

Economie circulaire : les entreprises dans la boucle !

25 octobre 2018 - *Hôtel de Roquelaure*

 #entreprisescirculaires





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



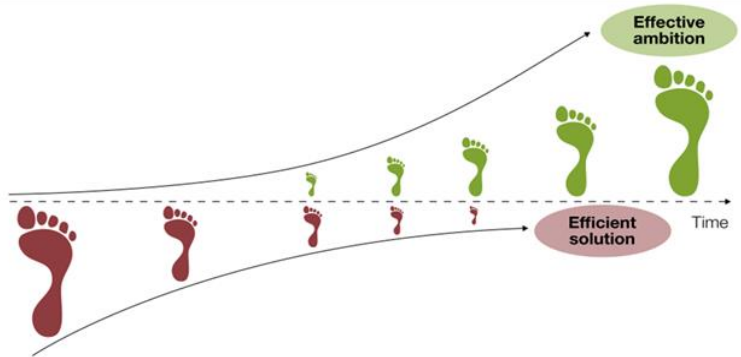
100% R-HDPE

DOYpack



R-LDPE +
carton





OUTLINE OF A CIRCULAR ECONOMY

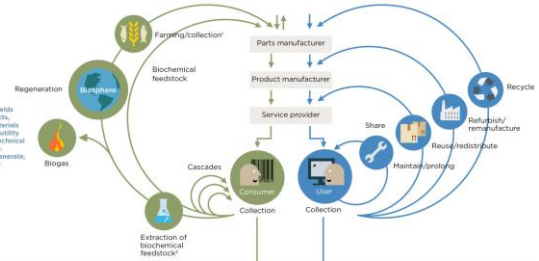
PRINCIPLE 1

Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows. ReSOLVE levers: regenerate, virtualise, exchange



PRINCIPLE 2

Optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles. ReSOLVE levers: regenerate, share, optimise, loop



PRINCIPLE 3

Factor system effectiveness by revealing and designing out negative externalities. All ReSOLVE levers

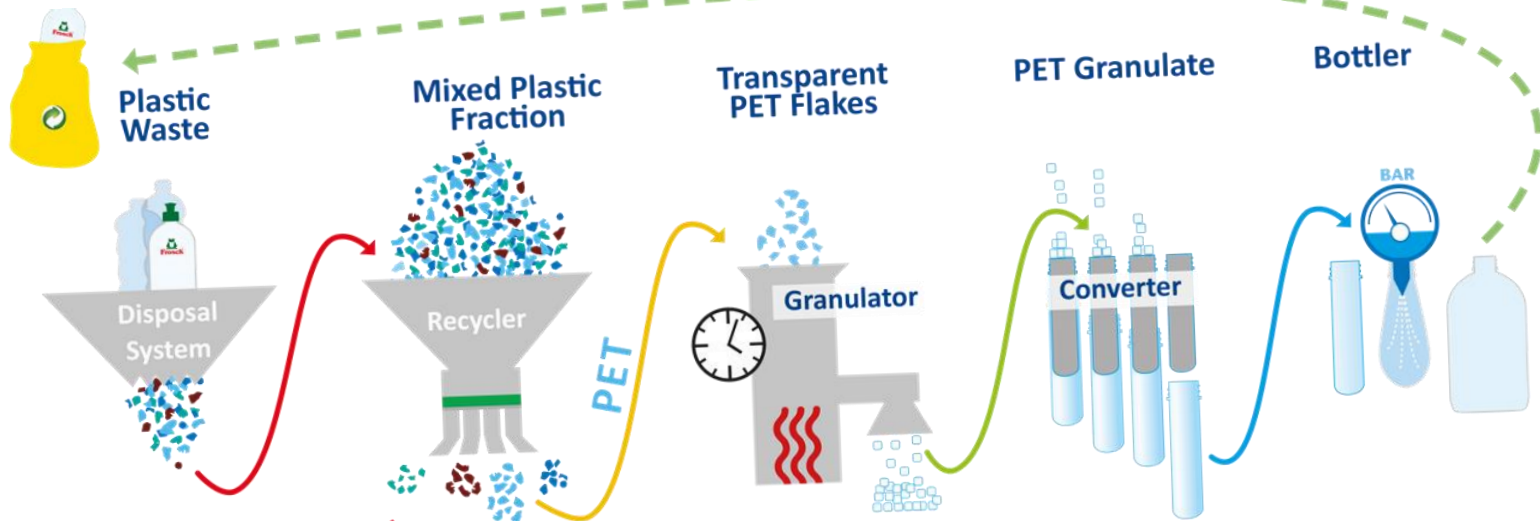


1. Hunting and Hoing
2. Cariven.com (not-verified) and great consumer waste as an input
Source: Ellen MacArthur Foundation, Skills and Materials Center for Business and Environment, drawing from Bourgeat & McDonough, Cradle to Cradle (2012)



1g de r-PET émet 3x moins de CO₂

100% plastique Post conso



Other Plastics
Polyolefin

Powersort



100% R-PET certifié FDA

570 tonnes de CO₂ en moins





We for Recyclates

RECYCLATE-INITIATIVE



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

