

ECR

CIRCULAR ECONOMY

WEBINAR SERIES



WEBINAR 3: Circular Economy Case Studies for the Retail & Consumer Goods Sector

Global circular economy initiatives that retailers and manufacturers are joining to progress this topic in a collaborative way

Tuesday, 4th February 2020; 14:00 CET

PLEASE TYPE ANY QUESTIONS INTO THE CHAT FUNCTION AND TIME PERMITTING WE WILL TRY TO ANSWER THEM.

TODAY'S AGENDA

Introduction ECR & Circular Economy from a FMCG sector perspective

- Silvia Scalia, ECR and training Director, ECR Italy

The Consumer Goods Forum

- Ignacio Gavilan, Environmental Sustainability Director, The Consumer Goods Forum

Lucart

- Tommaso De Luca, Corporate Communication Manager, Lucart SpA

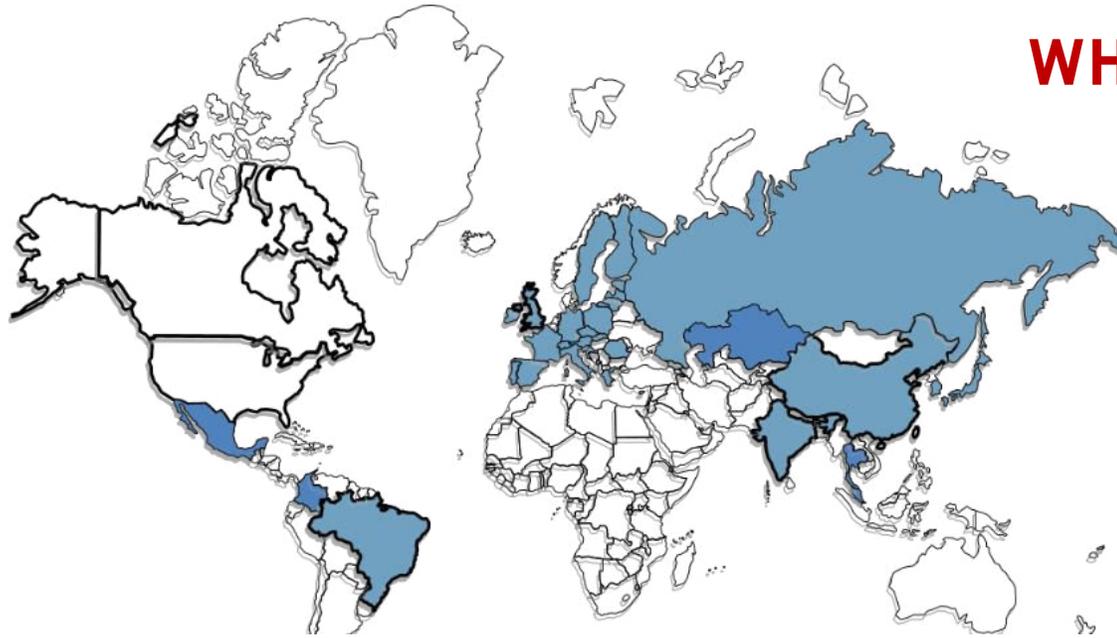
(RE)SET

- Frank Gana, cofounder and Board Member, (RE)SET

Q&A

Our Speakers





WHAT IS ECR COMMUNITY?

The **global association** for all ECR organisations in the Retail & Consumer Product Group sector

A **not-for-profit**, membership association

Its members are made up of:

1. ECR Nationals
2. ECR Expert Groups (e.g. Shrink & OSA Group)
3. Industry Representative Associations

WHAT IS ECR (EFFICIENT CONSUMER RESPONSE)?

ECR is a **collaboration** model:

"Transforming the way we work together to **fulfil consumer wishes better, faster and at less cost**"

WHAT IS THE **CIRCULAR ECONOMY**?

WHAT?

A NEW WAY TO **DESIGN, MAKE**
AND **USE** THINGS WITHIN THE
BOUNDARIES OF OUR PLANET

HOW?

