



HOW TO ZERO WASTE

HOW TO RETHINK CREATE DESIGN IMPLEMENT EVALUATE IDEATE ZERO WASTE

*START THE
ZEROLUTION WITH US*

Dear Reader,

A world without waste. A bold goal, a strong vision which we are determined to advance every day – and which motivates us every day. Why? Because our planet is reaching overload. Because we are living beyond our means. Because the businesses and society have realised that they have to do something, and have set clear sustainability goals.

”

A world without waste – as Interzero, we are turning our vision into reality. Together with you.

Dr. Axel Schweitzer
Chairman and Owner, Interzero

How will we achieve it?

By constantly questioning ourselves, initiating change and having the courage to try new things. With this goal in mind, we are combining our strengths, expertise and know-how even more strongly – under our new name of Interzero.

As Interzero, we offer companies an innovative, sustainable and individual recycling form of closed-loop management – digital and from one single source. In this way, we support our customers in achieving their sustainability goals.



The two mainstays of Interzero are sustainable closed-loop systems, **“Interzero Circular Solutions”** and innovative plastics recycling, **“Interzero Plastics Recycling”**.



There is no way around plastic. To keep plastic in circulation, we are developing the individual solutions of the future with our customers and partners – and we are doing so now.

Stephan Schwarz
CEO Interzero Plastics Recycling

The integral component of Interzero and the connecting element between the two mainstays is our dual system, **Interseroh+**.



We are seeing a considerable sense of sector-spanning optimism. We are making use of this momentum, and advancing progress and strategic partnerships.

Markus Müller-Drexel
CEO Interseroh+

With our support, our customers secure access to key raw materials, and therefore fulfil their customers’ aspirations. They benefit as pioneers of the circular economy. After all: sustainable development and economic success are two sides of the same coin.



The circular economy is the future. We aren’t just designing it, we’re creating it. Together with our team and you. How? By breaking new ground.

Sebastiaan Krol
CEO Interzero Circular Solutions

This year, we will be showing how many creative solutions there are for achieving our goal of a world without waste in a slightly different way. You are reading our first workbook, full of exciting success stories from our customers – and supplemented with additional food for thought and discussions. Allow yourself to be inspired, get started, and help to advance the circular economy. Let’s set sail together for a world without waste.

MORE ABOUT OUR
NEW CORPORATE
STRUCTURE HERE!



www.interzero.de/en/our-company

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LET'S GO

Let's get started



Off we go! Understanding the need for action, gaining new knowledge and establishing new processes. This chapter addresses the key questions and therefore provides a starting point for the journey to achieving a world without waste.

In this respect, we and companies like ALDI will give you some ideas and inspiration, and invite you to ask yourself the question of how this can be achieved. This will accompany us throughout the workbook.

Before we get started: Rate the following statements for your company on a scale of one ("not at all") to five ("very much"). After that, multiple choice questions prepare you for the contents of the following chapter. Regardless of the score that you begin with – you are well on your way to finding new solutions.

Now it's
your turn!



Self-assessment



How well has your company understood the circular economy?



How well prepared is your company for the changes in sustainability legislation?



How recyclable is your company's packaging?



OPTIMISE?!

Self-check & kick-off

1. When was Earth Overshoot Day 2021?

- ☐ a) On 29 July
- ☐ b) On 1 August
- ☐ c) On 1 June

2. Black packaging is ...

- ☐ a) ... not recyclable.
- ☐ b) ... not sortable.
- ☐ c) ... worse for the environment.

3. Who is affected by the amendment of the German Packaging Act?

- ☐ a) Especially E-commerce companies.
- ☐ b) All companies that produce packaging.
- ☐ c) Online shops that sell goods abroad from Germany.

EVERYTHING
CORRECT? →

HOW SHOULD WE APPROACH THE TOPIC OF THE CIRCULAR ECONOMY?

“Carrying on as before isn’t an option.”

Markus Müller-Drexel, CEO of Interseroh+, and Alexander Maak, Managing Director, Interzero Circular Solutions Germany, talk about companies that are taking a bold step forward, and with the help of the “Recycling Alliance”, are transforming their material flows into an all-round success – beyond the legal requirements. In their discussion, the two experts offer tips and suggestions on how you can maintain control over the specific implementation and operate successfully on a circular basis. And they agree on one thing: there’s no alternative to the circular economy.

”

The circular economy means keeping a raw material which we originally took from our planet in circulation for as long as possible. No company can afford not to operate on a circular basis.



IN CONVERSATION



Markus Müller-Drexel
CEO Interseroh+

Alexander Maak
Managing Director,
Interzero Circular Solutions Germany

THE VALUE OF THE RAW MATERIAL



How can raw materials be managed on a circular basis?

Many companies have understood the urgency of closing loops, but: **“For our customers, the circular economy and raw materials management are often unfamiliar territory”**, explains Markus Müller-Drexel: “We therefore combine the knowledge and experiences we have gained over the last 30 years with the product-related knowledge of our customers.” The critical question is: how can raw materials be managed on a circular basis? **With transparency.** Together with the companies, Interzero and Interseroh+ shed light on what hasn’t been clear to many for a long time: **“We provide our customers with a complete insight into all the processes and costs of the raw materials.”**

Bringing light into the darkness

“The big fear of many customers is that they don’t know what is happening”, explains Markus Müller-Drexel. **“When the consumer uses a product, companies lose their access to the raw material”**, adds Alexander Maak.

A typical disposable bottle made from PET, which the consumer buys in the morning and throws in the recycling bin at the supermarket in the evening, is a good example of this. The bottle is eventually rolled, flattened, collected in large bales and finally sold. A processor collects the raw material, before processing it and selling it on. Part of it becomes the “preform”, from which new bottles are manufactured before being refilled and going on sale in the supermarkets once again. A variety of companies and service providers play a role between these steps. It is a complex and opaque process.

