



ksapa

Advise

Invest

Advocate



ksapa

WEBINAR

Sanitary Challenges and Plastics Stewardship:
Boosting Circularity Amid Current Headwinds?

16 JUNE 2020

Online meeting instructions

Please note the following

- You can change your name, but it's better for everyone to know who you are!
- You are in **mute** mode – use the chat function and main presenter may invite to speak and share a question
- Your **camera is off** – so you keep the bandwidth and minimize your carbon footprint attending this event
- You are welcome to **invite other participants**
- You are welcome to use social media including **@Ksapaorg** so everyone can track the discussions
- Participant list is accessible through LinkedIn
- A short **poll** will be activated. Please contribute so we can improve and connect as necessary!



Mute



Start Video



Invite



Participants



Share Screen



Chat



Record

Introducing Ksapa

- Our team and extended global network of experts
- Our 3 core services lines

Ksapa (Sioux language): Discernment, Wisdom, Soundness, Reasonableness

Our purpose is to participate in shifting the economic world towards operating and investment models performing economically, socially and environmentally.

Ksapa draws on sustainability and finance expertise and combines **ESG & Interdisciplinary Sustainability consulting** and **Innovative Impact Investment services** to design and implement scalable solutions to build more resilient, inclusive and competitive operating models.



We Advise

Ksapa provides strategic advice helping companies and investors to generate competitiveness with resilience and inclusiveness

- ESG / SDG Materiality
- Sustainability & Business Strategy
- ESG Risks assessment & Due Diligence



We Invest

Ksapa provides scalable innovative financing solutions and impact investing programs generating return and accelerating impact on Global Goals

- Impact Investing Fund
- Sustainability-themed Investment Program
- Active Ownership



We Advocate

Ksapa is a social purpose corporation sharing insights to show businesses and investors why and how to embed resilience and inclusiveness across investment and business decisions

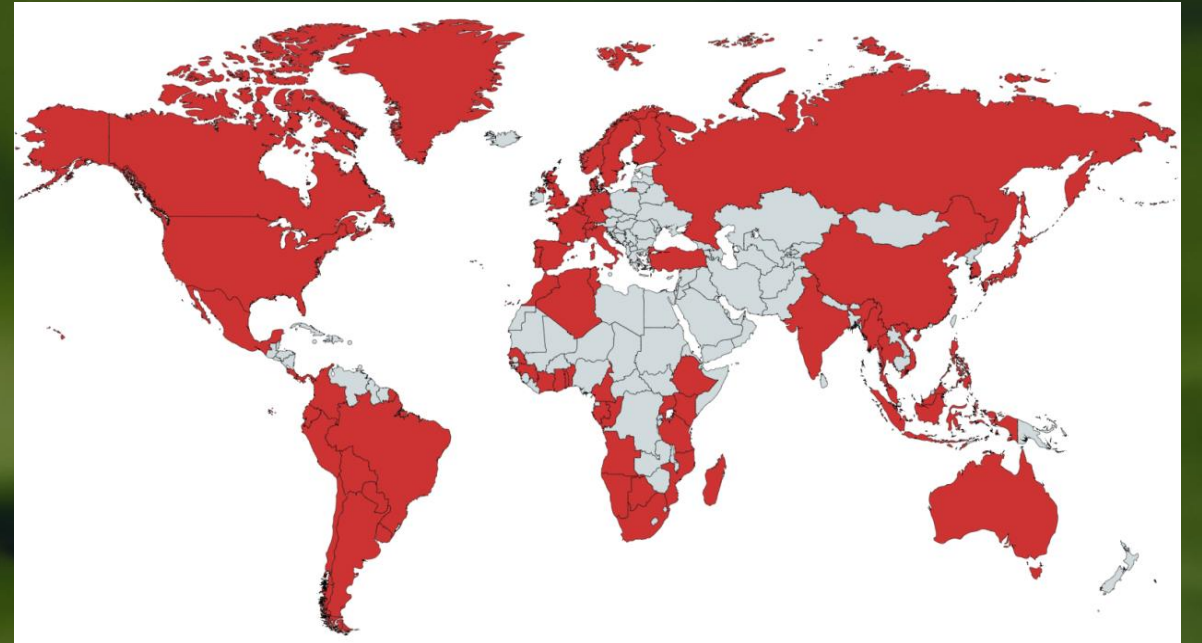
- Media
- Social Media
- Blog
- Reports & Briefing Papers
- Webinars