BY REDUCING WASTE AND
MAXIMISING THE USE OF OUR
RESOURCES

SHIFTING FROM:

Linear model
«Cowboy economy»



Circular model
«Spaceman economy»



Kenneth Boulding



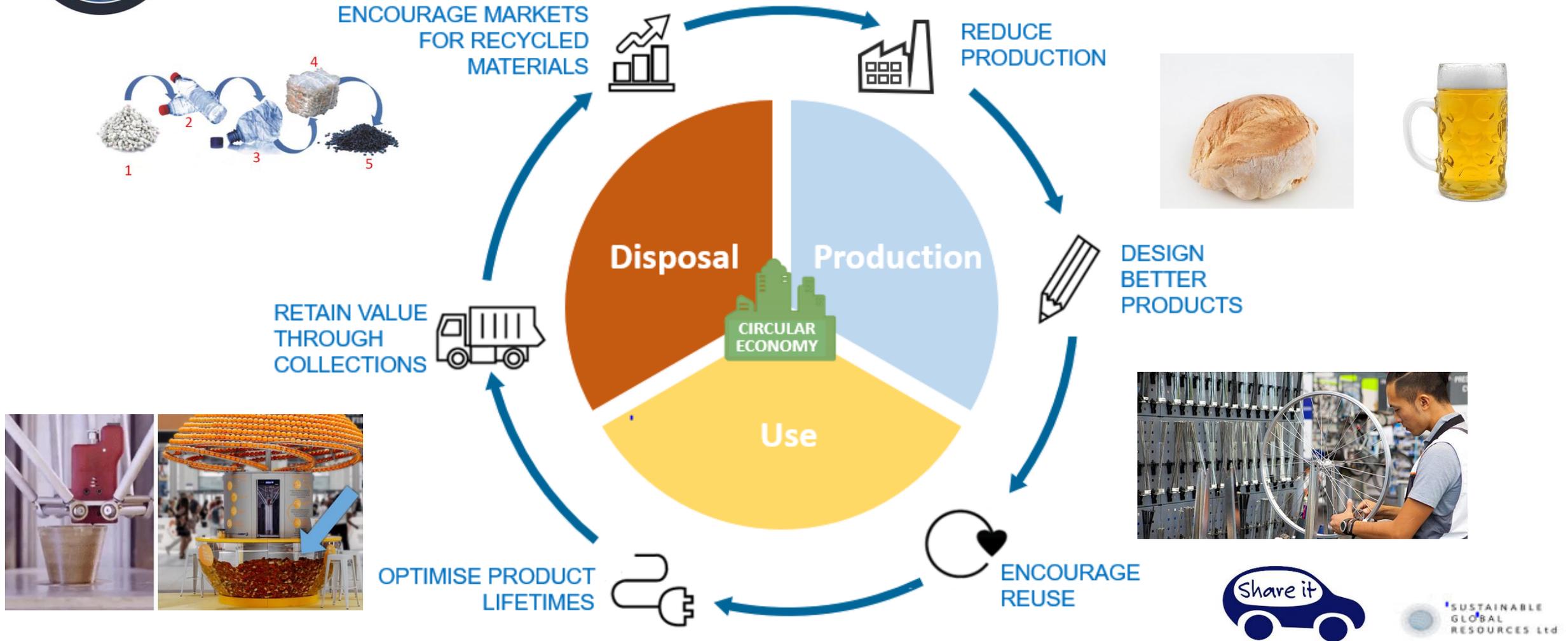
WHAT IS THE **CIRCULAR ECONOMY**?

