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Baltic Sea Region



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CIRCULAR ECONOMY

BALTIPLAST

Meet the BALTIPLAST Project!

Online | 23.10.2025

Andrea Dobri

<https://interreg-baltic.eu/project/baltiplast/>



1. Motivation

Why this project?

- Plastic Pollution in the Baltic Sea Region
- 50% of plastic produced is designed for single-use purposes ^[1]
- 70 % of marine litter originates from single-use plastic ^[1]
- Microplastic
- Approximately one-third is recycled ^[2]
- Over 40% sent to energy recovery ^[2]
- Almost a quarter is landfilled ^[2]
- Harmful additives leaching into the environment



References:

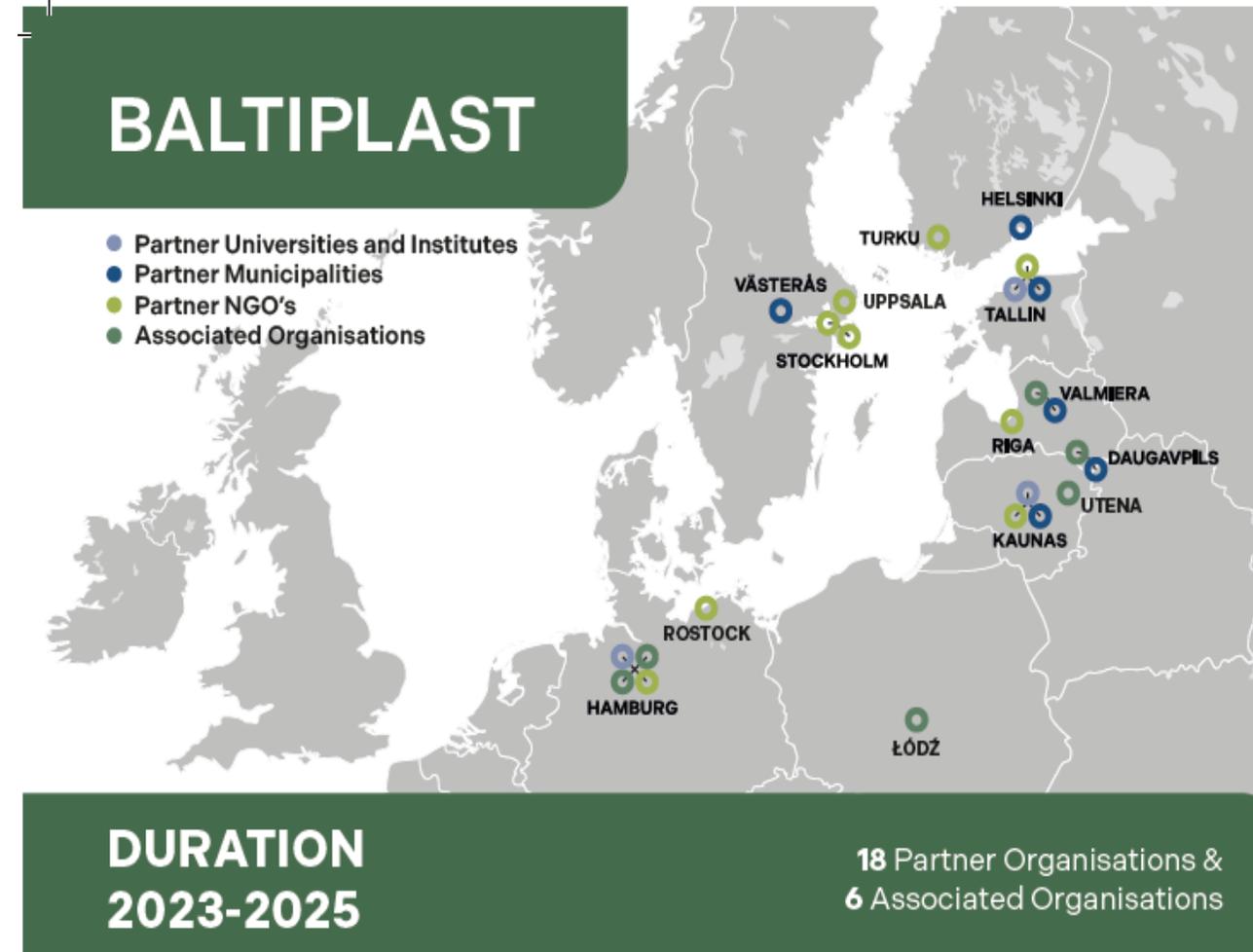
[1] <https://www.unep.org/interactives/beat-plastic-pollution/?lang=EN>

[2] <https://plasticseurope.org/knowledge-hub/plastics-the-facts-2021/>

Motivation

BALTIPLAST in a nutshell

- The project *Baltic Approaches to Handling Plastic Pollution under a Circular Economy Context* aims to **reduce single-use plastics** (SUP) and plastic packaging in the Baltic Sea Region
- **Diverse** consortium of key actors in the plastic waste value chain uniting **6 countries** of the BSR
- The project will test and deploy solutions with the support of the **18 project partners, 6 associated organizations**, and work with local authorities, NGOs, and businesses to maximize the benefits for the Baltic Sea Region



