

Organised by: Noriware

Session Type: Panel Discussions; Interactive Discussions & Debates

Session Title

Redefining Plastics: Scalable Solutions for a Green Future

Session Description

For decades, the industry has perpetuated the narrative that producing materials from resources other than fossil fuels is inherently too expensive and unfeasible for widespread adoption. This has hindered progress and reinforced reliance on single-use plastics, contributing to the global environmental crisis. At Noriware, we are challenging this outdated mindset with innovative, clean technologies that demonstrate not only the feasibility but also the necessity of transitioning to sustainable alternatives.

The session explores the critical role of sustainable alternatives to conventional plastic materials in the green energy transition. Plastic, a cornerstone of industries globally, presents a significant opportunity for transformation as we move away from fossil fuel dependency. We will showcase seaweed-based technologies that are not only scalable but also compatible with existing plastic production infrastructure, making them adaptable across diverse applications beyond packaging.

By adopting green solutions, industries can diversify and capitalize on the growing demand for renewable materials, creating new economic opportunities. We will also address regulatory frameworks and market strategies that support this shift, ensuring resilience and competitiveness in evolving markets.

Expected outcomes include understanding the economic and environmental benefits of transitioning to renewable materials, insights into policy alignment, and strategies for scaling new technologies. Attendees will gain actionable knowledge on how industry adaptation can drive positive change and foster long-term growth, contributing to global emissions reduction and environmental regeneration.

Proposed Speakers and Moderator

- Jessica Farda (Speaker)