I/2025

POCEK

POCEK BULLETIN

Registration number:
CZ.02.01.01/00/23_021/0009004

Development of application potential in the field of polymeric materials in the context of fulfilling the principles of the circular economy (POCEK)

INTRODUCTORY WORD

Ladies and gentlemen,

allow me to welcome you to the launch of the project Development of Application Potential in the Field of Polymeric Materials in the Context of Fulfilling the Principles of Circular Economy (POCEK), which is being implemented under the Jan Amos Komensky Operational Programme (OP JAK). This project aims to strengthen research and innovation capacities in the field of polymeric materials with an emphasis on their sustainability, recyclability and reuse - i.e. in line with the principles of circular economy.

A key element of the project is close cooperation with the application sector, represented by three major partners:

- **BASF spol. s r.o**. – global leader in the chemical industry, which brings know-how in the development and application of polymer materials
- **EPS biotechnology s.r.o.** – innovative company focused on biotechnological solutions with an overlap into environmental applications
- **SPUR a.s**. – Czech manufacturer of technical polymer products with an emphasis on research and development of sustainable materials

The project will be implemented in the years 2025-2028 and its results will contribute not only to the development of scientific knowledge, but also to the practical application in industrial practice, thus supporting the competitiveness of the Czech Republic in the field of advanced materials and technologies, more detailed information about the POCEK project.

prof. Ing. Vladimir Sedlarik, Ph.D.

Co-funded by the European Union

MINISTRY OF EDUCATION, YOUTH AND SPORTS

Tomas Bata University in Zlín
Centre of Polymer Systems

PRESENTATION OF THE POCEK PROJECT AT THE ZLINNOVATION MEETING

The project was presented at the 14th meeting of the Innovation Infrastructure of the Zlín Region of the ZLINNOVATION platform on 13 March 2025. More detailed information can be found at zlinnovation.cz.

NATIONAL TRANSFER CONFERENCE

Subsequently, information about the newly implemented project was presented at the 12. National Transfer Conference hosted by the Technical University of Ostrava on 19 and 20 March. The event was held under the auspices of Transfera.cz.

Co-funded by the European Union

MINISTRY OF EDUCATION, YOUTH AND SPORTS

Tomas Bata University in Zlín
Centre of Polymer Systems

INITIAL MEETING OF THE POCEK PARTNERS

The initial meeting of the POCEK partners took place online via MS Teams on 1 April 2025. During the meeting, the outlines of possible cooperation and involvement in the newly established CPS Industrial Council were defined. This council acts as an advisory and consultative body to the CPS Director in the initiation and direction of research projects and sub-research projects. The meeting brought important steps towards strengthening collaboration between research and industry, which is crucial for the successful implementation of the POCEK project and its contribution to sustainable development and the circular economy.

CPS STRATEGIC PROJECTS

National Centre of Competence in Polymer Materials and Technologies for the 21 st Century

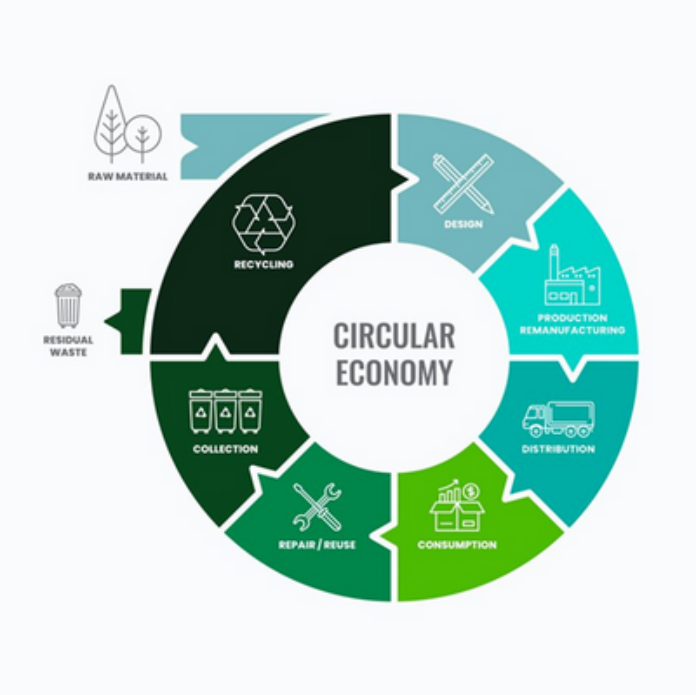
(PolyEnvi21)

CPS Centre Coordinator. Other participants: universities, clusters, SMEs, large enterprises

WHY THE CIRCULAR ECONOMY IS THE KEY TO A SUSTAINABLE FUTURE?

In a world where we are facing increasing environmental problems, growing consumption of natural resources and increasing amounts of waste, new ways of living and doing business more sustainably are being sought. One of the most promising approaches is the circular economy. A model that can fundamentally change our relationship with production, consumption and waste. Unlike the traditional linear model of "extract-make-use-dispose", the circular economy is based on the principle of closed loops. This means that products, materials and raw materials stay in circulation for as long as possible and do not lose their value. The aim is to minimise waste, save resources and promote sustainable innovation.

Co-funded by the European Union
MINISTRY OF EDUCATION, YOUTH AND SPORTS
Tomas Bata University in Zlín
Centre of Polymer Systems



The main principles of the circular economy are: extending the life of products in the form of repair, maintenance and refurbishment. Reuse and recycling, or returning materials back into production. Sustainable design, which is designing products to be easily repairable or recyclable. And last but not least, it is a preference for sharing over ownership. A classic example today is shared transport or public libraries inside old telephone boxes.

The circular economy is not just a matter for industry or scientists. Every individual can contribute, for example, by reducing the amount of goods purchased, prioritising repairs over buying new, or using second hand - buying or selling unused goods second hand. In this context, it is also important to introduce the concept of SWAP, which is the cashless exchange of goods between consumers. Last but not least, we can each start by ensuring that, when we are buying a new appliance, we give primary preference to sustainable brands and are interested in the origin and composition of the product. The circular economy also includes the correct sorting of waste, in which the Czechs are among the best in the world. One of the objectives of our project, the National Competence Centre for Polymer Materials and Technologies for the 21st Century, is to design and validate an environmentally friendly and low-cost plastic labelling system to ensure the subsequent efficient sorting of plastic waste in automatic sorting stations, contributing to better plastic recycling and reducing plastic waste on our planet.

Circular econ

The circular economy is therefore not just a trend but a necessity. It is a way to ensure that our society can prosper in the long term without destroying the environment that sustains us. Engaging in the circular economy is an opportunity for everyone, whether they are a scientist or a consumer.

ISSUED BY: TECHNOLOGY TRANSFER CENTRE, NAD OVCIRNOU 3685, ZLIN
E-MAIL: CTT@UTB.CZ WEBSITE: HTTP://WWW.UTB.CZ
EDITORIAL BOARD: IVANA BARTONIKOVA, JARMILA STRAZNICKA, JAN GÖRIG, VLADIMIR SEDLARIK, JANA JOSEFIKOVA, LENKA HARANTOVA
PUBLICATION DATE: MAY 2025