CIRCULAR ECONOMY NOW!

Keeping the value chain in view

“Our principle, in contrast, is very simple,” assures Alexander Maak: **“We help our customers to keep control of raw materials. We secure their access to them. Our service providers process the raw materials instead of selling them to the highest bidder. That means the raw material returns to the value chain of the customer. We make sure of this with an efficient material flow management system. The system works like a banking app. The customers are able to see how much of what raw material they have at a glance, and can make transfers to their suppliers.”**

”

We help our customers to keep control of raw materials.

Alexander Maak
Managing Director, Interzero Circular Solutions



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There's no time to lose

Another commodity is as scarce as the raw materials: time. Companies need to be in for the long haul. After all: **“Setting up a circular economy overnight simply isn't possible”**, explains Markus Müller-Drexel. It is a complex process which can take several years. **“Carrying on as before isn't an option. If a regulation takes effect today, you can't become circular next month, as the whole company has to be realigned. Therefore, I can only advise starting a pilot process”**, says Alexander Maak in summary.

Taking opportunities

“You will stay a step ahead of your competitors if you succeed in closing the raw material loops yourself. In this way, you won't just achieve your sustainability goals, you will also make cost savings over the long term – after all, raw materials are a scarce commodity. It's never too late to get started! The more time companies allow to go by, the fewer options they will have to take action later on”, says Markus Müller-Drexel.

Although we can't turn back time, we can influence it: Earth Overshoot Day is the day in the year when people have used up all the natural resources that the earth is able to recreate within the course of a year. It arrives earlier each year. In 2021, it was 29 July. Alexander Maak is optimistic: **“I am convinced that we can move the day forward in the calendar: If we manage the resources we consume on a closed-loop basis.”**

HOW DO WE TAKE RESPONSIBILITY?

What ALDI is doing to achieve a genuine circular economy

30 YEARS OF KNOW-HOW

Securing access to raw materials, recycles and technology and taking joint responsibility. This is the key approach of the Recycling Alliance. With the new Interseroh+ dual system, Interzero is building on 30 years of know-how and creating opportunities for other companies that want to close loops and draw on this expertise. With ALDI, the Recycling Alliance has gained a strong partner: “This is a strategically important step for us,” emphasises Kashif Ansari, Head of Strategy at ALDI Nord: **“Access to secondary raw materials is one of the key issues of the future, it opens up new areas of business and brings independence.”**

“It makes us very proud that ALDI, one of the world's leading retailers, has chosen our Recycling Alliance model. Both groups of companies have embarked on an exceptionally sustainable and ambitious packaging strategy,” highlights Markus Müller-Drexel.

With this strategic cooperation, ALDI and Interseroh+ will be able to achieve a lot together: the packaging of the discounter accounts for approximately ten to twelve percent of all the retail packaging collected by the dual systems in Germany. ALDI will use this great leverage on a targeted and strategic basis to achieve a genuine circular economy.

A circular economy requires networks

Driving sustainability forward together with strong partners. The Recycling Alliance brings companies together and therefore finds new ways of closing loops.

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YOUR CONTACT

“Access to secondary raw materials is one of the key issues for the future, it opens up new areas of business for us and brings us independence.”

Kashif Ansari
Head of Strategy, ALDI Nord



HOW DOES THE CIRCULAR ECONOMY WORK AT THE INTERNATIONAL LEVEL?

From Warsaw to Vienna – and more than that

Think global, act local: the Heads of Zero Waste Solutions International, Anna Grom and Martin Ulke, explain what Interzero is all about and the approaches they are using in order to rise to global challenges.

When it comes to the circular economy, our customers are positioned very differently. It is up to our consultants to provide individual advice, to make things possible, and to consistently find solutions for circular management. In this respect, we put our international know-how to use, which we bring into combination with the local requirements. Our USP is that we combine regulatory services, such as the licensing of packaging, with non-regulatory services, such as waste management at the branch level and central warehouses. It might not be easy, but that makes it all the more exciting.



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For many countries, the recycling of different materials poses a genuine challenge due to the lack of infrastructure; the same applies to the use of recyclates in packaging. Our experts from the packaging industry are already offering cross-border services, such as the acquisition, sorting and recycling of plastics – an international focal topic which we need to continue building on a long term basis. We also help to shape change through strategic partnerships, and we are currently setting up deposit systems in Poland and Austria, for example.



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OUR INTERNATIONAL
NETWORK
FOR EUROPEAN
CUSTOMERS

WHERE DO YOU STAND WITH PACKAGING?



Take a critical look at your packaging and start by identifying its potential for optimisation.

	Yes	No	Don't know
1. Can my customers empty the packaging of my product easily?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Do the consumers know which container the packaging should be disposed of? (for example, through instructions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you use black plastic in your packaging?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you use composite packaging? (That means packaging which consists of several materials which are often impossible to separate, such as beverage cartons.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you use oversized labels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. If you answered "yes" to one of questions 3 – 4: Have you ever checked whether the material is necessary or can be replaced?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. What is the purpose of the material in terms of packaging the product?	<input type="text"/>		

MORE INFO ABOUT
MADE FOR RECYCLING

www.interzero.de/en/packaging-optimisation



HOW CAN PACKAGING BE OPTIMISED?

Myths vs. Facts

There are many supposed facts about the recyclability of packaging. Julian Thielen, Head of Made for Recycling Interseroh+, reveals which ones have a grain of truth, and which ones belong in the bin.

Myth 1

Black packaging is not recyclable per se.

