



3rd EDITION

Circular Packaging CHALLENGE

We connect the most innovative international startups
with leading companies in the packaging sector

Brief presentation and Q&A
Webinar 10th September



WEBINAR AGENDA



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**Circular
Packaging**
CHALLENGE

1 Overview Circular Packaging Challenge

2 Next Steps

3 Q&A



Who are we?

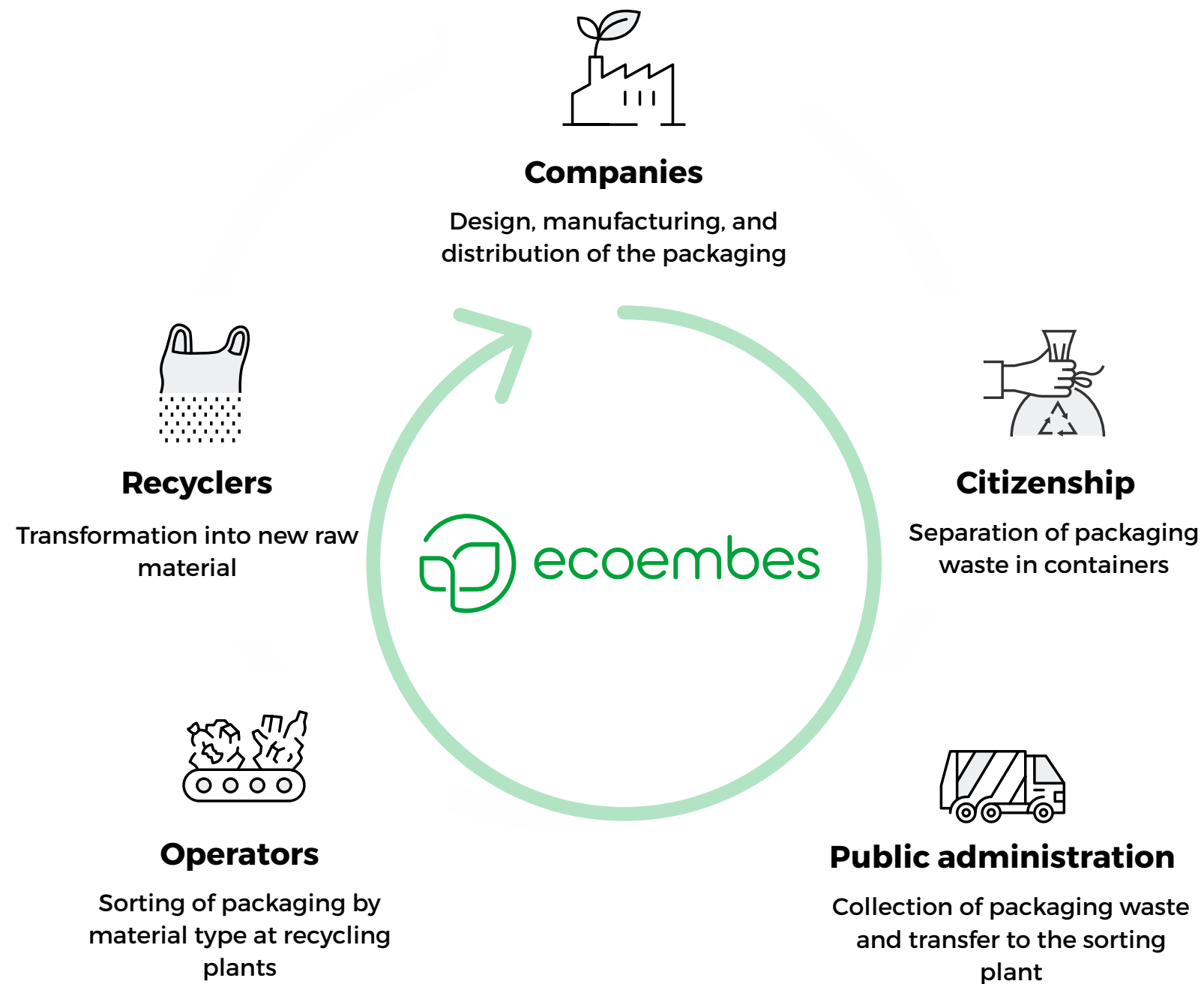


Ecoembes is a non-profit organization **coordinating the recycling** of household, commercial, and industrial packaging waste in **Spain**.

Who are we?



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We work with all **stakeholders** throughout the process, helping companies **meet legal requirements** on packaging collection and recycling.

Who are we?



How do we drive innovation?

TheCircularLab, founded in 2017, is Europe's first open innovation center for the **circular economy**, driving a more sustainable future through the application of **technology and innovation**, to close the loop.



