ECR CIRCULAR ECONOMY WEBINAR SERIES

WEBINAR 1: EU Circular Economy Package

What impact the EU Circular Economy Package will have on retailers and manufacturers and how they can transition?

Tuesday, the 3d of December 2019

PLEASE TYPE ANY QUESTIONS INTO THE CHAT FUNCTION AND TIME PERMITTING WE WILL TRY TO ANSWER THEM, OTHERWISE WE WILL ANSWER THEM IN THE WEBINAR FOLLOW UP

OVERVIEW

Today's Agenda

Introduction & Overview of ECR

- Declan Carolan, Head of ECR Ireland | Co-chair of ECR Community

Overview of the EU Circular Economy Package

- Isabelle Maurizi, Environment & Sustainability Lead at Eurocommerce
- Eva Schneider, Sustainability & Communications Manager at AIM European Brands Association

An ECR National Focus: Case Studies from France

- Emilie Chalvignac, Head of Operations at Institut du Commerce | ECR France

Q&A

Our Speakers

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"

PURPOSE

The purpose of the ECR collaboration model is to facilitate and support retailers, manufacturers and service providers to **collaborate** at both a national and international level.

IN PRACTICE

ECR Nationals are established in countries around the world, using this collaboration model for working on topics that are most relevant to their members such as Category Management, On-Shelf Availability, Sustainability and Supply Chain.

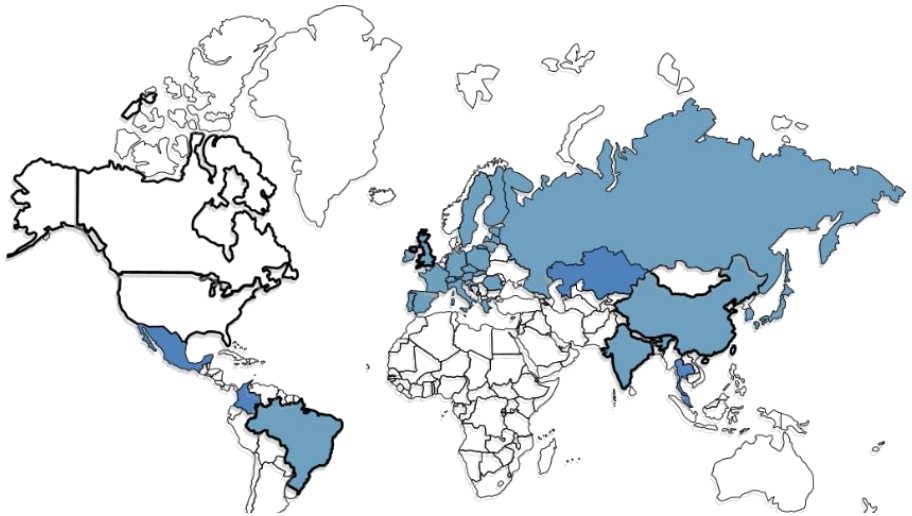
WHAT IS ECR COMMUNITY?

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



ECR COMMUNITY	SLOVAKIA	ECR POLSKA
ECR SHRINK & OSA GROUP	ECR FINLAND	ECR PORTUGAL
	ECR FRANCE	ECR RUSSIA
ECR AUSTRIA	ECR GREECE	ECR SWEDEN
ECR COLOMBIA	ECR IRELAND	ECR SWITZERLAND
ECR CROATIA	ECR ITALIA	ECR UK
ECR CYPRUS	ECR KAZAKHSTAN	
ECR CZECH &	ECR MEXICO	

ECR COMMUNITY ACTIVITIES

OUR OBJECTIVES

1. Act as a forum for our ECR Nationals to **share knowledge** and successful initiatives.
2. Provide a **support network** for ECR Nationals.
3. **Promote** outputs of ECR Nationals & Expert Groups.
4. Promote the **ECR "Collaboration Model"** as a way of working.

OUR FOCUS AREAS

1. Category Management
2. **Circular Economy**
3. On-Shelf Availability (OSA)
4. Digital Supply Chain
5. Supply Chain
6. Food Waste

WHAT IS THE CIRCULAR ECONOMY?

WHAT?

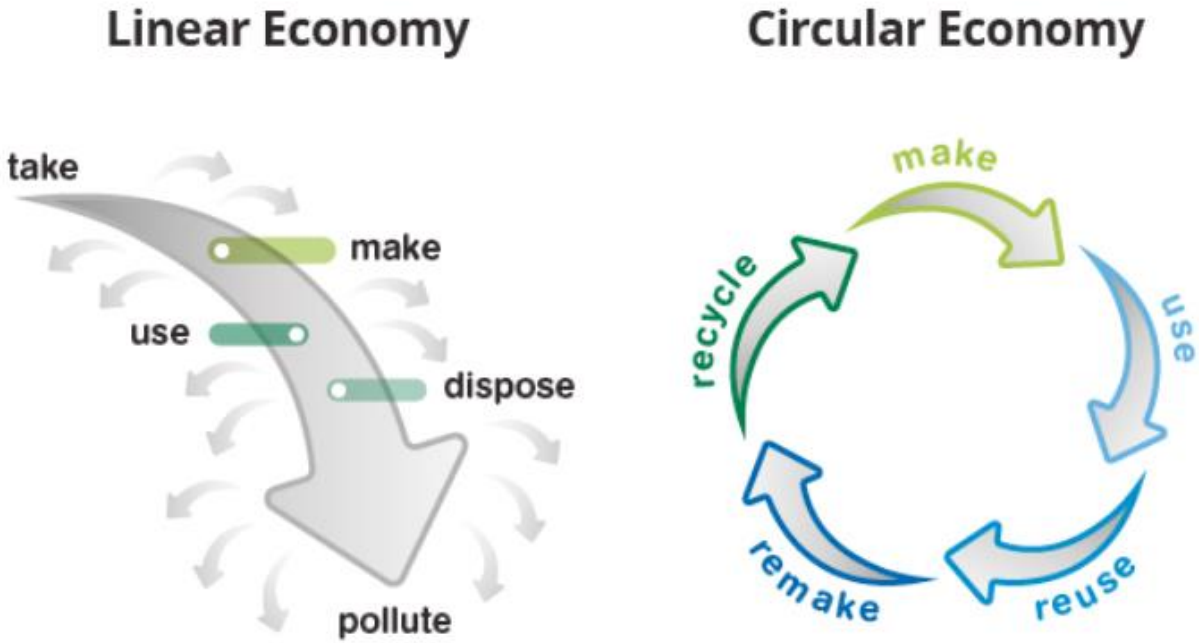
A NEW WAY TO **DESIGN**, **MAKE** AND **USE** THINGS WITHIN THE BOUNDARIES OF OUR PLANET

HOW?