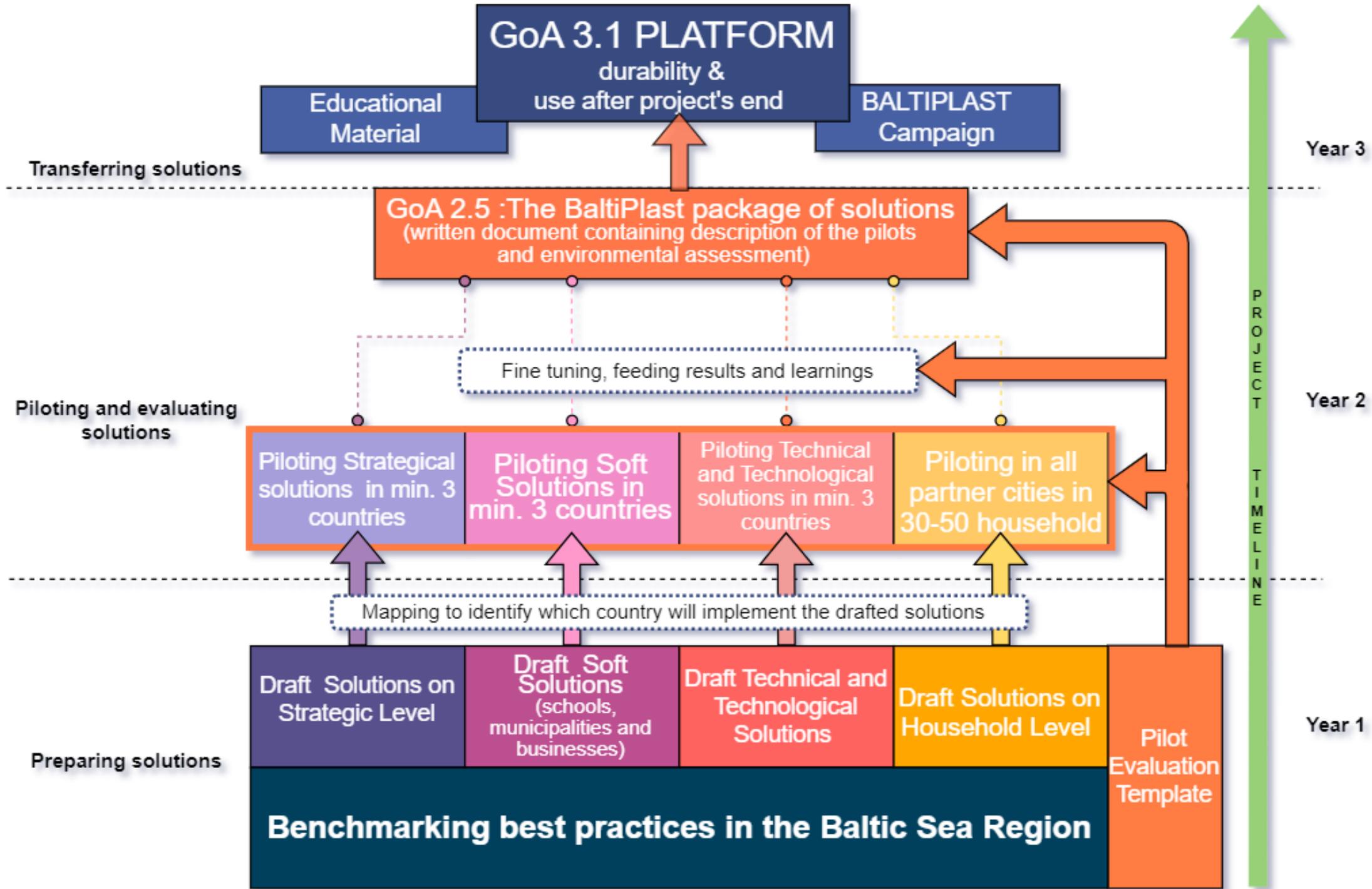
Project Objectives

SPECIFIC OBJECTIVES

1. **Support municipalities** – to develop and implement strategic & legal frameworks for plastic reduction
2. Provide **practical tools** for public entities and businesses for reducing plastic
3. Provide **technical solutions** for harmonization of different categories of plastic waste processing/separating/recycling
4. Provide **guidance for consumers** across BSR to reduce single-use plastic use and plastic packaging

MAIN OBJECTIVE

Identify, test and deploy concrete management solutions to handle and reduce flow of plastic waste to the BSR



Communication and behavior change

Target groups



**Municipal
Administrations**



Schools



**Local
Businesses**



Households

What Makes this Project Stand out?

Applicability

Strongly oriented towards the challenges faced by municipalities.

Piloting

The solutions developed on all 4 levels, will be tested and implemented in a minimum of 3 municipalities.

Educating

The outcomes will be shaped into a training material, to maximize its accessibility beyond the project's border.

Durability

The outcomes of the project will be stored on a digital platform to ensure upkeep after the project's end.



Head to our
website



Contacts:

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The project BALTIPLAST co-financed by Interreg Baltic Sea Region helps driving the transition to a green and resilient Baltic Sea region.

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Key facts about plastic pollution and its impact on the Baltic Sea & Introduction to the Baltiplast project results

