



Actions to scale-up Value Retention Process Business Models for Consumer Products

G7 Alliance on Resource Efficiency
Workshop Report



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for Consumer Products
G7 Alliance on Resource Efficiency
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Maison de la Chimie, Paris, 19-20 November 2019

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Introduction

Value Retention Process (VRP¹) business models capture the (often-wasted) economic value in products after their first use and those which extend product life. They often involve repair, remanufacture or refurbishment and resale.

To prioritise actions to scale-up VRP business models for consumer goods, 120 people from G7 and other governments, leading companies, research institutes and civil society were convened in Paris by:

Brune Poirson, Minister of State, attached to the Minister for the Ecological and Inclusive Transition, France, and Vice-president of the United Nations Environment Assembly, and

Kestutis Sadauskas, Director, Circular Economy and Green Growth, Directorate-General for Environment, European Commission

Discussion focussed around the examples of textiles and consumer electronics.

This summary report by the organisers is based on presentations and panel discussions from 25 leaders in the field and consequent discussions (details in the agenda). The facts, graphics and views from almost all speakers are available to view or [download](#) individually or [together](#).

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1. While 'VRP' refers to processes mainly carried out by the private sector, value retention policies are also needed for the transition to the circular economy. The workshop addressed both.

Key Points

1. Political support for expansion of VRP business models is higher than ever.
2. VRP business models have remarkable potential for delivering climate, biodiversity and economic goals thanks to changes in production and consumption patterns and technological advances, including the growth in online retail platforms.
3. VRP business model roll-outs and pilots have had success, but several challenges stand in the way of scaling-up this business:
 - a) Current national economic and policy frameworks are not designed for VRP businesses.
 - b) The information on products, needed for VRP markets to work well, is often confusing or unavailable.
 - c) Growth of global VRP value chains requires enhanced forums for international collaboration by private and public actors.
4. Action to align VRP business models with sustainability is needed now, so that brands and retailers factor sustainability into rapidly evolving VRP businesses.
5. Participants at the workshop identified 6 key policy outcomes and 7 areas of international co-operation to scale-up VRP business models (see Recommendations).



Workshop Summary

1. Political support for creating supportive policy frameworks is higher than ever

Political support for scaling up of VRP business models is now high because:

1. Increasing numbers of policy makers now recognise that **climate neutrality by 2050 requires action in all possible venues**.
2. VRP Business Models have **remarkable potential for delivering climate and biodiversity goals** together with **sustainable economic growth** and resilience (see boxes).
3. As **waste quantities increase** across the world, there is a growing sense of urgency about the need to reduce it.
4. Consumers increasingly aspire to new, greener, modes of consumption and to more solid and longer lasting products.
5. **Technological and market trends** are already driving rapid business model change offering an opportunity for transformation.

Highlighted examples of political action:

- The contribution of VRP business models to the **Sustainable Development Goals** features within the [resolution on Sustainable Production and Consumption adopted at the 4th meeting of the United Nations Environment Assembly](#).
- The number of **circular economy strategies adopted across the world has risen exponentially since 2014**, and value retention business models are a core part of a circular economy – even more so than recycling - **with growing interest in developing and developed countries**.
- The new European Commission's highest priority is the [European Green Deal](#), for a net zero emission economy. Retaining the value of products will be at the core of this action, as part of rethinking of industry, product policy, agriculture and food.



The remarkable potential of VRP Business Models for delivering climate mitigation and biodiversity goals

- Scaling up VRP business models contributes to joint achievement of **climate mitigation** and reduction of **biodiversity loss**: goals for which 2020 is a crucial year².
- The extraction and processing of material resources (biomass, fossil fuels, metals and non-metallic minerals) is currently responsible for **90% of biodiversity loss and water stress**, and **half of greenhouse gas emissions**³ (rather than energy use in buildings and transport).
- On current trends, resource use is unsustainable and growing, **on track to double by 2060**⁴.
- VRPs can deliver increased economic activity with reduced pollution and material waste, by **reducing resource use**, incentivising the design of **more durable, longer-lasting products**.
- VRP business models can deliver remarkable benefits: for example, one smartphone may need 70kg of raw materials to be produced, with embodied emission of 56kg of CO₂; the same refurbished phone corresponds to emissions of 9kg of CO₂ – **84% less emissions**
- Consumer products are key areas to tackle – for instance:
 - ◇ the textile industry's climate impact is **greater than all international flights and marine shipping combined**.
 - ◇ textiles are the EU's **fourth largest cause of environmental pressures** after food, housing, transport.

