Press Release

**ITQ at drinktec: Circular economy meets education**

**Every day, millions of tons of plastic are recycled in an unstructured manner or carelessly disposed of in the environment. However, we believe that this problem can be turned into an opportunity. By educating people about future technologies from an early stage and using recycled materials, we can create something new from waste: knowledge, enthusiasm and the ability to work together to build a sustainable future.**

Garching, August, 2025 – [ITQ GmbH](http://www.itq.de/en) will be focusing on the future-oriented topic of the circular economy at this year's drinktec in Munich from September 15 to 19. They will be presenting at the [VDMA](https://vdma.eu/en-GB/drinktec) stand in Hall C4-177 about the circular economy and its contribution to resource conservation and education reform.

A true **circular economy** also requires a **circular society** — a community that aims to reuse existing resources as often as possible, thereby reducing its environmental impact in a sustainable manner. While numerous initiatives are already involved in recycling, they often stop at collecting and reusing plastic without generating any new momentum. [ITQ GmbH](https://www.itq.de/en/innovations/demonstrators/) aims to effect this change through a clear social approach, focusing on the question of how the circular economy can be developed into a circular society – one that is vibrant, innovative and supported by many stakeholders.

The concept of a circular society is founded on four key pillars: **Recycle, Rebuild, Reuse, and Reskill**. ITQ GmbH established the foundation for this initiative in 2019 with the **PlastiX** student project, which was launched during the SMART GREEN ISLAND MAKEATHON. The aim was to utilize drones and AI systems to detect plastic waste in the environment and collect it using robot-assisted processes. The project is currently undergoing continuous development, from detection to recycling to rebuilding. ITQ is a prominent proponent of initiatives that process plastic waste into new materials, such as the [Startupscheune](https://startupscheune.de/) of an ITQ employee. The recycled material is used to create new materials such as filaments for 3D printing. The material obtained can now be used to produce demonstrators for **STEM education**. One such example is the EU-funded research project [EduDemos](https://technikmachtspass.org/en/projects/edudemos/) by the Technik macht Spaß! foundation, which uses 3D-printed demonstrators in (vocational-) schools and universities. These demonstrators raise awareness of sustainability and future technologies among children, young people, and students.

The fourth pillar, Reskill, aims to actively involve young people and technology enthusiasts in the process, equipping them with the skills they need for a sustainable future. This cycle has the dual benefits of conserving materials and disseminating knowledge and enthusiasm.



***Picture: 3D-printed teaching materials as open source for schools (Source: ITQ GmbH)***

"The circular economy is integral to the functioning of society. It is imperative that we integrate education and technology. Only by encouraging people to get involved and providing them with the necessary know-how can we build a truly circular society," explains Dr.-Ing. Rainer Stetter, Managing Director of ITQ GmbH.

The circular society is a closed-loop system that benefits multiple stakeholders. It ensures the effective recycling of materials, while providing young people with practical skills in the areas of **recycling, robotics, AI, and future technologies**.

The presentation to be given at [drinktec 2025](https://www.drinktec.com/) will be showcased on a larger scale at Interpack 2026 in Düsseldorf. The event will feature the latest developments in the PlastiX project, from AI-supported environmental recognition to the first prototypes for a sustainable recycling economy.

**About ITQ GmbH**

Founded in 1998, ITQ GmbH is an independent engineering and consulting company with a focus on automation, mechanical and plant engineering. The experienced team of experts specializes in interdisciplinary problem solving related to software and systems engineering. Its core competencies include software engineering (analysis, design, implementation, testing) and process improvement as well as project and crisis management as well as consulting and coaching.

A special concern of ITQ is both requirements-oriented and forward-looking training as well as continuing education concepts, which already start with the younger generations. Therefore, the company promotes young academics in practical study projects as well as technical workshops for children, pupils, and students through their Gerda Stetter Foundation – Technik macht Spass!

Characters (with spaces): 4.548 Characters (without spaces): 3.377

**More Information:**

[ITQ GmbH](https://www.itq.de)

[Gerda Stetter Foundation – Technik macht Spass!](https://technikmachtspass.org/en/)

**Picture Material:**

[[Technik-Workshops mit Edudemos – Impressions](https://sfile.itq.de/d/098cc4ba45b54c9d8944/)](https://sfile.itq.de/d/16d30e73d9a5485192a7/)

[Student-Project PlastiX auf Youtube – Video](https://sfile.itq.de/d/16d30e73d9a5485192a7/)

[[Project Edudemos – Video](https://sfile.itq.de/d/098cc4ba45b54c9d8944/)](https://youtu.be/Op7_2AjTv4A?list=PLQfv8R6q-C9sY5_cKp_Fz3qLrS4JBNCs1)

|  |
| --- |
| **Press Contact:**  **ITQ GmbH** Caroline Schiller  Parkring 4  85748 Garching bei München  Germany Tel: +49 89 321981-70 E-Mail: [schiller@itq.de](mailto:schiller@itq.de)  [www.itq.de/en](http://www.itq.de/en) |