**OUR WORLD IS NOW ONLY
8.6% CIRCULAR**

Annual circularity gap report, 2020



HOW IT APPLIES TO **YOUR BUSINESS**



THE **KEY FACTOR** FOR SUCCESS



COLLABORATION

Between business
partners and with the
consumer



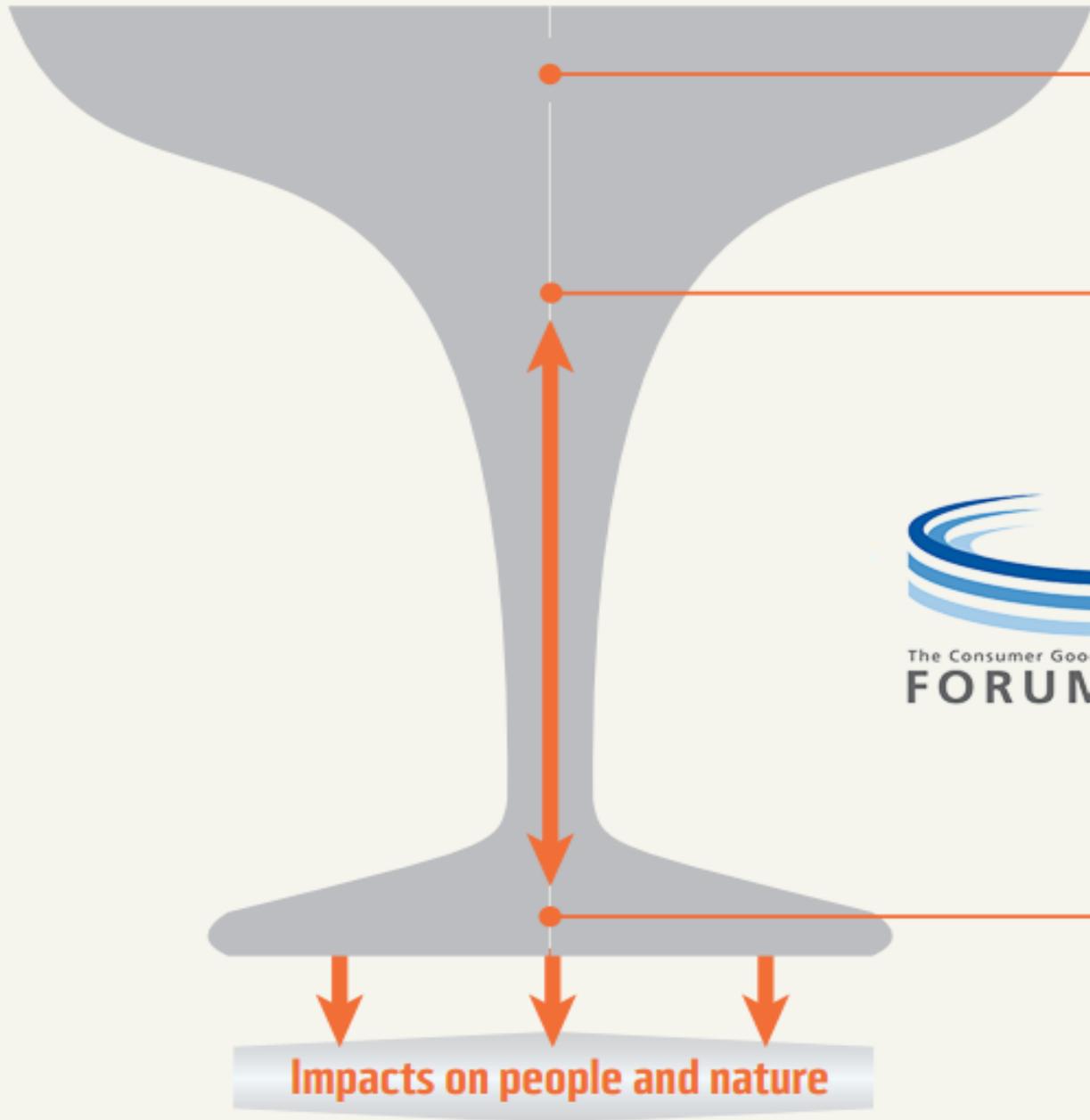
ECR WEBINAR SERIES

Circular Economy

February 2020

Ignacio Gavilan

The Consumer Goods Forum



Consumers

Persuade 7 billion consumers?

Supply chain

Some 500 companies control around 70% of choice



Greatest Point of Leverage

Primary producers/extractors

Engage with 1.5 billion producers?



Impacts on people and nature

Our Board – 54 CEOs



**SOURCE FOOD GROWN
REGENERATIVELY,
AND LOCALLY WHERE
APPROPRIATE**

**DESIGN AND
MARKET
HEALTHIER
FOOD PRODUCTS**





CIRCULAR ECONOMY
Plastics Waste

PLASTICS WASTE – HOW TO STRUCTURE OUR WORK

- **Optimising packaging design:** focus on finding ways to collaborate, pre-competitively to optimize designs for packaging to enable higher recycling or recovery rates. The first focus is on flexible film packaging (includes wraps, sachets, pouches, etc.) with the aim to enable recycling of flexible film back to new film packages.
- **Consumer engagement:** we need to make recycling a cultural norm, by shaping public understanding of recycling practices, focus the debate on waste as the issue, not plastic, and empowering people to become multiplier/ ambassadors.
- **Enabling collection & recycling systems:** to fix a rather inefficient collection system across many nations, large investment is required. CGF members will work define the most optimized cost-effective blueprint system design. In addition packaging waste recycling rates remain relatively low (12% for plastics packaging). We need to understand financial needs and solutions to collectively improve this situation.