Headquartered in Paris

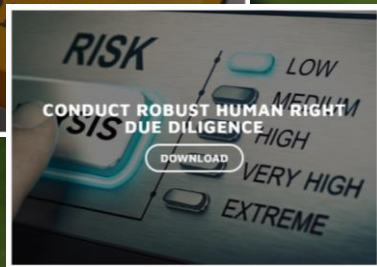
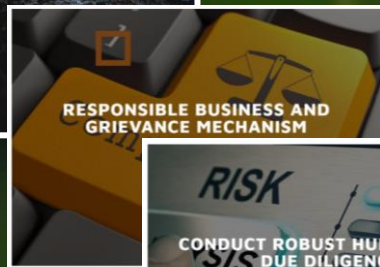
A core team of 10 complementary experts

A network of 150+ partnering experts worldwide

Ksapa offers close contextual and operational support, delivering high-quality results to global players



REPORTS & BRIEFING PAPERS



ILLUSTRATIVE LIST OF BLOG ARTICLES

- [Climate Disobedience and Stakeholder Engagement](#)
- [Boards of Directors and Adaptation to Climate Transformations](#)
- [Legally Binding Instrument to Regulate Business & Human Rights on its Way. 6 Areas to Monitor](#)
- [Just Transition Offers the Opportunity to Take Responsibility on Climate](#)
- [How to Scale Up Tech Solutions and Amplify Their Sustainability Impacts](#)
- [Fighting Deforestation Across Agricultural Commodity Supply Chains is Calling for Social Performance](#)
- [What To Learn From France's and UK's Human Rights Due Diligence Laws?](#)
- [Elimination of Child Labor: 5 Concrete Approaches for Companies](#)
- [Human Rights, a Source of Legal Instability for Business? Not Really. What's at Stake is More Profound](#)

REGULAR WEBINARS



Tune in on 30 June, at:

- 11-12am (NYC, Toronto)
- 4-5pm (London)
- 5-6pm (Paris, Brussels, Berlin)

Sanitary Challenges and Plastics Stewardship: Boosting Circularity Amid Current Headwinds?

- Circularity, a Necessity Too Few Take Seriously
- Transitioning to Circular Economy in Times of Covid-19
- Human Rights Linked to Circularity Hang in the Balance
- 3 Solutions to Persevere in Circularity Amid Covid-19

New **circular economy models** have emerged which target 5 priority sectors :

1. Mainstreaming renewable materials in manufacturing,
2. Generalizing recycling
3. Remanufacturing end-of-life products,
4. Sharing assets
5. Leasing assets

- Though promising, the **circular economy concept would seem to have difficulty attaining the scale and pace** necessary to effectively address sustainability challenges.
- A major challenge stems from the fact **plastic remains so cheap, convenient and lends itself to multiple applications.**
- While stakeholders' perception of plastics has rapidly evolved, **changing industrial processes takes time, pertinent technologies and capital.**
- Public and private players have however opted to ban plastics, **anticipating a growing trend among young consumers and emerging economies to forgo plastic products altogether.**

In 2018, a group of 25 investors managing upwards of \$1tn in assets demanded players the likes of **Nestlé, PepsiCo, Procter & Gamble and Unilever** drastically reduce their plastic usage.

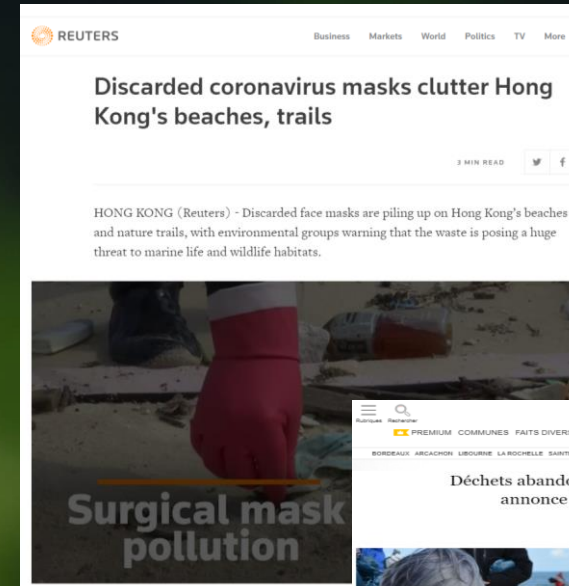


Of the **300 megatons of plastics produced**, only half is directed toward **single use**, a large share of which will not decompose before hundreds of years, endangering species in the process.

Packaging accounts for **40% of overall plastics usage**. Yet, every minute, a **garbage truck-worth is dumped into the sea** – a figure expected to **double by 2030** should inaction prevail.