BY REDUCING WASTE AND MAXIMISING THE USE OF OUR RESOURCES

OUR WAY OF DOING THINGS IS REACHING ITS LIMITS"

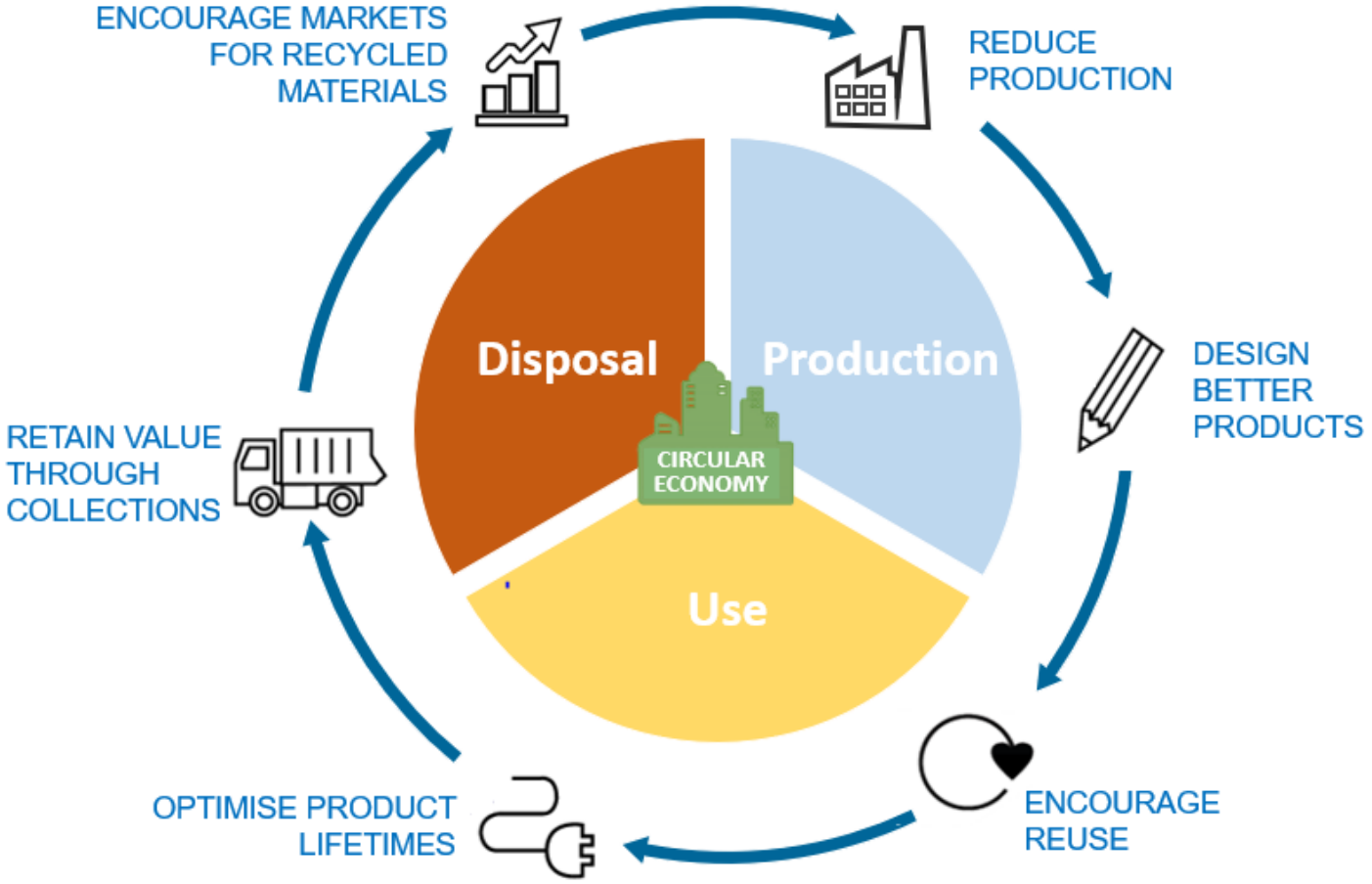
ELLEN MACARTHUR FOUNDATION



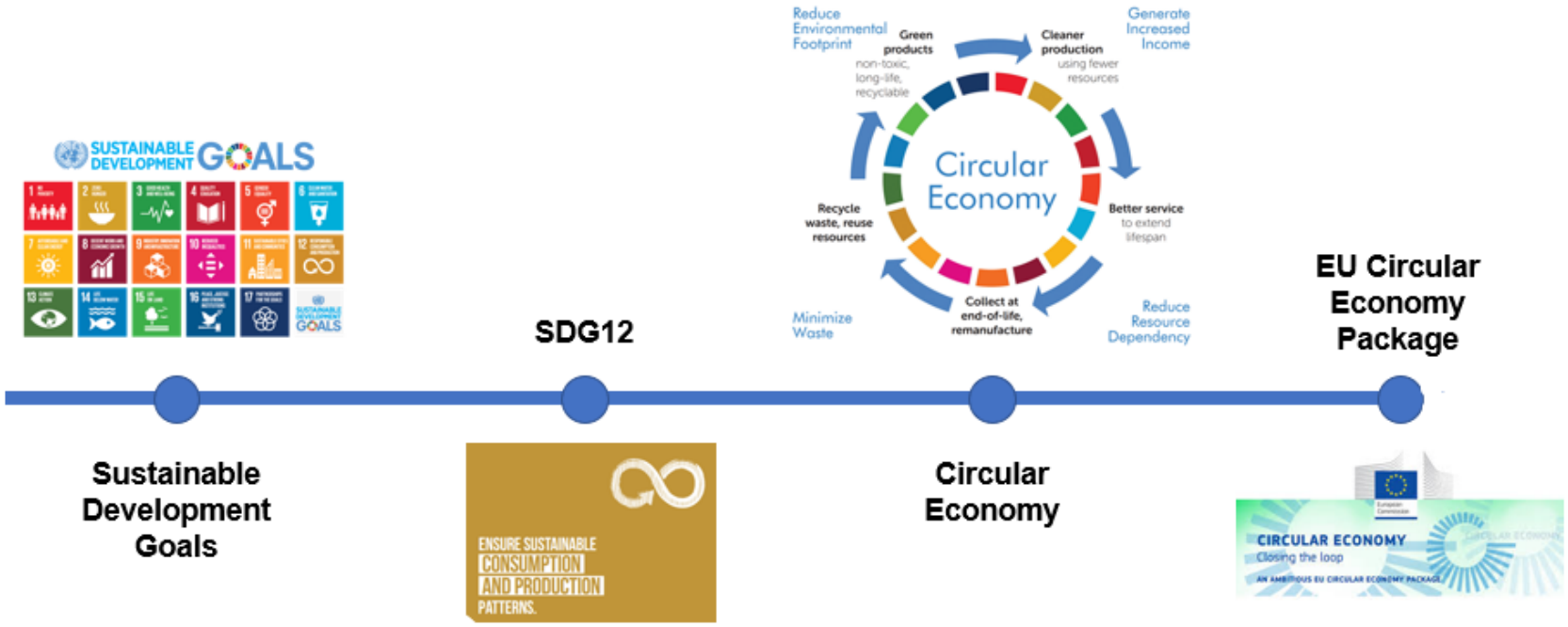
SHIFTING FROM LINEAR TO CIRCULAR

https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy

HOW IT APPLIES TO YOUR BUSINESS



THE SDGS AND THE CIRCULAR ECONOMY



WHY ECR COMMUNITY IS FOCUSING ON THE CIRCULAR ECONOMY?

- **February 2019:** launch of the ECR Focus Group on Circular economy

- **June 2019:** workshop in Vienna with ECR Austria, ECR China, ECR France /Institut du Commerce, ECR Greece, ECR Ireland, ECR Italy, ECR Spain to understand :
  - The level of maturity of ECR local association on circular economy
