## Case study 1: Work environment and recycling – A discussion of potential problems and possible solutions

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Prof Ann-Beth Antonsson</th>
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<tr>
<td><strong>General description:</strong></td>
<td>The circular economy will increase the recycling of materials and products. We have studied occupational health and safety in several stages of the recycling process for various materials and products, and we have found some conditions, particularly related to recycling that exacerbate the working environment. Some examples are:</td>
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<td>- Recycling is often started in small businesses with poor knowledge of occupational health and safety. Therefore, risks may not always be recognized and hence not prevented.</td>
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<td>- The recycled products and materials are often not designed to be easily recycled, resulting in poor working environment conditions in recycling.</td>
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<td>- Recycled products are often dirty and difficult to dismantle and there may be a lot of manual work involved in dismantling.</td>
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<td>Depending on the material, various types of occupational hazards could arise from:</td>
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<td>- Thermal degradation of plastics, when recycling and melting plastics.</td>
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<td>- Exposure to micro-organisms when handling organic material to be recycled.</td>
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<td>Problems in recycling are possible to avoid or control, but require awareness of, and attention to, the problems. The problems cannot be solved solely by the enterprises active in recycling. Others have to contribute in different ways. For example, it is important that designs consider a functional environment where the recycling of products and materials is integral. That kind of good design goes beyond design for disassembly (DFD) and other methods which mainly focus on the environment.</td>
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<tr>
<td>Supportive document:</td>
<td></td>
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<tr>
<td><a href="http://www.ivl.se">OSH in the green economy – a victim or an integrated aim?</a></td>
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<td>HesaMag#09</td>
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<td>Work Life 2000 Yearbook 3, page 48-58</td>
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## Case study 2: Chemical leasing – A performance-based business model for greening the chemical industry

<table>
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<tr>
<th>Speaker</th>
<th>Mr Nils Decker</th>
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<td><strong>General description:</strong></td>
<td>Chemical Leasing is a service-oriented business model that shifts the focus from increasing the sales volume of chemicals towards a value-added approach. The producer mainly sells the functions performed by the chemical and the functional units are the main basis for payment (e.g. number of pieces painted, cm² of surface covered).</td>
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coated, m2 or m3 of area cleaned). It is a business model in which a customer engages with a chemical supplier or service provider in a strategic, long-term contract to supply and manage the customer’s chemical and related services. As a consequence, striving towards Chemical Leasing requires new skills of managers and engineers at the interface of products and services. For more than ten years, UNIDO has been supporting pilot projects across industries in their attempt to implement Chemical Leasing at company level by means of technical assistance, PR activities, global coordination, project management, etc. In Lyon, we would like to showcase best practice examples of Chemical Leasing from different sectors and discuss their interrelation to eco-innovation and their impact on green job creation.

Website: www.chemicalleasing.org

Case study 3: Green Growth in Airport Region BER

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<tr>
<th>Speaker</th>
<th>Mayor Lutz Franzke</th>
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<td><strong>General description:</strong></td>
<td>In the immediate proximity of Schönefeld Airport there are currently huge investments ongoing following recommendations of the OECD report ‘Green Growth in Brandenburg’ aiming at making sustainability changes in regional contexts. In the context of renewable energy, besides the completed ‘Green Hydrogen HUB’ in Schönefeld in 2014, there will be a 13 windmill-strong park in Königs Wusterhausen by the end of 2015 direct 6 km connections to the harbour area where the public company LUTRA is currently implementing innovative local energy and heat networks with enormous future low carbon implications. In addition, the communities of Wildau and Königs Wusterhausen are preparing the implementation of a new Eco-innovative Technology Centre near Highway A10 (under the working title ‘Green Growth City - Radio Hill’) on 10 hectares of public land, complementing existing successful research premises like the Aviation and Aerospace Centres I to IV. Recent regional studies and reports foresee difficult skills traps for the airport region BER even with existing strong commuter trends from the centre of Berlin to the</td>
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outskirts. In response to this, the Local Economic and Employment Development (LEED) partners proposed a very helpful initiative to support the regional stakeholders and key players to implement an OECD-capacity building project to establish a sustainable action plan, evidence-based strategies for local green job creation and OECD assistance if required by the airport region. The related start-up workshop will be held in mid-2015.

Website: www.koenigs-wusterhausen.de
Supportive document:
http://www.oecd.org/cfe/leed/Lowcarbon_brandenburg.pdf
- mettre un espace OECD-Report Green Growth in Brandenburg

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**Case study 4: The contribution of a green business to the circular economy and greener jobs**

**Speaker**
Ms Susanna Galli

**General description:**
Starting from the Novamont case study, a presentation on the evolution of a business focused on green chemistry and green jobs will be provided.