Black packaging is not sortable. Many black plastics are dyed with carbon. Because black does not reflect light but absorbs it, the infrared systems in the sorting plants are not able to recognise the recyclables as such and send them for recycling. **However, there are also black plastics which are not dyed with carbon, and for which the sorting therefore works – these aren't as deep a black as you might expect, however.**

Those who want to switch completely to recyclates (recycled plastic) may need to change specific brand attributes of their own packaging – deep black plastic, for example. This doesn't have to be a shortcoming, but gives companies the opportunity to communicate the topic of sustainability in an open and interesting way.



RECYCLING MYTHS
REVIEWED

Companies need to rethink:
added flexibility with the
dyes offers new opportunities
for questioning yourself
and improving all the time.

Julian Thielen
Head of Made for Recycling
Interseroh+

Myth 2

Paper is always the more sustainable alternative to plastic.

Recycling paper is frequently far more complicated than recycling many plastics, among others, because of new, coated paper. Paper isn't as durable as plastic either, so it isn't as long lasting. Despite this, many businesses are switching to paper packaging – even though they know that it isn't the better alternative.



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TIPS & TRICKS
ARE AVAILABLE HERE



The "Separating
Waste Works" initiative
www.muelltrennung-wirkt.de



Myth 3

Separating waste is pointless – everything just gets dumped together and incinerated anyway.

The packaging which ends up in the collection of recyclables is separated, and most of it is returned to different industries for recycling. Here, it either becomes packaging once again, or is made into completely different products. Glass, paper and cardboard can also be recycled if they are separated from the residual waste correctly.

While the contents of the collection of recyclables are sorted carefully, the processing of residual waste is very simple: everything disposed of as residual waste is incinerated. Separating waste is therefore the key requirement for recycling.

DID YOU TAKE THE
TEST ON P. 11 YET?

SELF-CHECK: WHAT CHANGES FOR YOU FROM 1 JULY 2022

Those who place packaging into circulation which subsequently finds its way to end consumers are responsible for licensing this packaging in a dual system. This is the intention of the German Packaging Act, which was amended in 2021. This amendment will result in changes that apply from July 2022 onwards, especially in the area of e-commerce. Do the check: how will you be affected – and how can Lizenzero help you?



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YOUR EXPERT

I AM...

Marketplace operator

Do all of your retailers who ship to Germany participate in the dual system?

No/don't know

From 1 July 2022, platform operators and fulfilment service providers have the following duty of control: they are required to obtain proof from their retailers that the retailers are fulfilling their obligations according to the German Packaging Act. Otherwise, they face penalties of up to €100,000.

Further information on the above duties of control is available on our blog:



BLOG!

Yes

Very good, then you are aware of your duty of control from July 2022 onwards. Exactly how you comply with this is up to you. We can help you to set up a good control system. Contact our expert.



Yes

Great! From 1 July, your retailers are required to manage the licensing themselves. Now think about how you can provide your customers with the information that they require for the licensing of their packaging.

Find a good solution with us, and stay up to date:



Fulfilment service provider

Have you previously licensed mail-order packaging for your retailers?

No/don't know

What you have to do now !

Check whether any obligations from recent years are still outstanding. You are welcome to contact our expert.



Yes

You are well prepared. Have your proof at the ready (LUCID number and system proof). Marketplace operators and fulfilment service providers will soon ask about this – if they haven't already done so.

As a customer of Lizenzero, you can download the system verification easily in your customer account.



B2C retailer

Can you prove that all of the sales packaging that you bring into circulation is licensed?

No

As of July 2022, you must be able to prove that you are fulfilling your obligations – otherwise you face a ban on distribution, at least through marketplaces and fulfilment.

What you have to do now !

Determine your packaging quantities, and licence them directly on our website.



Don't know

Discuss any questions you may have directly with our expert, and contact Lizenzero.



Yes

Very good. Maybe you will be able to benefit from our interface solution in the future.

MORE ON P. 16

No

Then we have something for you: with our interface, you save time and resources, and prevent errors. That means less work and greater security for you – and your customers.

Are you uncertain of how you can fulfil the requirements of the amendment to the German Packaging Act, or do you need support? Then please contact Claudia Wegener.

Good timing and sophisticated technology

Laws change – the important thing is how and when you respond. Lizenzero, the digital shop solution for the German Packaging Act, has a good feel for the future: Lizenzero launched a Chinese website back in 2020, before the amendment in July 2021. On this website, retailers from China can license their packaging easily and operate in Germany in accordance with the law. The offer has recently been supplemented by a technical interface solution, which gives international intermediaries a time-saving solution for registering their customers with Lizenzero. With an ear to the market and in regular discussions with its partners, Lizenzero always knows what is and will be important – and shares its insights with its customers.

Full support and open discussions

As regards the amendment of the Packaging Act, Lizenzero is also in constant discussions with marketplace operators and fulfilment service providers. As of July 2022, these companies have an duty of control towards their retailers regarding compliance with the German Packaging Act. In this area, Lizenzero insists on full support and open discussions: **“We see ourselves as being a sparring partner with whom our customers and partners can find straightforward solutions for complex requirements”**, explains Claudia Wegener, Head of Lizenzero: **“We are constantly evolving, developing new features for our customers all the time.”**

Informing and inspiring

In addition to this close contact with its customers, Lizenzero also scores with the amount and depth of information it offers: various white papers, an up-to-date blog, a monthly newsletter and FAQs ensure that no questions are left unanswered. And if you’re still uncertain about anything? The support team at Lizenzero will be pleased to assist you.

“We are constantly evolving, developing new features for our customers all the time.”

