

## Life Cycle thinking for a Circular Economy

Plastics products is about diverse and complex value chains with many actors, each pursuing their specific business interests. The development and use of plastic products that have the lowest possible environmental footprint i.e., contribute to a carbon neutral value chain while maintaining sufficient functional performance, is much more than a matter of replacing fossil fuel-based plastics with bio-based ones and reconsidering the ultimate design. Businesses need to understand the full life-cycle of their products and commence to openly collaborate with their value chain partners. This open strategy brings understanding of the diverse challenges each value chain actor has. That insight can lead to creative solutions that enable a carbon neutral product life cycle.

### ► Prof. Dr. Rudy Koopmans<sup>1</sup>

How this can be done is explained by way of an Ecobility Check that involves engaging diverse functional actors in a life cycle thinking exercise. The Ecobility Check process is intended for any company with emphasis on a specific product or product class. A two-step procedure is followed consisting of an Open Test Drive, the actual Ecobility Check and the generation of potential options towards carbon neutral products. Optional is the development of an implementation plan and associated actions. The open test drive is for the company to clear-



Prof. Dr. Rudy Koopmans (Bild: PICC)

#### Ecobility Check

Ready to do start an Ecobility Check process for your company, please contact:

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Special conditions for the members of SPC et Kunststoff Swiss – 1st workshop offered by PICC with no further engagement.

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ly define its product challenge. The challenge is examined by selected external experts, who define a set of options leading towards a sustainable product. In a half day workshop consisting of company representatives and external experts the options are discussed and recommendation are made on those options that show the most promise. This exercise is pro bono.

Next, for the selected option an Ecobility Check is performed. The option is qualitatively evaluated according six dimensions as to the economic and environmental impact in each dimension in an on-line survey by the company representatives. In a two-day workshop the results are discussed in detail by company representatives and external experts to arrive at potential implementable options. This exercise is pro deo.

In addition, the company can opt to pursue the proposed path forward towards products that contribute to a carbon neutral value chain. This involves planning, partner definition, quantification of investment cost end eventual benefits.

Ecobility Check is an open, life cycle thinking approach for companies (ME) to develop products for a carbon neutral value chain.

#### Contact

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