  - How more "advanced" has launched their local project
  - Define a roadmap for ECR Community

- **Summer-Autumn 2019:** Design of a webinar Serie with the steering committee (Austria, France & Italy)
  - increase general awareness and knowledge around the circular economy in the Retail and Consumer Goods Sector
  - Support the Retail and Consumer Goods sector to rapidly reinvent the way consumer products are sold.

- **December 2019:** Webinar 1 with Eurocommerce & AIM on the EU Circular Economy Package for the Retail and Consumer Goods Sector

CIRCULAR ECONOMY FOCUS GROUP TEAM

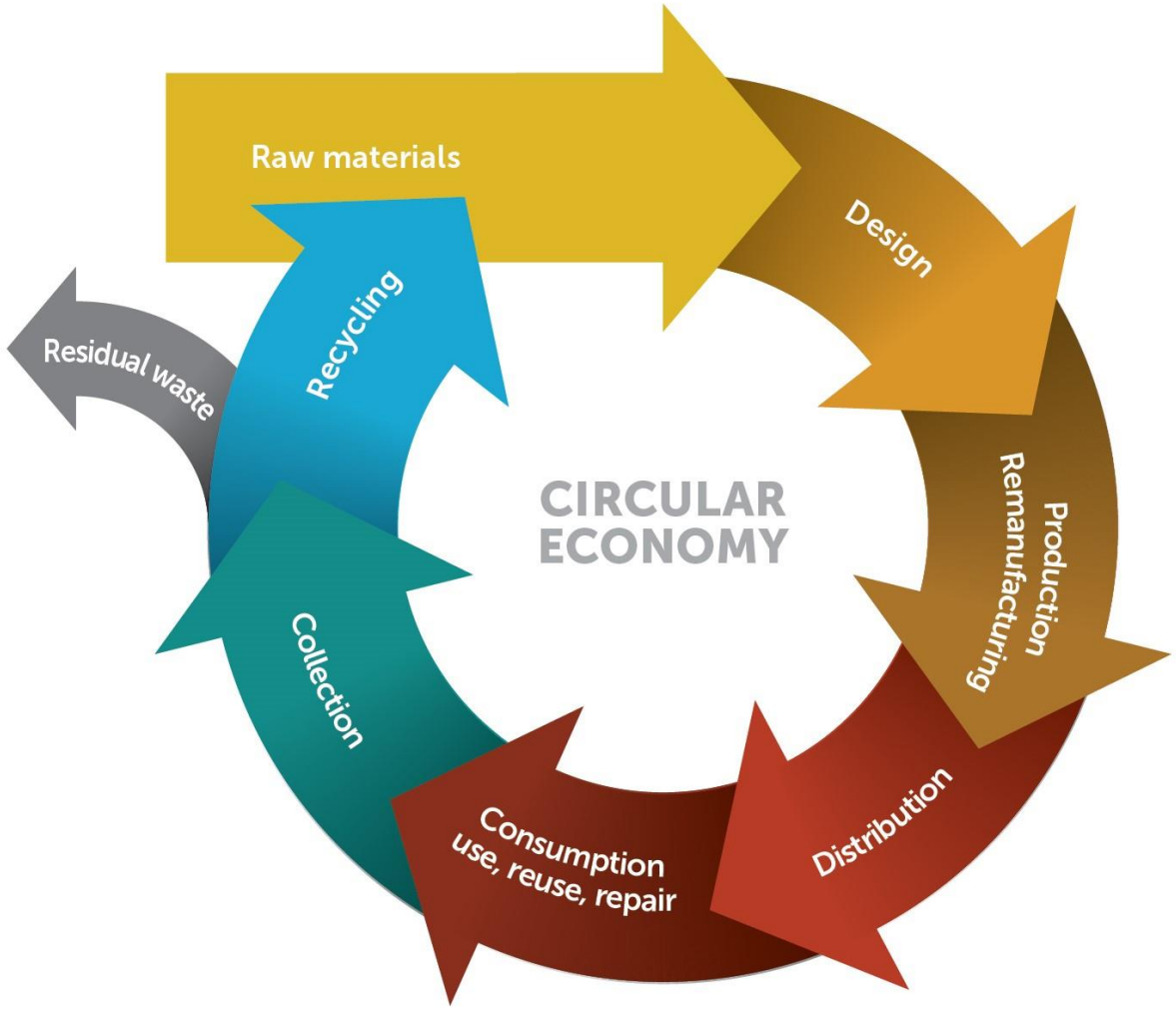
Ché McGann
Project Manager

Emilie Chalvignac
Head of Operation
(ECR France)

