

WELCOME TO VIENNA

#CIRCULARECONOMY

#EU2018AT

#ARA25

Christoph Scharff, CEO
Vienna, 20 September 2018



25 years

Extended Producer Responsibility



RECYCLING DONE RIGHT.



95% approval rate

Population over 14 years [IMAS 2017]

800.000 t raw materials
600.000 t CO₂ reduction
Year after year.



“Our planet and our economy cannot survive if we continue with the ‘take, make, use and throw away’ approach. We need to retain precious resources and exploit the potential economic value within them. The circular economy is about reducing waste and protecting environment, but it is also about creating economic opportunities and advantages.”

4 July 2018

EU Circular Economy Package

becomes law

First Vice-President Frans Timmermans

Innovation for the circular economy



Politics

- make it favourable to be environmentally friendly
- for R&D
- package use
- in education
- materials
- info (labels, identification)
- regulations
- value chain for whole

Pro

- what we
- making
- buy
- turn-System
- our own quantity" system
- 32B packaging is more "d"
- refilling system
- many items in 1 pack

Plastic sharing systems

ARA Circular Design: Design for Recycling + Design from Recycling





What we need for CE:
Coherent policies

ARA 2018: 360° circular economy



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Enjoy circulareconomy-vienna2018



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