Claudia Wegener
Head of Lizenzero



STAY UP TO DATE AT ALL TIMES



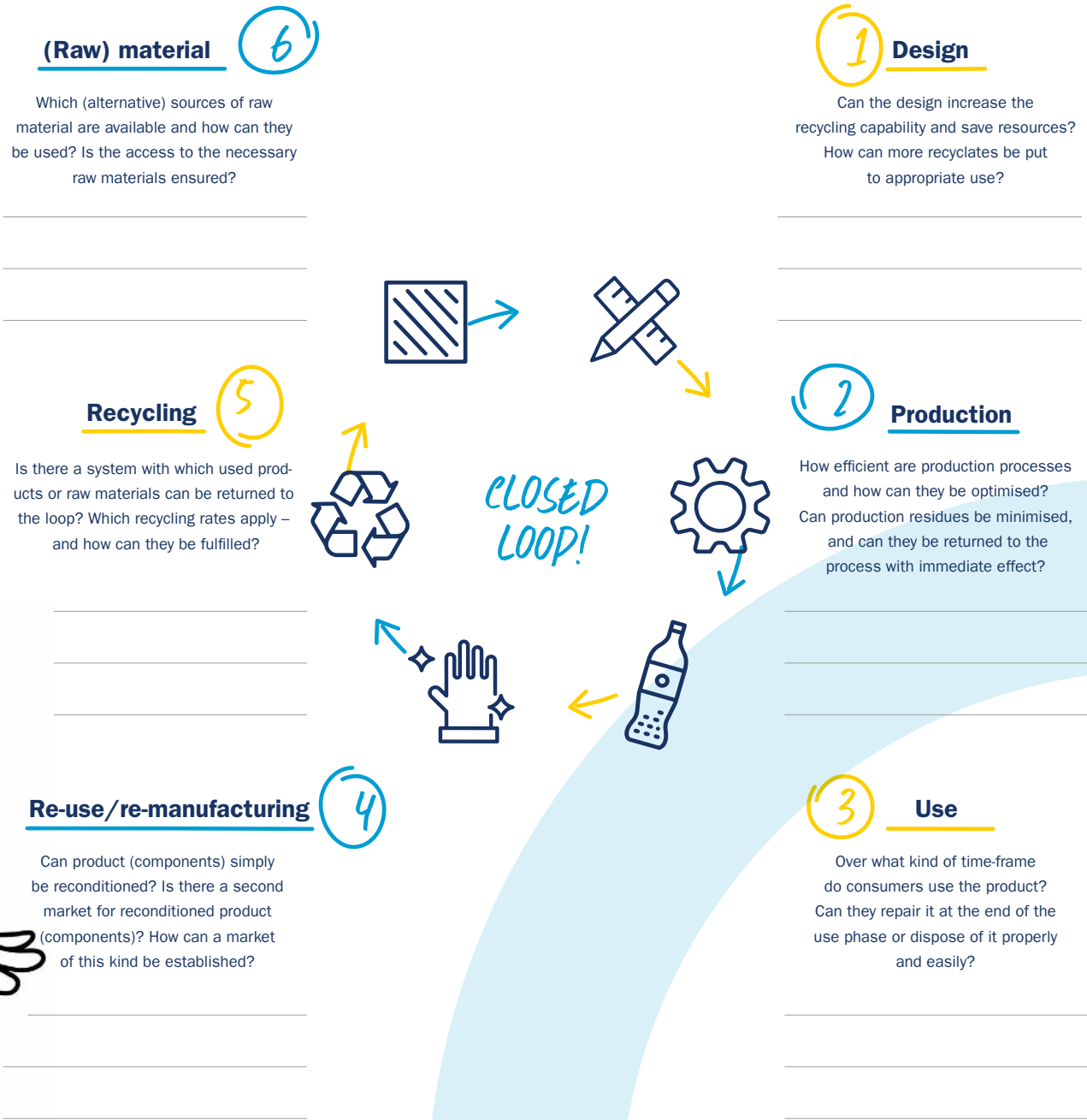
www.lizenzero.de/en/blog



THE CIRCULAR ECONOMY AT A GLANCE



The key to making a world without waste into a reality is: managing raw materials in a closed loop. An overview of the individual steps – and the questions that take you further.



On to new goals

You’ve done the first part! So let’s get started with the next part. It’s important to keep up speed. After all, what works today can be ancient history tomorrow. Those who refuse to change are left behind. How can companies change course – without putting their credibility or business at risk?

These questions can best be answered by way of dialogue. That is why Burger King® and Utopia are discussing the conditions for new solutions. And a change of course? This is a question that Sebastiaan Krol, our new CEO of Interzero Circular Solutions, is considering.

Before we continue: Rate the following statements for your company on a scale of one (“not at all”) to five (“very much”). After the first chapter, you are prepared for further questions. Good luck and have fun with the next steps!



Self-assessment

- 

How strongly is sustainability anchored in your business model?


- 

How freely can creative approaches be pursued in your company?


- 

Is your company pursuing new ideas and approaches in the form of sustainability pilot projects?



NEW SOLUTIONS!

Self-check & kick-off

1. What makes a good entrepreneur?

☐ a) They are able to resolve tensions and take the decision that has the fewest disadvantages.

☐ b) They are able to manage tensions constructively and create new solutions on this basis.

☐ c) They use the competition as a benchmark.
2. Returnable cups vs. disposable cups:

☐ a) Returnable cups are a way of avoiding waste.

☐ b) Returnable cups are always more sustainable than disposable cups.

☐ c) Returnable cups aren't as popular with consumers.
3. When and how should companies communicate their sustainability efforts?

☐ a) Pilot projects, also in detail – transparent insights are convincing.

☐ b) Only when things are perfect – otherwise they make themselves vulnerable to the competition.

☐ c) Measures which are part of an overall strategy – that makes it different from green-washing.

