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**Project Mainstream
on Circular Economy**

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PROJECT
MAINSTREAM:



CONTENT

- 1** Background: Project Mainstream
- 2** Paper Project: design for recyclability
- 3** Timing

PROJECT
MAINSTREAM:



From Davos 2014



Project MainStream is

- a **multi-industry**,
- **CEO-led**
- **global** initiative

to accelerate business-driven innovation and help scale the circular economy.

Focussing on stakeholders that **individual organisations cannot resolve**, even working with their own partners and supply chains.

MainStream is expected to **gather commitment** from key stakeholders, establish proof of concept of the benefits of a circular economy, and **reach tipping points** that will accelerate the transition.



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... to Davos 2016

Three Flagship delivery projects:

1. Global Plastic Packaging Roadmap
2. **Eco-Design (starting with paper)**
3. Asset Tracking

These flagship delivery projects will run until end of 2015 to be presented to CEOs of multinational companies in **Davos, January 2016**.



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Why and what

- Although originally 100% recyclable, **paper is converted by various downstream industries** adding other auxiliary materials for various functions that later return to paper recycling mills when closing the loop
- These **auxiliary materials cannot be sorted out** of paper in the dry sorting steps before paper mills. Examples of these auxiliary materials include; wax, tapes, hot melts, printing ink, plastic laminate
- A possible solution to **increase recycling and reduce fiber needed**, is to **consolidate** existing guidance into **simple eco-design rules** for paper products which would give the essential guidance for designers and developers without limiting innovation and introduction of new techniques
- **INGEDE Methods** and scorecards adopted by **ERPC** as a starting point

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Scope

The Scope covers:

- all **printing paper** products
- all **paper-based packaging** products
- **other products** including cellulose fibres which may be reused or recycled

It includes:

- all **materials** in such products
- and all **components** used to manufacture these materials
- following a hierarchic design approach

A **decision tree** will guide the designers more precisely

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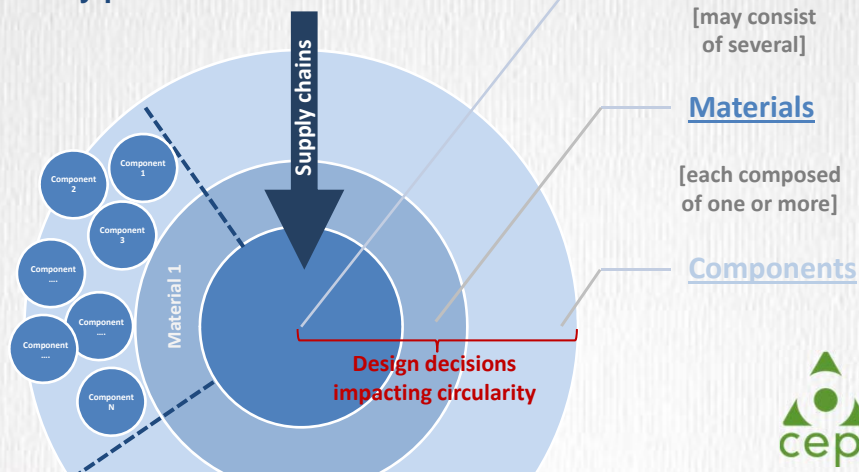


Hierarchic Design*

* Adapted from work developed by Lindström et al. at Innventia

A systematic use of hierarchic design will reduce the use and spreading of compounds that will lower the value of the different material flows.

Components used in the material formulations **have to be compatible** with each other both during service and **recovery process**.



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Draft contents

Ecodesign for paper (V.0 4 December 2014)

1. Introduction: why this guidance?
 - 1.1 Introduction (the bigger picture)
 - 1.2 Infographic (or another easy way of explaining the issue and the task of a designer)
2. Scope and definitions
 - 2.1 Scope
 - 2.2 Key definitions
3. Resource efficiency of paper-based products
 - 3.1 Scorecards for printed paper products (Deinkability, removability of adhesives)
 - 3.2 Scorecards for packaging paper products (Recyclability)
 - 3.3 Other paper-based products (Guidance for products not falling under 2a or 2b)
4. Environmental aspects of paper-based products
 - 4.1 Hazard-based rules
 - 4.2 Risk-based rules
5. Decision tree
6. References
7. Sources for additional information

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Project organisation

	Members	Responsibilities
Drafting and project management team	 (TBD)	<ul style="list-style-type: none"> ▪ Be responsible for the drafting and project management activities of the eco-design rule project
Core members	 	<ul style="list-style-type: none"> ▪ Provide significant input to the eco-design rules ▪ Estimate of ~10% of an expert capacity time to provide detailed assistant to drafting team
Other project cabinet members	 	<ul style="list-style-type: none"> ▪ Provide monthly input into the eco-design rules ▪ Be the bridge of communication to their organization on the progress of it and get their organization to be ready to implement these rules by end of 2015 ▪ Future members who wishes to work together on the project and bring their companies to implement the set of eco-design rules will also be project cabinet members
Advisory board	 (TBD)	<ul style="list-style-type: none"> ▪ Provide ad-hoc advise on influencing policies

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Workplan

	2014	2015 and beyond		
	Until Dec	Jan until Apr	Rest of 2015	Ongoing
	Recruit and set objectives	Draft initial eco-design rules	Syndicate eco-design rules and start adoption	Continue refinement and broadcast (ongoing)
Activities	<ul style="list-style-type: none"> On-board key companies to ensure strong mix of involvement across various related industries and various parts of the supply chain Align objectives of project with various existing industry coalitions and associations to garner broad level support Conduct kick-off call on cabinet Define detailed project plan, with details on the following dimensions <ul style="list-style-type: none"> Project objective and scope, including <ul style="list-style-type: none"> Vision and mission. Coverage of end usage (printing paper, consumer packaging, all paper types). Geographical coverage (where do we start?) Other potential dimensions Resources required for the project Timing of the project 	<ul style="list-style-type: none"> Working groups to convene on writing up of eco-design rules <ul style="list-style-type: none"> Working groups collect existing rules/regulation/literature on eco-design rules for paper and other relevant materials Produce initial draft of eco-design rules 	<ul style="list-style-type: none"> Continued syndication and refinement of eco-design rules Some private corporations start early adoption process and design according to eco-design 	<ul style="list-style-type: none"> Continued refinement of eco-design based on consumer, industry and government feedback <ul style="list-style-type: none"> Continued conversations with relevant government officials and industry players Public awareness building Announcement of success at Davos 2016 <ul style="list-style-type: none"> The comprehensive results can be announced in Davos 2017 and onwards
Deliverables	<ul style="list-style-type: none"> Project cabinet complete Project objective and scope defined 	<ul style="list-style-type: none"> First draft of eco-design rules 	<ul style="list-style-type: none"> Eco-design rule with wide buy-in and initial adoption 	<ul style="list-style-type: none"> N/A
Resource required	<ul style="list-style-type: none"> Minimal 	<ul style="list-style-type: none"> Total of 2 FTE for initial drafting phase of 3 months 	<ul style="list-style-type: none"> 1 FTE for refinement/syndication stage 	<ul style="list-style-type: none"> Minimal

Thank you!

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