2. In 2020, states will be revising their strategies for Nationally Determined Contribution to climate targets, and the crucial COP15 for the Convention on biodiversity in China.

3. [IRP\(2019\), Global Resources Outlook 2019: Natural Resources for the Future We Want](#), p. 126.

The potential of VRP Business Models for achieving sustainable economic growth and resilience

Indications of the potential came from examples given by workshop participants:

- Over US\$500 billion of the value of textiles are lost each year - in under-utilised clothes and missed recycling opportunities, globally.
- Activities in the circular economy in the EU amount to **€147bn in added value**⁵. This represents very good business opportunities for VRP.
- In total, \$630bn of material savings per year are estimated to be possible from a circular economy by 2025⁶ in the EU alone.
- Global waste electronics in 2017 contained **€55billion** of valuable materials. IT waste is the fastest growing waste stream, as it is not decoupled from the huge and growing IT market whose growth is indicated by the **doubling in the value of the sales of Data Centre equipment market between 2014 and 2020** (to over USD 70 billion).

4. [OECD \(2019\), Global Materials Outlook to 2060](#)

5. 'Valued Added' figures from Eurostat's EU [Circular Economy monitoring](#)

6. Ellen MacArthur Foundation (2012), 'Towards the Circular Economy: Economic and Business Rationale for an Accelerated Transition', www.thecirculareconomy.org.

2. Changing consumer preferences and technological advances are driving rapid change in business models

a. Consumer preferences are changing towards VRP products

1. Customer **mindsets have changed**: larger numbers of GenZ and Millennial consumers are more interested in price and quality than if an item is pre-owned or new (see box).
2. The second-hand apparel market is **expected to double in 5 years** with resale platforms driving the main growth. Between 2017 and 2019, growth in Millennials' purchase of second-hand clothes and footwear grew by 36%.
3. The global market for refurbished phones and laptops in 2017 was €50 billion, **expected to double to €100 billion by 2022** - an immense market in its infancy - only ca. 15% of all privately-owned phones are recycled or refurbished.
4. The global IT refurbished market growth is **driven by the USA** (23% of the world market), with a steady 18% 2017-2018 growth. In France, a decline in the demand for new smartphones runs parallel to an increase of the market of refurbished ones.
5. Growth of VRP is **driven by three major trends** in the consumer electronics industry: i) sustainability becomes more important for most consumers, ii) technical improvements are slowing down so obsolescence decreases, iii) prices for new electronics are increasing while income levels are flat.
6. Meanwhile consumer surveys show that **consumers are frustrated** with the short life-cycle of their products and want more information on durability.
7. The **rental market** for apparel is already estimated to be tens of billions of US dollars.
8. Changing **retailer offers support consumer trend** change e.g. Adidas's used items are now planned to be taken back from the consumers, for which consumers receive vouchers that can be used over 3 years.

Capturing value - Zalando Wardrobe

- Zalando is Europe's largest online fashion retailer. It now offers Zalando Wardrobe: a **sales service that guarantees customers a resell option**.
- This model realises some of the **50-60% of the value of a clothing or footwear item which is lost the moment that a new item** is purchased.
- Additionally, **50-60% of personal wardrobes are unused**. Offering a much lighter resale process, allows this value to be realised.
- This has produced **very strong customer demand**. It is very likely that **within five years all retailers will have a similar service**;

b. Technological advance has created large-scale markets for VRP products

1. The internet, backed by artificial intelligence, now offers the potential for resale of products, opening up new business models to realise value currently lost.
2. Individual tracking of products and their characteristics is now possible – giving consumers of VRP products information and trust – opening up new market potential. One example: Decathlon's project on Radio Frequency Identification (RFID).

