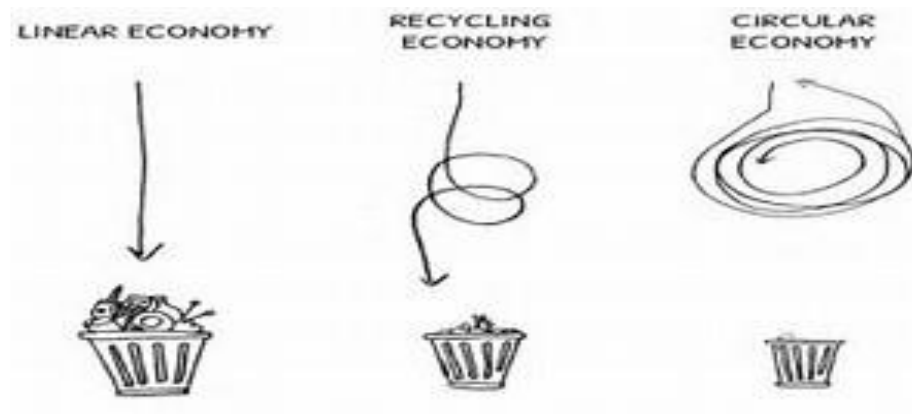


Advancing a Circular Economy



Credit?

Lorraine Francourt
Director Chemicals Management Policy & Circular Economy



frans_timmermans • [Follow](#)

frans_timmermans #Hello 🖐️ from everyone at the #CircularEconomy Stakeholder Conference, taking place in #Brussels today and tomorrow.
#selfie #behindthescenes #instamoment #EU #Europe #speech

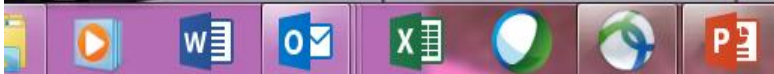
arletawojnar Hello. Pozdrowienia dla wszystkich przesyłam ze Szczecina.



61 likes

1 DAY AGO

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EU CE Stakeholder event

Commission Vice President Frans Timmermans and Commissioner for the Internal Market Elżbieta Bieńkowska gave the keynote speech Tuesday morning. Commission Vice President Jyrki Katainen and Environment Commissioner Karmenu Vella spoke in the afternoon.

Austria takes over the rotating presidency of the Council of the European Union in July, and it will take “great interest” in chemical issues. Harald Kasamas, a senior officer at the Austrian Federal Ministry for Sustainability and Tourism, set out priorities for his office at the event.

- Holding recycled materials to the same standard of chemical safety as first-use materials, except in very specific and well-defined cases
- Creating a compulsory information system in the EU which informs waste managers and recovery operators about the presence of substances of concern
- Introducing authorization procedures for imported chemicals (in articles...?).

The Circular Economy

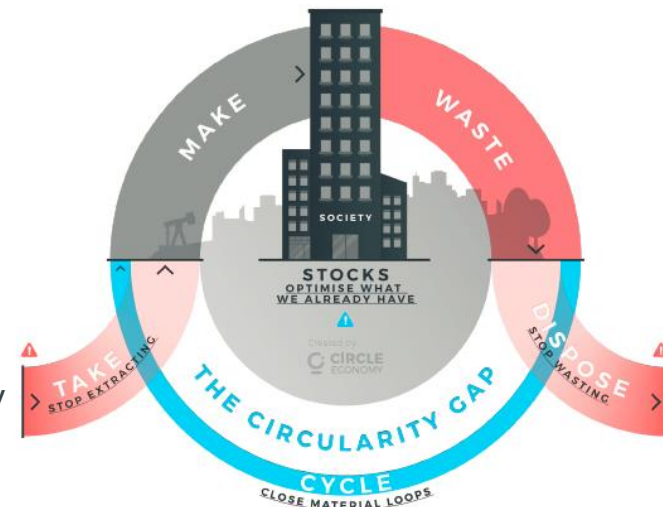
What is a Circular Economy?

An economy where the value of products, materials and resources is maintained in the economy for as long as possible, and where waste generation is minimized

Today, the world is only 9.1% circular – massive circularity gap!

