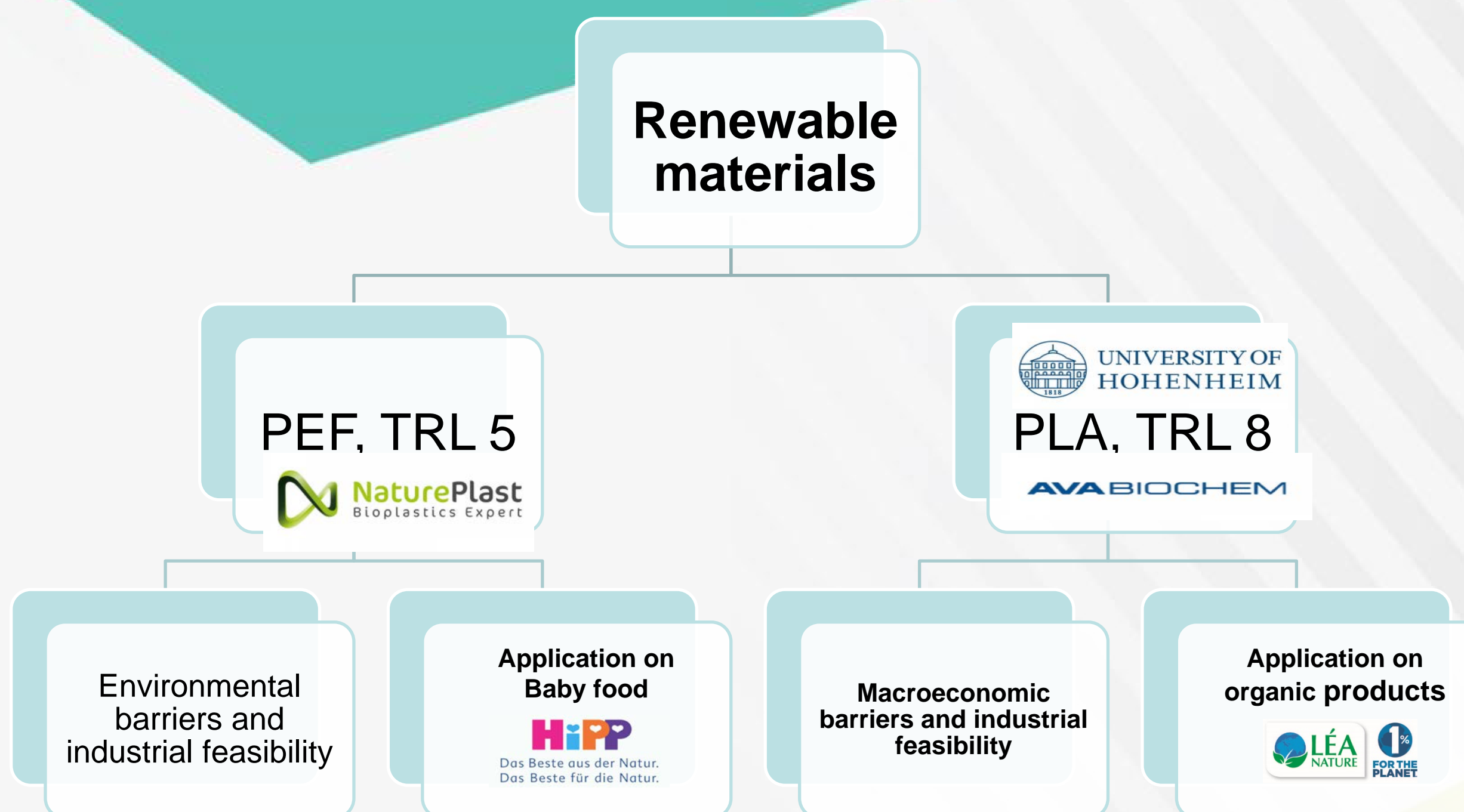
### MyPack technologies

The MyPack packaging solutions consist in the development and commercial application of several packaging technologies:

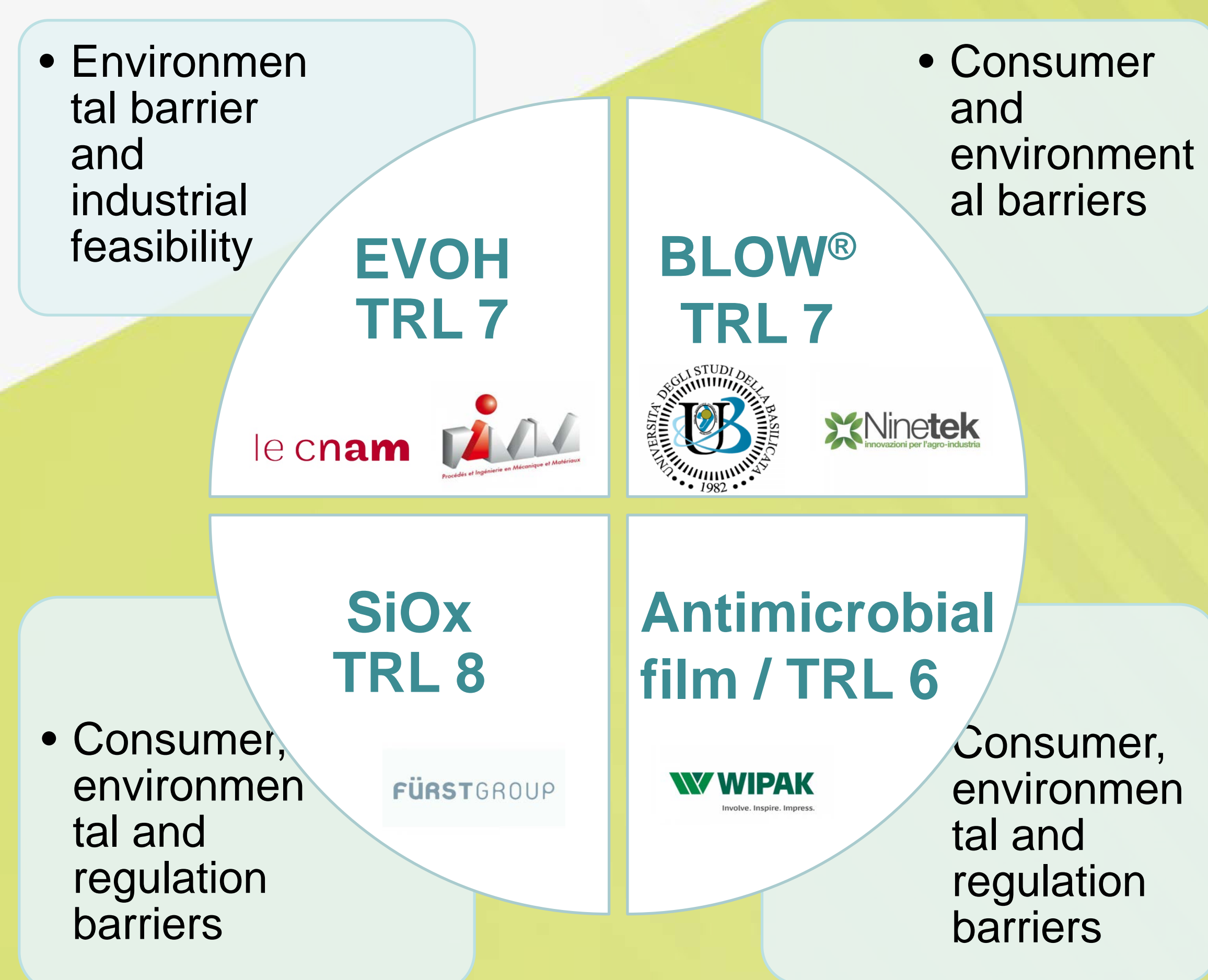
#### ❖ Biodegradable and compostable packaging



#### ❖ Packaging from renewable resources



#### ❖ Elaborated packaging (high barrier and active) technologies



During the first year of the project, the several barriers and challenges are clearly identified and the solutions to overcome them will be presented together with an deep **LCA** and **LCC** analysis of the seven packaging solutions.