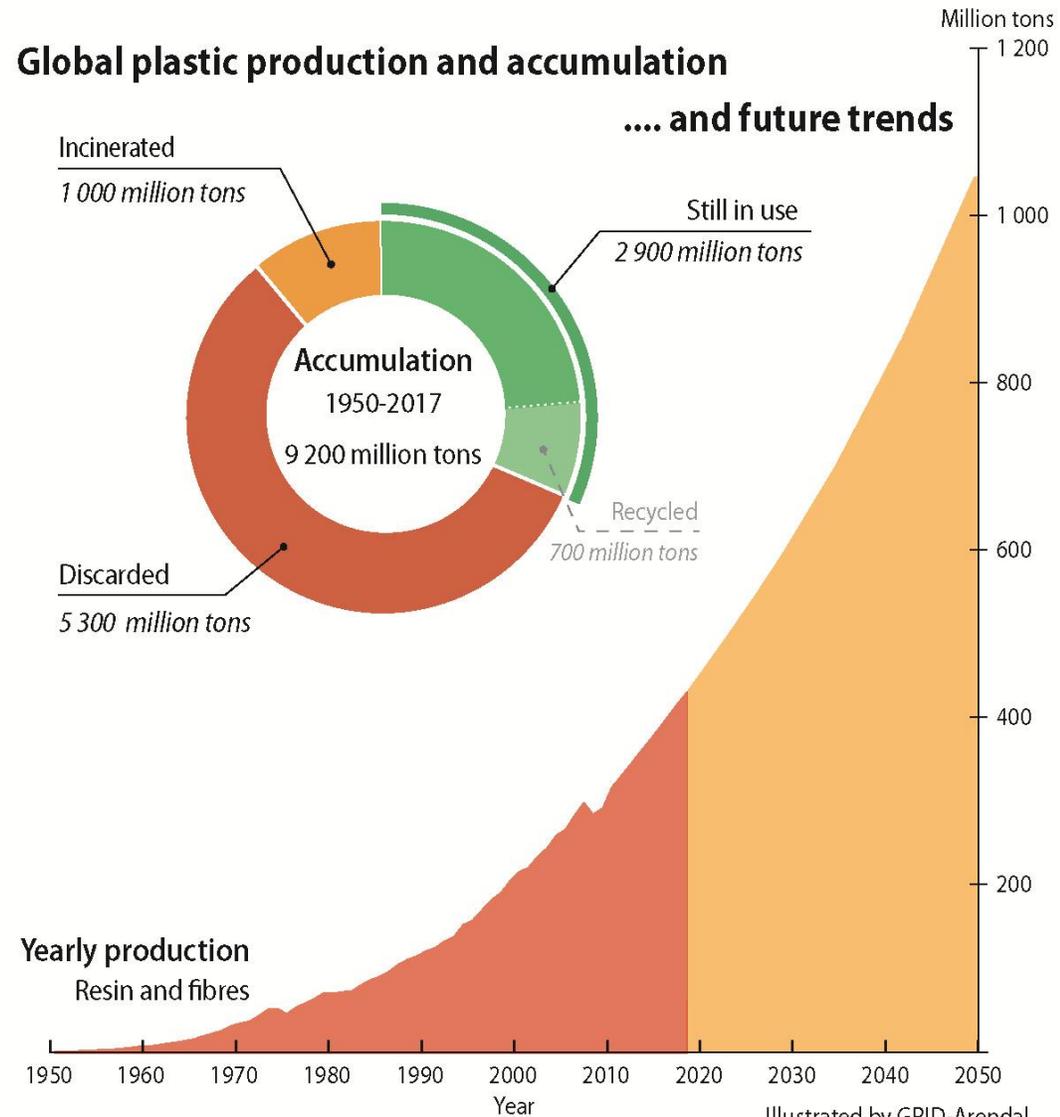
23.10.2025

Eugeniy Lobanov

CCB Hazards Working Area leader

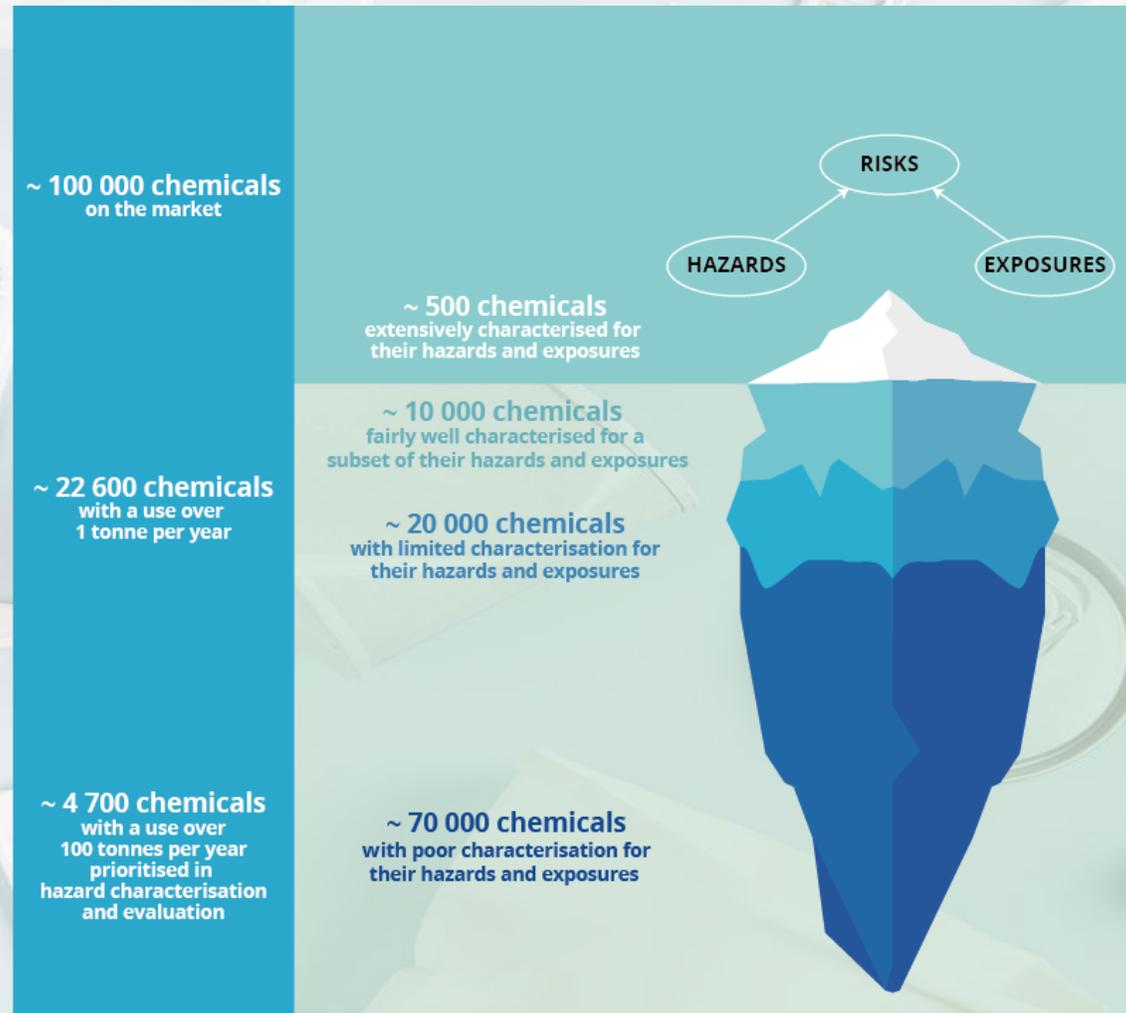
Eugeniy.Lobanov@ccb.se

Plastics production



Illustrated by GRID-Arendal
UNEP (2021). From Pollution to Solution: A global assessment of marine litter and plastic pollution. Nairobi.