Initiated as a small company more than 20 years ago, today Novamont is an international leader in the sector of biodegradable and compostable bioplastics from renewable sources. The basis of the company’s philosophy is to spread a new concept of sustainable business in the market, where ‘sustainability’ means the ability of a company or a community to produce and to progress without compromising the available resources and the natural and social environment. Novamont’s ambitious project is to integrate chemistry, agriculture and the environment to encourage a new model of sustainable development and the transition from a product-based economy to a system-based economy.

To reach that goal it is necessary to switch from a wasteful to a conservational approach to resources, through the use of renewable feedstock for the production of bioplastics used in specific applications with a low environmental impact. According to Novamont’s project, the implementation of biorefineries in local areas is a fundamental step as the biorefineries provide application solutions that ensure the efficient use of resources throughout their entire life cycle, with benefits for the social, economic and environmental system. The industrial evolution Novamont has been implementing for many years necessarily involves the creation of more green jobs, characterised by specific skills and competencies that are transforming traditional jobs towards the needs of the circular economy model.

Website: www.koenigs-wusterhausen.de
Supportive document: OECD-Report Green Growth in Brandenburg -
http://www.oecd.org/cfe/leed/Lowcarbon_brandenburg.pdf

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**Novamont**
## Case study 5: The evolution of resource efficiency in the brick industry and its implications for jobs and skills

**Speaker**  
Mr Michael Joos

**General description:**  
As a multinational company operating on three continents, Wienerberger continuously tackles upcoming challenges to support the protection of the environment. What is clear is the need to be innovative, and attracting employees with excellent education and skills is a prerequisite for doing so. Wienerberger is committed to the development of a resource efficient, inclusive circular economy, and defines sustainability in two main dimensions: developing sustainable products, and implementing sustainable production processes. The further development of the skills of our employees and our innovation strength is therefore a top priority. Product development as well as production processes are getting more and more complex and interconnected and terms like recycling, re-use, energy efficiency as well as CO2 efficiency have to be considered more prominently, particularly in the early life stages. Our products are free from poisonous substances, have durability of up to 100 years and contribute to an increase in energy efficiency in the building sector. The case study will outline three examples of how Wienerberger successfully integrates the transformation of skills for a resource efficient and sustainable economy in its operating business model:  
- Product development dedicated to resource efficiency via a finite elements modelling  
- Changes in the job profile of engineers within Wienerberger  
- Increasing the recyclability of ceramic pipes.

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## Case study 6: The production of Electric & Electronic Equipment (EEE) - recycling process

**Speaker**  
Mr Leonidas Somakos

**General description:**  
The production of Electric and Electronic Equipment (EEE) is one of the fastest growing sectors worldwide, a development which causes one of the major 'modern' waste categories. Recently, significant efforts towards WEEE management were noted due to the fact that the lifetime of EEE is reducing rapidly. One crucial element of the recycling process is the early identification and removal of the toxic parts of the aforementioned products. This is followed by the screening and disassembly of the different parts of each device. The various materials are then forwarded for recycling. It is rather hard to identify all parts of EEE and handle them properly, especially when the employees have little academic background and are sometimes illiterate.

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Case study 7: Skills alliance energy saving and sustainable construction in the Baltic Sea region

**Speaker**
Dr Max A. Hogeforster

**General description:**
In the field ‘Energy Saving and Resource Saving Construction’ there is a strong demand for action. SMEs can definitely contribute to the solution and thereby open up new growth areas. However, there is an increasing lack of qualified employees. SMEs make up 99% of all enterprises and almost 70% of all jobs and are important players in the energy and construction field. The lack of skilled professionals acts as the biggest hindrance. Therefore a new alliance ‘Technologies of Energy Saving and of Resource Saving Construction’ oriented at SMEs is being formed with partners from five countries. This alliance is extended to 11 countries with 60 players and focuses on urgent educational issues in the energy field.

Three educational packages for the energy field are to be developed and implemented:
1. Oriented at the young and unemployed, creating an informal qualification
2. Oriented at SME managers, three further training courses will be developed
3. Oriented at future SME managers, modules dual bachelor study courses will be developed and implemented.