Closing the loop would:

- help achieve the UN SDGs and climate policy targets
- reduce raw material extraction
- prolong material value in the chain
- reduce/eliminate waste (by using waste as a resource)
- reduce incineration, landfilling and dispersion into the environment
- prevent accelerated environmental degradation and social inequality



(The Circularity Gap Report, Circle Economy, January 2018)

Managing Resource Streams Sustainably – A Business Imperitive

Opportunity Capture:

- More profitable products
- Environmentally attractive products
- Staying ahead of competitors
- Meeting customer and market demands
- Stronger reputation

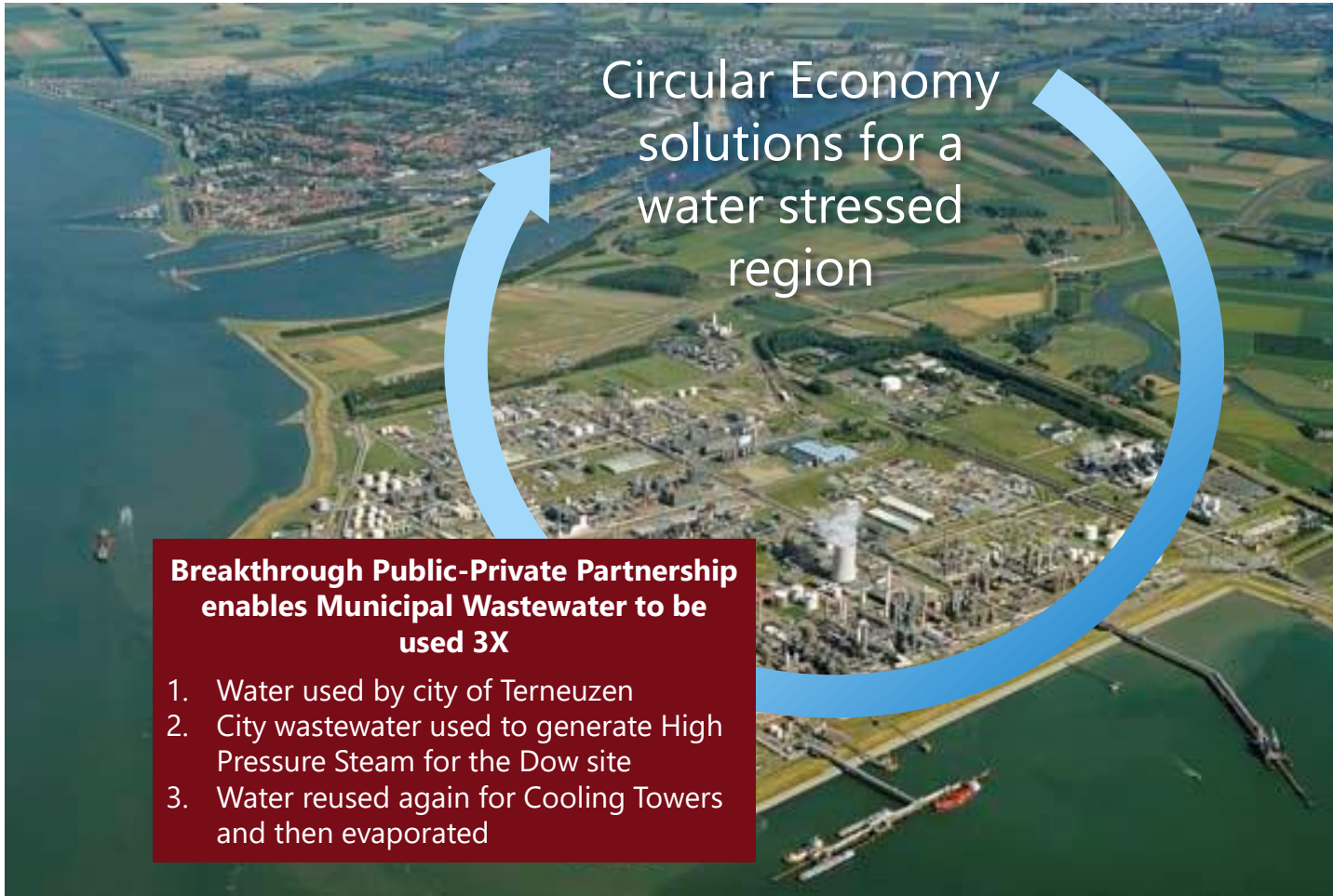


Compliance Obligations:

- Recycle targets
 - Fees on products
 - Taxes on resource use and waste
- Circular Economy - A compliance issue.



