



Developing a biodegradable plant pot in the Netherlands

COUNTRY

The Netherlands

PROJECT PROMOTER

WPT Biobased

FUNDING

n/a

DURATION

2017 – on-going

CONTRIBUTION TO

- generating environmental benefits
- mitigating climate change
- increasing efficiency of biomass resource use

KEYWORDS

Added value, innovation, renewable material, cooperation, GHG

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The initiative

Society is becoming increasingly concerned about the use of plastic, especially that which is single-use. Plastic is the most commonly used material for plant and flower packaging.

A research institute in the Netherlands developed a new bio-resin and devised a way to combine it with paper. Two entrepreneurs took advantage of this innovation and created a prototype compostable plant pot that could be used to replace plastic pots. The prototype was tested by seven organic nurseries, with very good results. The pots are currently beginning industrial production and should be launched onto the market in 2019. The product will enable consumers to dispose of the pot along with the plant, at the end of its life, in their compostable waste bins. This new product will make plastic pots unnecessary and will contribute to the EU's new single-use plastic policy.

Lessons learnt

Due to a lack of economies of scale in the early stages of launching this type of product, alternatives to plastic will have higher production costs than plastic.

It is difficult for plant growers to get a fair price for products that have extra environmental value.

RESULTS

- ✓ Plant pots and other products will be produced from renewable materials.
- ✓ The initiative will support Dutch floriculture: enhancing its sustainability and helping the Netherlands to lead the way in exporting this new concept to other countries.
- ✓ 30 individuals are directly employed in/by the initiative.