HOW CAN RETURNABLE SYSTEMS FOR TABLEWARE WORK?

Returnable, disposable – which path leads to the goal?



Daniel Polte
Manager Public Relations Burger King® Germany

Dr. Meike Gebhard
Managing Director of Utopia

Since the beginning of March, Burger King® has been testing returnable alternatives for beverage cups in twelve branches. After all, the pressure to finally find good solutions is increasing. What can these solutions achieve, what do consumers want and how can communication succeed? These issues are discussed by Daniel Polte, Public Relations Manager at Burger King® Germany, and Dr. Meike Gebhard, Managing Director of Utopia, the online platform for sustainability.

Ms. Gebhard, Mr. Polte, the big question for today: how can fast food be combined with returnable products?

Daniel Polte: By thinking through every area and then being daring and trying new things. After all, returnable means a significantly greater amount of work at the operational level – for our employees and for the consumer. The big challenge is to communicate the advantages of returnable products in such a way that our customers use it. We need to make the process as easy as possible.

Meike Gebhard: Yes, that's right! At Utopia, we ask consumers about the incentives and hurdles surrounding sustainable behaviour. The bottom line? "Make it as easy as possible for me." Extra effort is even more important than a higher price. And that's why I'm curious to see whether Burger King's® move to returnable products can work.

Daniel Polte: The initial results of the pilot project show that **acceptance for returnable products is not yet as high** as we would like it to be. Therefore, **we are responsible for making the system attractive, easy to use and low cost.** We want to give everyone a choice, whether it's meat or a plant-based alternative – or whether it's disposable or returnable. We will certainly make adjustments in the pilot phase, and it is possible that we will try our returnable products as standard products inside our stores. It is an important step, though, and I am confident that even more consumers will choose returnable beverage cups.

Meike Gebhard: In the long term, **I would like to be able to return the cups anywhere** in the supermarket, for example. Do you think systems of this kind are realistic? **Isolated solutions limit the return options.** Nobody wants to walk around town with umpteen different cups.

Daniel Polte: Yes, we need a single, nation-wide solution. I am sure that we can achieve that – it also worked with the bottle deposit system. Will there be take-back systems in the future, in cooperation with the retail trade, for example? I would like that, but it's still a dream for the future.

Above all, returnable products have to be hygienically safe. As our kitchens are so small, many of our restaurants don't have product cleaning facilities, so we have to rely on external solutions. We are optimising this together with Interzero. **To ensure that our idea doesn't remain an isolated solution, the stakeholders from the restaurant sector, the food-service industry and retail need to work together.** Above all, here at Burger King®, we have to show our customers what is possible. Does each cup really need a lid or straw if I eat in the restaurant?

Meike Gebhard: The lid is a good example – it shows that we want sustainable solutions but we don't really want to change our lifestyles. We have to make that shift. Doing that as an individual can be incredibly difficult, though. We need a debate at the social level to the effect that we might have to "go without" here and there, that doesn't have to mean "going without our quality of life".

HERE YOU CAN FIND A VIDEO VERSION OF THE INTERVIEW



More strong opinions and insights are available in the video:
www.interzero.de/en/future-talks



Communicating sustainability is always about the consistency of the messages. What does that look like at Burger King®? Is sustainability an integral part of the brand?

Daniel Polte: Yes, sustainability is an integral part of our strategy. We aren't doing a project on returnable products to position ourselves as green leaders, but to find better approaches than before. Nevertheless, here at Burger King® Germany, we are still in the early days. **With this pilot project, we are taking another step forward, and want to take as many people as possible along with us on our journey.**

”

Returnable can definitely make a contribution to reducing waste, although it is not the panacea, but just one of many ways towards achieving a circular economy.

Daniel Polte
Manager Public Relations
Burger King®



Meike Gebhard: Our Utopia study shows that consumers want more sustainability and progress, especially when it comes to packaging. **Recently, plastic has become the “persona non grata” of packaging. Everyone has a high level of awareness for the topic of packaging.** What is it actually about, though? It's about closing loops. From my perspective, when end users are presented with several individual measures as a solution to the problem, we haven't made sufficient progress.

Daniel Polte: Returnable can definitely make a contribution to reducing waste, although it is not the panacea, but just one of many ways towards achieving a circular economy. For example, the energy used when manufacturing returnable containers is significantly higher than it is for disposable containers. To make sure that returnable tableware is financially worthwhile, it therefore has to be used several times. **And: resources are also used in the cleaning, the transport and the logistics – although these frequently aren't communicated.**



Meike Gebhard: There's still the idea that you can't talk about sustainability until you're perfect. I think that's nonsense, because you can and should communicate change along with all its challenges. What many companies do – and where the accusation of green-washing comes from – is when I communicate individual measures that are not based on a coherent, overall plan. Sustainability means tackling the key problems. **If you have a pilot project which is part of a consistent overall strategy, then you can also communicate that.**

Daniel Polte: We aren't going to save the world by offering returnable packaging in Germany as an alternative. That's not our aspiration either. But we can see the potential for returnable products and that we can become more sustainable with them. In this respect, we are also in close contact with our competitors and experts. **After all, everyone is facing the same challenges: how can fast food as an industry become more sustainable?** Part of the answer is to continue to drastically reduce waste. To this end, we want to establish a returnable system that works across the board, is accepted by consumers and can be reflected in the price. That is why we are trying out this step with Interzero and continuing to work on well-founded and more sustainable solutions. **I firmly believe that through shared discussions, we will be able to find cooperative and feasible solutions.**

ACHIEVE IT NOW!

How can you implement returnable products? What are the options? Contact Torben Kabbe from Interzero and find the returnable solution that suits your company.



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HOW CAN WE ACHIEVE THE CHANGE OF COURSE?