Website: www.skills-energy.eu/

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Case study 8: through skills/competences development in Footwear

**Speaker**
Ms Rita Souto

**General description:**
The market for ‘sustainable shoes’ is increasing, as a result of a change in consumer behaviour worldwide, creating an opportunity of growth for the footwear sector in Europe. The Step 2 Sustainability project aims at creating, developing and piloting a new occupation-and-qualification profile and associated ICT and work based training on the subject of sustainable footwear manufacturing, which is able to cope with the evident shortage of vocational skills in the sector. It also promotes the best use of outcomes in the field of materials, machinery and processes as developed in the frame of other European research and development projects focusing on sustainability, with a view to improving competitiveness in the footwear sector. The project envisages developing new skills/competences in the field of sustainability, opening the possibility of embracing new markets and new businesses with impact on SME competitiveness. The b-learning course offers a flexible approach to the development of new skills, reaching a

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The project is being developed by a consortium headed by Centro Tecnológico do Calçado de Portugal (CTCP), involving the European Confederation of Footwear Industry and a wide range of entities such as VET providers, adult education providers, associations, higher education entities, and SMEs. A report presenting the results of a research study on the innovation and training needs of the European Footwear Industry is ready, as well as the profile of a new expert in sustainability and the training programme. The project is supported by the Lifelong Learning Programme of the European Commission. Website: www.step2sustainability.eu

Case study 9: Horizon 2035: Visions of four paths towards a sustainable EU economy

**Speaker**  
Mr Laurent Bontoux  
Mr Daniel Bengtsson

**General description:**  
In this participative ConverStation, you will experience different scenarios of how societies on a path towards sustainability might look like in 2035. You will also be given the opportunity to help steer their course towards a more sustainable future. For the purpose of this conference, the emphasis will be on skills and jobs. The four visions at the core of this session are the result of a foresight study that aims at understanding how policy choices can impact the ability of the EU to meet simultaneous sustainability, economic, social, and employment objectives. The study has identified key drivers, opportunities and trends and has developed four systemic scenarios of the EU’s path towards sustainability for 2035. These scenarios are articulated around fiscal frameworks and societal values. They link sustainability to issues such as eco-innovation, regional development, governance, education, research and technological development, the environment and industrial policy. The study is now developing serious gaming approaches to help stakeholders at all levels better understand what the consequences of their own actions could be in the perspective of a transition towards a green economy. The participants will bring back into their own life and working environments the systemic understanding obtained by being put in these virtual scenarios.

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### Case study 10: GreenPoint (Germany)

**Speaker**
Mr Clemens Körte

**General description:**
At present, the metalwork sector involves more than 400,000 companies throughout Europe, most of them SMEs with limited technical and human resources. This means the subsectors selected – vehicle repair, machining, surface treatment and metal coating subsectors, which must fulfil the environmental regulations – do not have the necessary staff resources to control and follow up the work performance of their company appropriately. The GreenPoint initiative aims at creating a new competent environmental figure for the metalwork sector, specially focusing on SMEs with low-qualified workers, in order to foster a green work culture within the sector and to provide newly qualified staff who are capable of managing the environmental performance of a business. Vocational training will be the key process for meeting the needs of the sector by producing ‘GreenPoints’.

Among other advantages, the GreenPoint project provides the following products, which will be presented to the audience to demonstrate methods for establishing green competences in companies with small budgets:
1. A level 3 Qualification Standard describing the main competences and training needs,
2. A Training-for-trainers Programme positioned in an open source e-learning platform, which will be used to train the GP, and
3. A toolbox of resources to support the GP as a trainer in its daily work, and a SME performance follow-up.

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### Case study 11: EWASTER Project – Designing and testing new management skills for the development of the Waste Electrical and Electronic Equipment Recycling and Re-use System in Europe

**Speaker**
Mr Stefano Bini

**General description:**
1. The EWASTER Project’s motives the increasing relevance of the E-Waste Recycling and Re-use System in Europe for sustainable, social and economic development.
2. The EWASTER Project’s economic sector – The strategic role of Recycling and Re-use practices to facilitate up-skilling for green jobs in Europe.
3. The EWASTER Project’s needs and challenges – Organising a harmonised and common Vocational Education Training (VET) framework in WEEE Recycling and Re-use management, encouraging a sense of initiative and entrepreneurship in Europe through a Sector Skills Alliance strategy

**Website:** www.erifo.it

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### Case study 12: "Microvinya" initiative