Silvia Scalia
ECR and Training
Director

Carolina Gomez
Junior Project
Manager

Teresa Mischek-Moritz
Head of ECR Austria



EU CIRCULAR ECONOMY

Update from a retailer & brand manufacturer perspective

AIM EUROPEAN BRANDS ASSOCIATION

EuroCommerce

03/12/2019

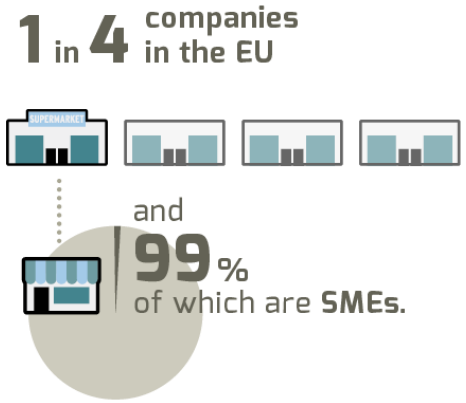
Isabelle Maurizi (EuroCommerce) & Eva Schneider (AIM)

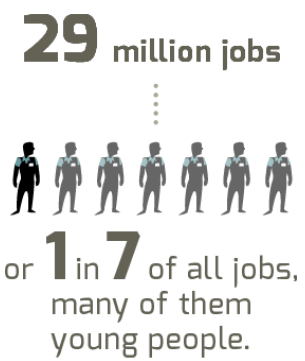
STRUCTURE

- Introduction EuroCommerce and AIM
- Circular Economy 1.0
- European Green Deal & Circular Economy 2.0
- Examples on industry solutions/approaches
- Q&A

EuroCommerce is

...the principal European organisation representing the retail and wholesale sector. It embraces national associations in 31 countries and 5.4 million companies, both leading global players such as Carrefour, Ikea, Metro and Tesco, and many small businesses. Retail and wholesale provide a link between producers and 500 million European consumers over a billion times a day. It generates 1 in 7 jobs, providing a varied career for 29 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.





Our members are

National Associations

Companies

Ahold Delhaize · amazon · A.S. Watson Group · Auchan RETAIL

clas ohlson

coop · DECATHLON · EDEKA

ESSELUNGA · HERBALIFE NUTRITION · IFA · IKEA Services

IKEA Range & Supply · INDITEX · Jerónimo Martins · kappé International

Kaufland · K FOR SHOPPING TO BE FUN · Kingfisher · LIDL

MARKANT · M&S EST. 1884 · MERCADONA · METRO

Musgrave · REWE GROUP · SPAR

TESCO · VORWERK · Walgreens Boots Alliance

Affiliated Federations

GBL (food) · dse direct selling europe (direct selling) · ECOMMERCE EUROPE (e-commerce)

EDRA (DIY) · ETRC (travel) · etu (Finnish Association of Products and Services Trade)

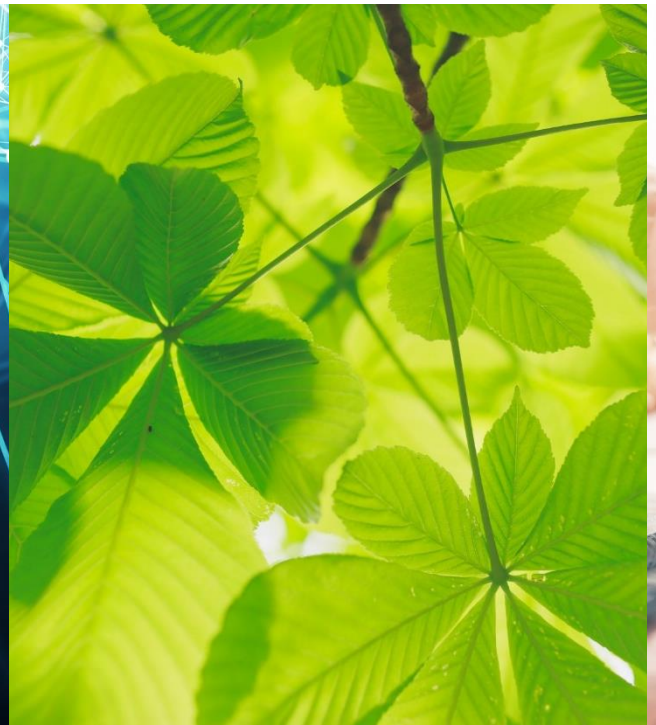
EUEW (electrical wholesalers) · Fecc (Chemical Distribution) · (Piraeus Chamber of Commerce & Industry)

seldia The European Direct Selling Association (direct selling) · SVENSK DAGLIG VARUHANDEL

EuroCommerce

AIM

EUROPEAN
BRANDS
ASSOCIATION



About AIM

AIM is the **European Brands Association** representing **European manufacturers of branded consumer goods**, with focus on FMCG, on key issues which affect their ability to **design, distribute and market their brands**.

In 2019, AIM membership comprises

50 EU corporate members

20 national associations

2,500 companies ranging from SMEs to multinationals

AIM members are manufacturers of branded consumer products that are united in their purpose to **build strong, evocative brands** and as such place the **consumer** at the heart of what they do.

AIM's corporate members alone invested **€14 billion annually in R&D** in Europe in 2014. It places them at fifth in the EU rank for EU R&D investment.

