

# Economie circulaire : les entreprises dans la boucle !

25 octobre 2018 - *Hôtel de Roquelaure*





# Benoît Renauld

Directeur général France et Bénélux,

**Werner & Mertz**

*Retour d'expérience  
sur la mise en place d'indicateurs*



« Les produits d'entretien ménager doivent  
respecter notre **environnement**, préserver  
notre **santé**..  
..tout en restant très **efficace**. »

30  
ans





100% R-PET



100% R-HDPE

DOYpack



R-LDPE +  
carton

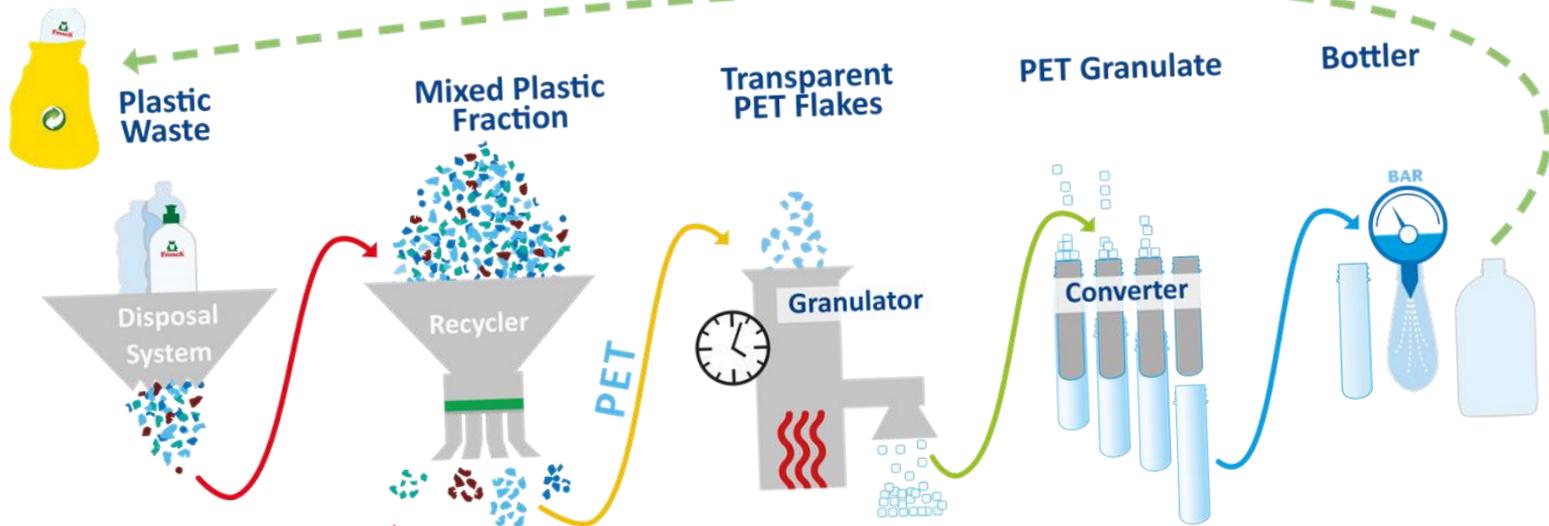






1g de r-PET émet 3x moins de CO<sub>2</sub>

100% plastique Post conso



Other Plastics  
Polyolefin

Powersort



100% R-PET certifié FDA

570 tonnes de CO<sub>2</sub> en moins





# We for Recyclates

RECYCLATE-INITIATIVE



[www.we-for-recyclates.com](http://www.we-for-recyclates.com)

The Recyclate Initiative is a cooperative effort involving partners from different industries who strongly encourage effective recycling. The shared goal is to develop sustainable material cycles which will use recyclable materials from the Yellow Bag.



# « Rainett veut faire bouger les lignes »



## Forum de Davos- 2018

### We need everyone to work together to bring these ideas to life

While the winning innovations represent the type of solutions we need to build a plastics system that works, these entrepreneurs cannot drive the transition alone. Businesses, policy makers, and investors too need to make clear commitments and collaborate towards a circular economy for plastics. The Ellen MacArthur Foundation is calling on industry to adopt scale up innovation to create a circular economy for plastics that keeps plastics in the economy and out of the environment.

11 leading brands, retailers, and packaging companies are working towards using 100% reusable, recyclable or compostable packaging by 2025 or earlier – Amcor, Ecover, evian, L'Oréal, Mars, M&S, PepsiCo, The Coca-Cola Company, Unilever, Walmart and Werner & Mertz – together representing more than 6 million tonnes of plastic packaging per year. This is a major step forward, and the Ellen MacArthur Foundation calls on the whole industry to follow their lead and make commitments that ensure packaging is not just recyclable, but also in practice recycled, reused or composted.



## Commission européenne 2016



## G20-2017



## G7-2018

