

# **Recycling and Valorization: past success stories and new perspectives**

**World Materials Forum  
23/24 juin 2015**



# 3 SECONDS

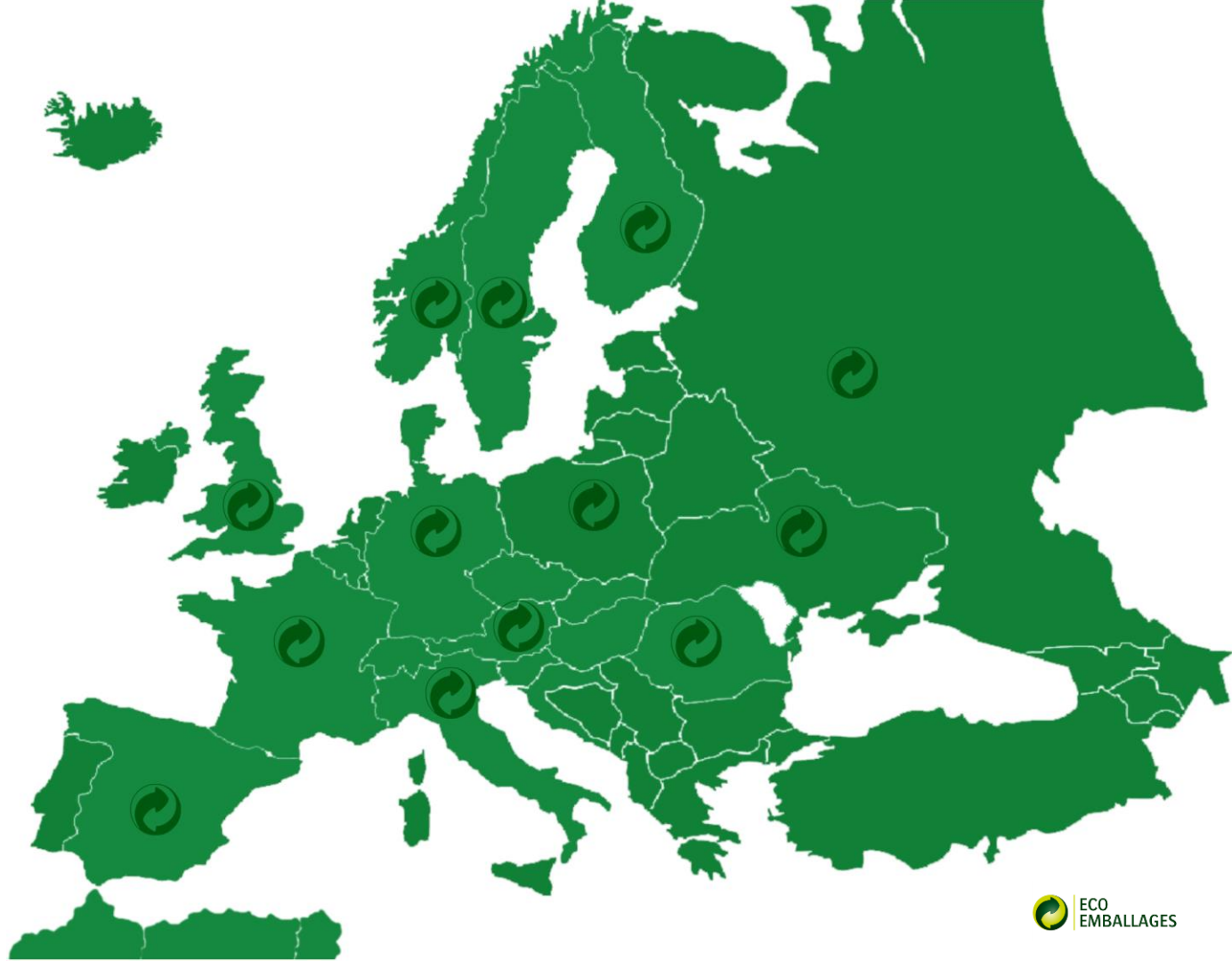




67%



# HOW DOES IT WORK?



# But

**Over the last three last years the recycling rate has been stagnating.**

# 3 obstacles



# Reglementation

Does not create volume

Cities only  
recycle at

30%



1,5

Million tonnes  
of plastic

1950

350

Millions tonnes  
of plastic

2014

750

Millions tonnes  
of plastic

2030

Plastics  
recycling  
rate is  
**only**  
**23%**



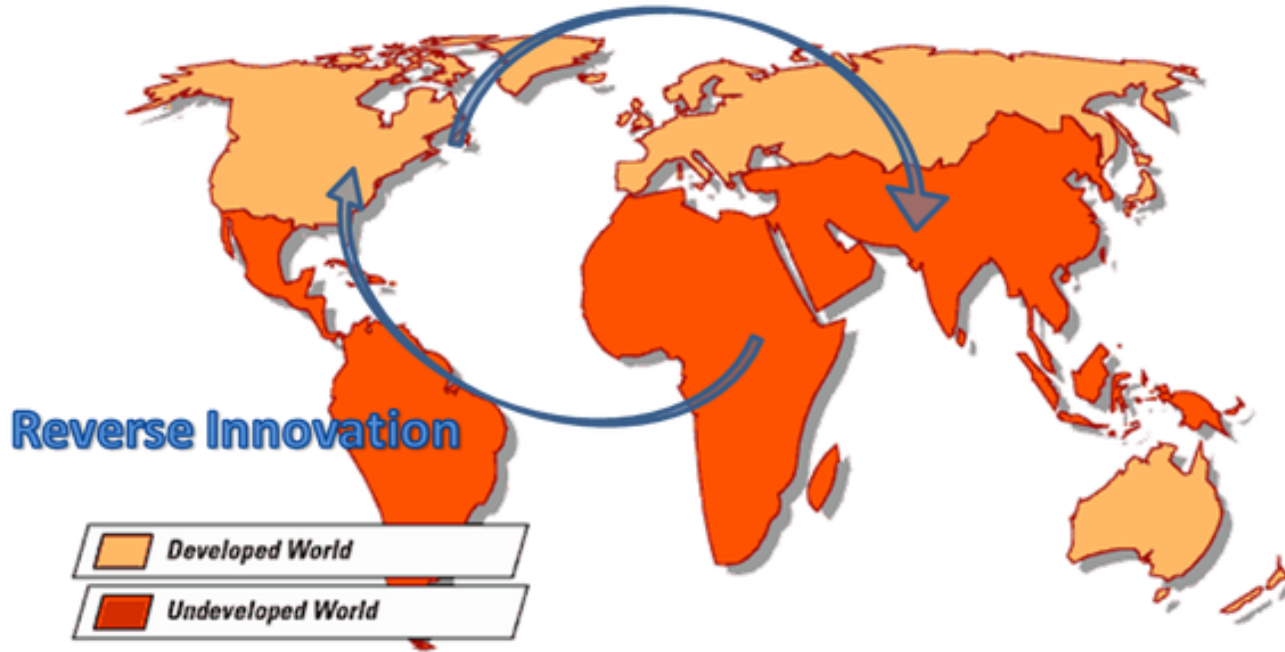




# Waste management

is one of the main environmental challenges in developing countries (O.E.C.D)

## Traditional Innovation



## Reverse Innovation

- Developed World
- Undeveloped World



**sorting**  
**is the first**  
**french citizen**  
**commitment**  
**just after the**  
**vote**

**CONSUMER**



**BRAND**

**DIGITAL**