Either... or? Both – and better!

Sebastiaan Krol has lots to offer: ideas, know-how and new perspectives, including for this workbook. Here are five thought-provoking impulses for a change of perspective.

1

There aren't any passengers when it comes to sustainability.

It isn't whether you want to do your core business or become more sustainable. The key question is: how can you make your core business more sustainable?

2

Just two alternatives? Develop a third!

Good entrepreneurs are able to think on an integrative basis: they deal constructively with the tension presented by (seemingly) opposing ideas and find a better solution, rather than opting for one of the two alternatives at the expense of the other.

3

Achieving results with empathy and emotion.

How can decision-makers be convinced to change something fundamentally? By illustrating the consequences of doing nothing: what will happen to others, the company and the environment if we continue as before? And what will happen if we change it?

4

What are the others doing? It doesn't matter!

You can't improve the things that you don't measure: KPIs on sustainability must supplement the standard key financial figures. Measuring oneself against the competition? That's no benchmark if everyone else is mediocre. In addition to sustainability frameworks, customers are an important point of orientation: they are demanding more sustainability from companies. This pays off twice – financially and environmentally.

5

Get going instead of going nowhere!

We need better solutions, but creative and clever people are often held back. Therefore: just do it, and – as a manager – let it happen. When you allow it to happen, you'd be surprised what can be achieved. That's how we create a change of perspective and course.



Sebastiaan Krol
CEO Interzero Circular Solutions

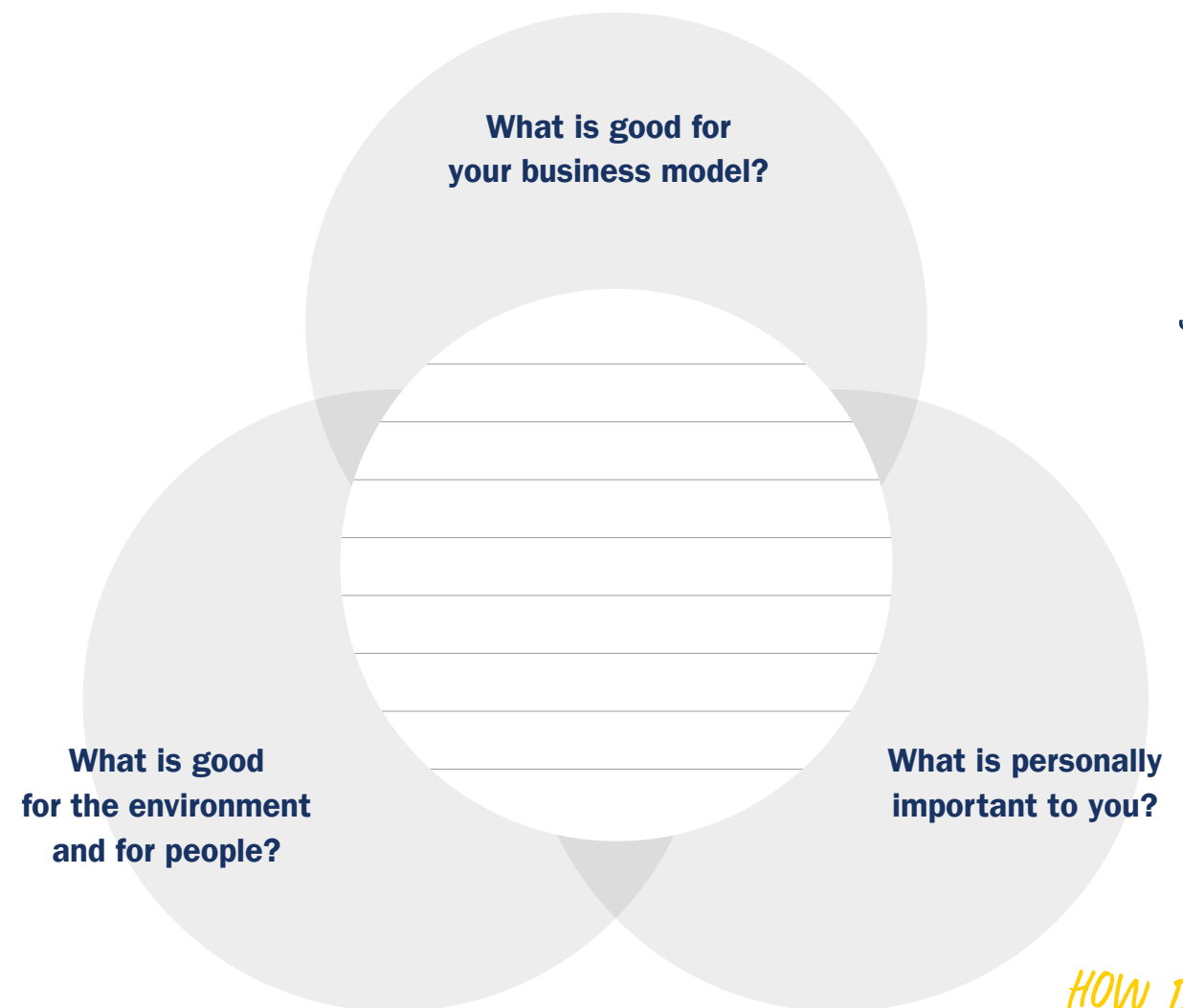


What-what-what? Thought experiment

Rethink!



How do your business model
and sustainability interface?



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HOW DOES IT WORK?

Economic and ecological success depend on each other. To move up a gear and find new solutions, it sometimes helps to play "make a wish". Take the thought experiment: what is good for your business model, for the environment and people, and what is important to you personally? You will see there are more overlapping points than you probably would have expected there to be.

