

# MANAGING PLASTIC CHALLENGES AS OPPORTUNITY FOR INNOVATION

**- JEJU PLUS INTERNATIONAL FORUM** AUGUST 2022

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**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**



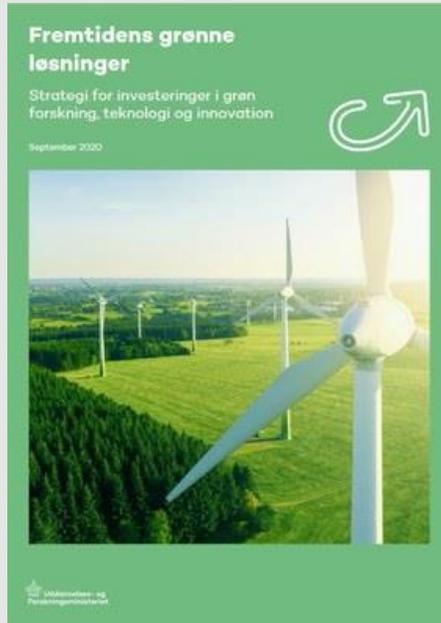
**Ministry of Higher  
Education and Science  
Denmark**

# WHY ARE WE IN KOREA?

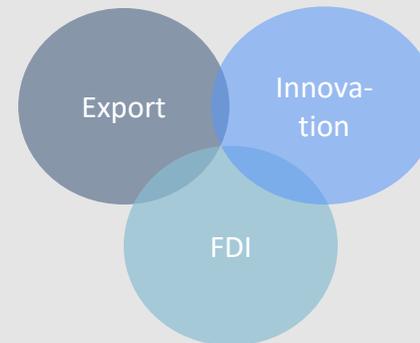
Our mission is to elevate Danish science and innovation through collaboration with world-leading innovation ecosystems



# STRATEGIC FOUNDATION



Mission driven research  
Economic diplomacy  
Connected, aligned,  
focused



# OPPORTUNITY BY INNOVATION



We CAN do something

We MUST do something

We GAIN more

# THIS IS DENMARK



# IMPETUS FOR ACTION



- 1000 Tons of plastic wastes to the coast yearly
- Microplast found in ~1/3 herings
- 99% of Danes find it important to do something about the amount of plastic in nature



# VISION FOR CIRCULAR PLASTIC USE



**350.000 tons of plastic waste yearly**

- **36% Recycled**
- **63% Incinerated**



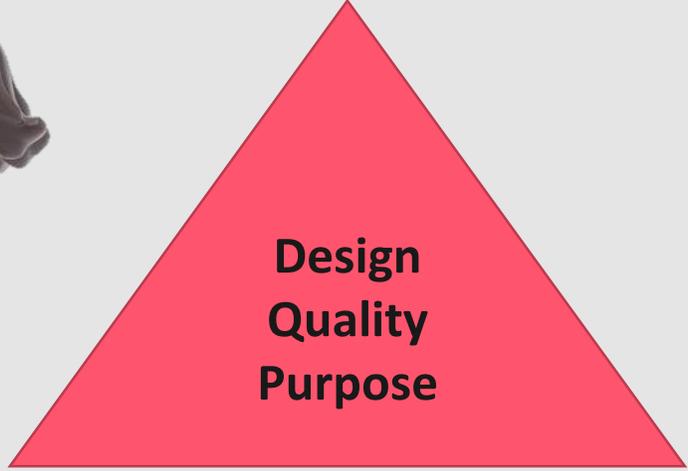
**Commitment to recycle 55% plastic packaging by 2030**