Individual Product Information throughout the lifecycle with RFID – Decathlon

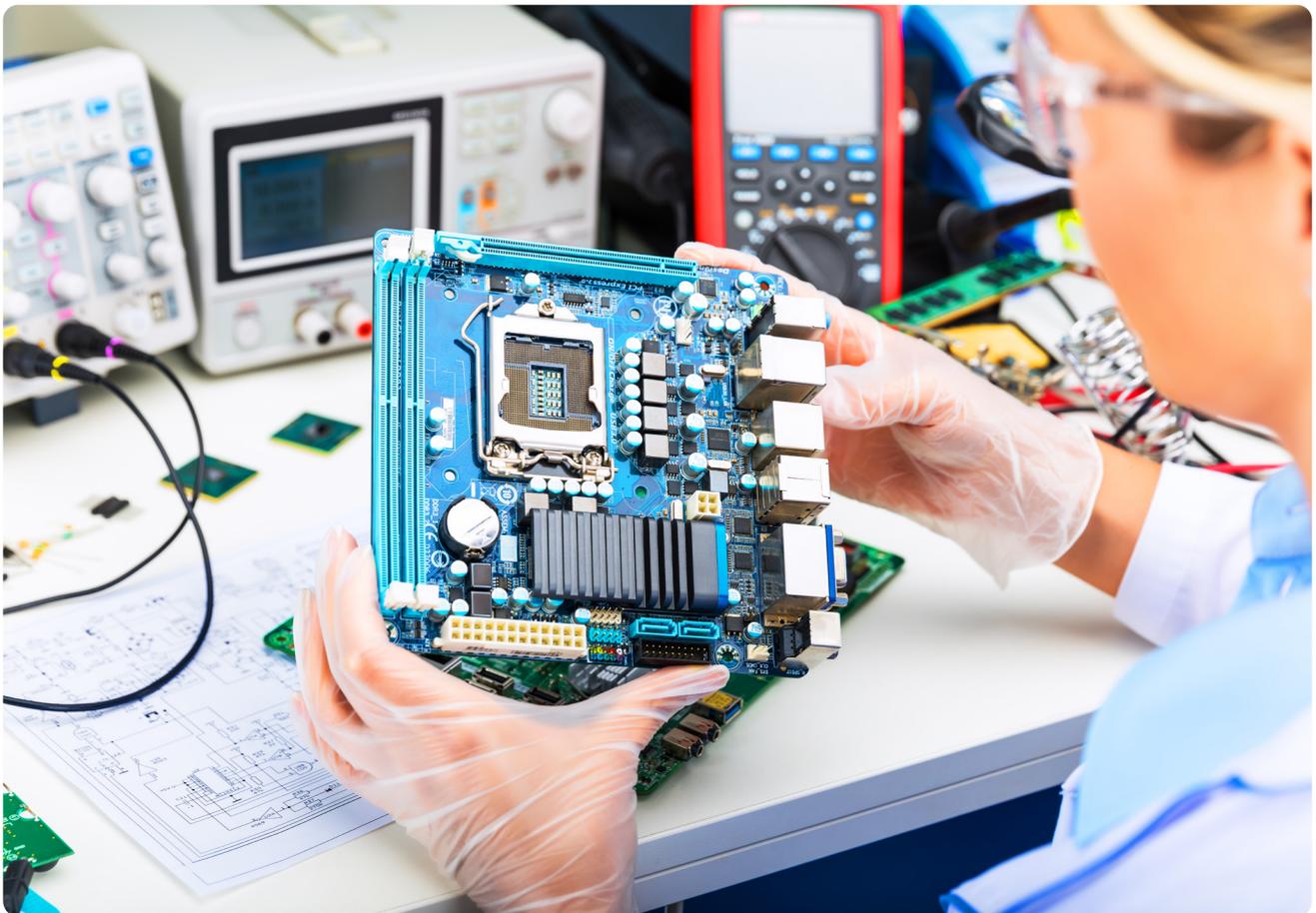
- Since 2002, Decathlon have invested in a global project placing RFID tags in every of the 1 billion products they sell a year.
- It gives each product a unique ID, linked to all information about product material content, origin, and, potentially, use history after sale.
- This full traceability allows the value of individual products to be known at the end of their first use, opening-up sorting of used products for new potential markets.