EU consumers spent **€653 billion** on food, drink, home and personal care brands alone in 2014 in the retail sector.

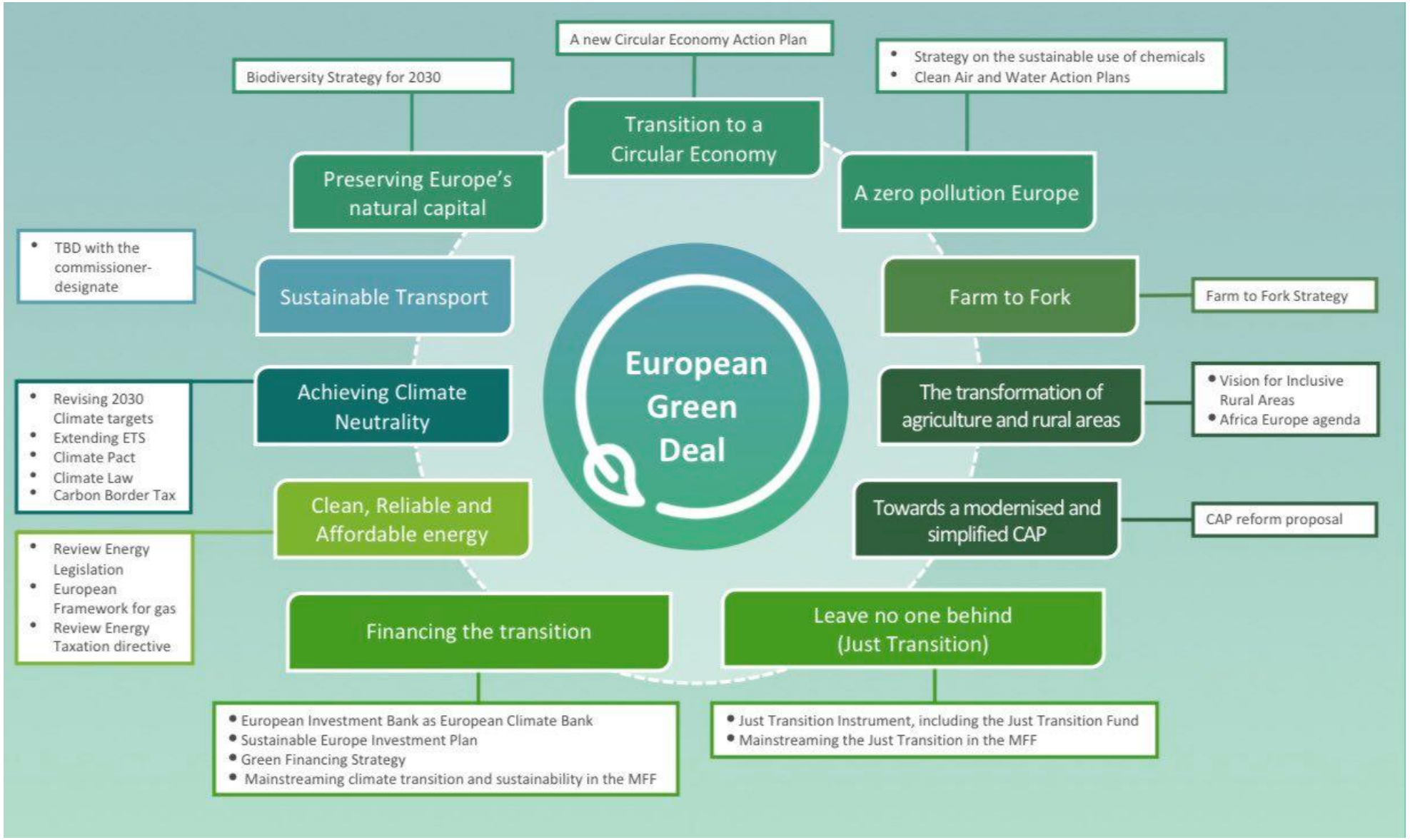
AIM Corporate Members

AIM

National Associations

AIM®
EUROPEAN BRANDS ASSOCIATION

EUROPEAN GREEN DEAL



CIRCULAR ECONOMY PACKAGE 1.0 (2015)

- **Waste legislation:** Published in Official Journal in June 2018
  - **Waste Framework Directive:** Extended Producer Responsibility (EPR) – guidelines for eco-modulation of EPR fees (due in 2020)
  - Landfill Directive;
  - **Packaging & Packaging Waste Directive:** Review of the Essential Requirements for packaging (due by 31 Dec 2020, most likely accompanied by legislative proposal)
  - Directives on end-of-life vehicles, batteries and accumulators, and waste electrical and electronic equipment (WEEE).

- **Eco-design** for household appliances: promote reparability, durability and recyclability of products, in addition to energy efficiency

- **EU Plastics Strategy** – focus on plastics:
  - Single Use Plastics (SUP) Directive:
    - Published in Official Journal in July 2019
    - Workshops & consultation in 2019 - 2020
  - EU pledging campaign to boost the uptake of recycled content in plastic packaging & products
  - Circular Plastics Alliance

- **Product Environmental Footprint (PEF):**
  - Information on the environmental performance of products, considering the whole supply chain, from the extraction of raw materials to the moment the product becomes waste, is reused or recycled.
  - Consumer empowerment: potential to be used for consumer information

- **Actions to reduce food waste:** including a common measurement methodology, improved date marking, and tools to meet the global Sustainable Development Goal to halve food waste by 2030 -> EU Food Waste Platform

