



Moving PLastics and mACHine iNdustry towards Circularity

Plan-C

Shaping the Future of Plastics – Designed for Circularity

Plan-C aims to reimagine the plastics value chain by developing a circular vision where products and machines are designed with reuse, recycling, and long-term value in mind.

The project showcases how **plastics and machinery** can be part of a sustainable future through:

- **Reuse and recycling of plastics**
- **Maintenance, redistribution, refurbishment, remanufacturing, and recycling of machines**



We're building **prototype solutions** – plastics products and machine concepts designed for circularity – backed by **innovative business cases** that prove the real-world benefits of reuse, remanufacturing, and smart recycling.

From Waste to Value – Together for a Circular Industry.

Our Objective

The Plan-C project aims to boost the transformation of the plastics value chain in the Danube Region towards circularity through transnational cooperation of plastics processors/producers and the machine industry. Based on transnational technology transfers and design thinking methods, both actor groups jointly develop prototype solutions for plastic products and machine concepts. These solutions are specifically designed for circularity to demonstrate the benefits of recycling/reuse/remanufacturing.

The Challenge

The EU set a goal to recycle **50% of plastics packaging by 2025**, but many countries in the Danube Region face barriers:

- Weak recycling infrastructure
- Outdated waste systems
- Gaps in expertise and know-how

Our approach

1. Co-creating circular plastic solutions through transnational collaboration and design thinking – with prototypes and a practical guideline for SMEs
2. Redesigning machinery for reuse and recycling, covering the full lifecycle and exploring digital opportunities – resulting in a circularity guide for the machine industry.
3. Developing a transnational action plan that aligns with EU regulations and national strategies, ensuring long-term impact through policy integration and SME support.

The Plan-C impact

Plan-C collaborates with at least 140 companies to:

- ✓ Promote reuse, repair, remanufacturing
- ✓ Share knowledge & build capacity
- ✓ Connect academia, clusters & SMEs
- ✓ Strengthen business competitiveness
- ✓ Accelerate clean growth in manufacturing sectors



Mission & Strategy



Why it matters

Technological solutions for a circular economy are already out there – but many companies, especially SMEs, are still missing out on the economic potential of this transformation. Plan-C addresses this directly by:

- ✓ Raising awareness of circular economy opportunities
- ✓ Providing concrete strategies and practical tools
- ✓ Developing a transnational action plan tailored to real industry needs
- ✓ Offering hands-on support to help SMEs take part in the shift

A joint vision for a circular plastics future in the Danube region

The Plan-C transnational action plan is co-created by 14 partners and over 140 industry stakeholders. It shapes a common vision for transforming the plastics value chain – from production to machinery – into a circular, future-ready system.

What it does

- Defines where the plastics and machine industry in the Danube region should be by 2030+, based on scenario analyses and expert-driven foresight.
- Outlines a transformation roadmap for reaching this future – with actionable steps for processors, manufacturers and policymakers.
- Anchors circularity as the new normal, focusing on reuse, recycling, maintenance, and remanufacturing of plastics and machines.

A sustainable industry, for everyone

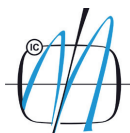


Plan-C ensures that no one is left behind in the transition to circularity – combining big picture impact with hands-on guidance for companies across the Danube Region.



Project Partners

Transforming vision into real impact across the Danube region.



Project No:

DRP0200194

Lead Partner:

Danube Region Programme

Project duration:

Business Upper Austria - OÖ Wirtschaftsagentur GmbH, Austria

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Total Eligible Budget:

1.735.600 Euro

2.169.500. Euro

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