Sharing the future



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**MAKING SUSTAINABILITY
A PREDICTABLE DRIVER OF GROWTH**





FROM COMPLIANCE TO COMPETITIVENESS

THREE CONSULTING PACKAGES TO SUPPORT AND ACCELERATE THE
TRANSITION TO CIRCULAR ECONOMY OF LEADING ACTORS



STRATEGIC CIRCULAR DIAGNOSTIC

Assessing the size of the circular opportunity, identify threats and picture a set of action to leverage strengths and mitigate risks.



OPEN INNOVATION PROGRAMS

See next slides



CHANGE, CULTURE & TRAINING

Define and deploy the processes, tools and techniques to manage the people side of change to achieve Circular Transformation at any level of the enterprise and its supply chain/eco-system..



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ON GOING OPEN INNOVATION PROGRAMS

PACKAGING

(RE)SET RETAIL

FURNITURE

(RE)SET FURNITURE
for **Écomobilier**

TOURISM & EVENTS



TIRES



FUTURE PROGRAMS



**SUPPLY CHAIN
WASTE**



**WATER
TREATMENT,**



**FOODTECH
AGRITECH**



TEXTILES

(RE)SET RETAIL

**TOGETHER,
TOWARDS A
PLASTIC-FREE PACKAGING
WORLD**

PLASTIC POLLUTION IS NO LONGER ACCEPTABLE

RESSOURCE DEPLETION
AT THE CURRENT PACE OF PRODUCTION THE
WORLD HAS ONLY 40 YEARS OF OIL LEFT

OVER CONSUMPTION
40% OF PLASTIC PRODUCED IS FOR
PACKAGING

OCEANS POLLUTION
EVERY MINUTE, THE EQUIVALENT OF ONE
GARBAGE TRUCK OF PLASTIC IS DUMPED
INTO OUR OCEANS





REGULATION PRESSURE GROWS EXPONENTIALLY

GREEN TAXES RISE

WITH MORE THAN 700 M€, THE FRENCH ECOTAX ON PACKAGING IS RAISING FAST (80% IN THE LAST TEN YEARS). IT SHOULD EDGE 1 BILLION € WITHIN THE NEXT 4 YEARS.

BANS MULTIPLICATION

BANS STARTED WITH PLASTIC BAGS, THEN SINGLE USE PLASTICS. EU IS NOW ACTIVELY WORKING ON MICROPLASTICS AND THINKING ABOUT OTHER PRODUCTS/POLYMERS BANS.



PLASTIC CONCERNS ON RISE FOR CONSUMERS

90%

of consumers would like the government to set up regulation forcing brands to inform how environmentally friendly the packaging of a product is.*

61%

of French consumers aged between of 19 and 29 say that they changed brands last year "mainly for packaging, recyclability or overpackaging.*

55%

of consumers mention plastic when they feel that packaging does not respect the environment.**

*study by the European Association of Cardboard and Flat Cardboard Manufacturers, Pro Carton

**Shopper Action Plus study for Citeo

FRENCH PLASTIC PLEDGE

A GROUP OF LEADING CORPORATIONS
COMMITTED THEMSELVES TOWARDS
A MORE SOBER USE OF PLASTIC

FRENCH PLASTIC PLEDGE SIGNED ON 02/21/2019



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RETAIL

**GROUNDS THEIR PLASTIC PLEDGE
WITH INNOVATIVE AND TANGIBLE ACTIONS**

(RE)SET **RETAIL**

**AN OPEN INNOVATION PROGRAM
DEDICATED TO CIRCULAR ECONOMY IN RETAIL**

BUILD A CIRCULAR ECO-SYSTEM

BUILD A CIRCULAR ECOSYSTEM OF RETAILERS &
PRODUCERS, STARTUPS, SMBS AND R&D LABS

BUILD TANGIBLE SOLUTIONS

FINDING, SELECTING AND DRAWING PILOTS TO TEST
DISRUPTIVE SOLUTIONS, TRANSFORM EXISTING PRODUCTS
AND CREATE NEW BUSINESS MODELS

FOCUS 20 19

PLASTIC-FREE PACKAGING



PROGRAM 2019 : AN IMPRESSIVE START

350

MEETINGS

MORE THAN 350 MEETINGS ORGANIZED BETWEEN SPONSORS, INNOVATORS AND EXPERTS IN LESS THAN 5 DAYS

42

TARGETED SOLUTIONS

42 TARGETED SOLUTIONS PRE-EVALUATED, COMBINING DIFFERENT INNOVATORS

31

PILOTS LAUNCHED

31 PILOTS LAUNCHED AND MONITORED, ADDRESSING **HUNDREDS OF SKUs AMONG THE MOST CHALLENGING ONES (FLEXIBLE PACKAGING, YOGOURT, ...)**

