



The Circular Economy – The Way Forward: Rethinking Consumption for Sustainable Growth

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The Circular Economy Strategy, launched by the European Commission on 2 December 2015, targets each step of the value chain – from the design of products to their consumption and repair, as well as remanufacturing, waste management, and feeding secondary raw materials back into the economy.

The circular economy cycle is a resilient and restorative system inspired by nature. Within this cycle almost nothing is wasted, the re-use of products becomes standard practice, and sustainability is built into the design of products. The Circular Economy Strategy will boost the EU's economy and competitiveness with new business opportunities, along with innovative and more efficient ways of producing and consuming (consult press pack for more facts and figures www.circular-economy.prezly.com).

Circular economy thinking helps businesses modernise their practices and business models. Paris-based SME Wiithaa is a forward-looking design studio firm, looking for ways to making the economy sustainable. Brieuc Saffré, Wiithaa co-founder, advises small and multinational businesses on how to put the circular economy principles into practice, avoiding waste at every step of the life cycle. *"Today every company, every community, needs new sources of income and the aim of the circular economy is to create them, but to do so whilst reconciling society with nature."* He then gives a concrete example of customised furniture designed for an express courier company.

Walter Stahel, one of the 'founding fathers' of the circular economy concept, relates how this concept has been influential in developing the field of sustainability and explains the 'service-life extension of goods' (reuse, repair, remanufacture and upgrade). Changing our mind-set on ownership, he says, could help develop a more circular economy. *"Owning a good makes sense if that good increases in value. So owning a house makes sense. Owning a computer or any disposable goods doesn't make sense, so therefore you should rent it."*

Marcel Peters and his Dutch company Bundles put this thinking into practice by offering customers the possibility of renting household appliances like washing machines and tumble dryers instead of owning them. *"There should be a way to use appliances as a service and to use the materials again to make new appliances, not creating any waste."*

Bundles help customers monitor their consumption of energy and detergents thanks to an app, receiving guidance and feedback in order to be as cost and resource efficient as possible, resulting in washing machines lasting twice as much as those that are bought. Giants in the household appliance sector like Miele are partnering with Bundles' initiative, delivering the appliances, ensuring maintenance and supporting Bundles with their

knowledge of the market. Marcel Peters, CEO of Bundles adds: *"What is actually innovative and really new to this economic model is the way that different people and different parties, institutes, collaborate to deliver a whole different experience to the consumer with much less impact on the future of our planet."*

The Commission's new Circular Economy Strategy was launched by the European Commission on 2 December 2015. Walter Stahel welcomes the new policy package and elaborates: *"The new Commission has picked up the challenge again. That would really be an opening for a new economy that would be resource-efficient, it would be economically profitable. So basically all the things that we want."*

Further images on the Circular Economy Strategy announcement - Europe by Satellite schedule on 2/12/2015:

- 12:00 – Read-out of the College meeting – announcement of the launch
- 15:20 – EP Plenary session – Decision adopted on the Circular Economy Package - Commission statement

<http://ec.europa.eu/avservices/ebs/schedule.cfm?sitelang=en&page=3&institution=0&date=12/02/2015>

SHOTLIST:

ANIMATION (1'19")

English Voice Over: In nature, everything is upcycled. Plants absorb light, leaves grow, soil is enriched, seeds sprout - ready for the cycle to start again. There is no waste, everything is reused. In fact, waste as we know it comes from just one species – us. But maybe, not for long.

The circular economy ends our reliance on the rubbish heap, and turns waste into a resource. Sustainability is designed into products, remaining valuable until the end, when they can be introduced back into the production cycle. One industry's waste becomes another's raw material.

The EU is already on its way to the circular economy. Through eco-design, waste prevention, and the re-use and recycling of products, businesses across Europe are making our society and environment more resilient. In the coming years, they could go on to save billions of euros, create jobs, and greatly reduce greenhouse gas emissions.

Keywords:

00:09 PLANTS absorb light
00:11 Leaves Grow
00:14 Soil is Enriched
00:16 seeds sprout
00:39 GLASS
00:52 eco design
00:55 Waste prevention
00:57 Reuse & Recycling of products
01:06 CALENDAR
01:10 €
01:12 JOBS
01:15 Reduces CO2 EMISSIONS

01:19 CIRCULAR ECONOMY... ...it's the WAY FORWARD!

NEWS FOOTAGE (4')

01:25 PARIS exterior shots.

01:30 BRIEUC SAFFRÉ – Co-founder Wiithaa:

01:34 cutaway shots in Wiithaa workshop in Montreuil, Paris, FR.

"At the moment we're working for a company that specialises in handling mail. Their outward flow is fully loaded because they deliver mail to companies, but the return flow is empty because they've delivered the mail. So we're working with them to set up a new activity to collect paper and cardboard waste and used printer cartridges so that they're fully loaded on the return journey. So this is a new storage system that we've created using boxes to collect waste which previously wasn't recycled very well in these companies. We're going to present it to our client tomorrow and test it over the coming weeks."

02:05 *"Our positioning is quite unusual. But given the difficulties that more and more companies are encountering, the circular economy represents a new opportunity for them and therefore they really need assistance and action. That's why we offer both advice and a design service. That makes it really advantageous. We not only open up their minds but we move straight to action in the implementation."*

02:29 Briec Saffré drilling a wood plank

"Today every company, every community, needs new sources of income and the aim of the circular economy is to create them, but to do so whilst reconciling society with nature."

02:48 PR. WALTER R. STAHEL – Founding father of the circular economy concept:

"Owning a good makes sense if that good increases in value. So owning a house makes sense. Owning a computer or any disposable good doesn't make sense, so therefore you should rent it. Renting a washing machine may make sense for the user, because basically then you don't have the problems of repairs and maintenance."

03:22 MARCEL PETERS – CEO Bundles – Utrecht, NL:

Cut-away shots of washing machine being used.

"I saw a new technology coming up – Internet of Things technology. So I thought there should be a way to use appliances as a service and to use the materials again to make new appliances, so not creating any waste."

03:42 *"We start with washing machines and tumble dryers. What we say is, you don't own it, you just use it. We connect the appliance to the internet. And we do that with a simple plug measuring the energy use, and that way you can also monitor the appliance and give the user feedback on how to use it more efficiently."*

03:58 Infographic illustrating feedback communication circle between the machine, Bundle and the consumer.

04:08 large shots of Miele warehouse.

04:10 *"Right now Miele delivers the appliances. They do the service on the washing machines and the dryers. And they support Bundles with their knowledge of the market and their knowledge of laundry to further build the service."*

04:28 *"What is actually innovative and really new to this economic model is the way that different people and different parties, institutes, collaborate to deliver a whole different experience to the consumer with much less impact on the future of our planet."*

Marcel Peters walking in his warehouse, Vianen (Utrecht), NL.

04:48 PR. WALTER R. STAHEL – Founding father of the circular economy concept, Brussels, BE

Walking in front of European Commission.

"The new Commission has picked up the challenge again. That would really be an opening for a new economy that would be resource-efficient, it would be economically profitable. So basically all the things that we want."

05:08 Signature Circular Economy, The Way Forward, European Commission logo.

Keyword:

CIRCULAR ECONOMY

ENVIRONMENT

WASTE

ECONOMY

ECO-DESIGN