3. VRP business model roll-outs and pilots have had success

- Successful VRP businesses in consumer electronics already exist – they include business-to-business and consumer sale of refurbished and remanufactured products (e.g. the firm Refurbed) – and changing models for retail (Box on FNAC-Darty).
- French enterprise Recommerce has collected 2.7 million used mobile phones since 2009, of which 97% were refurbished and resold, leading to an estimated saving of 108,000 tonnes of raw materials and 81,000 tonnes of CO₂, producing **EUR220m income** (in France, 5 to 9 million mobile phones are reused each year).
- Japanese enterprise Renet profitably collects 310,000 computers and 450,000 mobile phones per year without subsidies. To collect metal to make the Tokyo 2020 Olympic Medals, **6.21 million devices have so far been collected** in Japan, representing 78,985 tonnes of total material. Renet's wide experience at increasing take-back of electronics may be shared with the Paris 2024 Olympics for a similar project.
- French organisation 'Ecosystem' has gathered experience from several **innovative collection projects** for used phones, often with social organisations: using urban collection points, partnerships with pre-paid envelopes at post-offices, actions at music festivals. They offer guarantees for the consumer, notably for deletion of personal data and with traceability, so consumers can see where their phone goes.
- Results from **a wide range of piloted VRP business models** in textiles show that resale can be **much more profitable than disposal**, with **customer demand** for these models. A financial viability analysis of many piloted VRP business models in fashion has been **carried out by Accenture** to give guidance to entrepreneurs.
- Textile pilots include the testing of new business streams by leading brands: H&M have run successful trials remanufacturing low-selling items for online resale (for its brand Weekday) and in-store sales of repaired stock (with another of its brands, COS); global fashion group VF launched rental of Kipling backpacks in London and North Face Renewed, which refurbishes and resells products.
- Textile pilots have ranged from the **value segment to the luxury goods market, in: rental, subscription-rental, recommerce and leasing.**

VRP Business models at FNAC-Darty

- FNAC-Darty is one of the leading electronic and media multi-channel retailers in Europe, with shops, e-commerce, and repair services.
- They have a changing business model, aligned with VRP: last year **increasing revenues whilst selling fewer products**.
- FNAC-Darty bases its sales on the idea of a strong, informed consumer. This year it began applying their own label indicating to consumers **which products are the most durable and repairable**. Manufacturers responded – e.g. Samsung increased guaranteed availability of spare parts from seven to ten years, Miele from ten to fifteen years.
- They have 2,000 dedicated repair employees with **2.5m repair operations** processed in 2018.
- FNAC-Darty offers a **monthly subscription for repair and assistance** for all large domestic appliances (EUR10/month). This secures a durable source of income for planning and investing in repair activities, and extends the life of products while enhancing customer loyalty.



4. Challenges exist to scaling-up VRP business

a. Current national economic and policy frameworks are not aligned with VRP businesses and hold them back

- Current economic frameworks have been **designed to support the linear economy**. To promote VRP, **changes to the current economic framework are needed**, not only the addition of specific support policies e.g.:
- Current **waste legislation** mostly aims at end-of-life, rather than reuse of products.
- Value retention businesses are labour intensive, whilst new production is resource intensive: to support VRP, **taxes need to shift from labour to resources** (e.g. a tax rebate for repair, a tax shift from labour to primary raw materials, a tax increase for waste disposal).
- In the US, with no federal law on Extended Producer Responsibility or rules on waste collection, VRP at scale is held back by **differences between the thousands of existing collection schemes**.
- Taken together, current economic conditions encourage moving used products from G7 countries **back to Asia for VRP** or recycling, rather than expanding G7 operations (even if recent Asian market closures to foreign waste does limit options).
- **Public procurement markets** for refurbished electronic products are restricted, as procurement guidelines reflect the linear economy.
- Collection of used electronics is often held back by **personal data security** concerns, which can be addressed by appropriate regulation.

