



ENCONTRO
COM A CIÊNCIA
E TECNOLOGIA
EM PORTUGAL

16 a 18 MAIO 2022
#ciencia2022PT



BLUE
circular

postbranding project



Circular Economy & Marine Litter
Blue Circular Postbranding Project

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CIRCULAR ECONOMY

“a regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing, and narrowing material and energy loops.

(...) we define sustainability as the balanced integration of economic performance, social inclusiveness, and environmental resilience, to the benefit of current and future generations.”

Geissdoerfer et al. (2017, p. 766)

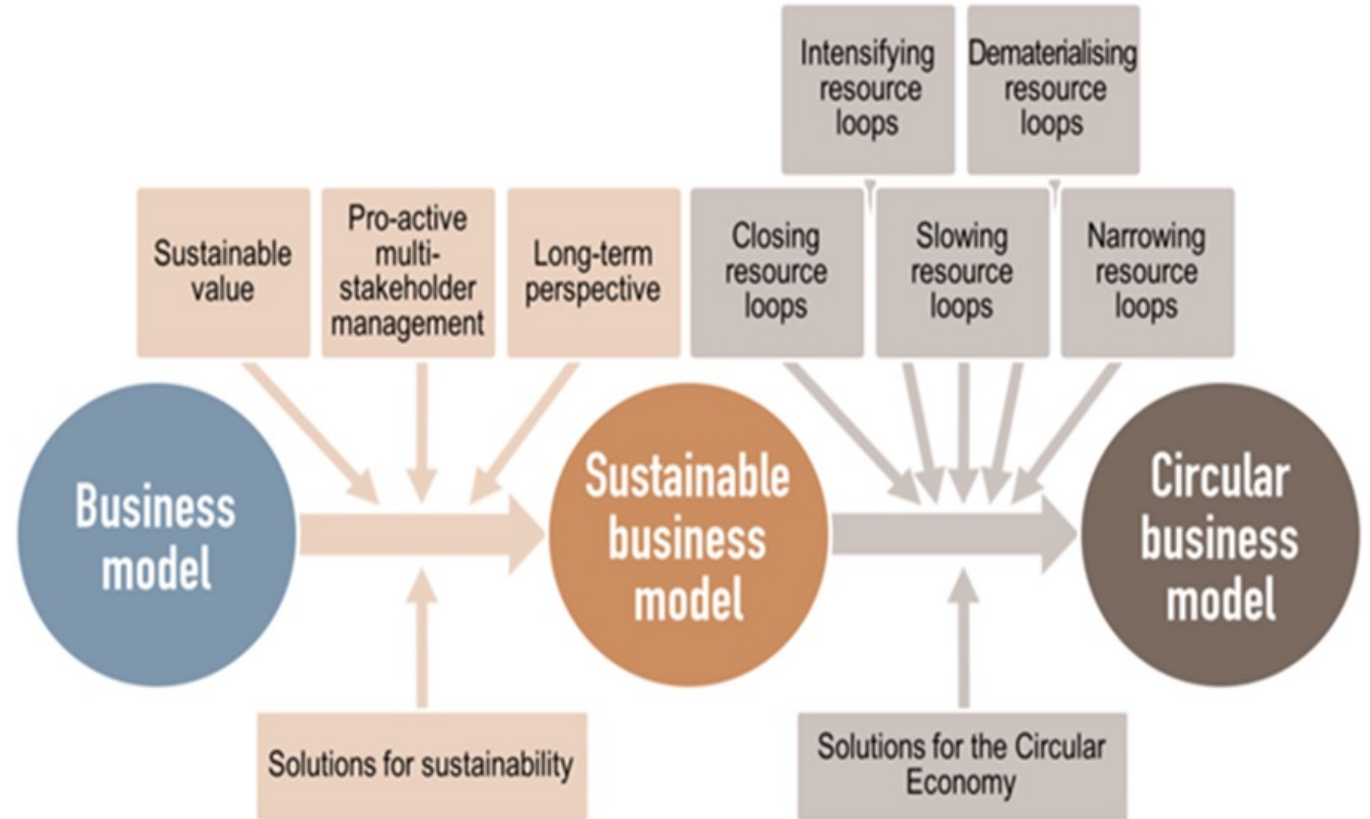


Figure 1 - Comparison of traditional, sustainable, and circular business models (Geissdoerfer et al., 2018).

BLUE CIRCULAR PB PROJECT: PROJECT DESCRIPTION

It is an initiative put forward by the research unit UNIDCOM/IADE.

We have received funding by A2S, a local organisation funding sustainable development programs and MAR2020.

The project combines R&D, technology, textile manufacturing & engineering, design and environmental and social goals.

It is headquartered at Ericeira Business Factory, where it was presented in November 2019. In July 2020, it was officially launched in Cascais.

The project involves the ports of both towns (Lisbon district), with the support and the consent of the regional port authority (Cascais) and the Municipalities of Cascais and Mafra, and we work in cooperation with local fishing communities and NGOs.