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<th>Speaker</th>
<th>General description:</th>
<th>Contact:</th>
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| Mr Fernando Benavente Tendillo | The wine cellar 'Celler La Muntanya' originated in Muro in 2004, in a special mountainous area in the north of Alicante, as a wine and oil manufacturer. Celler La Muntanya is supplied with grapes by smallholders following an initiative known as ‘MicroVinya’. This initiative allows the owners of small, new and recovered vineyards to take part in the production of wine. Therefore multiple effects are achieved, not only economically, socially and culturally but environmentally as well. The development of the 28 ‘micro-vinyedos’ is supervised by ‘Celler La Muntanya’, which enables the use of their brand ‘MicroVinya’ in the production of these wines to demonstrate their authenticity. The ‘MicroVinya’ project provides practical help and information to those interested in rescuing and restoring small vineyards and making them economically viable. They also certify wineries that meet criteria developed by ‘MicroVinya’ for ethical wine production that respects the local ecosystem. Although the MicroVineyard movement is still in its early stages, Cellier la Muntanya was the pioneering winery to obtain the ‘MicroVinya’ certification. Other wineries in Spain and France have received certifications or have shown interest in becoming ‘MicroVinya’ wineries. Some of the objectives of the movement are:  
- Ethical commitment to the ecosystem  
- Regeneration of winegrowing regions  
- Social and cultural regeneration  
- A bond between wine and art  
- Profitability for the ‘new’ farmers  
- Distribution of information in local schools  
- Promotion of intelligent consumption  
- Inter-regional cooperation  
- Quality with respect for the environment  
- Bonds through shared knowledge  
- Recovery of the Mediterranean landscape  
- Recovery of native varieties.  
The ‘MicroVinya’ project is about more than just money. It’s partially inspired by the ideas of the Austrian economist Christian Felber and his ‘Economy for the Common Good’, which argues that no business can be considered profitable unless it profits the whole community. To be allowed to use the ‘MicroVinya’ label, producers have to sign up to use grape varieties appropriate for the region, respect the environment, support the community and pay workers fairly, and facilitate up-skilling for green jobs. | Fernando Benavente Tendillo  
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Website: [http://www.cellerlamuntanya.com/](http://www.cellerlamuntanya.com/)

### Case study 13: The concept of new housing developed by LVD Energy: Homeblok

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<th>Speaker</th>
<th>General description:</th>
<th>Contact:</th>
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| Mr Laurent Laïk  | The La Varappe group develops targeted insertion services relating to the environment, and temporary work for major public and individual players. It is specialised in two sectors: Man(kind) and Environment. Its objective is to enable people in precarious situations to acquire | Laurent Laïk  
La Varappe Group  
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competences through a transfer of know-how and to benefit from social support.
The LVD Energy branch, in association with the group Schneider Electric, develops a new housing concept to meet the accommodation needs of populations in precarious situations. This innovative housing meets the following criteria:
- Developing a habitat in marine container at end of life
- Fully recyclable and made from organically sourced materials
- Conforms with the criteria of the RT 2012 regulation
- Mobile and transportable
- Less expensive than a traditional construction (-40 %)

Case study 14: Bio waste collection and re-use by methanisation – Tri Vallees

**General description:**
Tri-Vallées is a specialised company in the management of all types of waste in the Savoie territory. It promotes the integration of people who find it particularly difficult to access employment, with 60 % of its staff working under integration contracts. TriVallées has been collecting biowaste since 2010 and re-uses it in the methanisation unit of Gruffy in Haute-Savoie. This eco-activity is developed and linked to a circular of 1 January 2012 which obliges the large biowaste producers to sort waste at the source. To continue development, Tri-Vallées is active in several projects for the collection and re-use by methanisation of biowaste. A project for the collection of biowaste in the mountain resorts was launched and labelled ‘Montagne 2040’ in September 2014 with the support of the Rhône-Alpes Region. The objective is to provide technical solutions to re-use the waste produced during the winter season. The second large-scale project is the creation of a second farm methanisation unit in Tournon in 2016, in cooperation with the farmers and the local communities of the Albertville basin. This partnership is special because of the participation of five communities and two private waste collectors in the operation of the unit.

These sustainable projects combine three priorities for the territory:
- Creation of employment
- Local treatment and re-use of waste
- Production of renewable energy

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### Case study 15: The role of smart specialisation in the creation of green jobs

**Speaker**

Prof. Leszek Wozniak  
Ms Sylwia Dziedzic

**General description:**
The concept of smart specialisation has become one of the key mechanisms for the implementation of the Europe 2020 strategy for smart, sustainable and inclusive growth. Thanks to its implementation, regions of the European Union may in some way protect against the effects of economic fluctuations (financial crises), and offer increased security for the local labour market. As creators of the Regional Innovation Strategy for Smart Specialisation (RIS3) for Subcarpathian Voivodeship (Poland) between the years 2014 and 2020 and its Action Plans, we are planning to present all three smart specialisations, which we discovered in our scientific selection process and their roles in creating green jobs in our region.