Taking action



Take the first steps, assess the initial strategies – and keep going. A good plan, but the path to a world without waste isn't always straight. How do we maintain the spirit of adventure, drive and vigour of the initial phases of the project? How do you achieve what seemed impossible at first – and what happens next? Can we really get better and better? And if so, how?

We took a closer look at the pioneers for sustainability VAUDE, and talked with Jacco de Haas, CCO at Interzero Plastics Recycling, about the use of recyclates and recycling. And the players of ALBA BERLIN also tell us how they stay on the ball. Get inspired and motivated!

Almost finished – for now: Rate the following statements for your company on a scale of one (“not at all”) to five (“very much”) and test your knowledge. We're advancing, and a world without waste doesn't seem so far away!

Now it's
your turn!



Self-assessment



How well prepared is your company for partnerships? Are you part of a network?



Can your company access the amount of recyclates that it needs?



Does your company have a sustainability strategy plan which can be implemented directly?



Self-check & kick-off

1. What is the biggest challenge on the market for recyclates right now?

- ☐ a) Demand is exploding – supply is falling.
- ☐ a) Demand is exploding – but supply isn't.
- ☐ c) The quality of the raw material has deteriorated.

2. Can products of new product quality be manufactured from waste?

- ☐ a) Yes, always!
- ☐ b) It depends on their type of use.
- ☐ c) No, it isn't yet possible, but it will be soon.

3. When is chemical recycling appropriate and useful?

- ☐ a) Only on a complementary basis if mechanical recycling is not possible.
- ☐ b) As a transitional solution away from mechanical recycling.
- ☐ c) Not at all – it doesn't work yet.

THE FINAL
STRAIGHT!

CORRECT?

HOW CAN WE FULFIL THE MOST EXACTING REQUIREMENTS REGARDING FUNCTION AND SUSTAINABILITY?

Pannier reloaded: a product that contains the future

The first bicycle pannier made from recycled material on the market: a complete success for the outdoor brand VAUDE. What's behind this news – and how things will progress for the pioneers of sustainability.

A bicycle pannier has to endure a lot: extreme temperatures, UV irradiation, shock and impact. "As an iconic VAUDE product, the pannier doesn't just fulfil advance requirements, it also has a high emotional relevance. When I'm on a cycling tour, I have to be able to rely completely on my equipment," explains Kai Vogt, Head of Innovation & Hardware Equipment at VAUDE.

Can this also be achieved with recycled materials? The answer is yes. The best proof of that? The new "ReCycle" range of panniers from VAUDE. The key materials are made entirely from recyclable material – including the back plate of the bag and

the hooks that are used to attach the bags to the bicycle. VAUDE has long been committed to sustainability on a holistic basis. In 2010, the company launched its Green Shape metal label, which stands for functional, environmentally-friendly and fair trade products made from sustainable materials, and encompasses the entire life cycle of the product. The initial focus was on the elimination of pollutants in the supply chain. The criteria are regularly developed further. VAUDE now works with Green Shape 3.0, which includes further criteria such as material efficiency, repair capability and recycling content. The next goal? The circular economy. And that was how VAUDE came into



90%



of all VAUDE products are set to consist of recycled or organically based materials by 2024.

contact with Interzero. "Our innovation team found openness and enthusiasm for our idea. It was achieved together and very professionally within two years," explains Kai Vogt. "We were looking for a high-performance, high-quality recyclate; Interzero has access to major material streams." To fulfil the specialist requirements, Interzero developed a polypropylene recompond especially for VAUDE: "This product is unique and with a new formulation, the properties of which have never been achieved before on an industrial scale, even with the modification of new materials," explains Dr Manica Ulcnik-Krump, who, as head of the Recycled Resource Business Unit at Interzero, has been advising and supporting VAUDE for several years.

”

We were looking for a high-performance, high-quality recyclate; Interzero has access to major material streams.

Kai Vogt

Head of Innovation & Hardware Equipment at VAUDE

By 2024, at least 90 percent of all VAUDE products are set to use materials which are predominantly made from recycled or organically-based (renewable) raw materials. As a company, VAUDE has been climate-neutral worldwide with all its products since 2022 – and Interzero will continue to support it on its journey. In this respect, Antje von Dewitz, CEO of VAUDE, believes that it is particularly important to maintain the quality of life for future generations: "We are living in an era when many people want to work on a value-oriented basis – what could be more fulfilling than making a contribution to greater sustainability with your work?"



"RECYCLE"
SERIES

A robot arm in operation at a sorting plant.



HOW CAN WE MANAGE THE SCARCITY OF RESOURCES?

“There isn’t enough waste.”

A third of all the packaging waste from German households is processed by Interzero Plastics Recycling; it is a large amount of valuable raw materials. Jacco de Haas, CCO Interzero Plastics Recycling, discusses the scarcity of raw materials, partnerships and the future of plastics.

Mr. de Haas, what questions do companies ask about recyclates?

The first is: can products that are made from waste have the same quality as new products? That depends on the application: if companies take a fresh approach to the design, a lot is possible in terms of quality. Secondly, companies are occupied with the availability of recyclates, as waste is much scarcer than people think. Many companies have ambitious targets for recyclates. The demand for recycled raw materials is rising sharply – but the amount of recyclable waste is barely increasing.

Raw materials are therefore scarce. What do companies have to do?

To enter into long-term strategic partnerships right now. The best example is the cooperation between ALDI and Interseroh+ (p. 9). And: we need to find new ways of recycling chemicals.

What does “chemical recycling” do?

Until recently, it hasn’t been possible for large amounts of plastic, such as mixed materials or heavily contaminated material, to be recycled. To process this waste, we have developed a new process, and we are planning to build the first resorting plant for chemical recycling together with our partners, OMV. We are supporting this innovative form of recycling on a complementary basis, i.e. when mechanical recycling isn’t possible.