- Governments around the world have focused on rapidly stocking masks or otherwise redirecting production lines. In the UK, the shortage of medical gloves used by the NHS exposed migrant abuses in Malaysia
- Neither reusable FFP1 masks nor recycling or resource consumption directives appear to have been considered; The recommended protective gear is made of non-woven polypropylene destined for incineration
- As these lightweight item are discarded and make their way to the oceans via sewers, coastal cities are opting for environmentally questionable disinfecting solutions and the French Government is now examining sanctions to curb Covid-generated marine pollution
- In the UK, legislative efforts to ban plastic bags have been suspended, US states, including Maine, Massachusetts and Oregon, are following suit or even San Francisco, where the ban became effective in 2007



Corporate controversies linked to Covid-19

- Echoing Starbucks' decision to stop accepting personal, refillable coffee cups from customers in the UK, USA and Canada, retailers like Target are walking back commitments to ban single-use plastic citing Covid-19
- Amazon shut down French distribution centers after court required protection of employees from coronavirus. In the USA, workers often left without PPE were pressured to ship unnecessary items.
- Amazon also opted to spray industrial-strength chemicals to disinfect a warehouse full of employees in Ohio





In January 2020, Ksapa’s Towards 2030 Report already included a call to urgently **accelerate the circular transition and eliminating all plastics components.**

- In March 2019, the European Parliament agreed to **ban all single-use plastics** in a bid to cut marine pollution.
- The directive included the **phasing out of all single-use plastic cutlery, cotton buds, straws and stirrers by 2021.**
- Additionally, a **90% collection target was set for plastic bottles by 2029** as well as a more stringent application of the **“polluter pays” principle.**
- However, in direct response to the Covid-19 pandemic, the US Environmental Protection Agency issued an Enforcement Discretion Policy **temporarily loosening environmental protection regulations.**
- The EPA went on to state **routine monitoring would not be expected to seek sanctions** should polluters not comply with its very own rules.
- Critics worry this may resonate as a **right to pollute.**



- Current health concerns and the resulting sanitary directives have encouraged - rightly or not - the **generalization of disposable protective gear**.
- Such measures may at best durably set back **corporate commitments to a circular transition** – and at worst obliterate them altogether.
- Mainstreaming Human Rights due diligence requirements, linked notably to the French law on the **Duty of Vigilance**, is likely to push the private sector to address **increasingly intersecting waste management, health and safety and corporate responsibility issues**.
- Indeed, lackluster progress toward a circular economy and waste reduction entail **major legal risks**, for both businesses and investors.
- Owing to their Duty of Care, corporates will be **expected to face up to any adverse consequence** their reliance on plastics and other non-recycled materials might have on public health.

Solutions

Illustrative Set of Action Plans

Ksapa Solutions

1

Choose your Battles

- Identify activities where plastics remain acceptable
- Define elimination pathways otherwise
- Anticipate carbon budgeting impacts on businesses overly reliant on petrochemicals
- Allow for plastics to remain unrivalled in niche segments, as in the surgery and health arena



Stakeholder Engagement
Strategy Design and
Activation

2

Invest in Innovative Models

- Federate investors and industries
- Finance measures to slash plastic usage
- Share resources to mainstream alternative industrial technologies and packaging solutions



Impact investment model
structuration and animation
to mobilize available
liquidities

3

Boost Collaborations

- Work with authorities, investors and businesses on best practices to boost positive impact
- Converge on pertinent norms and regulations, e.g. tax incentives and plastics alternatives to cut waste, mainstream R-PET contents, accelerate recycling programs for all plastics, etc...