Chemicals in plastics

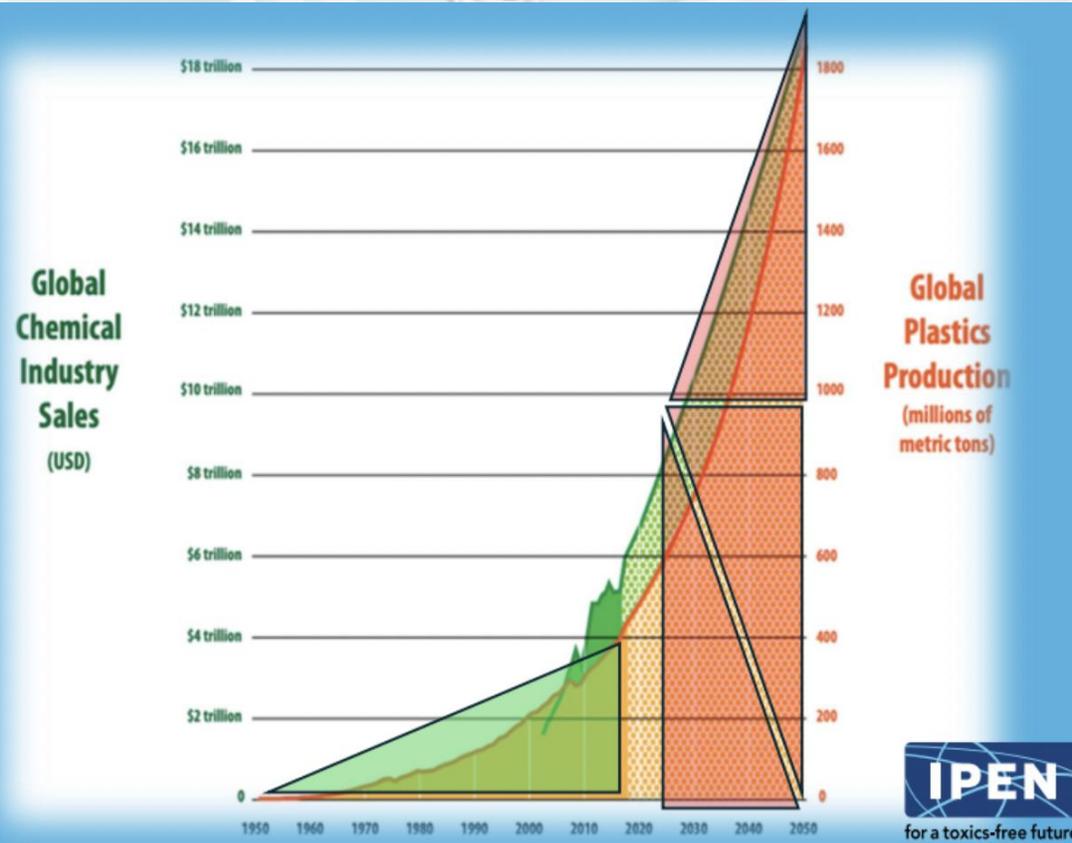


Plastic production & chemicals

More Plastic Production
=
More Plastic Pollution
More Chemical Pollution

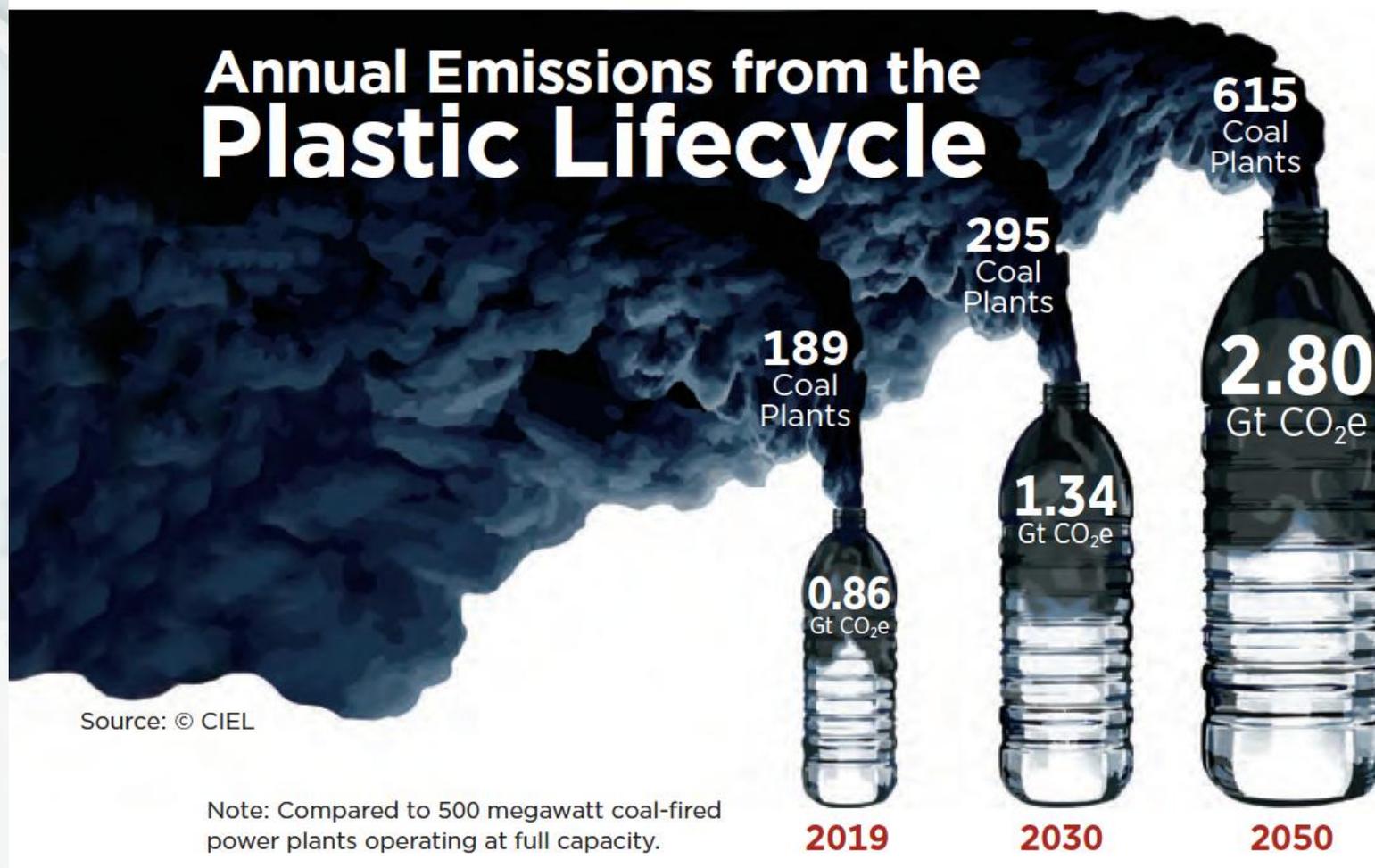
Plastic Production
300% Growth by 2050

1% of Chemicals Controlled
99% Out of Control



Source: IPEN

GHG emissions from plastics are growing



SUPs significantly contribute to emissions and marine pollution



SUP plastic items have very short functional life span.

Environmental and climate costs per use are very high when compared to reusable alternatives.

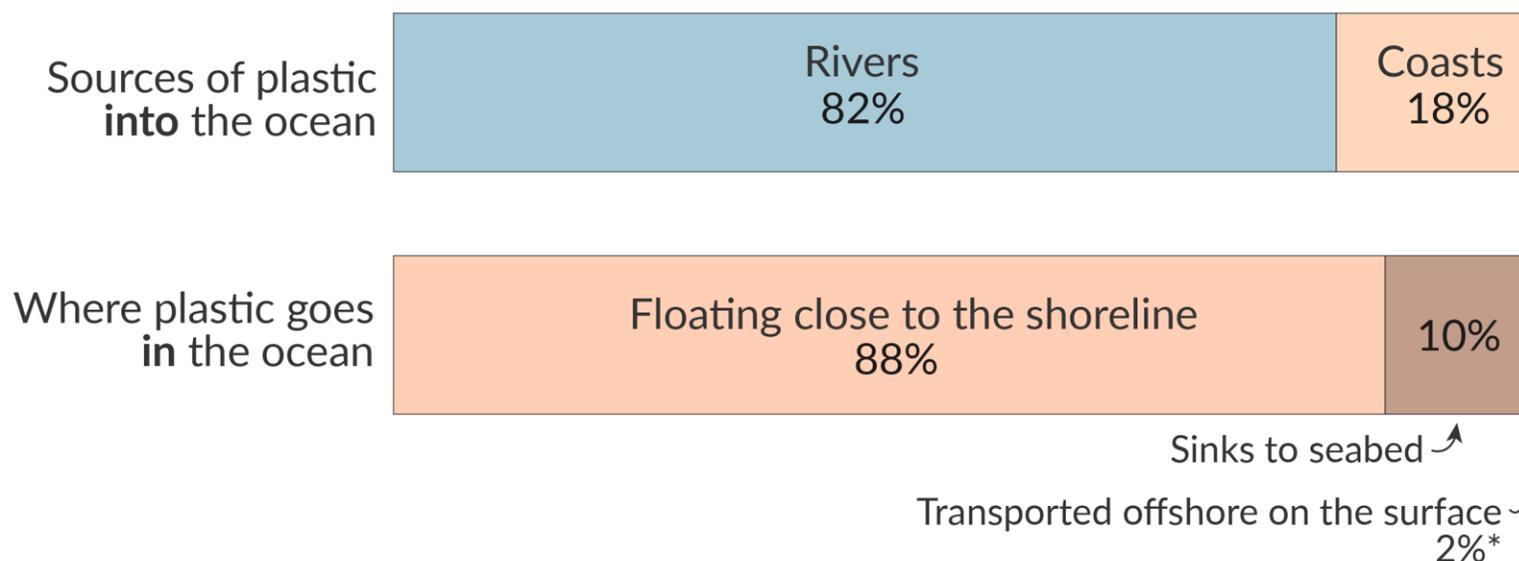
Baltic Sea Region: where plastics, climate and intersect

Where do ocean plastics end up?

Our World
in Data

Around 1.7 million tonnes of plastic enters the oceans each year.

The sources of this from rivers and coasts is shown, alongside estimates of where this plastic goes.



