



Project MAINSTREAM

“Design and Management for Circularity - the Case of Paper”

November 19th 2015

Jean-François ROBERT

Where do we stand ?

- ▶ Local circularity naturally exists since centuries (reuse of steel and stones to build cathedrals...)
- ▶ But thanks to lower cost access to resources, our economies have been wasting resources for decades to reach the point that humans are using more than the land is capable to deliver.
- ▶ Climate change
- ▶ Increase of resources costs
- ▶ Increase of waste management costs



▶ A new model, a new circularity is needed

World Economic Forum MAINSTREAM project

- ▶ Scope : accelerate the transition to the circular economy, by taking collaboration to a new level.
- ▶ Collaboration with the Ellen MacArthur Foundation, supported by McKinsey and Company
- ▶ 3 core projects



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

PROJECT
MAINSTREAM:



PET, other polymers (PP,PE)

**Global plastic
packaging roadmap**



Asset tracking

Asset tracking



Paper and board

**Eco-design
starting with paper**

Paper is a wonderful laboratory for circular economy

- ▶ Renewable resource, but with increasing market tension
- ▶ Recyclable resource, but still lot of resource losses
- ▶ Recycling : Energy and water management interest

- ▶ Paper is part of our daily life and everybody, as citizen and as professional, whatever in an private or public structure can take part in the recycling process.

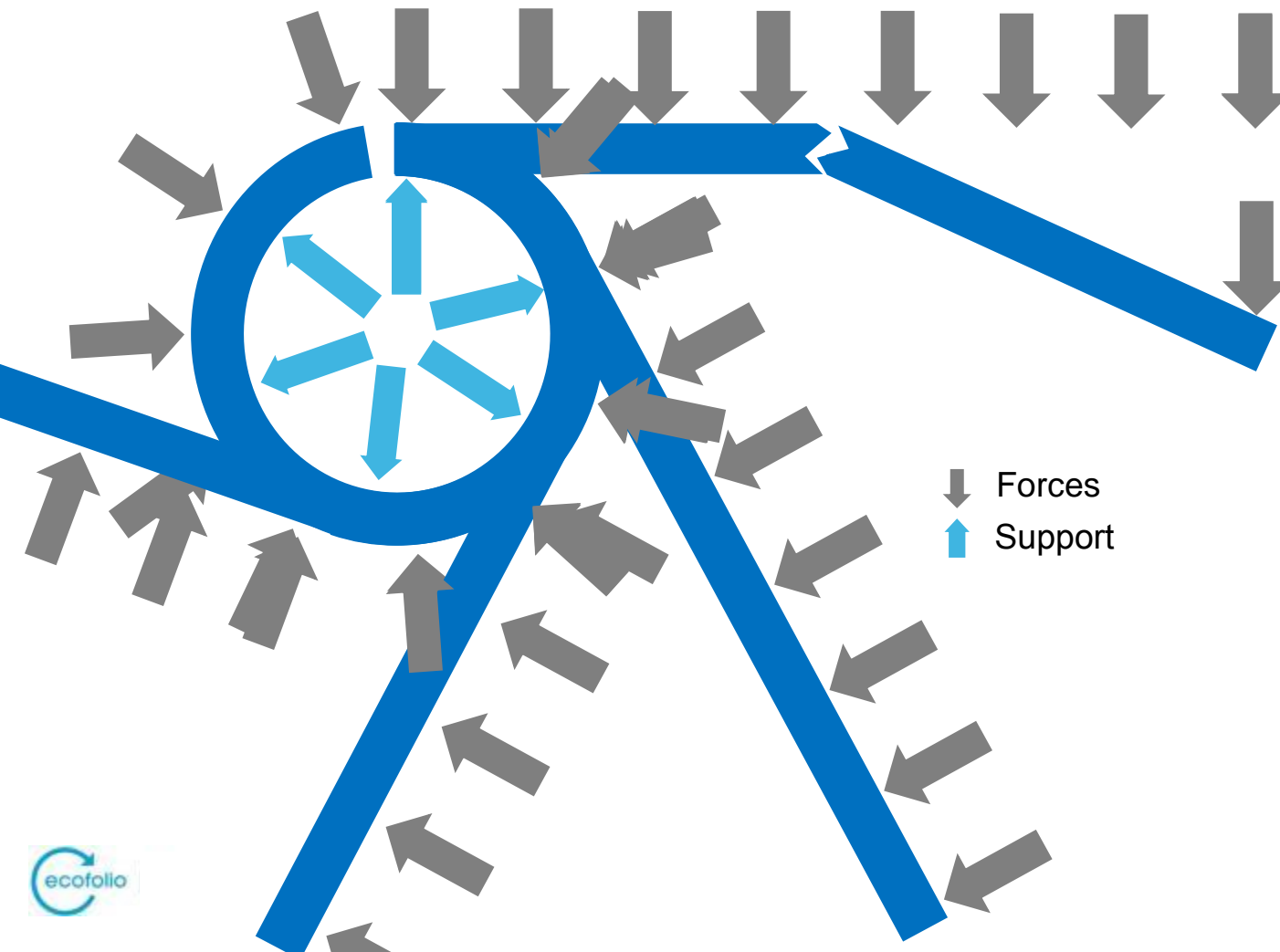
Project MAINSTREAM

« Design and management for circularity » (starting with paper)

