

# 11th ISCC Global Sustainability Conference

24<sup>th</sup> February 2021

Latest developments, strategies and certification approaches in  
the Circular Economy and Bioeconomy



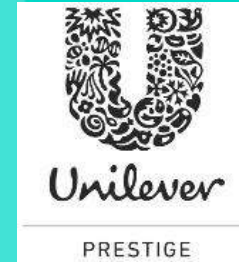
Unilever

**Frederic Dreux**  
**Unilever R&D Packaging**

18 years + in packaging  
PhD in Chemistry, specialty polymers.



Currently BPC Prestige Packaging Leader



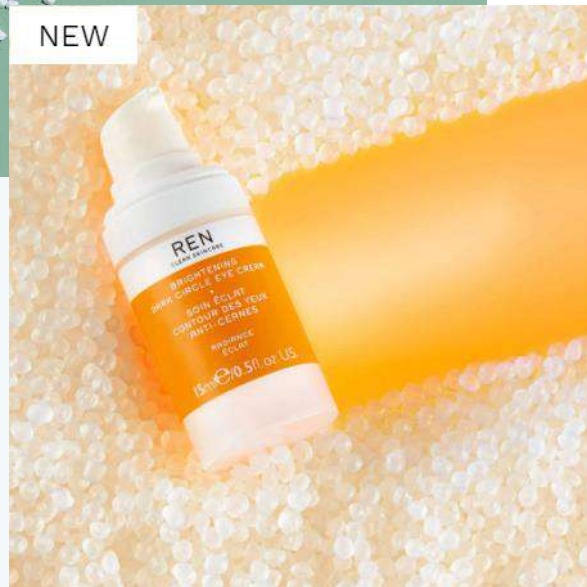
Co-Chairman of ISCC technical committee  
Circular economy & Bio economy



Passionate about disruptive, meaningful and impactful innovation  
contributing to a more sustainable business.



# Mass balance enabled circular economy :Unilever applications



And more to come ...

# why it is important

Diverting plastic waste from landfill and incineration, back towards circularity



Complementing and adding to existing Recycling technologies:

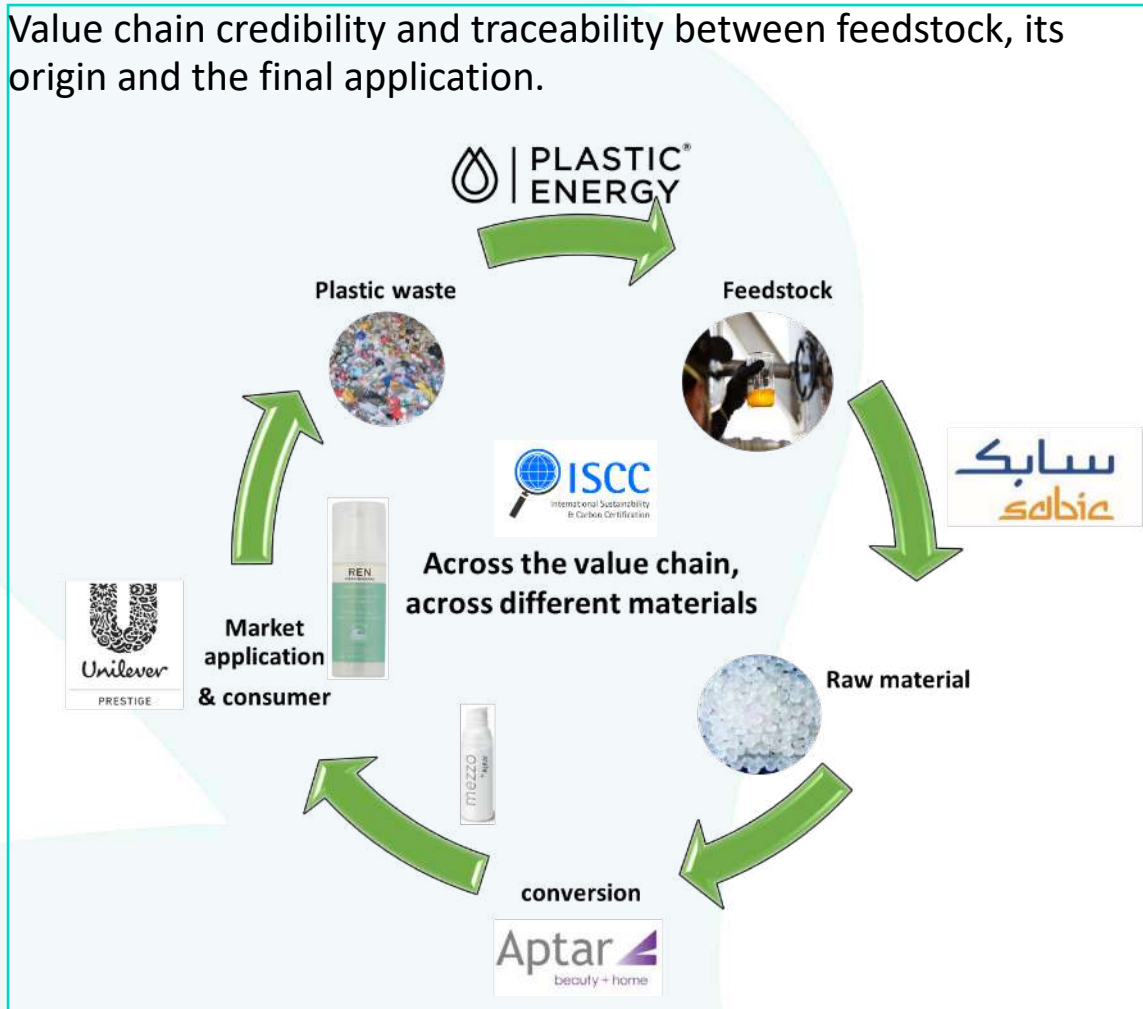
- From waste to Value point of view
- Opening wider application for recycled plastic

Diverting from fossil feedstock  
Through substitution by renewable bio feedstock.



# Value of mass balance to ensure credibility,

Value chain credibility and traceability between feedstock, its origin and the final application.



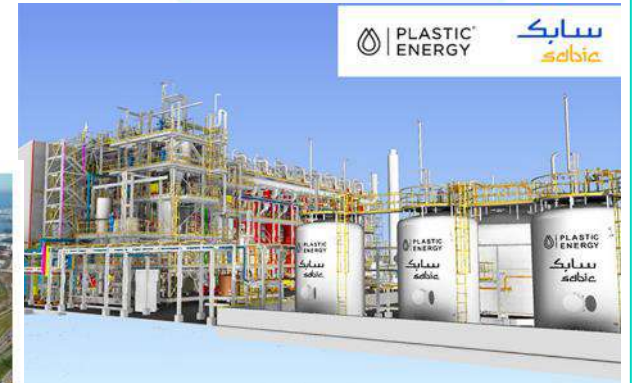
Securing and de-risking acceleration of investments in this space, enabling transition towards more sustainable feedstock

**Borealis to gain International Sustainability & Carbon Certification (ISCC PLUS) for all its European polyolefin production sites**



photo: Aerial view of the ISCC PLUS certified Borealis location in Kallo, Belgium

photo: © Borealis



**Total, Plastic Energy to build a chemical recycling plant in France**

October 20, 2020



**Eastman Chemical to build new Tennessee recycling facility**

January 23, 2021

Transforming and completing existing assets

# Waste origin and consumer simple & transparent communication

## Regenerating value from waste

Express and claim waste origin and unlock benefit from both end :

- Recyclability on non recyclable plastic
- Certified Content of the final
- Waste origin (type, PCR , household, geography , ...)

## Key challenges and opportunities:

- Characterize and promote the technologies from the feedstock input to bring back materiality
- Clear , transparent and simple claim to consumer
- Iscc logo evolution to enable communication

## Unlocking value from the feedstock