*The source does not give an exact figure for offshore plastic: it labels it as '<0.1 Mt'. The 2% given here is therefore an estimate.

Data source: OECD Global Plastic Outlook (2022).

Licensed under CC-BY by the author Hannah Ritchie.

Baltic Sea region: where plastics and climate intersect



HELCOM's assessment shows **plastic litter**—incl. **single-use items**—makes up **32–93%** of counted beach litter items across sub-basins.

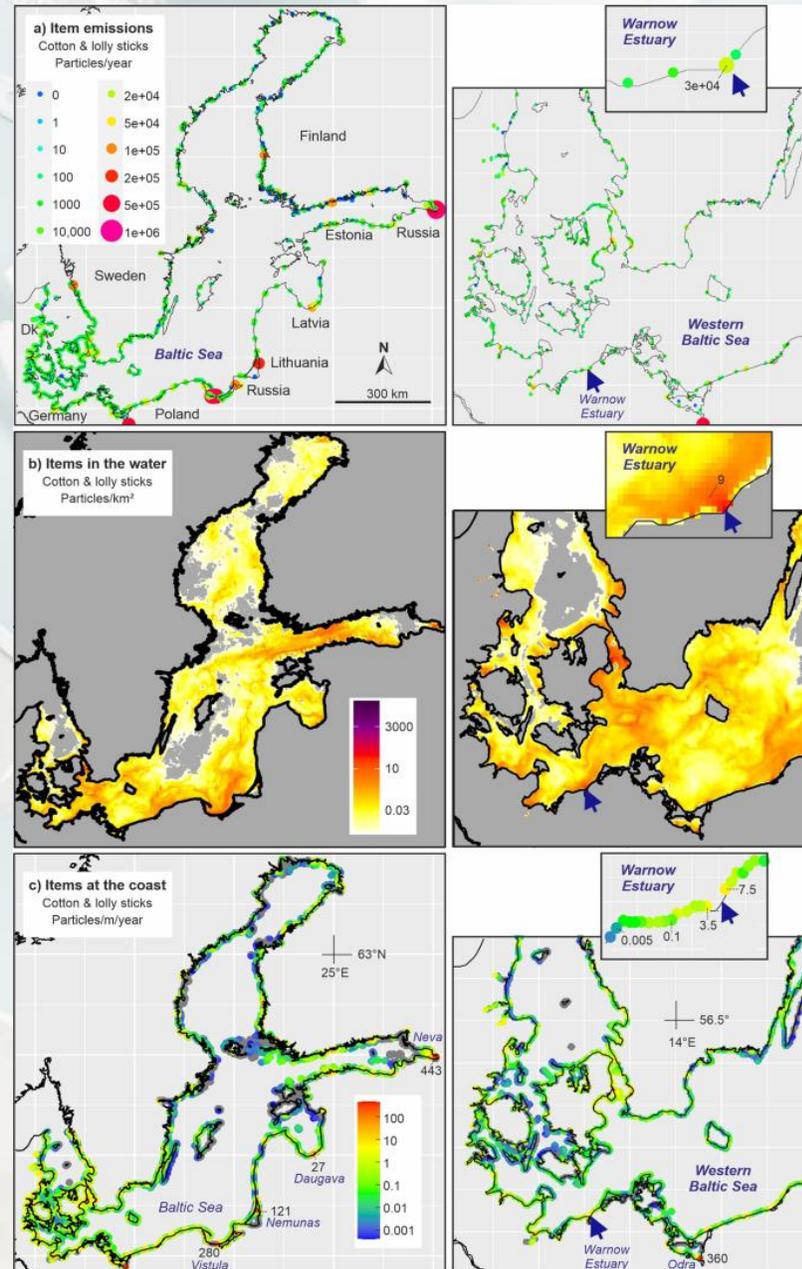
Single-use plastics dominate Baltic marine litter.

Where plastics in the Baltic Sea come from



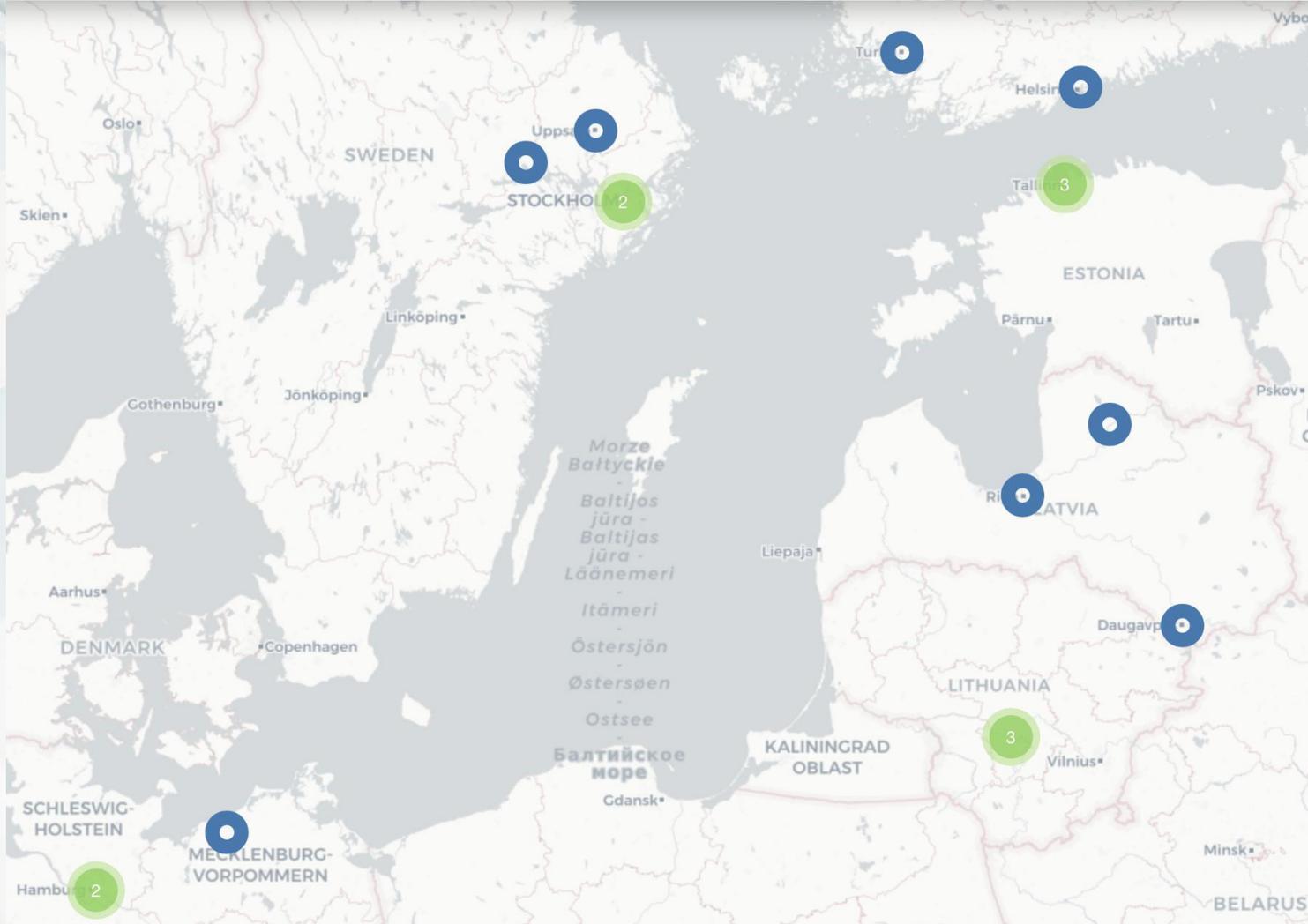
Source: Katare, Yasharth & Singh, Prashant & Singh Sankhla, Mahipal & Singhal, Muskan & Jadhav, Ekta & Parihar, Kapil & Nikalje, Bhagyashri & Trpathi, Ashutosh & Bhardwaj, Leena. (2021). Microplastics in Aquatic Environments: Sources, Ecotoxicity, Detection & Remediation. Biointerface Research in Applied Chemistry.