Circulating Molecules - Site Example: Closing the Loop on Water: Dow Terneuzen



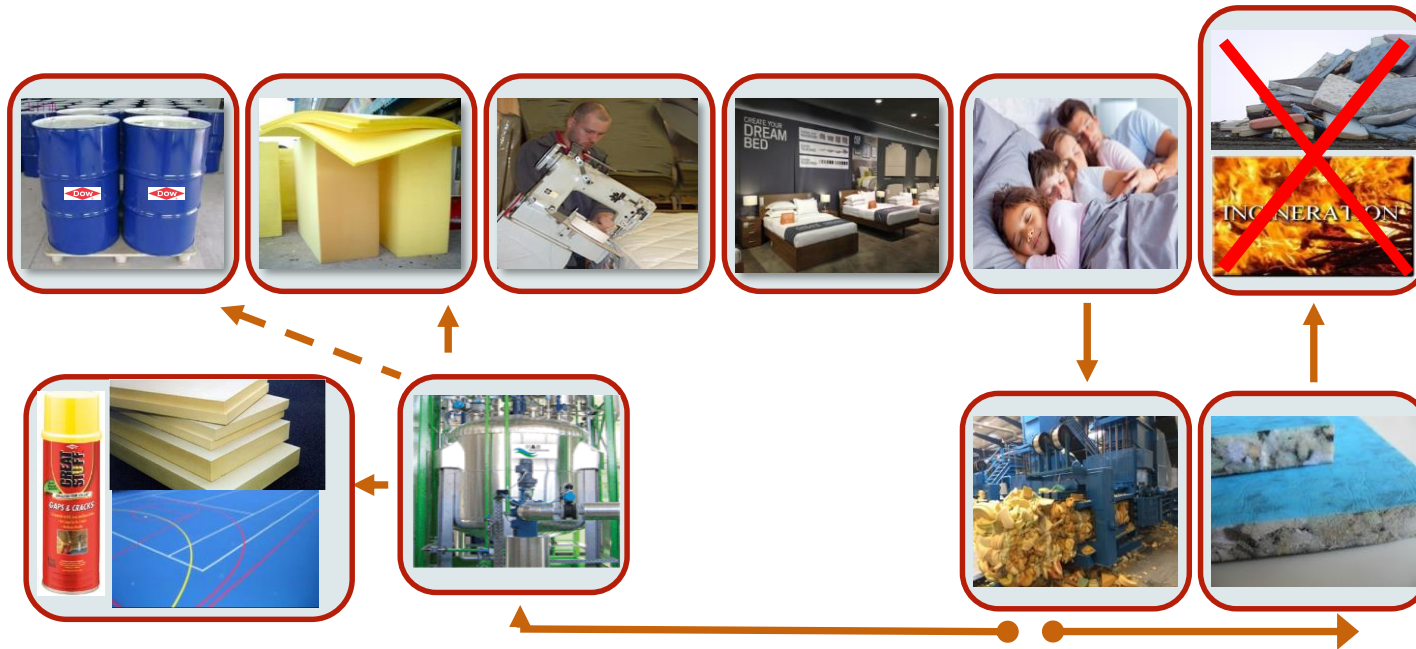
Circulating Molecules – Business Example: Polyurethanes – End-of-life Mattresses



...and 40% goes to
landfill



Circulating Molecules – Business Example: Polyurethanes – End-of-life Mattresses



New Value Stream Model - Chemolysis

- Dow converts End of Life PU Mattress back into Polyols
- Recycled Polyols are sold mainly into different markets

Available Solution

- Low End Rebounded Foam Market
- Market Size is limited
- Great Price Pressure
- Dow does not generate Value



