



LIFE NEW 4 CARTRIDGES



THE PROJECT

The **LIFE NEW4CARTRIDGES** project's purpose is to reduce cartridge waste, developing a semi-automatized regeneration system for ink cartridges which could be replicable and scalable.

The final objectives are to provide innovative solutions for both the upcycling of exhausted reusable cartridges and the recycling of cartridges that are no longer suitable for reuse, thus pursuing a zero-waste strategy and to encourage changes in consumers' attitudes, inspiring more environmentally responsible behaviors and stimulate European investments in innovative eco-friendly technologies.

ACTIONS AND MEANS INVOLVED

- Business Plan elaboration for replicability and sustainability of the project.
- Set-up of **LIFE New4Cartridges** regeneration and recycling lines, testing and fine-tuning.
- Demonstration of the **LIFE New4Cartridges** circular paradigm.
- Business, replication and transfer planning.
- Evaluation and monitoring of environmental impacts and benefits.
- Public awareness and communication of project results

A PARADIGM CHANGES

This project will provide evidence of a sustainable and cost-effective approach to overturn the paradigm adopted by OEMs.

LIFE NEW4CARTRIDGES will raise society and consumers awareness and foster discussion at policy level about a more sustainable paradigm, trying to encourage changes in consumer's attitudes, to inspire more environmentally responsible behaviour and to stimulate European investments in innovative eco-friendly technologies.

PARTNERS



CONTACTS

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