Deposition of visible plastics in the Baltic Sea



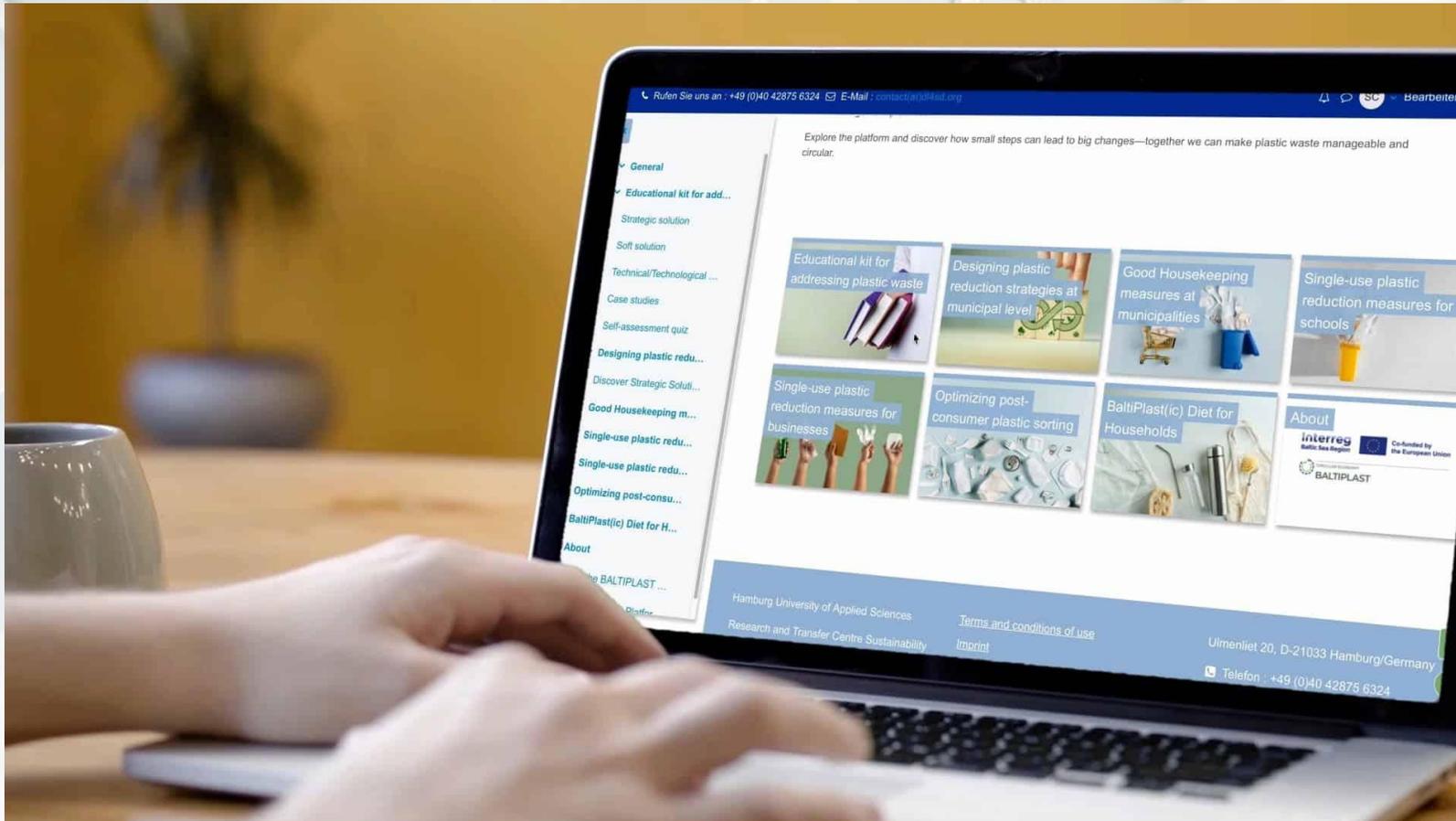
Source: Schernewski, G., Radtke, H., Robbe, E. *et al.* Emission, Transport, and Deposition of visible Plastics in an Estuary and the Baltic Sea—a Monitoring and Modeling Approach. *Environmental Management* **68**, 860–881 (2021)

Baltiplast: project results



Source: <https://interreg-baltic.eu/project/baltiplast/>

Baltiplast: educational kit for municipalities



Go to www.dl4sd.org and select **BALTIPLAST**

Baltiplast: guidebook for businesses



<https://interreg-baltic.eu/project-posts/baltiplast/small-actions-pay-off-the-baltiplast-guidebook/>

Baltiplast: educational events



Baltiplast: guide for consumers

PLASTIC IS **FANTASTIC**

BUT LESS IS MORE: THE PATH TO A PLASTIC-FREE EVERYDAY LIFE



https://interreg-baltic.eu/wp-content/uploads/2024/01/RZ_Guide-for-Consumers- BaltiPlast_01_24.pdf

Baltiplast: awareness-raising campaign



#baltiplastcampaign

Needed actions in the Baltic Sea Region

- Prioritise prevention & reuse
- Design for durability and recyclability
- Implement microplastics & pellet-lose controls
- Push for a strong Global Plastics Treaty



Source: Plastic pellets, [@Seas at Risk](#)

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Strategies for reduced plastic use