Open Innovation Challenges

More than just an international startup competition.



What's the Circular Packaging Challenge?

It's a **free international competition** that connects the most innovative startups with leading companies in the packaging sector.



To find **innovative solutions**.



To **connect** key industry players with startups.



Develop **pilot projects** to test and prove solutions in real environments.



Collaborating Companies 2026



More to be confirmed...

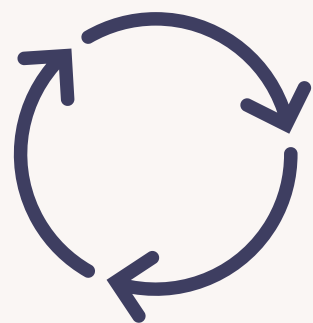


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SELECTED CHALLENGES 2026

CHALLENGE 1



New circular packaging
solutions to boost circularity

- **Ecodesign** and new processes for the development of **flexible packaging** and the use of **recycled materials**
- **New alternative materials** that enhance packaging circularity
- Alternatives to traditional **coatings** in terms of format, material and technology

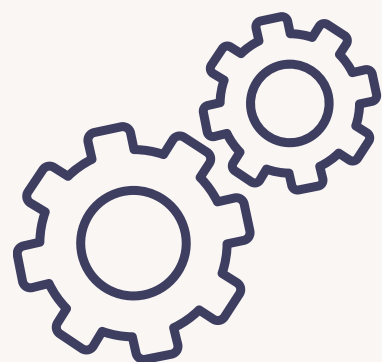
CHALLENGE 2



**New packaging
management models**

- Innovations aimed at **reducing and reusing packaging** in the beverage sector
- **Logistics** innovations to improve the efficiency of circular models
- Packaging **incentive systems** to promote circularity

CHALLENGE 3



Technologies to optimize
the sorting and recovery
of materials

- **Separation, identification,** and sorting technologies for complex packaging
- **Sorting systems** for **small-format packaging** to enable material recovery
- Innovative technologies for the **reintroduction of recycled materials**

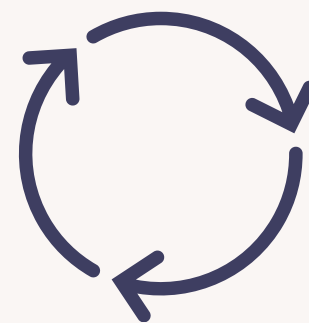
CHALLENGE 4



Traceability solutions to drive circularity in the packaging value chain

- Software solutions for packaging **traceability and tracking** throughout the entire value chain
- Technologies for **data capture, monitoring**, and packaging **management** throughout their lifecycle
- End-to-end **management systems for refillable packaging**

SELECTED CHALLENGES 2026



New circular packaging
solutions to boost circularity



New packaging
management models



Technologies to optimize the
sorting and recovery of
materials



Traceability solutions to
drive circularity in the
packaging value chain

Who can participate?



Make sure your company meets the following minimum requirements.



Companies **legally established** as commercial or social economy entities.



Less than **10 years** of activity (founded after 18 September, 2016).



Not more than **50% owned** by a non-SME company.



In **compliance** with all legal, labour, and tax obligations.

How do we find you?

You've been identified through our global scouting process.



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We carried out a **global scouting process** looking for **innovative startups** in the packaging sector.



Your technology is **already applied**.



Your technology **shows strong potential**.



That's why you've been **invited to join**.

Call for Startups

Complete the form with information about your organisation and your solutions.



