



Fact Sheet  
May 2024

# Centre of Excellence for Plastics Circularity

Advancing Circular Economy Best Practices  
and Sustainable Plastics Management

NOVA Chemicals' Centre of Excellence for Plastic Circularity (Centre of Excellence) is a hub for knowledge exchange and technology development for the circular economy of plastics. By fostering strategic relationships and collaborative solutions, we aim to build a thriving innovation ecosystem that supports sustainable plastics use and management.

- The Centre of Excellence will serve as a **network of industry innovators and Canadian research institutions** who have a shared vision of furthering global efforts in sustainable plastics management.
- The Centre of Excellence will work to bridge the gap between transforming Canadian innovations from leading-edge ideas into **commercially viable solutions**.

## Objectives

The Centre of Excellence aims to further Canadian innovation, meet customer needs, and help achieve global plastics sustainability goals by focusing on two key objectives:

- 1. R&D Collaboration:** We will address the complex challenges and opportunities of plastics circularity by integrating expertise across disciplines, including material science, engineering, chemistry, environmental science, and public policy.
- 2. Value Chain-Integrated Solutions:** We will ensure solutions meet the needs of stakeholders across the value chain by actively working with strategic partners across industry, academia, and government to accelerate and deliver practical and scalable technologies.

Centre of  
Excellence

PLASTICS  
CIRCULARITY

## Focus Areas

- **Mechanical Recycling:** Advancements in current recycling approaches and the development of new treatment processes
- **Advanced Recycling:** Returning “hard-to-recycle” plastics back to their building blocks for reuse
- **Microplastics:** Preventing, detecting, and capturing microplastics