Cofinanciado por:



BLUE CIRCULAR PB PROJECT: PROJECT DESCRIPTION

By recognizing the problem of the **accumulation of plastics in the ocean** as a scourge, the project aims to contribute to an answer to this problem.

Fishing nets and plastics will be sent to our industrial partner, which will then be used to produce new products.

It aims to promote a transparent and integrated **process of circular economy**, enhancing socioeconomic development based on the principle of "I buy what is ours".



Cofinanciado por:



BLUE CIRCULAR PB PROJECT: MISSION & AIM



It privileges an idea of sustainability based on **ethics** and a **creative design process** aimed at a high standard of quality with environmental awareness.

The project is in line with the 'European Strategy for Plastics in a Circular Economy', which aims to transform the way plastic products are designed, produced, used and recycled in the EU.

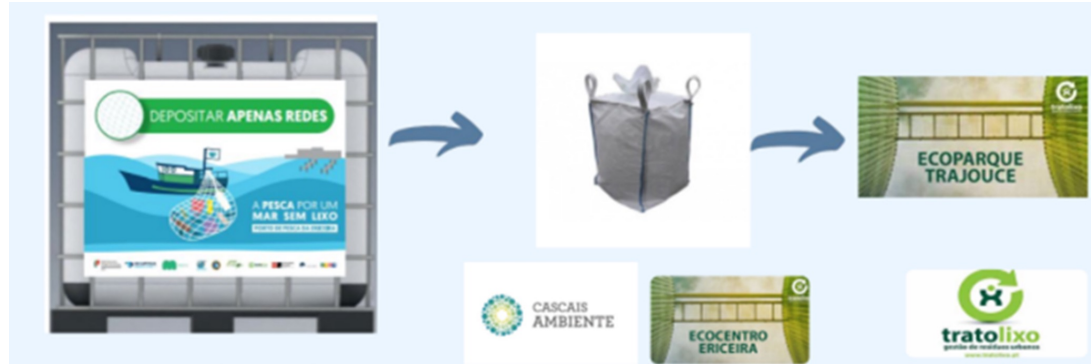
BLUE CIRCULAR PB PROJECT: VALUE CHAIN



With a view to improving waste management the on board fishing vessels; sensitize and support fishermen in adopting good practices; and improve environmental conditions of the coastal zone and preserve the marine ecosystems, Docapesca/APLM implemented the project 'Fishing for a Sea without Litter'.

- Docapesca - the national authority on port infrastructures, decided to provide containers to fishermen so that they can collect marine litter during their fishing activities.
- Fishermen later deposit the waste in the Ecopoints for fishing nets and ropes or separately in the Ecopoints for various plastic materials.
- BCpbP boosted this partnership with Docapesca by wanting to breathe new life into end-of-life fishing nets. For this purpose, sorting deposits were created in the fishing ports of the Cascais Captaincy. It is expected that the fishermen, when they reach land, will deposit the damaged fishing nets in our containers, which are water deposits that were no longer serving any purpose and were reused for this end, so we are able, in this way, to guarantee the Complete Circular Economy process.

BLUE CIRCULAR PB PROJECT: VALUE CHAIN



- Big Bags, when full, are collected: in Cascais by Cascais Ambiente and stored there; in Ericeira by the parish council and stored in the Ecocentro da Ericeira.
- The Big Bags are then sent to Tratolixo de Trajouce.
- This waste is then transported, by another partner, to the facilities of our dismantling partner.
- The fishing nets are dismantled into fragments that can be used in the shoe industry.
- Zouri is a Portuguese eco-vegan footwear brand that integrates these plastic waste collected along the Portuguese coast in its shoes.

BLUE CIRCULAR PB PROJECT: VALUE CHAIN



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Tecnologia e Comunicação
Universidade Europeia

 UNIDCOM|IADE

We aim to set-up a **robust supply chain** that, through a wide variety of stakeholders, from fishermen and respective community, to companies, research units and NGOs, is capable of producing a truly unique product fully made in Portugal

The management of the logistical chain is the main challenge that our project faces, as we need to guarantee that

- there are enough (quality) collected materials to recycle, or otherwise companies may not be interested in the project as it would be too costly;
- our partners have the technical and scientific means available

Besides, the project faces **three additional challenges**:

- the transportation from A to B and the storage of the collected materials (fishing nets and marine litter);
- fierce competition from eco-companies, that are already using similar products, even if imported;
- low-cost products available in the market that come from countries with cheaper labour costs and poor environmental standards



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Obrigada
Thank You

The founders are Prof. Carlos Duarte (PhD in Production Engineering / University of Beira Interior) and Prof. Isabel Farinha (PhD in Sociology/ ISCTE-IUL).

Prof. Rui Miguel takes part in the project since the beginning as a senior researcher (PhD in Textile Engineering / University of Beira Interior).