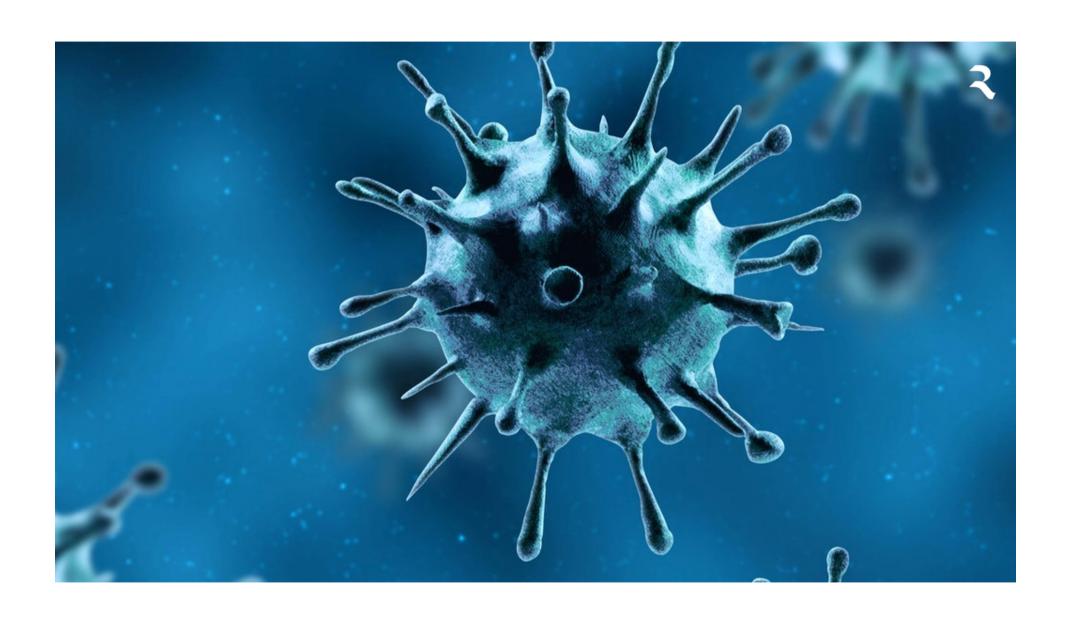


# ECONOMIA CIRCOLARE DAL CORE BUSINESS AI NUOVI ECOSISTEMI

29.09.2020, Milano



### **Recycling of Plastics**





### **Advanced Solution for Circular Economy**









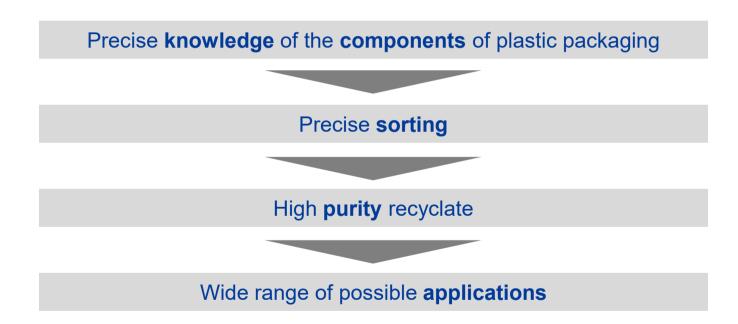




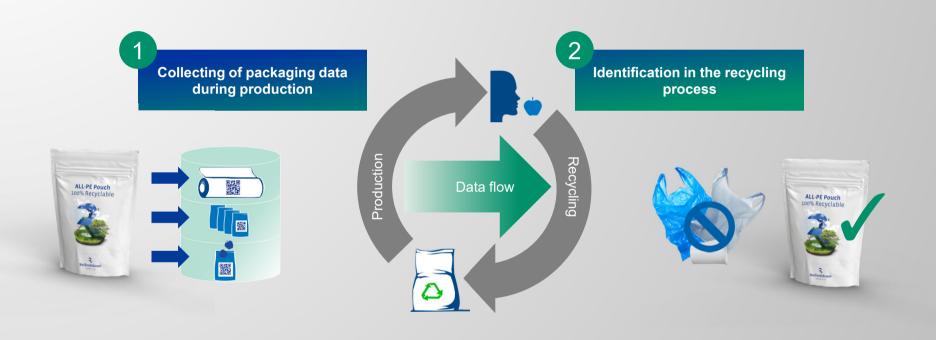




### How should circular economy work for plastics?



# **How R-Cycle works**



## What R-Cycle is based on

"Innovation is taking two things that exist and putting them together in a new way."

Tom Freston





Established tracingtechnologiy of GS1





Globally usable markings



#### Page 9:

"Promoting the use of **digital technologies** for **tracking, tracing** and mapping of resources"

#### **Page 17:**

"Co-operate with industry to progressively develop harmonised systems to track and manage information on substances...identify those substances in waste..."

#### Page 7:

"Mobilising the potential of digitalisation of product information, incl. solutions such as digital passports, tagging and watermarks."

#### **Page 13:**

"Developing for the first time rules on measuring recycled content in products"

#### **Page 21:**

"Digital technologies can track the journeys of products, components and materials and make the resulting data securely accessible."

R-Cycle meets the demands of EU Circular Economy Action Plan

# Grazie per l'attenzione!

For more information please contact

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