- And others…

SINGLE USE PLASTICS DIRECTIVE

Items with available sustainable alternatives

→ Promote less harmful alternatives: market bans

Items with no clear alternatives

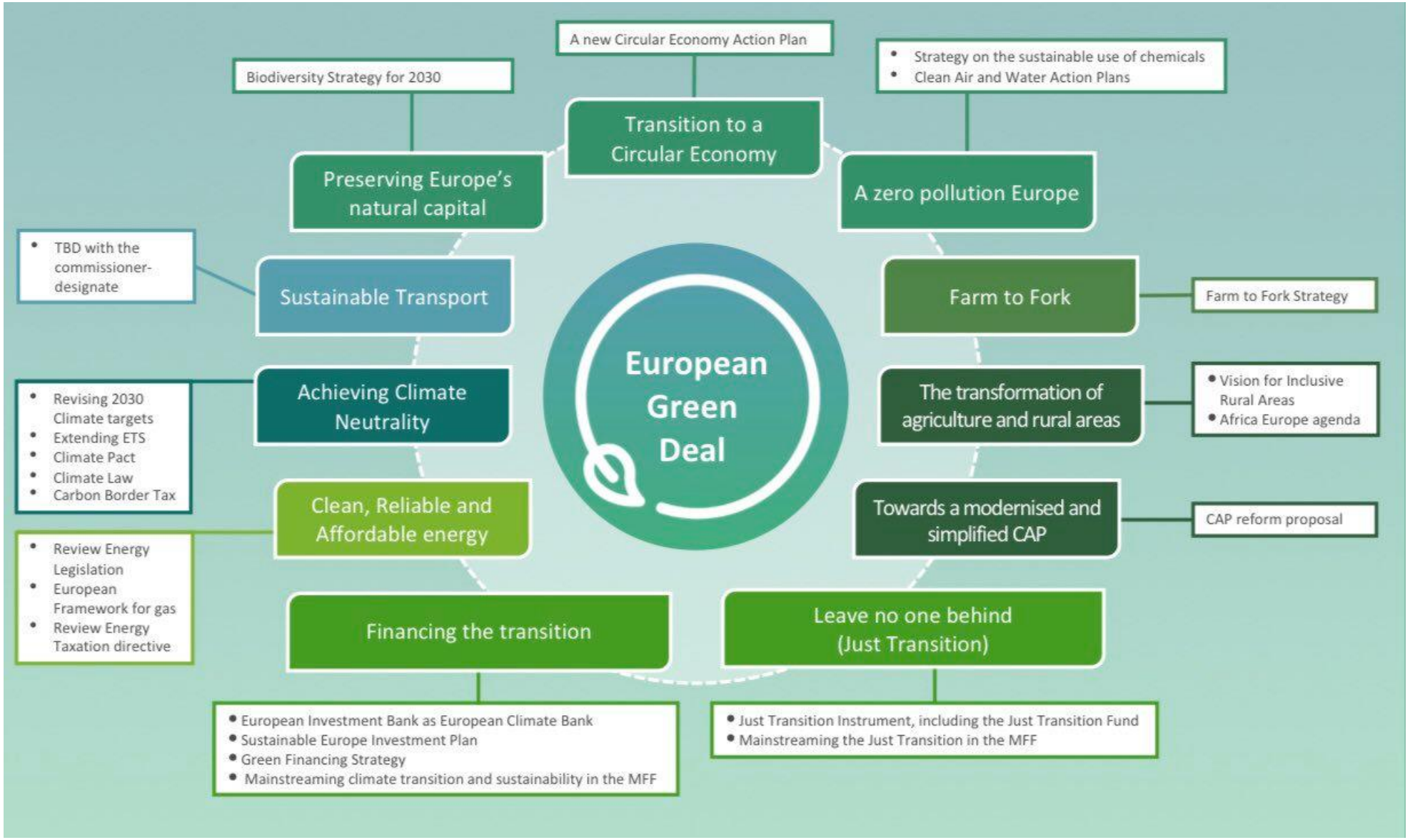
→ Prevention measures: design requirements, consumption reduction, consumer information

→ Better waste management: separate collection, extended producer responsibility + clean-up

EU FOOD WASTE PLATFORM

Measurement	• Delegated Act 2019/1597 published – entry in force on 17 October
Donations	• MS Best Practices document to approved and published in June
Date marking	• Drafting of EC guidance in progress – timing tbc
Implementation	• Sectoral recommendations were discussed in Sept. – EU Platform on FLW on 12 December 2019

WHAT TO EXPECT FROM THE EUROPEAN GREEN DEAL?



EUROPEAN GREEN DEAL

- Draft **Communication on European Green Deal** to be expected for 11 December

- Some priorities…
  - **Climate neutrality**:
    - 1st European 'Climate Law' for 2050 climate neutrality objective: by March 2020
    - Comprehensive plan on how to increase the EU's GHG emission reduction target for 2030 to at least 50% and towards 55%: by Oct 2020
  - Shifting to **smart and safe zero-emission mobility**
  - Promoting **nature-based solutions while preserving and restoring ecosystems and biodiversity**: forest restoration plan for Europe, global biodiversity framework, deforestation-free value chains
  - **"From farm to fork"** – designing a fair, healthy and environmentally friendly food system: White Paper by spring 2020
  - Eliminating all sources of **pollution** (water, air, chemicals)
  - Mainstreaming **finance and investment** and ensuring the just transition: Action plan on green financing in June 2020

CIRCULAR ECONOMY 2.0 (2020) IN THE GREEN DEAL

- **A sustainable industry for a circular and climate neutral economy:**
  - EU industrial strategy by March 2020
  - New Circular Economy action plan by March 2020: including sustainable products initiative targeting the sustainable performance of non-energy related products' value chain
  - New eco-design working plan
  - Initiatives for greening the ICT sector
- **8 product groups** identified as priority with specific actions to "close the loop"
- Future legislation on:
  - **Sustainable corporate governance**
  - **Consumer empowerment**: enable informed choices for sustainable products; simple & easy to understand information; establishment of EU-wide set of rules; PEF methodology as basis

INDUSTRY SOLUTIONS IN A CIRCULAR ECONOMY

Some examples…

- **AIM Brands Nudging for Good initiative:** How Brands inspire consumers towards more sustainable and healthier lifestyles
- **Brand manufacturers as Drivers of Sustainability:** innovating for eco-design, recyclability, increased recycled content, reuse concepts, consumer engagement & sustainable production processes and supply chains
- Retailers initiatives to reduce **Food Waste**, promote **healthy lifestyle** for consumers.
- Numerous initiatives and commitments towards more Circular products and processes through the **Consumers Good Forum**, the **Ellen Mac Arthur Foundation.**

