Newsletter September 2018

How does Demeto revolutionize PET recycling?

Today it is hard to imagine a world without PET. We drink from it, we eat from it and we even wear it. Yet only some of the products are being recycled. Let's close the loop. Check out the brand new Demeto brochure and video.

Watch the video

The Industrial Advisory Board of Demeto – experts from the entire value chain

Demeto does not only consist of consortium partners from the entire value chain. In order to get the most out of the Horizon 2020 project the partners are **supported by an Industrial Advisory Board that provides feedback and comments to steer the direction of Demeto's business development activities.** The IAB consists of top brands of home textile, sportswear textile, fashion textile, home and personal care and drinks, as well as plastic converters, waste collectors and recyclers: a2a, Adidas, ALPLA, Coca-Cola, EIT Raw Materials, Ikea, Logoplaste, MAKSC, Nestle Waters, OVS, Petcore Europe, SEFEA IMPACT, SOEX, Sorema, Suez, Unilever and Waste2Wear.

Coca-Cola joins the IAB of Demeto

On June 20 Coca-Cola officially joined the IAB of Demeto to help bringing to reality a revolutionary new way to chemically recycle PET. Demeto and The Coca-Cola Company share a common interest in closing the loop of the Plastics Circular Economy. As one of the largest beverage producers worldwide, The Coca-Cola Company relies on PET in various applications, from transport to packaging, and has been long been recognized as an industry leader in supporting and enabling PET recycling. >> Read more

"Producing PET from recycled plastic in a sustainable and profitable way is an important step forward. That is why we are thrilled to work with DEMETO and the broader industry to help make new revolutionary technologies available in support of a circular economy."
Maria Luisa Polli, Technical Director, Coca-Cola Central and Eastern Europe

Demeto, a potential game changer for the outdoor industry?

The outdoor industry is an enormous user of polyester, with the majority of outer layer garments (jackets and trousers) being made from 100% polyester or polyester blends, and the fibre also being found in sleeable quantities in base and insulation layers, as well as footwear and accessories (gloves, rucksacks, tents etc).

The European Outdoor Group (EOG), an industry association that represents outdoor brands, retailers and technology brands, decided to become involved in the DEMETO project as the technology promises to offer a number of advantages over existing recycling technologies that could facilitate brands attempts to **shift towards using more recycled fibres, and develop systems to deal with post-consumer waste in order to be a part of a circular economy.**

Since announcing involvement in the project, the EOG has organised a number of events with its members discussing the technology and its potential and has received a number of enquiries from EOG members, as well as other stakeholders, who are really interested in the technology. >> Read more

Polyester textiles as feedstock for Demeto

Recuprenda´s mission is to assist in the **creation of circularity in the textile & footwear industry** in Europe by acting as a most competent and reliable link between brands, retailers and recyclers. It is estimated that 5.8 million tonnes of textile are discard every year, with 75% having as a destination landfill or incineration. However, the **majority of the textile waste could be recovered to recycle** or reuse it.

Demeto´s technology makes it possible to save polyester resources and **turn used textiles into valuable material** for the industry. As part of the project Recuprenda will work on sorting and preparing polyester clothes for the recycling process of Demeto. Together with the other specialists of the project Recuprenda will therefore test the recycling process of post-consumer polyester into secondary raw material. >> Read more

Advancements in Demeto's reactor design

The **depolymerization process** of DEMETO occurs in the reactor. There, the chemical reaction is intensified and accelerated by **microwaves** (MW) that act as a sort of catalytic effect. A better homogeneity of the MW field allows an increase of flow of the processed material, thus a better reactor efficiency: this is one of the critical aspects where the team of SUPSI is focusing their effort in the DEMETO project.

SUPSI is working in close collaboration with the engineers of SYNESIS, GR3N and F&M in order to develop an electromagnetic/thermodynamic model of the microwave cavity, of the MW power generators and of the thermal management system, optimized according to the project requirements. The task is particularly challenging due to the technical and economic goals. >> Read more

Demeto part of H&M's sustainability programme

In April H&M launched its sustainability report 2017 in which the company lays out its progress towards a **circular and renewable fashion industry.** H&M set itself an ambitious goal - to use 100% recycled or other sustainably-sourced materials by 2030. In order to achieve this goal the company focuses on five key stages within its value chain: A. Design, B. Material choice, C. Production processes, D. Product use, E. Product reuse and recycling.

The challenge H&M faces is that viable recycling solutions for many types of textile fibres – especially blended fibres – have either not been invented yet or are not commercially available at scale. This is why H&M joined in 2017, among other projects, Demeto - **"focusing on recycling polyester textiles into new fibres without compromising quality."** >> Read more

Demeto at ICIS conference

From 13 - 14 March 2018 experts from the PET industry gathered in Amsterdam for the "PET Value Chain: Transitioning from Linear to Circular" conference hosted by ICIS. Naturally, such an event cannot take place without the participation of a Demeto representative.

Maurizio Crippa (in the middle of the picture) from gr3n had the honour to participate in a panel discussion about chemical recycling. During the debate mechanical recycling limits were highlighted. Chemical recycling, for example via Demeto's microwave technology, is more and more needed to overcome these limits and lead the industry to circularity.

A Circular Future with Plastics: Demeto presented in Milan

On 24 and 25 May 2018 EuPC and Unionplast organised the event "A Circular Future with Plastics" that gather representatives of the European Plastics industry, local and national authorities, machinery producers and media in Milan. The two-day event consisted of forums, debates and networking opportunities.

The first day of the event started with the"Packaging Session - Tommorrow's Packaging". Maurizio Crippa, CEO of gr3n took the stage to present the Demeto project in front of more than 100 industry experts. >> Read more

Demeto at Ecomondo

From 6-9 November 2018 Ecomondo - the leading green technologies and circular economy expo - will take place in the Rimini Expo Center (Italy) with more than 100.000 attendees.

As Demeto is at the heart of the circular economy it goes without saying that the project will have its own booth at Ecomondo to present its chemical recycling technology and to network with like-minded persons from other projects and organisation striving for circularity.

Progress Meeting in Lomazzo

On 24 April the Demeto project partners were invited to a progress meeting to the premises of Synesis in Lomazzo, Italy. The first part of the meeting's goal was to gather the consortium members to discuss the technical progress of the project as well as past and upcoming communication activities.
Afterwards the reactive unit as well as the Demeto pilot plant were discussed in detail. At the same time a parallel business session focused on business development and strategic activities.

Coming up...

10/2018	Internal Consortium Meeting
Q1/2019	Scientific Dissemination Workshop

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