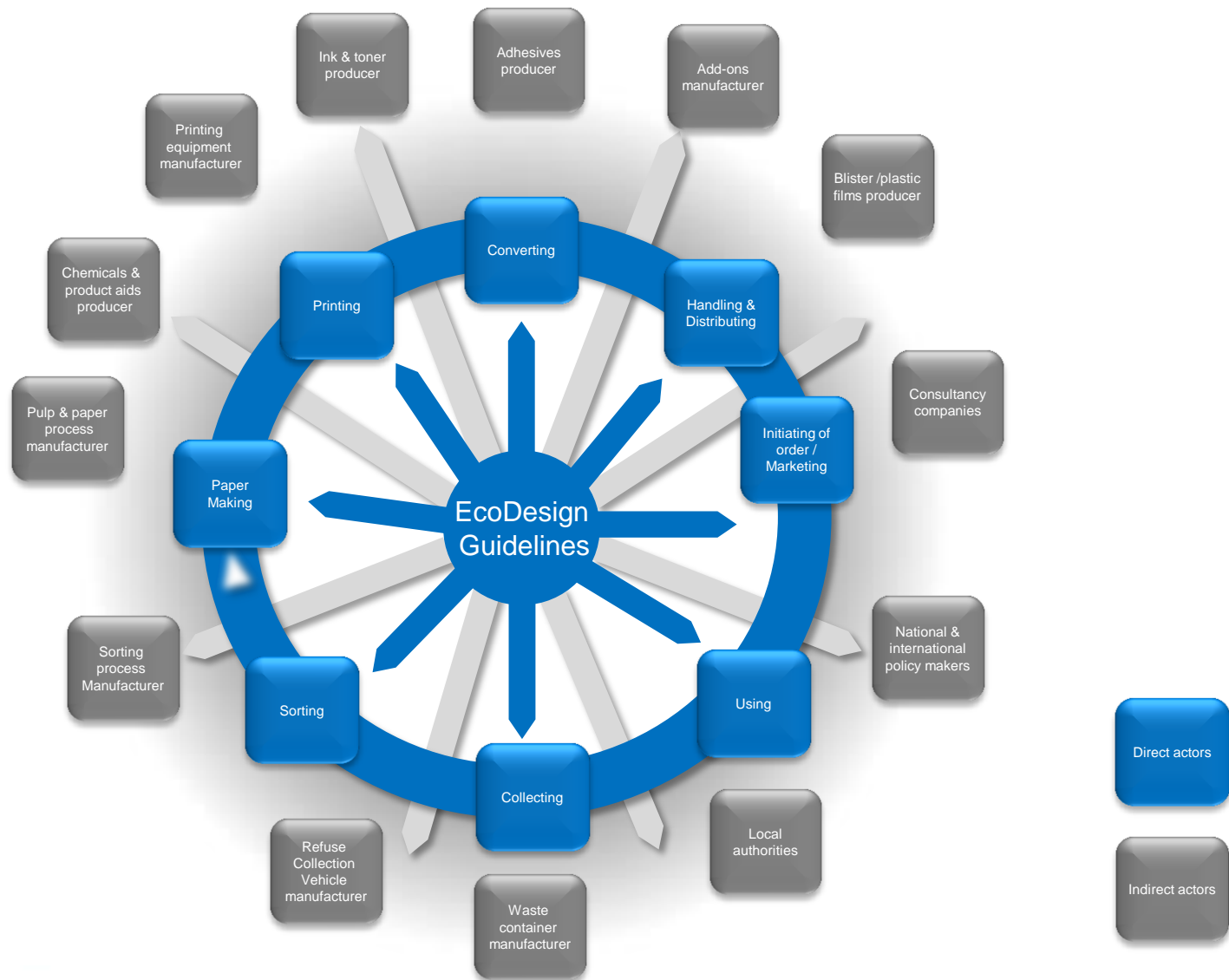
- ▶ Scope : Guidelines and recommendations to direct and indirect actors of the paper product lifecycle on how to improve circularity of cellulosic fibres
- ▶ Members :
 - CEPI
 - OCE
 - RICOH
 - ECOFOLIO
 - HEWLETT PACKARD
 - SUEZ
 - SMURFIT
 - NALCO
 - DESSO
 - DSM
 - KINGFISHER

Moving to circularity

- ▶ How to bend the business scheme from linear to circular in order to connect the end of life with the production ?