THANK YOU

Eva Schneider

AIM – European Brands Association

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1040 Brussels, Belgium

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- Email: eva.schneider@aim.be

Isabelle Maurizi

EuroCommerce – for retail & wholesale

Avenue des Nerviens 85

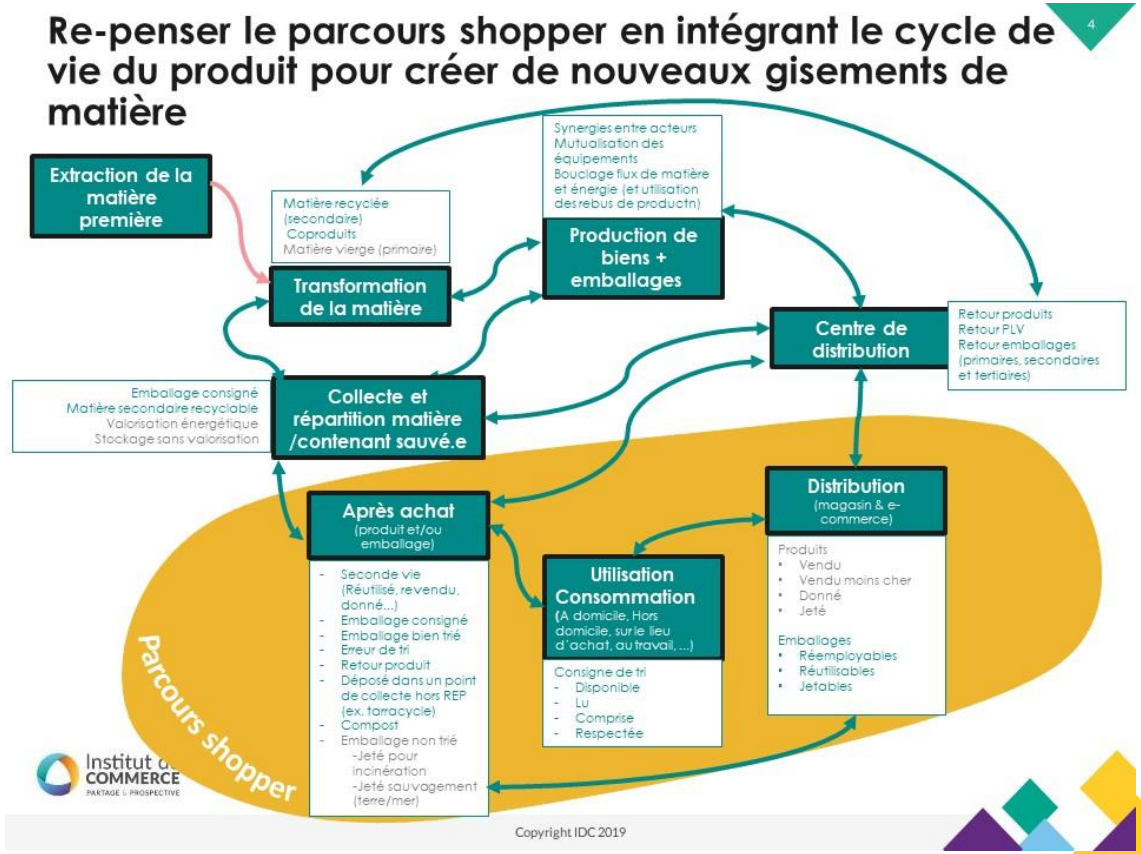
1040 Brussels, Belgium

- Website: www.eurocommerce.eu
- Email: maurizi@eurocommerce.eu

Our webpage dedicated to circular economy

https://institutducommerce.org/categorie/economie-circulaire

- **Context**
- **Definition**
- **What is at stake for retail & Consumer Goods Products?**
- **Working group in progress**
  - **Material ID that enhance multiple lives of products and packaging**
  - **Perfumery collective collect and recycling Point of Sales displays (Cycleapp)**
  - Eco-responsible shopper journey
  - Perfumery eco-designed Point of Sales displays
  - Inverse logistic
- **Bonus**
  - List of best practices and eco-design guides
  - Examples of communication to consumer
  - List of Circular economy partners



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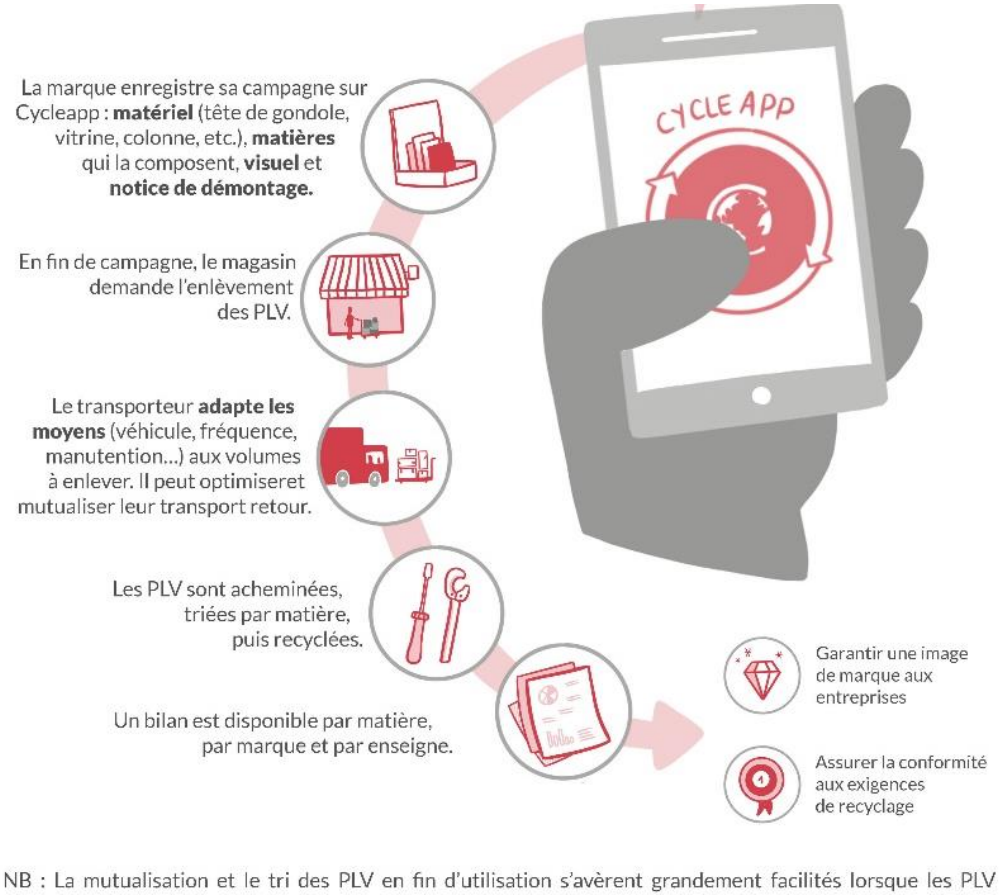
Organise the collect and the recycling of Perfumery Point of Sales Displays