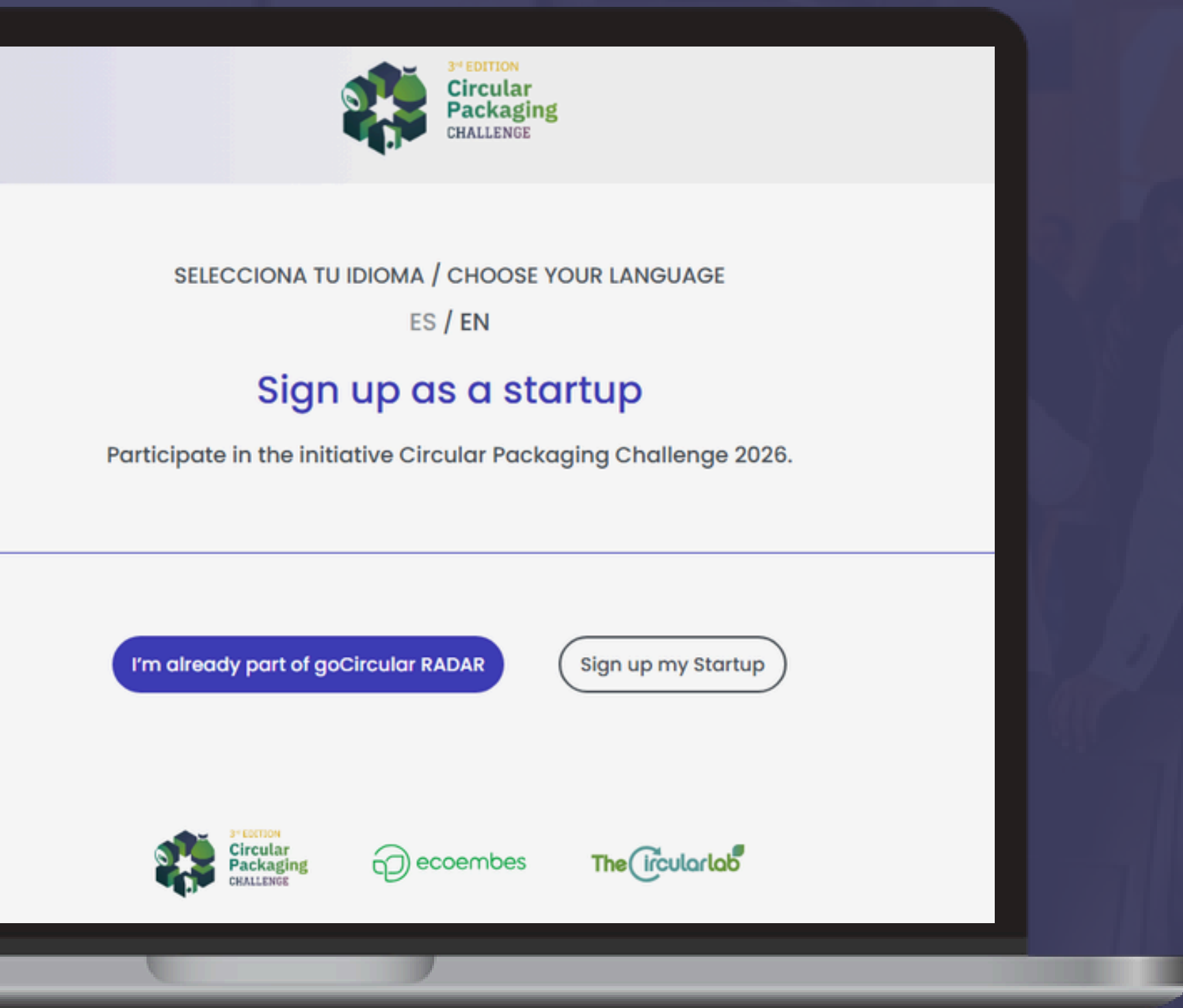
It's **free** to participate in the challenge.



It only takes a **few minutes** to apply.



The registration deadline is **September 18, 2026.**



Benefits



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If you send us your application, your startup may obtain

-  International visibility, industry recognition and media exposure
-  Co-development and business development opportunities
-  Opportunities to launch pilot projects in real-world environments
-  The opportunity to pitch at the final event in Madrid on 19 November
-  €16,000 in prizes awarded across the different challenge categories

Following Phases



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NEXT STEPS



Evaluation Committee



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A panel of experts assessing your startup's potential and impact.

By applying, your solution will be reviewed by **leading experts and organisations across the packaging ecosystem**, gaining valuable visibility within the industry and showcasing its potential to drive innovation and sustainability.



Evaluation criteria will be based on:
Maturity, Achievements, Innovation and Link with the challenges



Selecting 16 **finalists** - 4 for each challenge

Venture Capital Firms



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New opportunities beyond the finalist selection

Share your profile with participating VC firms

Complete an optional questionnaire to share key information about your startup and funding interests.

Exclusive investor meeting session at the Final Event

Finalists will have the opportunity to meet participating investors in Madrid.



**THE LAB
VENTURES**

Swanlaab
Venture Factory

SEVEN  SEAS

Final Event

If you're a finalist startup, you'll participate in a major event.



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Present your solution in front of leading companies



Make valuable connections and connect with key agents in the sector



Compete for a **€4,000** prize awarded to the winner of each challenge



16 FINALISTS



NOVEMBER 19, 2026



MADRID

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Development of pilot projects

Test new technology in a real-life scenarios, funded by Ecoembes.



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Fych
Technologies



GRIN



MACROCYCLE

*Previous Examples funded by Ecoembes

Now it's your turn



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Q&A



THANK YOU!

Visit the website:

<https://packagingchallenge.thecircularlab.com/en/home/>

If you want more information, contact us at:

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Open Innovation Area, Ecoembes

