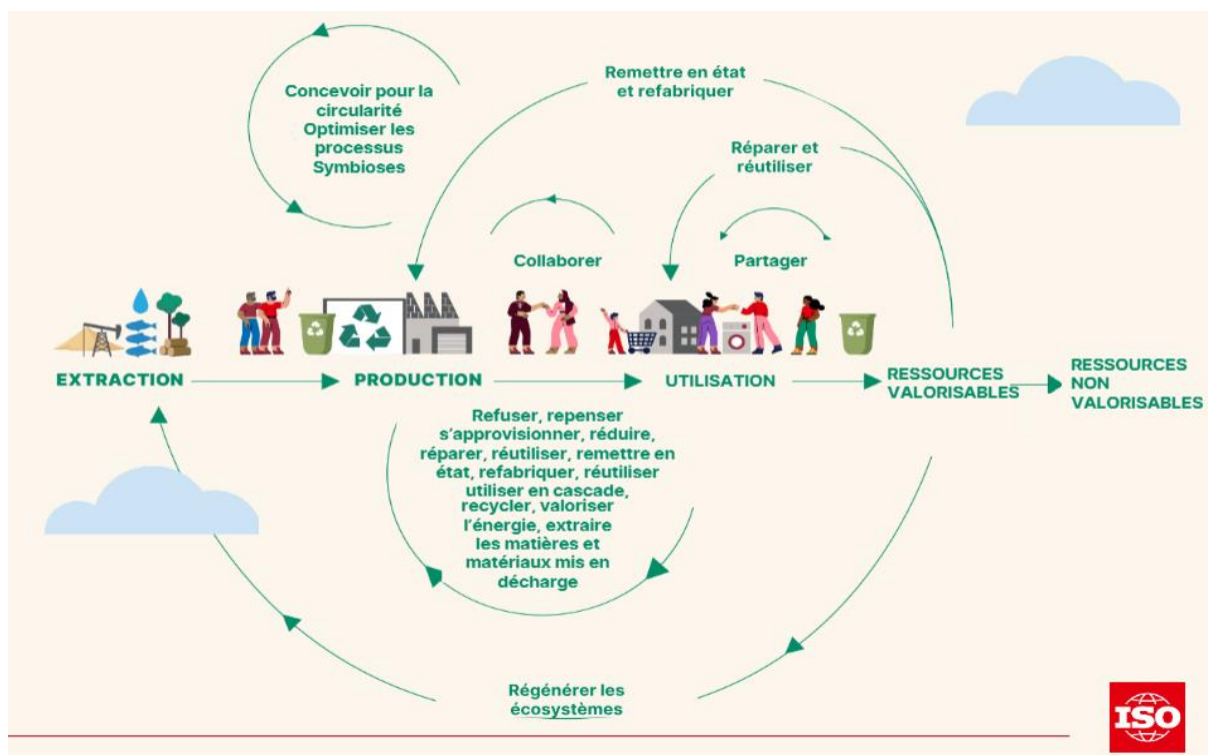


Circular economy

Three voluntary standards to question your business model and launch projects

In its May 2024 report, the parliamentary mission to evaluate the anti-waste law for a circular economy highlights the difficulties faced by professionals in applying it in practice. The recommendations set out in the new standards ISO 59004 (terminology), ISO 59010 (transition of business models), and ISO 59020 (measurement of performance in circularity) offer French players a framework for action, the same everywhere in the world.

The circular economy has burst into companies to respond to the challenges of resource scarcity and planetary limits, by requiring them to reform their business model. In France, the AGEC law of 2020 sets objectives and deadlines until 2030. “ However, four years later, manufacturers and marketers realize that the instructions for achieving them are not included. Now, the methodologies they need to sustainably circularize their business model appear in three new international standards: ISO 59004, ISO 59010 and ISO 59020, available in the AFNOR collection. notes Anne Benady, Environment and Circular Economy development manager, within the AFNOR group.



Designed under the leadership of France, within an ISO committee chaired by Catherine Chevauché (Veolia), these standards provide methodologies and good practices, approved by professionals from 100 contributing countries and 19 international organizations (Ellen MacArthur Foundation, GRI, WBCSD, UNIDO, UNECE, etc.). “These standards adopt an operational approach in order to understand the flows

entering and leaving the company and are an international authority. Getting in tune with them means responding in the short term to the AGEC law in France, and giving ourselves the means for international deployment, in the medium and long term. completes Anne Benady. It also means putting all chances on your side to succeed in your business project, alone or with others, with a life cycle vision, by considering the entire field of the circular economy, without reducing it to recycling, and by acting on a lever in such a way that another lever does not suffer.

Inform customers about the environmental impact of their online purchases

The 2^e pillar of the circular economy aims at responsible consumption and consumer information. They need reliable and comparable information on the environmental impacts of what they buy, and this also concerns the parcel delivery stage. La Poste, Fevad, Ademe, CDiscount, Colis Privé, Decathlon, Veepee, the Ministry of Ecological Transition and even Familles Rurales came together to develop the **XP X50-401 standard**, which provides the method for calculating the carbon impact of a delivery, and thus informing the customer to guide their choice. She just went out !

These French people who participated in the design of the ISO 59004, 59010, 59020 standards

"We talk about waste, end of life or even recycling rates, but not everyone puts the same thing behind these formulas..I participated in the development of the ISO 59004 standard precisely to build a common vocabulary. If we don't speak the same language, we will never have indicators to share. However, the circular economy is inherently based on our ability to work with other value chains, like an ecosystem. Defining terms helps define business models.»

Roger Ebengou, Environment and Circular Economy Director for Europe, **Michelin**

"Some wanted energy recovery to leave the scope of the circular economy, but it was important to integrate it, particularly for countries that store in open landfills: for them, burning them is already a big step.»

Anne-Sophie Coince, research engineer, **EDF**

"We have set up a full-scale pilot system for collecting lighters as close as possible to consumers, in the spirit of a circular economy. The components can be used to remanufacture new lighters, the materials can be recycled. Ultimately, those in better condition can be reconditioned for a new life.»

Frédéric Poeydemenge, standardization engineer for the lighters activity, **BIC**

- [Find our entire decryption here](#)
- [We find you the Circular Economy expert to interview](#)
- [Save the date : presentation event on September 13](#)
- [Request a copy of the standards \(press use only\)](#)

About AFNOR Standardization

Mobilized in favor of a sustainable economy, the French Standardization Association - AFNOR (law 1901) manages the French standardization system and acts to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop standards, shared and adopted on a voluntary basis. Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO and IEC) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities.

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