More information



NB : La mutualisation et le tri des PLV en fin d'utilisation s'avèrent grandement facilités lorsque les PLV sont éco-conçues. Ce process d'éco-conception est aussi le seul à garantir un taux de recyclage élevé.

Video

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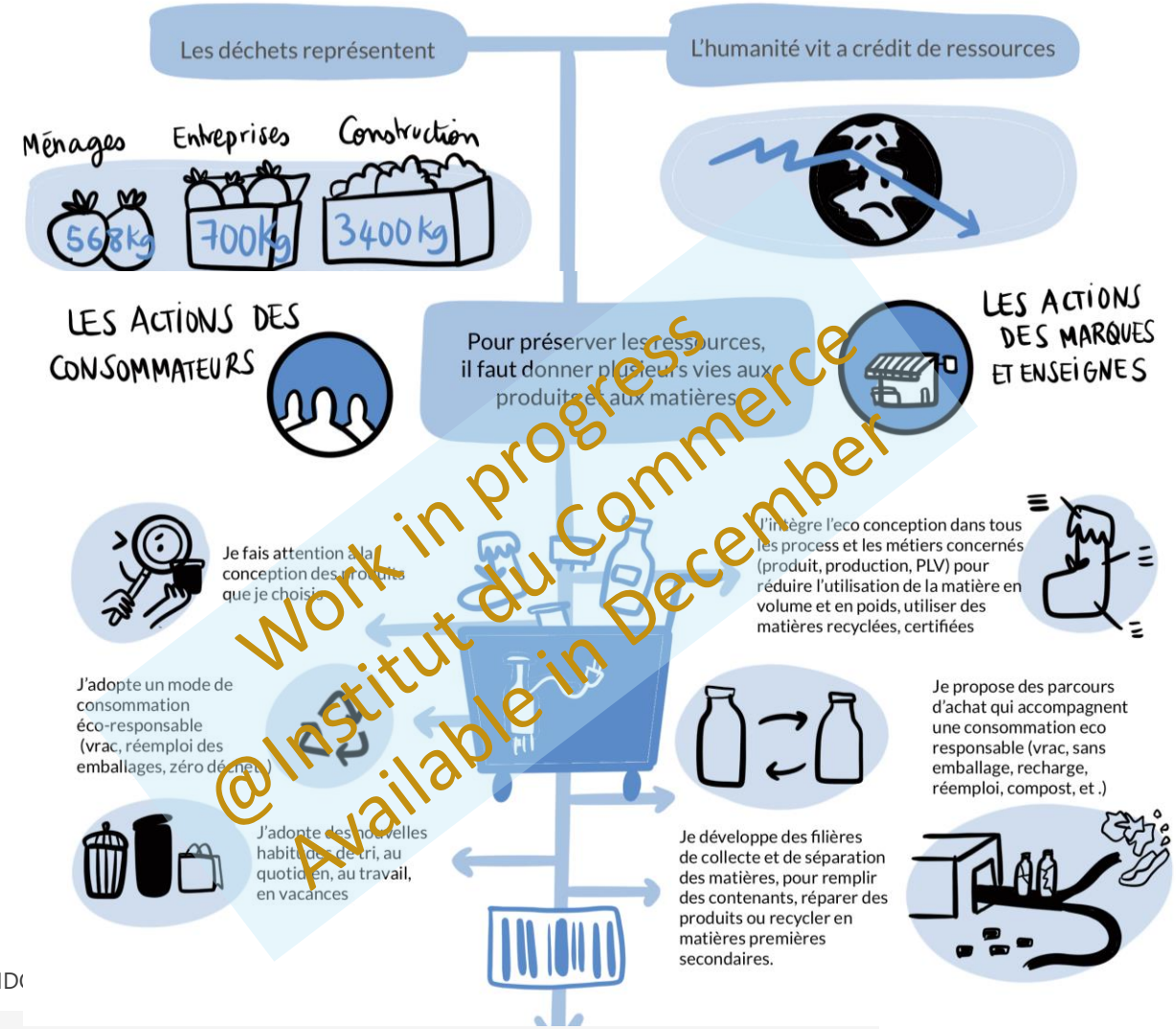
Create a material ID to enhance multiple lives of products and packaging

[More information]

Give access to all the information that :

- Allow shoppers to make informed purchases
- Enlighten retailers and manufacturers progress on eco-design and responsible innovation
- Help recycling program to be more efficient



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WHAT'S NEXT?

WEBINAR 2: CONSUMER DEMAND

How retailers and manufacturers can address consumer demand through circular economy projects

Tuesday January 14 at 2-3pm CET

This webinar will feature an overview of the new **Kantar** report on the consumer response to plastic waste and we will also hear about the refillable packaging system that **Jean Bouteille** offer to help consumers reuse their packaging.

WEBINAR 3: CIRCULAR ECONOMY PROJECTS

Circular Economy Case Studies for the Retail & Consumer Goods Sector

Tuesday February 4 at 2-3pm CET

In this webinar the **Consumer Goods Forum** will give an overview of the global circular economy initiatives that businesses are involved in and we will also hear from both a **retailer** and **manufacturer** who have completed circular economy projects in their business.

CONTACT US

Any questions or suggestions?

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

Register for next webinars, 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/

QUESTIONS & ANSWERS

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