What milestones do you look back on, and what does the future hold?

Customer projects such as VAUDE (p. 28 – 29) show that we have been able to significantly increase the quality of recycled plastics. In terms of availability, last year, we were able to manufacture 50 percent more recyclates at our plastics processing plant in Eisenhüttenstadt. Plastic is a product with good properties – we must work together to keep it in circulation.



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PROJECT JOURNEY



You have now successfully completed the first steps. Now it’s time to tell your colleagues and get going: for a company without waste! How far along are you with your closed-loop plan?

ALREADY ACHIEVED?



Have you realised the importance of this topic and discussed it with management? Have you created a project team and drawn up a project plan?

☐ Yes

☐ No

Have you gained an overall overview of the status quo together with the team and the individual experts? Have you defined the opportunities, risks and needs? Did you get external help for the analysis?

☐ Yes

☐ No

Have you worked out a clear objective? Have you defined the milestones? Have you analysed the feasibility in the business context with external partners? Have you considered the costs and benefits, and worked out alternatives?

☐ Yes

☐ No

Have you chosen a project lead? Have you defined the responsibilities, tasks and timings? Have you made arrangements with stakeholders? Have you set regular monitoring dates?

☐ Yes

☐ No

Have you updated all of your stakeholders? Have you created a detailed schedule? Have you clarified all the responsibilities for the implementation?

☐ Yes

☐ No

How we stay on the ball



The workbook might be coming to an end, but this is where things really start: after all, to make a world without waste a reality, it's important not to give up, to stick with it, and to motivate yourself. It isn't always easy. How can we succeed? We ask those who surely know: the top athletes at ALBA BERLIN, whom we support as environmental partners. After all, more sustainable business and professional sport have some things in common: for both, it depends on having the right strategy and a clear objective. In addition to a lot of courage, players and entrepreneurs must also have stamina and patience. What completes the circle? A strong team which supports, encourages and challenges each other.

”

You are often capable of bigger things than you think. You might have some very ambitious goals. But are they impossible? Never! I decide what is realistic and what isn't. That's my motto. With the right mindset and the right team, anything can be achieved.

Wiebke Matilda
Centre at ALBA BERLIN

“My team motivates me every day: knowing that I'm not alone, but that I share the same goal with others, gives me energy, confidence and joy. And that's how we are successful.”

Luke Sikma
Team captain at ALBA BERLIN

“Good preparation and a good strategy are the essentials. After all, on the court, things often fail to go to plan. But if you trust your skills, you can respond with flexibility – and still achieve your goal.”

Johannes Thiemann
Centre at ALBA BERLIN



“My goal is to keep enjoying the game. I keep reminding myself why I love this sport. If you are really passionate about something, you can survive the tough patches.”

Jonas Mattisseck
Guard at ALBA BERLIN

A TEAM!



TERMINOLOGY AND CONTACT PERSONS

At a glance

The workbook doesn't just offer answers to the questions of the "how", but also to the "what" and "who" – with the key terminology and the most important contact persons.



Chemical recycling

Unlike mechanical recycling, where plastic remains as such, chemical recycling converts plastic into its basic chemical components. This makes it possible to recycle waste that does not offer itself to mechanical recycling.

Fulfilment

An order management process, especially in e-commerce, where logistics service providers carry out tasks such as packaging, shipping and delivering goods.

Circular economy

An economic system in which materials, products and resources are used for as long as possible. In 2020, the European Commission proposed the first package of actions to accelerate the transition to a circular economy. This action plan is in line with the European Green Deal and the objective of becoming climate neutral by 2050.

Polypropylene recompound

A high-quality recycled plastic made from polypropylene, one of the most widely-used plastics. This recompound is able to withstand extreme temperatures and UV radiation, for example.

Recyclate

Secondary raw material resulting from the recycling of plastic waste, which can be produced from types of waste such as production residues (post-industrial recyclates) and household waste (post-consumer recyclates).

Sustainable Development

Goals (SDGs)

Seventeen global goals included in the United Nations' 2030 Agenda for Sustainable Development. Interzero's solutions enable you to not only achieve your sustainability goals, but also contribute to meeting the specific SDGs that are relevant to you.

German Packaging Act (VerpackG)

Applicable since 1 January 2019 to all those who place packaging material on the market commercially for the first time in Germany. The goal of the Packaging Act is to reduce the environmental impact of packaging waste, increase recycling rates and protect market participants against unfair competition.



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Sustainable closed loop systems

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Innovation in plastics recycling

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FOCUSED
KNOW-HOW!

HOW, WHAT, WHO?

HOW TO ZERO WASTE?

As part of the
zerolution

Thanks for joining us with the experiment of the workbook.

Let us use this momentum and accelerate our actions: 2022 is the second year of the “Decade of Action”. This is the period during which we can, should and will achieve the goals of the UN, the Sustainable Development Goals (SDGs).

We can no longer continue as before. We need new solutions, new approaches and new actions – now.

The ability to access raw materials and use recycled plastics is particularly important. In this respect, in addition to the quality, we also need to ensure the availability, so that companies can comply with the statutory but also self-imposed quotas and targets. Resource efficiency, the

management of material flows and packaging optimisation are the key levers.

It is also important to educate the end consumers, however, so that all stakeholders along the value chain can make their contribution.

That is why we are promoting discussions on our exchange platforms and at events, both now and in the future.

We are proud of what we have achieved together with our partners. We're not there yet – but we're well on our way. Become part of the Zerolution and join us on the way to zero!

The Interzero team

FOR OUR
FUTURE!

Legal notice

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