EXEMPLE OF SKU'S ADRESSED WITH PILOTS IN 2019

BE AMBITIOUS, EMBRACE DIFFICULTY TO HAVE A REAL IMPACT



(RE)SET METHOD & PROCESS

12 MONTHS TO SUCCEED, A 5 STEPS PROGRAM



CIRCULAR ANALYSIS

UNDERSTAND THE NEEDS AND TURN THEM INTO CHALLENGES



SCOUTING

ATTRACT AND SELECT THE BEST INNOVATORS TO TACKLE THE CHALLENGES



BOOTCAMP

MEET THE INNOVATORS AND COLLABORATE
-
PILOTS IDENTIFICATION



PILOTS

MINIMUM VIABLE PILOT DEPLOYMENT



DEMO DAY

LARGE SCALE EVENT OPEN TO THE ECOSYSTEM

**FOCUS ON SOME
KEY FACTORS OF SUCCESS**



(RE)SET RETAIL

KEY FACTOR OF SUCCESS – FOCUS 1

THE POWER OF A COLLECTIVE ACTION TO CHANGE THE RULES OF THE GAME

> DEEP UNDERSTANDING OF THE CONSTRAINTS ALL ALONG THE VALUE CHAIN

> CAPABILITY TO IMPLEMENT AND COORDINATE 'CHANGE' EFFICIENTLY

> ECONOMIES OF SCALE

RETAILERS



SUPPLIERS



WASTE MANAGEMENT

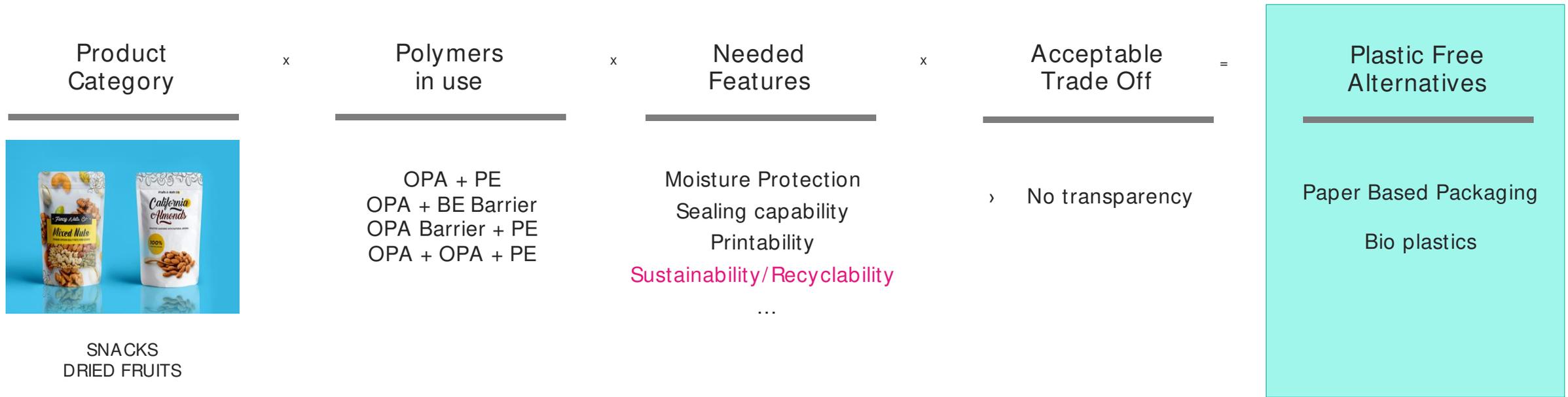


KEY FACTOR OF SUCCESS - FOCUS 2

CIRCULAR ANALYSIS FRAMEWORK

BUILD A STRATEGIC FRAMEWORK THAT CAN BE APPLIED TO **ANY PRODUCT CATEGORY** TO ORIENT SOURCING AND SHARPEN DECISION PROCESS

EXAMPLE:



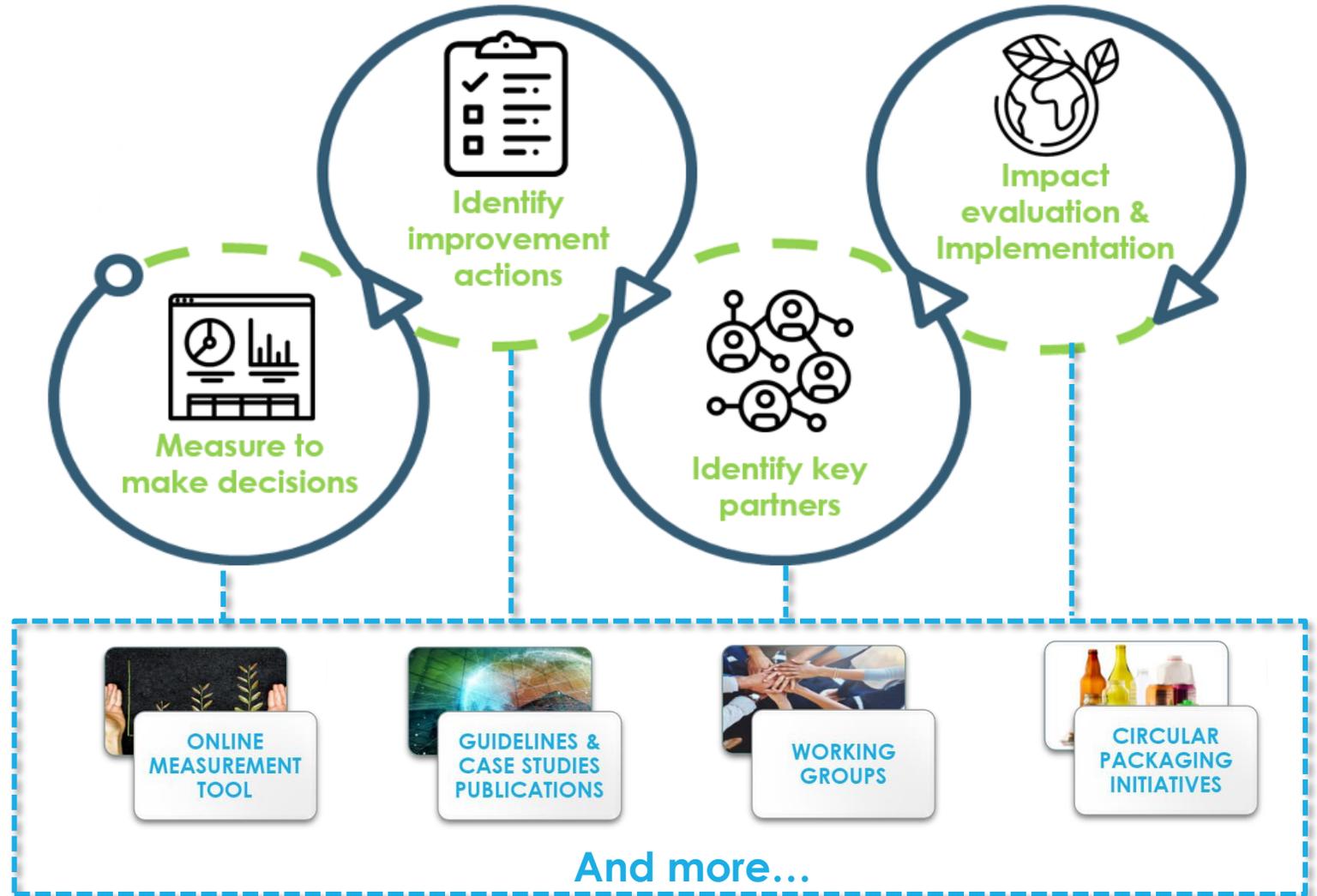
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CONTACT ME TO KNOW
OTHER KEY FACTORS OF SUCCESS
TO TURN SUSTAINABILITY CONSTRAINTS INTO A COMPETITIVE EDGE
fg@theresetcompany.com



HOW ECR CAN **SUPPORT**

Your local ECR organisation could support your company to address the circular economy!





CONTACT US

Any questions or suggestions?

Contact our ECR Community Project Manager
che.mcgann@ecrireland.ie

Access slides and webinar recordings

Visit the ECR Community website :
<http://ecr-community.org/blog-post/ecr-circular-economy-webinar-series>

Find out more from your local ECR organisation on how they are addressing the circular economy

Contact your local ECR organisation
<http://ecr-community.org/ecr-nationals/>

A survey will be sent after the webinar.

Please send us your feedback for the 3 webinars given.