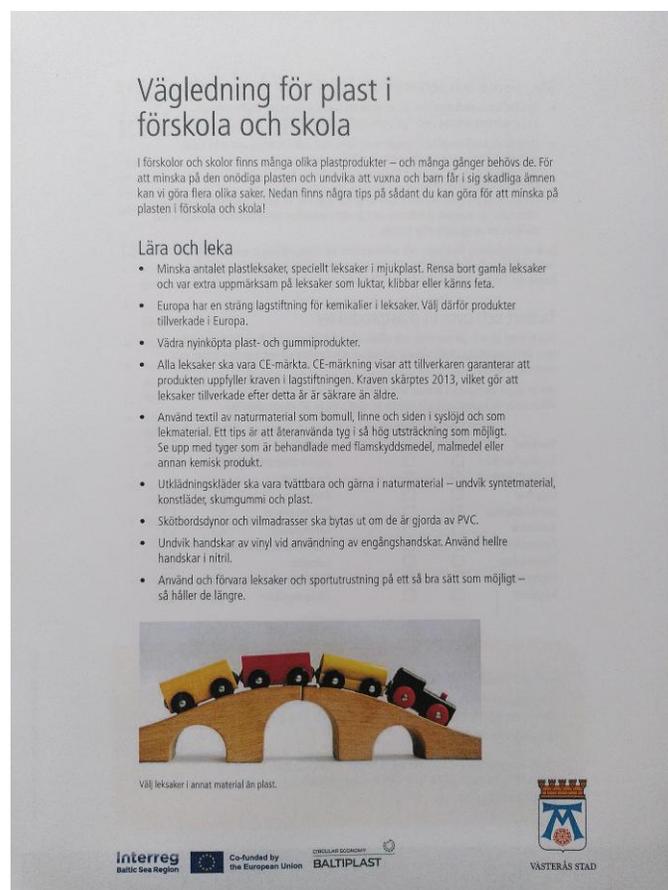
Eva Kruse, City of Västerås, Sweden

2025-10-23



Västerås
stad

Västerås action plan for sustainable plastic use



- ✓ Explanatory text
- ✓ 30 activities with responsible committees
- ✓ Guides for different areas of activity
- ✓ Follow-up
- ✓ 2023 – 2025
- ✓ Sustainable use of plastics - Västerås



BALTIPLAST

BALTIPLAST

Duration
2023-2025

18 Partner Organisations &
6 Associated Organisations from
7 different countries

**Baltic Approaches to Handling
Plastic Pollution under a Circular
Economy Context**

Targeted solution on 4 different levels:

- Strategical measures
- Soft measures targeting municipalities, schools and businesses
- Technical and technological measures
- Baltiplast(ic) Diet for households

Project Management
Hamburg University of Applied Sciences Research and Transfer Centre "Sustainable Development and Climate Change Management"

Funding
Interreg Baltic Sea Region

Budget
4.3 M EUR

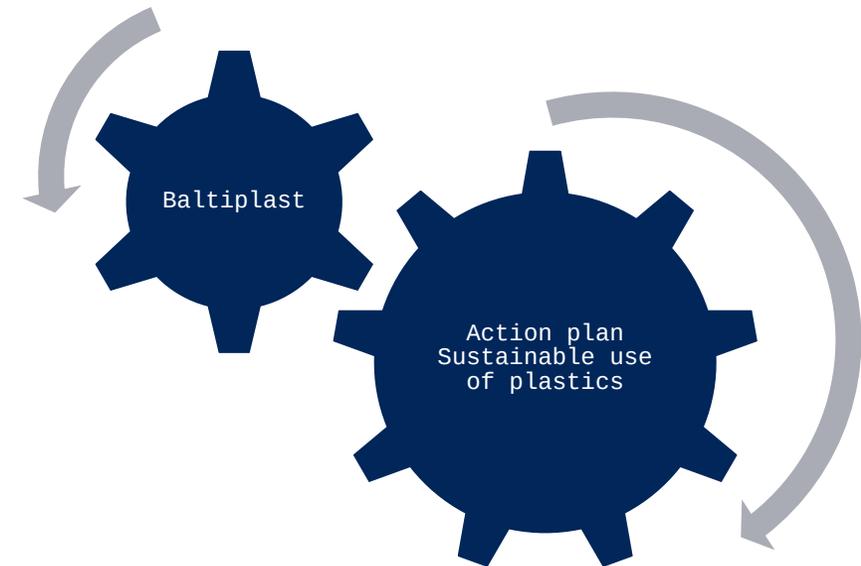
baltiplast@hamburg.de
<https://interreg-baltic.eu/project/baltiplast/>

Find out more on our website

- ✓ Reduce the use of single-use plastics
- ✓ Improve the management of plastic packaging
- ✓ Innovative collection and management of plastic waste
- ✓ 2023 – 2025
- ✓ <https://interreg-baltic.eu/project/baltiplast/>

Join a project or initiative

- ✓ Helps drive the work forward
- ✓ The municipality gets help from knowledgeable partners
- ✓ Possible funding
- ✓ Contacts with other municipalities





Create a strategic document

- ✓ A strategic document that has been politically decided gives more weight to the work
- ✓ Support from managers is one of the most important success factors



Conduct an inventory

- Find out what plastic you use
- Set reduction goals
- Implement actions
- Make a new inventory
- No quick fix



The Plastic Inventory Tool

Products: Administration & Office 1/9	Quantity (number of items)	Unit of Time	Weight per Unit	Unit of Weight	Total Weight per 365 days in kg (calculated automatically)	Material (type: tip: look for the product)
<i>*Please note! Columns marked in blue are free to adjust and change (the product names and the weight in columns A+D have been collected from previous users and must be identified via the recycling code on the packaging/ product). In Column H you can choose between "existing" or "not existing" via the drop-down menu. Please indicate enable them to reduce their consumption of single-use plastics - please feel free to add your tips and tricks here.</i>						
	count	choose	weigh	choose	0.00	choose
wrapping foil (similar cling film for food)			2.2 kg		0.00	
felt tip pen					0.00	
Fineliner pen					0.00	
plastic box for pins or paper clips					0.00	
folder			26 g		0.00	
fileback fastener					0.00	
hot glue blanks					0.00	
Hygiene-gel (for hands)			100 g		0.00	
cable tie					0.00	
cash register roll (for receipts)			76 g		0.00	
ball pen						
laminating foil						
bubble wrap 80m x 1m x 5mm						
name sign (protection)						
Folder (big)						
plastic rails for bindings / blanks						
Plastic wrapping for copying paper						
Post-Its incl wrapping						
Post-it wrapping (6-pack)						
price tag foil						
price tag holder						
eraser						
ringbinder						
writing tape cassette						
conference folder						
paper handkerchief case						
highlighter pen						

The first tab of the tool also provides the sums and percentages of the baseline consumption and reduction achieved with the help of the inventory.

Total consumption of single-use plastics in kg	0.00	Total consumption of single-use plastics in %	100
Reduction in kg	0.00	Reduction in %	0

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Inventory of what is purchased for operations (kg/year)

Material	Skola 1	Skola 2	Skola 3
Aktmappar	3,6	18,3	36,96
Fiberpennor och andra färgpennor	16,56	23,41	16,28
Plastgem	0,57	1,52	0,86
Gummisnoddar	1	1	
Kulspetspennor	0,48	1,08	
Lamineringsplast	2,8	39,2	26,6
Limstift (förpackning)	5,22	2,21	10,92
Plastfickor	1,8	15,2	1,8

- Visits to three schools
- Inventory in purchasing systems

+ Interesting differences

-Time-consuming



Inventory of plastic waste in offices

Simple list

Kitchenettes
Other plastic waste

Poll

What plastic do you use?
What can you reduce?

Discussion

+ quick and easy

-chance

... du plas
atervinningen

Sätt ett streck i listan här nedanför varje gång du använder en av produkterna. Om just din produkt saknas kan du lägga till den i listan.

Varför ska du göra det?

Under veckorna 17 och 18 inventerar vi hur mycket engångsplast och plastförpackningar som blir avfall i vår verksamhet.

