

Original Link: <https://www.quadpack.com/assets/14349063/circular-thinking-graduate-students-analyse-woods-end-of-life/>

Circular thinking: graduate students analyse woodâ€™s end of life

Quadpack partners with leading Barcelona business school EADA to consider circular solutions for its Woodacity® product range

Students at the prestigious Barcelona business school EADA have developed alternative end-of-life scenarios for Quadpackâ€™s wooden product line, Woodacity®. The collaboration follows a long tradition of academic partnerships, as the company connects with stakeholders to share value and foster young talent. With EADA, it sponsored the final degree project of the class of 2025, posing a circularity challenge to a diverse group of students.

Woodacity® is Quadpackâ€™s range of full-wood packaging solutions, including its patented closure systems that allow wood to function like plastic. With no domestic waste stream, the students were invited to consider future scenarios and develop an execution plan for an ideal end of life. They tackled the issue from the perspectives of their various degrees in finance, economics, business administration, biotechnology, biological science and environmental studies â€” mentored by the university and Quadpackâ€™s sustainability team.

Their findings showed an overall willingness among end users to engage in sustainable practices, hampered largely by a lack of knowledge and infrastructure. The final presentation proposed alternative end-of-life initiatives based on collection, reuse and seeding, giving the company fresh insights and ideas. Quadpack mentor Marwan Oda said: â€œThe collaboration helped us think in new ways. The students showed real passion and shared ideas about circular schemes and second life strategies.â€

The collaboration helped us think in new ways.

The students were inspired, too. Daniela Serrano, Bsc Environmental Studies, said: â€œThe

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project got me thinking about end of life and closing the loop. It led me to hone into not only sustainability, but also the circularity of businesses and waste management.â€?

--- ENDS ---

About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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