



Panel Discussion: "The Success Cases of Circular Economy Business"

Dupont, Michelin, DOW and SCG

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Michelin

Michelin is well-known as a tyre manufacturer. Thailand has been a key country of the company for more than 30 years. The company has partnered with SCG, operating a total of 6 plants. However, Michelin has also run other businesses such as Michelin Guide.

Micheline gives priority to the development and environmental protection in Thailand. Today, Thailand is facing challenges from air, forest, wildlife to other environmental issues as well as a decline in natural resources. Micheline has to adopt changes in its business toward sustainability.

The circular economy is what Michelin lays stress on. We embed it into the corporate DNA and strategies, aligning with the slogan "Better Way Forward" which will create sustainability in all business processes from production, material selection to the end-stage.

Speaking of the circular economy in 2050, it is predicted that there will be a growing number of cars which is a challenging goal for the manufacturer like Michelin. It implements 4Rs strategies: Reduce, Reuse, Renewable, Recycle in product designs or "Eco-Design" that can extend lifecycle and reduce cost as well as reducing waste. Nowadays, the production processes of all Michelin plants have performed Recycle/Reuse practices in the production processes for more than 2 decades.

In the future, vehicles will be smarter as it uses biometric designs and biodegradable materials in production processes. Michelin will need to develop automotive tyre solutions which are made of natural resources. For Michelin, the circular economy is the way to promote innovation and sustainable growth.

Mr. Surendra Bade,
Country Leader, Dupont Industrial Bioscience Thailand

DuPont

DuPont has worked on a foundation of collaborations between partners. We believe that collaboration is key to success. At present, it has collaborated with many companies such as Home Care Company which launches eco-product designs. The shift of DuPont to the circular economy started with the use of bio-materials by utilizing innovations to drive forward for solutions.

DuPont has recently joined hands with bioplastic manufacturer that create a new sustainable bio-material plastic. Besides, Recyclability and renewability are practices that DuPont emphasizes on to achieve the highest resource efficiency. DuPont currently implemented bio-based polymers technology which make up 27% of materials recyclable. This is one of the examples of the concept based on the circular economy which helps promote more efficient waste management.

Today, there are tons of food waste out there and DuPont has worked with feed mills to develop stock feeds to improve livestock quality based on the SDG no.12 on Food Waste. Furthermore, DuPont also focuses on packaging design and packaging development. The cross-sectoral collaboration from the government, NGOs, consumers, colleagues, and industry will drive success.

To overcome the challenges of implementing the circular economy, DuPont believes that innovation is key to growth. Starting with creating the mindset shift to change consumers' behaviors in product purchases. The collaborative efforts of all sectors will trigger the attention of everyone to without waiting for the government to act. The private sector can be leading the movement by motivating consumers to know the importance of eco-products.

Mr. Jeff Wooster
Global Sustainability Director

The Dow Chemical Company

Today, we have to admit that we have limited resources, not enough to meet the global demand. This topic is really important and needed to be made aware of, not only for the society or the companies but the global communities. Dow Chemicals has been given priority to the circular economy for a long time. It extracts lessons and exchanges useful experiences on

implementation with other organizations. For examples, it sets SDGs 2025 and business directions; re-designs production processes; develops eco-product design, eco-packaging which can be which can be recyclable or reusable; forms partnerships; drives innovative operations; adopt technologies and conduct business based on sustainability.

Dow Chemicals has been aware of climate change too; therefore, it is exploring solutions by taking an approach thinking a big picture and seeking solutions that will not cause impact to the world and businesses.

Plastics has been accused a catastrophe. Dow Chemicals has developed plastics recycling method through eco-friendly management by collaborating with specialized organizations. Thailand is at the beginning of this journey. Communication is key.

To overcome the challenges of adopting the circular economy, Dow Chemical aims to launch 6 major projects by 2025 to recycle used packages from consumers. And it also has other plans to benefit the society. Importantly, ideas must be put into action.

Mr. Tanawong Areeratchakul

President, Packaging Business

The circular economy in Packaging Business, SCG is not new. In business operations, recycled paper is part of the production processes. More notably, to reduce the use of raw materials, SCG promotes innovations and technologies to reduce the thickness of the paper by 20-25% but still maintain strength and durability.

Packaging design is another major issue as the design must be able to offer many functional properties. For example, the replace of pallet wood with the paper pallet which can carry the weight of over 800 kilograms. (The structure of today's stage is actually based on paper) After the first use, it can be recycled into package again. This process is part of the circular economy.

In addition, SCG has developed a mobile application that can connect consumers to vendors. It's not only for the benefits to enhance convenience, but it can also leverage the digital platform to improve efficiency and gain data collection. The development requires collaborations of all sectors. SCG cannot achieve it alone. In the future, SCG will continue to further this technology.

However, what need to be pushed forward is public mindset and awareness concerning waste separation approach coupled with engaging people with the concept of sustainability. The government, private sector, media and the public must support this movement. And once all parties work together, I strongly believe that the circular economy will become a reality in Thailand.

The most important challenges of implementing the circular economy are people's mindset, people's awareness, and communication. One party cannot achieve it alone. The collaborative efforts are crucial. The SCG's circular economy operations begin with making internal employees and stakeholders to understand business directions. If succeed, the use of resource management will be more efficient.