HE BEMED BUSINESS CLUB

Newsletter #3 - February 2022

BeMed Business Club brings together companies that are committed to implementing concrete solutions to prevent plastic pollution in the Mediterranean.



Pilot projects

Our Club coordinates member companies who collaborate and implement field actions validated by our scientific committee together.



Scientific dialogue

Our Club facilitates dialogue between science and industry to progress towards more relevant and more effective solutions.

NEWS FROM THE CLUB



A busy year that ends on a high note

The members of the Club met on December 8th in Paris, at the Maison du Zéro Déchet. Several collaborative workshops have companies, NGOs and scientists to work on reducing single-use plastics within InterContinental Marseille - Hotel Dieu, to initiate a research of solutions for a small flexible ecodesigned multi-material bag, and to imagine the future of supermarket in 2040.

Read the article here



18 products or packaging targeted by the pilot project

After designing and applying a prioritization methodology, 18 products/packaging were selected as part of the pilot project "Towards a single-use free hotel" plastic by InterContinental Marseille - Hotel Dieu, which is about to remove, reduce or substitute the toiletry kit (dental, shaving, etc.), the courtesy tray in the room, the child welcome kit, water bottles and some other food products/packaging.

Read the article here



The Business Club was present at the World Conservation Congress

In September, Marseille hosted the World

Conservation Congress organized by the IUCN, in which BeMed and its Business Club participated to promote the reduction of plastic pollution at source and to share good practices. The Club was presented as a concrete regional initiative to deal with the plastic pollution crisis alongside ONET, Veolia and Plastic Odyssey. Read the article here



The Business Club was invited at **Pollutec**

The BeMed Business Club ambitions and its actions such as the pilot project carried out within the InterContinental Marseille - Hotel Dieu were highlighted during the first edition of the Forum Mer & Littoral of Pollutec, as part of the conference "Combining operations and strategy prevent plastic pollution with various stakeholders" organized by ConsultantSeas.

Read the article here

INTERVIEWS WITH MEMBERS OF THE CLUB

Olivier POMES, representing CHANEL



« Brainstorming with the Club's scientists and getting their perspective really allows us to focus our energy in the right

place and advocate for the right solutions within Chanel. » Read the interview here

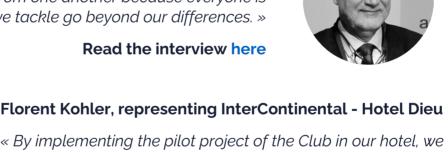
Mokhtar ZANNAD, representing Nielsen Recycling Solutions



« Within the College, we manage to find solutions with players who are very different from one another because everyone is aware that the issues we tackle go beyond our differences. »

Read the interview here

Florent Kohler, representing InterContinental - Hotel Dieu





want to participate actively in making the elimination of singleuse plastics a norm in the hotel industry. »

Read the interview here Lila COSTES, representing Nestlé

« Being aware of the challenges of other stakeholders makes it possible to move forward



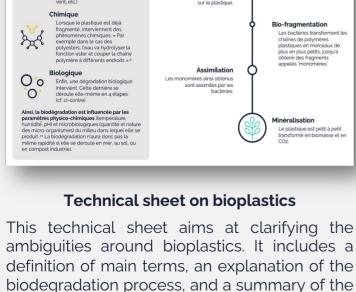
Read the interview here

together in a more constructive way. »

La biodégradation d'origine biologique eet was written based on the **contents of the two thematic sessions on recycling** and some additional research. n of 15 April 2021 invited Mokhtar Zannad (Nielsen Recycling) and Nathalie Gontard (INRAE) to speak, and that 2021 Sophie Genier (Citeo), Christine Leuthy-Molina (Citeo) and Nicolas Pont (Veolia).

PUBLICATIONS

Unmissable reports and studies



Comprendre le processus de biodégradation

Les origines du processus

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biodegradation process, and a summary of the issues related to bioplastics. Read the sheet here

BeMed and its Business Club in the press

The principle of the circular economy is to achieve closed loops of material and energy: waste is regenerated ad infinitum to make it a resource and avoid its accumulation. As plastic has an extremely long life span, its waste does not decompose and accumulate, its carbon does not return to the natural biological cycle. Recycling, while far from being the universal solution to the plastic problem, does allow us to get closer to these biological loops, by creating a closed loop of plastic material. Obviously, the first step to address the plastic waste issue is to reduce our consumption, and to develop materials that have a zero 'macro-micro-nano' plastic footprint. It classifies the different solutions for managing our waste. Prevention (reduction), then reuse must be favoured Do not confuse decycli with recycling! Today, most of what we call before considering recycling and energy recovery of a waste Diagram 1: The European hierarchy of ZeroWasteFrance) **Technical sheet on recycling** This technical sheet sets out the definitions of different compares recycling, methods, recalls the challenges of sorting and

collecting waste and takes stock of the resins

Read the sheet here

A look at recycling

RECYCLING AND CIRCULAR ECONOMY LOOPS

currently recycled in France.

J-M. MEURVILLE and C. CHARBUILLET in Arts&MétiersMag, their involvement in BeMed

Surfrider and Tara Ocean in Sud Ouest, about their several initiatives in progress

BeMed and the IUCN in Mongabay, about plastic pollution in the Mediterranean

BeMed in Afrik21, about the 2021 call for micro-initiatives on the southern shore of the Mediterranean







A Club founded by 5 leaders in the ocean protection