Smart specialisations of our region are:
- Aviation and space
- Quality of life
- Information and technologies (ICT).

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### Case study 16: A university curriculum holistic approach to education and skills for future engineers in a sustainable primary-raw-material extraction sector

**Speaker**

Mr Andreas Endl

**General description:**
The strategy of the European Commission, as well as that of EU Member State national mineral policy, define education and skills as fundamental for raw materials security of supply in a sustainable manner from European sources. In view of this, the EU-funded project Communicating, Building of Awareness, Leadership competence and Transfer of knowledge on sustainable use of raw materials (COBALT): 1) identifies and maps existing educational offers and skill shortages, 2) develops strategies for tackling them (short courses and university curricula), and 3) runs pilot tests and evaluation procedures of these strategies.

More specifically, the COBALT project provides support for the university education system by incorporating sustainable development principles into education for the extractive industry sector. In doing so, we developed a university curriculum blueprint designed to equip future engineers with the necessary level of skills to address primary-raw-material extraction from a holistic perspective. This includes characteristics such as risk and environmental impact assessments of sensitive environments and emphasises the need for special societal and cultural considerations during the setup of mining projects. More specifically, such an educational programme goes beyond issues of detailed technical expertise, to encompass an understanding of small community, social responsibility and sustainability issues.

Consequently, future university education, based on a holistic and sustainable development approach towards extraction and processing of non-renewable resources, has the potential to extend the capacities and skills of engineers, enabling a transition towards a sustainably operated extractive sector.

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Case study 17: Green Deal (United Kingdom)

**Speaker**
Mr Hector Pollitt

**General description:**
As energy prices have risen, an increasing number of households in the UK have found themselves in ‘fuel poverty’, a position (defined previously) in which they must spend more than 10% of their disposable income to heat their homes. The quality of the UK’s housing stock is frequently cited as a reason for high rates of fuel poverty. In response to this situation, the UK government launched the Green Deal. This is an initiative which, among other things, has provided credit for purchases of energy-efficient equipment (e.g. insulation, or double glazing) or certain renewables.

Under the scheme, households who qualify receive an initial payment from the government, which is repaid through offset reductions in future energy bills. Through consultation, the Green Deal has also provided information to households about possible improvements to energy efficiency.

The public reaction to the Green Deal has been fairly mixed overall with both positive and negative aspects to its different component parts. This presentation presents the initiative in detail and explores some of the reasons for the varied take-up and response rates at different stages of the schemes. It discusses some of the possible wider impacts, for example on local companies and employment. Finally, it draws some initial conclusions that may act as lessons for policy makers in other European countries.

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Case study 17: Envie – 30 years of circular economy that generates green jobs

**Speaker**
Mr Guido Locatelli

**General description:**
The Envie network celebrated its 30th anniversary in October 2014. 30 years dedicated to competitiveness, industrial performance and innovation to help unemployed people get back to stable employment. Envie is a forerunner for the circular economy and green jobs.

The Envie network consists of approximately 50 companies based in various regions of France.

Its core business is focused on sustainable development:
- Domestic appliance refurbishment and sales
- Waste Electrical and Electronic Equipment (WEEE) collection, recycling
- The employment and integration of socially ‘excluded’ people
- The provision of good domestic appliances at low prices

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In 2013, 646 people with permanent jobs managed and trained 1,200 employees under occupational integration contracts. There are 30 workshops dedicated to domestic appliance refurbishment, 45 shops and 29 industrial sites for WEEE collection and recycling. Envie refurbishes about 65,000 domestic appliances and collects 100,000 tonnes of WEEE per year.

The equally important key performance indicators of Envie are:
- Sales turnover of refurbished domestic appliances
- WEEE re-use rate
- Collected and recycled WEEE tonnage and associated turnover and profit
- Employment rate of employees at the end of their occupational integration contract

Envie has been a forerunner for the circular economy and green jobs in France for 30 years.

In the French Rhônes-Alpes Region Envie is represented by:
- Domestic appliance re-use workshops and retailers in Lyon, Saint-Étienne and Roanne (Envie Sud Est and Envie Loire)
- WEEE collection and recycling in Villeurbanne and Saint-Étienne (Envie Sud Est and Envie 2E Loire)

These activities will be all consolidated in Envie Rhône-Alpes (SAS) and will represent about 130 green jobs, including some 90 occupational integration contracts.

All Envie companies and Envie Rhône-Alpes in particular continue innovating social, environmental and industrial aspects in order to maintain a sustainable, competitive model for the future.