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[Home](#) > How to trigger and maintain behavioral change in the plastics value chain?

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## How to trigger and maintain behavioral change in the plastics value chain?

The European Business Summit held a roundtable on Circular Economy - How to trigger and maintain behavioural change in the plastics value chain? Participants of the roundtable included Jyrki Katainen, Vice-President of the European Commission, Kestutis Sadauskas, Director in charge of Circular Economy and Green Growth at DG ENV as well as some stakeholder representatives: representative of Coca-Cola, Ecoalf and Symphony Environmental Technologies PLC.

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