Inventeringen är en del i Västerås deltagande i projektet Baltiplast.

I projektet testas olika sätt att minska på förbrukningen av engångsplast och plastförpackningar i länderna runt Östersjön.

Kaffeförpackning //

Bägare eller flaska för yoghurt o liknande ////

Plastpåse till bröd eller annat //

Godisförpackning ~~///~~

Pantflaska

Take away eller färdigmat-förpackning



Behavioural change starts with personal commitment

Activities carried out in addition to the inventory

- Workshops
- Waste sorting sessions with pupils
- Seminars on plastic waste
- Reminder e-mails
- Escape games
- Staff assembly
- Kick off meeting
- Workshop with pupils
- Puppet theatre
- Poll
- Litter measurement



Work with the procurement

- Set requirements for packaging, materials, etc
- Make sure there are options
- Dialogue with suppliers



Reducing SUP at green event

- ✓ Offered reusable plates and bowls instead of single-use
- ✓ 10 000 portions served on reusable
- ✓ Reduction of 454 kg CO₂e

- ✓ 42 % reduction of plastic waste on ground (2024-2025)
- ✓ Guide to be published





Thanks!

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Uncover the Tools and Insights Behind a Plastic-Free Baltic Sea on our Platform!

Online | 23.10.2025

Andrea Dobri

<https://interreg-baltic.eu/project/baltiplast/>





No plastic waste, no wasted words — let's roll the video and see how it all comes together!

Discovering the Platform

1. Go to

www.dl4sd.org

2. Select

BALTIPLAST from the list

3. Click

“Create new account” (or log in if you already have one).

4. Fill in

Your details

- Tick "I'm not a robot"
- Accept the **site policy**

5. Check

your email and confirm your registration

6. Click

Enrol me to interact with the content

Tip

Save your **username** and **password** for future use!

Where to find the platform?

Head to www.dl4sd.org

- The platform is hosted *Digital Learning for Sustainable Development* web-based page
- Once you access the above link, select the *BALTIPLAST tab* from the list:

Or scan the QR code



How to register?

Create your free account to interact with all materials and unlock the full experience.

- You will be automatically redirected to the registration page
- Select „Create new account“ or log In directly if you already used the platform

The screenshot shows a web interface for 'Digital Learning for Sustainable Development'. At the top, there is a blue header with contact information: 'Call us : +49 (0)40 42875 6324' and 'E-mail : contact[at]dl4sd.org'. On the right of the header, there is a language selector 'English (en)' and a 'Log in' link. The main content area features a white login box with the following elements: a title 'Log in to Digital Learning for Sustainable Development', two input fields for 'Username' and 'Password', a blue 'Log in' button, a link for 'Lost password?', a section titled 'Is this your first time here?' with the text 'For full access to this site, you first need to create an account.', and a blue 'Create new account' button. At the bottom of the login box, there is a language selector 'English (en)' and a 'Cookies notice' button. The footer of the page contains 'Hamburg University of Applied Sciences', a link to 'Terms and conditions of use', the address 'Ulmenliet 20, D-21033 Hamburg/Germany', and a help icon.

Add your details if you are a *returning* visitor.

Click here if you *are new* to the platform.

After creating your account

Get started today—enroll now for quick access whenever you need it!

Call us : +49 (0)40 42875 6324 E-mail : [contact\[at\]dl4sd.org](mailto:contact[at]dl4sd.org)

🔔 🗨️ AB

BALTIPLAST - Baltic Approaches to Handling Plastic Pollution under a Circular Economy Context

Enrolment options

BALTIPLAST - Baltic Approaches to Handling Plastic Pollution under a Circular Economy Context



The project BALTIPLAST aims at prevention and reduction of plastic waste in the Baltic Sea Region, focusing on single use plastic reduction, improvements in plastic packaging and innovative collection and treatment systems at the municipality level. A consortium of partners from Germany, Sweden, Finland, Estonia, Latvia and Lithuania, will test concrete solutions at three levels of operation: Strategic and management; technological/technical; communication/behavior change. The project involves some key actors in the plastic waste value chain, primarily municipalities in the participating countries, as well as SMEs and large enterprises operating in the field of waste management. NGOs and interest groups will be involved, for the dissemination of results. It contributes to EU Strategy for the BSR, specifically to the Policy Area of Bioeconomy, dwelling on responsible use of resources, changing mind-sets and consumer behavior, through cross-sectorial approaches, by up-scaling waste to integrate it to a circular economy, by testing public procurement models and integrating circular economy policies in the activities of the target groups. The project design is guided by cocreative innovation, through new schemes of collaboration in country clusters, as reflected in the Group of Activities, further transferring them to a transnational level.

Ultimately, BALTIPLAST may provide a long term contribution to on-going efforts to reduce the plastic that enters the Baltic Sea Region.

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▼ Self enrolment (Student)

No enrolment key required.

Enrol me



4. What can I find on the platform?

Get started today—enroll now for quick access whenever you need it!

1. Navigation bar

The screenshot displays the user interface of the BaltiPlast Plastic Waste Management Platform. On the left is a navigation bar with a search icon and a list of menu items: General (with sub-items: Announcements, Educational kit for addressing plastic waste, Soft solution, Technical/Technological solutions, Case studies, Self-assessment quiz), Designing plastic reduction strategies at municipal level, Good Housekeeping measures at municipalities, Single-use plastic reduction measures for schools, Single-use plastic reduction measures for businesses, Optimizing post-consumer plastic sorting, and BaltiPlast(ic) Diet for Households. Below these is an 'About' section with links for 'About the BALTIPLAST Project' and 'Who can use the Platform?'. The main content area shows a green header with the text 'You are enrolled in the course.' and a 'General' section. The 'General' section includes a 'Dear Visitor,' greeting, a 'Welcome to our BaltiPlast Plastic Waste Management Platform!' heading, and an 'Introduction to the Platform' section. The introduction text states that the platform is a central resource for plastic waste management across the Baltic Sea Region, supporting a shift toward a circular economy. It offers strategic, soft, and technical solutions in a clear and accessible format, not just for local governments but also for NGOs, schools, and other key stakeholders. The platform encourages transnational collaboration, ensuring that solutions reflect regional needs and are easy to adapt in other areas. Below the introduction, a section titled 'What can you find on the platform?' lists several key features: Pilot case description from cities, schools, and organizations across the region; Insights on barriers, enablers, and the environmental impact of tested solutions; A ready-to-use educational kit with tools and guidance for implementing solutions in daily operations; Training videos, case studies, and a self-assessment quiz to help users evaluate and improve their plastic waste management practices. At the bottom of the main content area, there is a row of seven interactive cards, each representing a different solution: 'Educational kit for addressing plastic waste', 'Designing plastic reduction strategies at municipal level', 'Good Housekeeping measures at municipalities', 'Single-use plastic reduction measures for schools', 'Single-use plastic reduction measures for businesses', 'Optimizing post-consumer plastic sorting', and 'BaltiPlast(ic) Diet for Households'. A search bar is visible at the top of the main content area.

2. General overview and welcome note

3. Interactive sections to discover our solutions & EduKit | 49





Head to our
website



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- ✉ Estefania.Carpio@haw-hamburg.de (Project Manager)
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