Collaborative Initiative
Development and
Coordination

Perspectives From our Panelists Today. Facilitation: Farid Baddache, CEO, Ksapa

1

Choose your Battles

2

Invest in Innovative Models

3

Boost Collaborations



KSAPA WEBINAR

SANITARY CHALLENGES AND PLASTICS STEWARDSHIP

Boosting Circularity Amid Current Headwinds

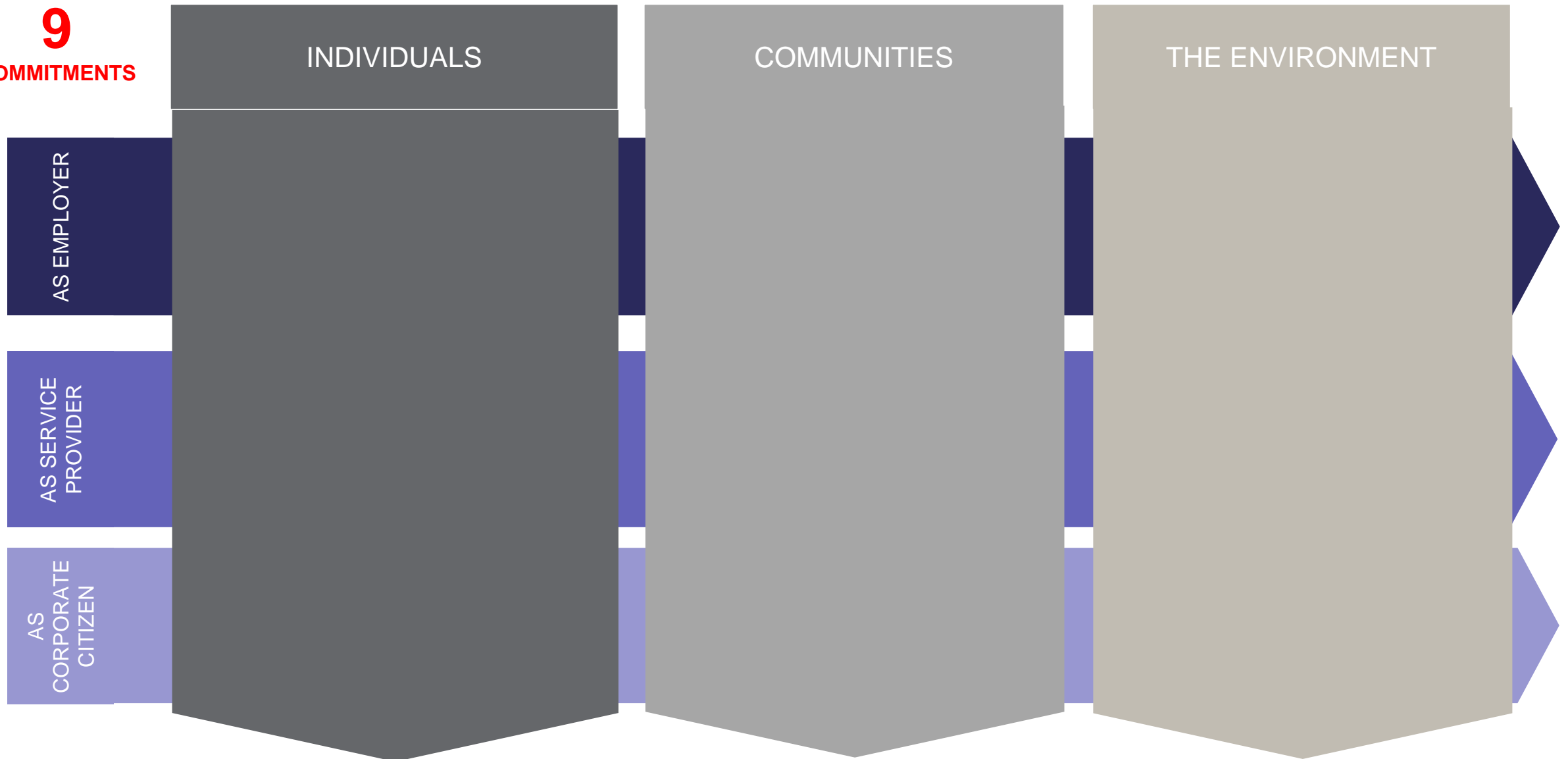
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Panelists

	MARIA OUTTERS
	GROUP SVP SUSTAINABILITY AND CORPORATE RESPONSIBILITY
	DAVID CROFT
	SUSTAINABILITY, ENVIRONMENT & HUMAN RIGHTS DIRECTOR
	EIJA HIETAVUO
	SVP SUSTAINABILITY, PACKAGING MATERIALS

SODEXO - BETTER TOMORROW 2025

9
COMMITMENTS



SODEXO - BETTER TOMORROW 2025

9 COMMITMENTS

INDIVIDUALS

COMMUNITIES

THE ENVIRONMENT

AS EMPLOYER

1. Improve the Quality of Life of our employees, safely

80% Employee Engagement rate

2. Ensure a diverse workforce and inclusive culture that reflects and enriches communities we serve

100% of our employees work in countries that have gender balance in their management populations

3. Foster a culture of environmental responsibility within our workforce and workspaces

100% of our employees are trained on sustainable practices

AS SERVICE PROVIDER

4. Provide and encourage our consumers to access healthy lifestyle choices

100% of our consumers are offered healthy lifestyle options everyday

5. Promote local development, fair, inclusive and sustainable business practices

10 billion euro of our business value benefiting SMEs

6. Source responsibly and provide management services that reduce carbon emissions

34% reduction of carbon emissions

AS CORPORATE CITIZEN

7. Fight hunger and malnutrition

100 million Stop Hunger beneficiaries

8. Drive diversity and inclusion as a catalyst for societal change

500,000 women in communities educated through job training centers

9. Champion sustainable resource usage

50% reduction in our food waste



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Questions & Answers

Getting in touch

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