# CIRCULAR POCKET PHILOSPHY

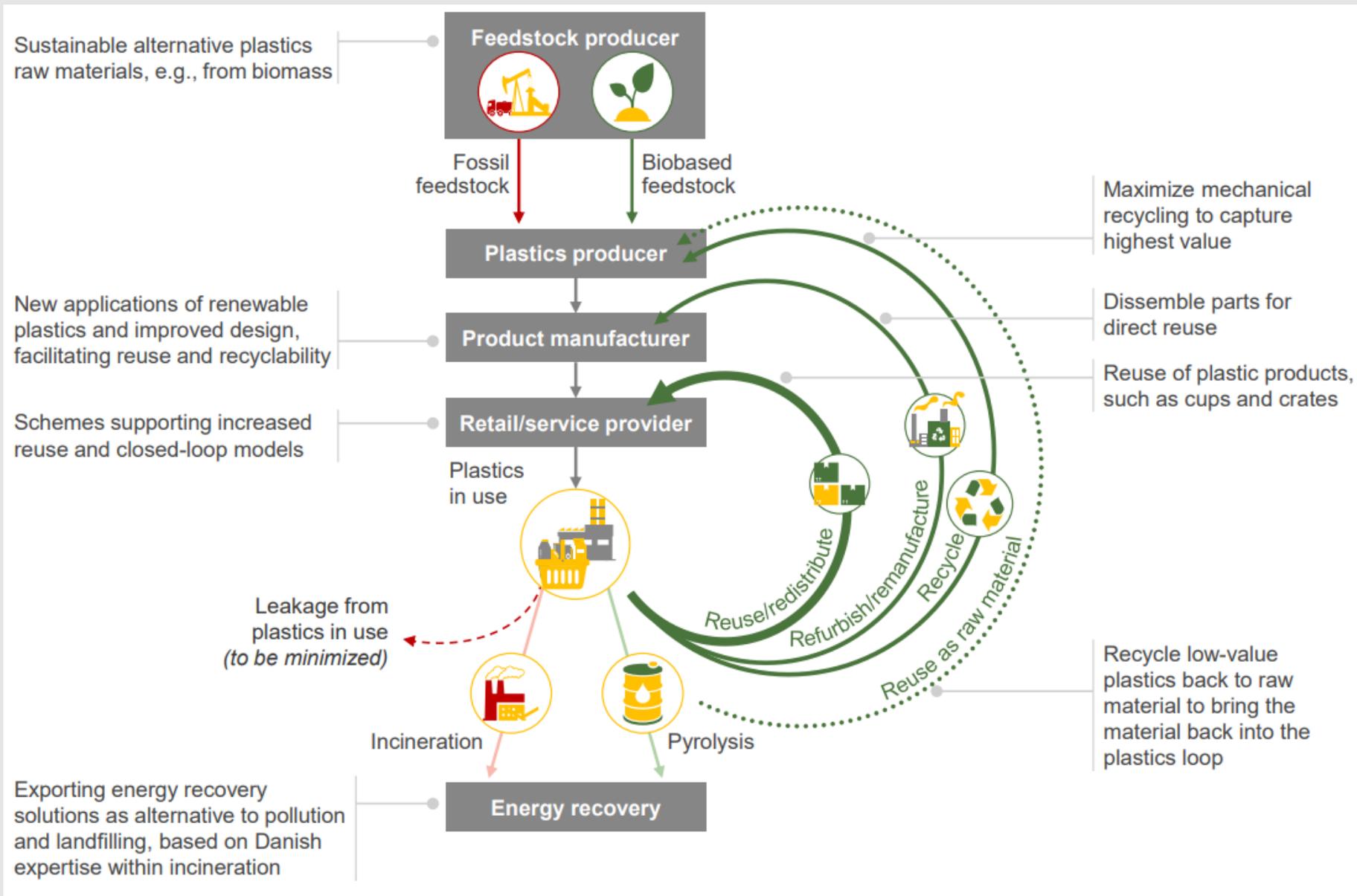


Rethink  
Reduce  
Reuse  
Recycle  
Recover



Design  
Quality  
Purpose

# CIRUCLAR VALUE CHAIN



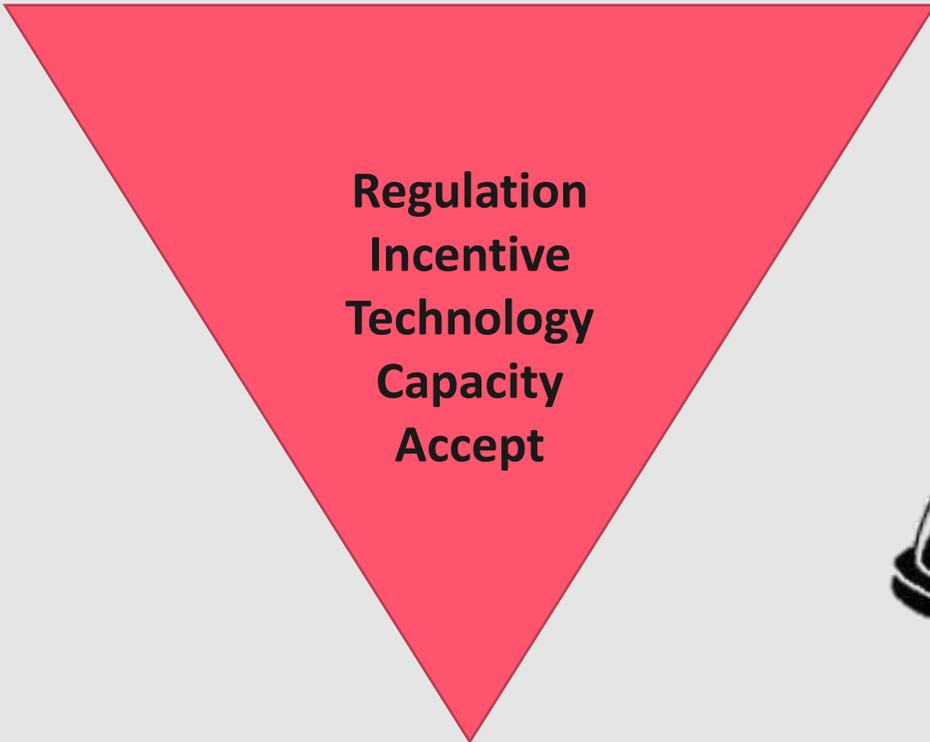
# BUSINESS CASE



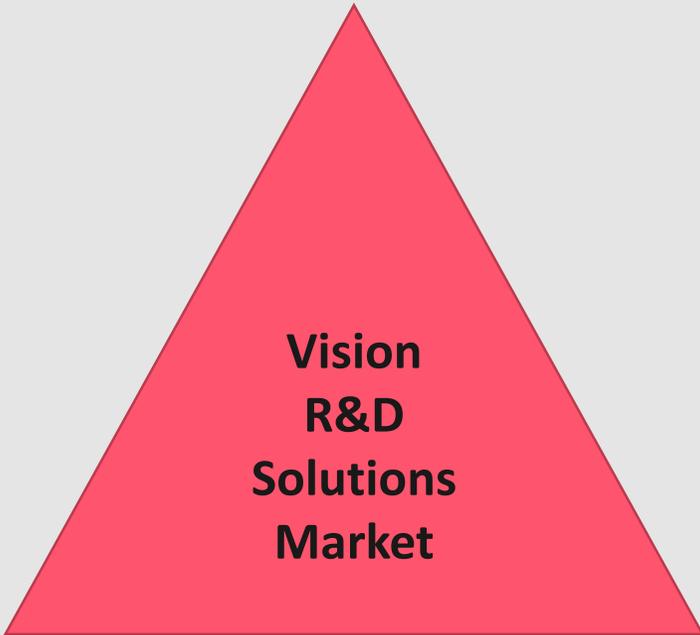
New Plastics Economy

A RESEARCH, INNOVATION AND BUSINESS  
OPPORTUNITY FOR DENMARK

# ENABLING AND ACCELERATING THE CHANGE



**Regulation  
Incentive  
Technology  
Capacity  
Accept**



**Vision  
R&D  
Solutions  
Market**

# WHAT'S IN IT FOR ME?



# BUILDING THE BRIDGE BETWEEN SOUTH KOREA AND DENMARK

- Robotics
- Bioeconomy seaweed
- Circular Cities
- Waste2Energy
- Metaverse



- Delegations
- Innovation Camps
- Pilot and projects



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**THANK YOU**

**DITVEI@UM.DK**