



Shot list ■

Launch of the Circular Economy Strategy 2/12/2015

NEWS FOOTAGE – B-ROLL (11'48")

01 - ENV278-BROLL-01-HD = ITW CEO Didier Pierre (NOFF) + General images at NOFF

Images of a press visit to the Nearly New Office Facilities (NNOF). NNOF is a company based in Vilvoorde (Belgium) that reduces the environmental impact of businesses by recycling and upgrading existing office furniture into new contemporary workplaces. With this approach NNOF interior designers create new furniture that fits completely into modern new office concepts. Their office buildings are EMAS regulated and NNOF estimates that since mid-2011, they have helped reduce about 160 tons of CO₂ which is approximately 3 000 new chairs, 1 000 new cabinets and 2 500 new desks.

00:00 DIDIER PIERRE – CEO of NNOF (Nearly New Offices Facilities):

Interior of NNOF offices

“Initially NNOF was founded to reduce our carbon footprint. And what do we do to reduce it? We try to reduce as much as possible what we find in office environments, to consider everything that we find in the old offices as material where we can work from for getting newer furniture.”

00:25 “If we see what happened in our company in the last 10 years by working more circular, we grew at a speed, we doubled our turnover and the number of employees each 5 years. If everybody in the European Community starts working locally, and thinking globally, really working locally and try to keep as much economy inside our borders, I think it will be good for us.”

00:56 “If the customer does not ‘NNOF’, he is going to buy new, and when he buys new he creates waste because he has to do something with the old. So when we ‘NNOF’, out of the old we make the new, so we create also less waste. So if you take those two components, the waste and the cost of NNOF, we are always much cheaper than new.”



01:17 *"I think there is a lot to do to communication, and how we embrace this new economy and make clear to the people that whether it is reused or whether it is new, it is the same quality, it has the same guarantees, etc. And it looks the same, it feels the same, quality-wise it is the same."*

1:34 – 7:06

Cut-away shots of NNOF Headquarters (exterior), briefing by NNOF CEO Didier Pierre (interior), tour around NNOF offices, NNOF office furniture, NNOF employees in office space

07:06 – 11:48

Cut-away shots of NNOF warehouse (interior) and workshop (interior)

Keywords:

CIRCULAR ECONOMY
ENVIRONMENT
WASTE
ECONOMY
ECO-DESIGN
CARBON FOOTPRINT
NNOF
CONSUMPTION

NEWS FOOTAGE – B-ROLL (10'15")

02 - ENV278-BROLL-02-HD = ITW Commissioner Karmenu Vella + General images at European Commission + Briefing with Commissioner Karmenu Vella

Interview with Environment Commissioner Karmenu Vella on 2/12/2015

00:00 ENVIRONMENT COMMISSIONER KARMENU VELLA:

"The circular economy is an attempt to do away with the linear economic model of 'take, make, consume and dispose'. Moving to a circular economy can break these patterns and we can reinvent our entire economic and business models. This Circular Economy Package is the result of a very broad coordination effort during the last few months across different policy areas. The circular economy does not simply address the environmental concern but it is also an economic solution, which will restore competitiveness to the European economy, and it will also complement this Commission's priorities of creating jobs, growth and investment."



And I also have to say that the proposals that we have adopted in College this morning cover the full cycle of a product.”

01:00 “To start with the circular economy, it is mostly about resource efficiency. The plans will extract the maximum value and will make maximum use of all the resources, of all the raw materials, and products and also waste. Circular economy is not just about waste and waste management. It is also about products specifically designed for a circular economy model. And I am referring to the whole process from material extraction, design and production, use and re-use, recycling, and again back to production. It will bring energy savings as well and it will also reduce greenhouse gas emissions. There is comprehensive action in areas such as eco-design, industry, food waste, plastic, water reuse, chemicals, green public procurement, construction so on and so forth. Just to give you an idea about the broad scope of circular economy. And all this is backed... the whole Package is backed with operational and financial support.”

02:18 “Well, the circular economy has the potential to significantly improve the competitiveness of the EU economy. And we can only grow our economy if we are competitive. In other areas for example, the EU for example is already advanced in energy efficient, in low carbon and resource efficient technologies. And this is an area of competitive advantage that we must continue to build on. And circular economy does that. The transition from linear to a circular economy can also save around EUR 600 billion for EU businesses, it can create close to 600 000 jobs and it will contribute to reducing EU carbon emissions by some 450 million tonnes every year.”

03:13 “Climate change. The circular economy links with a number of other sectors, not least climate action. Around 500 billion tons equivalent of CO₂ could be avoided between now and 2035 if the proposed targets are met. Recycling and reducing landfilling will also continue to lower methane emissions which are associated with landfills as well. Not to mention that increased recycling will reduce energy consumption. Energy needed to process primary raw materials is much higher than that needed to process recycled material. Also, waste prevention and recycling, as well as improving product durability and reparability will contribute to greenhouse gas reductions by some 2-4 % by the year 2030. Finally, circular economy will also positively impact both the energy intensive industries covered by the EU Emission Trading Scheme (ETS) as well as the so called non-Emission Trading Scheme sectors such as housing, transport, agriculture and waste.”

04:33 “Brussels will definitely support these changes through an action plan which is accompanying the legislative part, and to revised waste legislation aiming to help deliver targets. Targets set in the proposal are also accompanied by support measures, and



financing is one of these support measures. Private financing, yes, will have a crucial role to trigger investment. And projects can receive a lot of support via the 'Juncker Investment Plan' (EFSI), which is also supported by the European Investment Bank. There is a major initiative under Horizon 2020, called 'Industry 2020 in the circular economy', and this will provide grants of some EUR 650 million to innovative demonstration projects. Also, there will some EUR 5.5 billion available through the structural funds as well."

05:37

General cut-away shots of the European Commission (exterior). People leaving and entering the Berlaymont building (exterior).

06:29

Cut-away shorts of briefing with Commissioner Karmenu Vella (interior). Arrival of Commissioner Vella to the briefing room and communication adviser. Introduction to the briefing by with spokesperson for Environment, Maritime Affairs and Fisheries Enrico Brivio. Images of the briefing.

Keywords:

CIRCULAR ECONOMY PACKAGE
ENVIRONMENT
WASTE
ECONOMY
ECO-DESIGN
BUSINESS MODEL
RECYCLING

NEWS FOOTAGE – B-ROLL (06'03")

03 - ENV278-BROLL-03-HD - NNOF Furniture at Red Cross EU Office in Brussels

Visit to the Red Cross EU Office, which has used NNOF furniture to refurbish the Office space.

00:00

Explanation of NNOF refurbished materials by Anne Lenaerts, NNOF HR & Communication Manager. Olivier Jenard, Red Cross EU Office, Deputy Director, explains why the choice of NNOF to refurbish their offices.



03:09

Tour of the Open Space with Lavinia Baciu, Red Cross EU Office, Communications Officer.
General shots of NNOF furniture in use.

Keywords:

CIRCULAR ECONOMY PACKAGE
ENVIRONMENT
RED CROSS EU OFFICE
NNOF
ECO-DESIGN
RECYCLING