



2021 CONFERENCE • Virtual Meeting • March 17, 2021 • 10:00 A.M. – 1:00 P.M. EST



Dana Mosora, Workstream Consultant, CEFLEX

Circular Economy for Flexible Packaging

CEFLEX is a European consortium driving the circular economy for flexible packaging through full value chain collaboration.

Recycling is key to realizing the Circular Economy for plastic packaging. But this needs to be done with a favorable environmental footprint and deliver valuable secondary materials. The CEFLEX collaboration of over 160 companies and associations in Europe is steadily working out how and when to recycle flexible packaging to ensure the resulting Circular Economy is a sustainable one for all parts of the value chain.

The presentation will share insight into how what is non-recyclable today can be recycled tomorrow through:

- packaging and system redesign
- a new quality recycling process for boosting value and keeping materials in the economy
- new enabling technologies to recycle more and/or produce better quality of secondary materials

About Dana Mosora:

Dana Mosora holds a Chemical Engineering degree from the Polytechnic Institute of Bucharest (Romania) and an MBA in Marketing from Colorado State University (US).

Her professional experience ranges from applied research in cosmetics, to consumer marketing in Colgate Palmolive and Sara Lee in US and Europe and plastic packaging value chain in Europe and Africa.

With Dow Chemical between 2007 and 2016, she led the Value Chain Engagement for the European Division of Dow Packaging & Specialty Plastics and eventually headed the European, Middle East and Africa Sustainability and Advocacy initiatives for the business.

She is now the founder of DANA MOSORA Consulting, a company dedicated to driving the Circular Economy for Plastic Packaging and works as consultant for the European CEFLEX consortium.

As legacy project, she created in 2017 the ASASE Foundation in Accra, Ghana. The foundation is helping entrepreneur women from under-privileged communities to start social enterprises in recycling plastic packaging and deviate it from urban and marine littering.