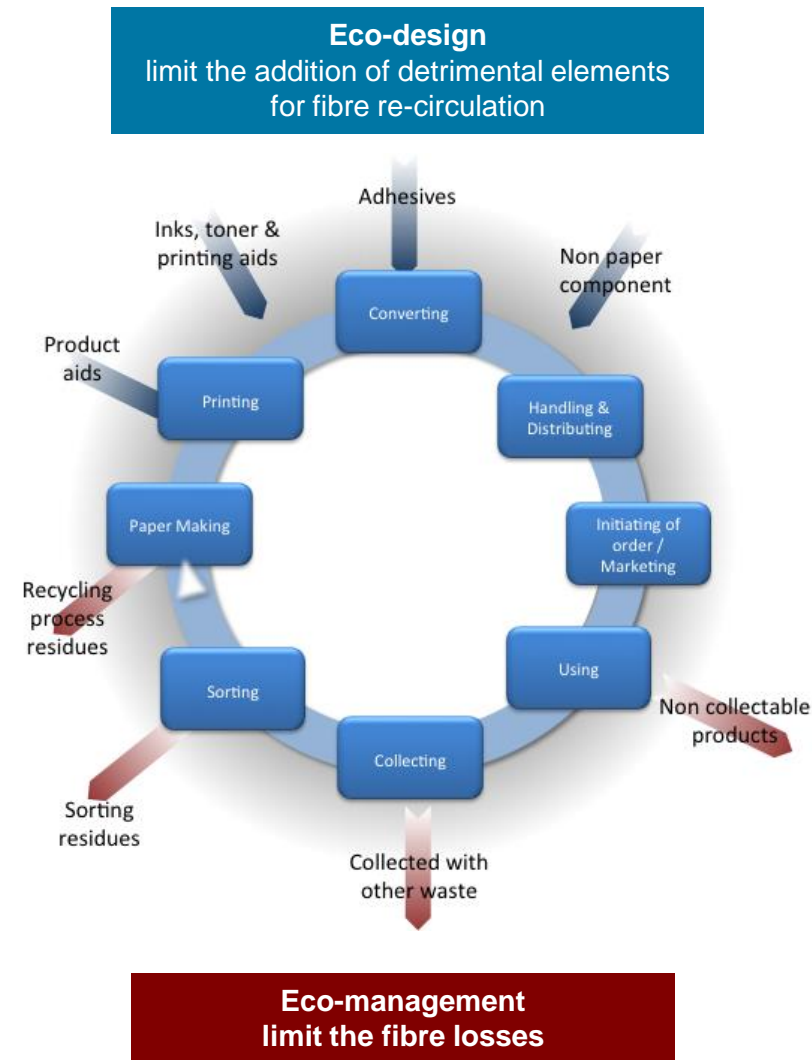


Guidelines = references for paper lifecycle actors



2 mains categories of recommendations

- ▶ **Ride the fibre principle**
- ▶ **Eco-Design** : what to do or avoid doing to the fibre in order to optimize its lifetime, and make it easier and safer to recycle it. These recommendations will mainly concern actors along the supply chain reaching from paper industry to order initiators.
- ▶ **Eco-management recommendations**: how to handle or manage the paper product in order to limit fibre losses. These recommendations will mainly concern actors along the supply chain reaching from end user to the paper recycling industry.



Creating interest for action

- ▶ To move in a circular economy scheme, an actor should understand, but also have an interest to act
- ▶ Long term interest : Environmental & climate change interest
- ▶ Mid term interest : My downstream is coming back in my upstream
- ▶ Short term interest : Market

- ▶ International and national policy makers can create systems to stimulate market demand for circular products/solutions
- ▶ Each actor should be able to create value around fibre while preserving the possibility of following actors to create their own value

Ecofolio : who are we ?

- ▶ Producer Responsibility Organisation accredited by French government in 2007 (renewed in 2013) in charge of Enlarge Producer Responsibility for graphic papers
- ▶ Core objective : develop paper recycling rate in France up to 55% in 2016 (vs 42% in 2012)
- ▶ Ecofolio :
 - Creating and sharing knowledge
 - Creating interest to act :
 - Financial support to local authorities to increase the recycling rate
 - Modulated Eco-Contribution Scale to stimulate eco-design
 - R&D





Thank you