WELCOME TO A CHEMSEC WEBINAR

WEBINAR

MAY 17

The webinar will begin shortly.
The recording will be available after the webinar.
CHEMSEC WEBINAR – NOT QUITE 100%
CONSUMER BRANDS’ DEMAND FOR CLARITY ON RECYCLED PLASTICS

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WHAT WE DO AT CHEMSEC

• Drive the political discussion on hazardous chemicals
• Challenge companies to improve their chemicals management
• Develop online tools to help companies switch to safer chemicals
• Inform investors about risks and opportunities in the chemical industry
NON-MECHANICAL RECYCLING TECHNOLOGIES

- Dissolution
- Depolymerization
- Pyrolysis & Gasification
BACKGROUND AND AIM

- Recycled material requirements from brands
  - Identical to virgin material requirements
- Recycled material supplied – how to ensure:
  - Quality
  - Origin
  - Recycled content?
  - Information not sufficient
- Lack of guidance
METHODOLOGY

• Survey – 26 brands
• In-depth interviews – 10 brands
  
  Essity  H&M Group  IKEA  
  Inditex  LEGO  Mars  
  SC Johnson  Tarkett Unilever  
  Walgreens Boots Alliance

• Combined in to the report
CHALLENGES AND QUESTIONS

LACK OF INFORMATION

• Technologies still in development
• Several areas with insufficient data
  • LCAs
  • Environmental footprint
  • Performance

➤ Comparison difficult
PHYSICAL CONNECTION

- Mass balance and Book & Claim
- Physical connection important to be able to follow material flow
- Transparency of material conversion schemes

Difficult to make informed choices
COMMUNICATION

- Targets on recycled material & consumer pressure
- Honesty
  - Customers
  - Targets and ambitions

- Require transparency in supply chain
CHALLENGES AND QUESTIONS

100% TAG?!

- Mass balance and the 100% tag
- Correct % is more important!
- Again: honesty

➢ Process should not govern material supply
STANDARDS AND CERTIFICATIONS

• Available standards
  • Grey zone regarding system boundaries and physical connection
  • Allows for mass balance and Book & claim

➢ Unclear for brands regarding material properties

• Lack of diversification to encourage improvement
CONCLUSIONS

- Guiding documents
- Growing market
- Reduce polymer breakdown
- Disclosure of environmental impacts
- Credibility requires physical connection
- Elaborate mass balance is not sustainable
- The “100% tag” is not necessary
- Need for stricter standards
LET'S DIVE INTO THE QUESTIONS!