



# Maastricht University

CIRCULAR ECONOMY RESEARCH PROJECT

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## TITLE

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BUSINESS ENGINEERING

2022-2023

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# 1 Abstract



## **2 Introduction**



### **3 The circularity of a disposable product**

## **4 Methodology**

### **4.1 Product Identification Phase**

#### **4.1.1 Selection of product and company**

## **5 Results**

### **5.1 Baseline Creation**

#### **5.1.1 Manufacturing and Structural levels**



## 6 Limitations





## **7 Conclusion**

## 8 Appendix

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Easy to use</li> <li>- Easy to manufacture</li> <li>- Disposable</li> <li>- Cheap</li> <li>- Light</li> <li>- Ermetic to light &amp; oxygen</li> <li>- Long Lasting</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Non bio-degradable</li> <li>- Generates a lot of microplastic</li> <li>- Not circular -&gt; can not be recyceld into new carton bevrages</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Globaly used</li> <li>- Often end in the sea or the land -&gt; need for bio-degradability</li> <li>- Significant part of the world is not ready to get rid of disposable food packaging</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>- 2035 plastic ban in EU</li> <li>- Rarification of petrolium</li> <li>- Change of mindset towards the use of reusable products</li> </ul>

Figure 1: *SWOT analysis of a beverage carton*