b. The information on products needed for VRP markets to work well is often confusing or unavailable

- There is a current misperception of quality of refurbished products and repaired products. Trust is hard to establish. Without legal definition e.g. for 'refurbished' quality claims are unverified, labels can mislead and there is no basis for fair competition between refurbishers.
- VRP models usually rely on environmental improvements being measured, simply communicated and understood (by consumers and other value chain decision makers), yet a common methodology to estimate, and understand improvements is lacking. Instead, there is a trend of parallel development of alternative, partial, divergent methodologies and metrics, across sectors, coalitions, and geographies that can conflict and confuse.
- Consumer behavioural change needs support. For example, although the 'hibernating stock' of used mobile phones in French households is estimated between 54 and 113 million, consumers deliver less than 0.5 million of disposed phones into the approved end-of-life channel for phones each year.

c. Growth of VRP value chains requires greater global policy alignment and enhanced forums for international collaboration by private and state actors

1. For VRP scale-up, leading businesses and policy makers need to work more closely together because:
 - **Policy makers need to set clear directions and incentivize the change**, if environmentally-sustainable VRP is to hit CEO's agendas and mainstream; but
 - Politicians often **need the active support of leading companies e.g. the 25-30% of companies are at the forefront** of change, to be able to create the appropriate framework for the whole sector; and
 - Pioneering pilots focussing on selling value and functionality rather than ownership can **demonstrate the route** forward for policy and commerce, when they are shared.
 - Only by exchange and co-operation can governments, businesses, civil society and researchers identify the **shared goals and tailored policy solutions** for their specific context.
2. Many solutions to scaling up VRP lie outside of any individual business or government's control, e.g.:
 - Environmental impacts of G7 consumption often occur outside the G7 in global value chains – **e.g. 75% of the greenhouse gas emissions from EU-consumed textiles, and 85% of their resource impacts, occur outside the EU**⁷, including those from fibre production to waste management.
 - Product design is crucial (incl. for repair), yet now much of the **design expertise, notably for some electronic products, is based in Asian countries** at the other end of global supply chains.
 - **International reverse logistics chains** need multi-actor co-ordination to ensure collection without damage, to allow refurbishment.
 - Used products suffer transboundary trade constraints and misaligned tariff schedules, partly due to lack of trust in behaviour of waste management actors; **thus establishing definitions and quality standards** in a globalised supply chains (e.g. for electronics) requires both national and international action and agreement to be effective.
 - As consumer products flow through global value chains, delivering VRP through will need the key influencers on those value chains, including governments to engage in **global co-operative relationships, upstream and downstream**.
 - Although industry-wide change needs collaboration between firms, there are a growing number of **weakly co-ordinated initiatives**, which lead to some "commitment fatigue" and less-effective collaboration from companies.

7. European Environment Agency (2019), [Textiles in Europe's Circular Economy](#)

5. Inspiration for next steps

- Further progress in scaling-up will rely on the goodwill and active engagement of private and public actors to enhance action and co-operation around existing forums.
- National and international action and co-operation can take inspiration and practical guidance from existing initiatives and policy frameworks supporting VRP scale-up, some of which were highlighted by participants: -

a. Policy Frameworks

The categories of policy measures needed to align incentives along the whole value chain have been analysed and proposed, for example:

- A new European Environment Agency briefing on textiles: "[Textiles in Europe's circular economy](#)"
- France has recently proposed a new package of measures - the French Circular Economy Law (below)

The French Circular Economy Law

France adopted a new law on Circular economy and waste on 10 February 2020 (law no 2020-105) **to move from the "throw-away" society**, including:

- creating a reparability scoring system for consumer electronics,
- improving the availability of spare parts (and related consumer information) and promoting the offer of second-hand ones,
- extending products' minimum legal guarantee by six months, when the product is repaired within the guarantee period,
- integrating ecodesign criteria linked with product lifetime in the Extended Producer Responsibility schemes (differentiated fees / "eco-modulation"),
- forbidding the destruction of unsold **new** products,
- improving waste sorting signs and information,
- promoting the integration of recycled materials in products,
- ending all single use plastic packaging by 2040,
- transposing new EU waste legislation.

b. International multi-stakeholder co-operation

i. Co-operation on product lifetime assessment

- The newly-started [PROMPT](#) project is building an independent testing programme assessing premature obsolescence and the lifetime of consumer products (notably white goods and consumer electronics), looking at definitions of reliability, durability and longevity, and lifetime testing.
- It is a multi-stakeholder partnership involving research bodies, consumer bodies and industry representation, still open to wider global associations.
- It will produce policy recommendations, probably in the areas of standards, verifiable minimum design requirements for quality and durability, cost-effective repair, and labelling – that are needed as a basis for policy action and guidance for design.

ii. Co-operation to support sectoral innovation

- One example of an **innovation platform that nurtures VRP innovation** is Fashion For Good. It builds co-operation between brands, innovators and financiers in the apparel sector to enable innovations to scale-up.
- Another - the Ellen MacArthur Foundation - works with partners, including in China, on **changes to the systems determining production and use** of plastics, textiles, cities' use of food, and the links between circular economy and climate mitigation, by **bringing together the multiple stakeholders** needed to **jointly create change**.

iii. Private/Public international co-operation

- To provide a standard way to estimate environmental impact in textiles, as a basis for VRP and other initiatives, an industry coalition involving 1/3 of global textile sales (the Sustainable Apparel Coalition) <https://apparelcoalition.org/> is working closely with EU policy makers on Product Environmental Footprint category rules.
- To align positions of different stakeholders to engage with a common direction for EU policy makers, the Sustainable Apparel Coalition, Global Fashion Agenda, Federation of European Sporting Goods Industry and their members have come together in a 'Policy Hub for Circular Economy' building on a [Manifesto to Deliver a Circular Economy in Textiles](#) that already states positions agreed with the European industry association for apparel and textiles (Euratex).



Summary Recommendations

Many recommendations were proposed in the workshop to support scaling-up of VRP, summarised by the organisers as:

a. Policy makers were recommended to achieve multiple policy outcomes

1. **Waste and product-related legislation** adapted to the circular economy, supporting markets of second-hand and refurbished products (e.g. introduce reuse targets in Extended Producer Responsibility schemes).
2. **Product design and standards policies** (e.g. like eco-design standards) that promote more materially efficient, durable and repairable products (not only energy efficiency).
3. **Taxes** reformed to shift the current distortionary tax burden from labour to resources, to incentivise VRP (e.g. tax rebate for repair, tax shift from labour to primary raw materials, tax increase for waste disposal).
4. Stronger policies to increase **consumer information protection and trust**: right to repair policies, longer legal guarantees, better public control of commercial green claims.
5. Regulatory requirements for the **continuing availability and compatibility of software** for the continuing operation of electronics.
6. **Public procurement policies** (e.g. GPP) that develop market trust in VRP products and scale innovative markets – notably for refurbished or repaired electronics.
7. A framework of rules creating **fair market competition** between businesses scaling up VRP activities, e.g. in allocation of end of life costs.

b. Recommendations for international co-operative action

To support the achievement of policy outcomes and create the conditions to help businesses to scale-up VRP, enhanced multi-stakeholder co-operative action was recommended to:

1. Establish **definitions and quality standards for refurbished electronic products and the central concepts of: “durability” and “repairability”**, translating these into agreed international standards for globalised value chains.
2. Introduce **standardised ongoing measurement of use** on relevant products (e.g. washing machines and computers) to facilitate repair, refurbishment and resale.
3. Create **common traceability technology standards** and clear rules, to allow traceability of products and product content to work for the whole industry.
4. Develop a **common basis for labels** that meet differing consumer needs, to increase markets for VRP and transparency and trust, including a **common global methodology for the estimation of life-cycle environment impacts, including end-of-life phase**.
5. Develop a **common language for measurement and accounting of environmental impacts** in value chains, that can guide decisions throughout the value chain, business to business, consumption choices and end of use: **aligned metrics, methodologies and data transfer, working together to further develop and improve circularity metrics** that can help measuring and tracking the environmental impacts of VRPs.
6. Develop internationally agreed financial **accounting norms for the economic valuation of VRP business models**.
7. **Convene public, private and civil decision-makers** at already planned global events – like the UNFCCC COP 26 in November 2020, Glasgow or, for textiles, the Copenhagen Fashion Summit in May 2020 – with preparation that has a particular focus on **engaging key Asian public and private stakeholders** in the value chains – to boost action on these activities. Global fora for co-ordination, like the **G7 and G20** can make an invaluable contribution in this respect.

standardized
Labels for
really sustainable
products (no
green washing!)

GLOBAL
ROADMAP
+ ANNUAL
Summit on
Circular textiles
policy Los/Jones

BRING PLAYERS TOGETHER
COMMON LANGUAGE
(DEFINITIONS)
METHODOLOGY
COMMON WORK
G7, EU, G20, UN
CONSUMER EDUCATION
AND INFORMATION
STANDARD SETTING PROCESS

Establish Norms,
Standards + Definitions
Cascade to policies,
legislation + incentives
which leads to
industry adoption.

EASY
Access to infor-
mation, learnings...
HOW: Europeanwide/
global platform
integrated

Put consumer at
centre of circularity
- Support wellbeing of
People + Planet
- name the right
metrics + tools
(eg. to take return)
to drive this

WHAT? MAKE REUSE AND
REPAIR MORE ATTRACTIVE
HOW? THROUGH EDUCATION
ASAP + MARKETING
(BRANDS BUDGET) +
TRAINING

TO DEFINE COMMON
MINIMUM STANDARD
FOR ENVIRONMENTAL PERFORMANCE
G20 + ISO INITIATIVE

What: include social and
environmental costs (all life
cycles) in calculation
of the price of all goods
and services
How: using ecological
accounting models

- decentralise &
engage local
communities
how: create partnerships

Agenda

19 November 2019

Time	Session and Speaker	
9.25	Introduction by Workshop Moderator: Mia Forbes Pirie	
	A. The global context for sustainable consumer business models Room 162	
9.30	<p>Brune Poirson, Secretary of State for Inclusive and Ecological Transition, Vice-president of the United Nations Environment Assembly, France</p> <p>Kestutis Sadauskas, Director, Circular Economy and Green Growth, Directorate-General for Environment, European Commission</p> <p>Welcome: Why enhanced co-operation is essential for a successful transition to an economic, social and environmentally sustainable economy</p>	
9.45	<p>Ligia Noronha, Director, Economy Division, UN Environment</p> <p>Challenges and opportunities for a global sustainable economy and the essential role of resource efficiency and circular economy for consumer goods</p>	
10.00	<p>Torben Hansen, Vice President, Customer Management, Zalando</p> <p>Eye-opener: Best-practice lessons from value-retention business models in Zalando Wardrobe</p>	
10.10	<p>Benjamin Perret, Director Communication and Public Affairs , FNAC-Darty</p> <p>Eye-opener: Innovative value-retention business models in consumer electronics at FNAC-Darty</p>	
	B. Routes to expansion of VRP business models in consumer products Room 162	
10.20	<p>Joss Bleriot, Executive Lead, International Institutions and Governments, Ellen MacArthur Foundation</p> <p>How markets transform, and what it means for co-ordinated action</p>	
10.30	<p>Lars Mortensen, Consumption, Products and Plastics, European Environment Agency</p> <p>Prospects and requirements for VRP business in the Textiles Sector</p>	
10.45	<p>Ingrid Sinclair, Global President, Sims Recycling Solutions</p> <p>Prospects and requirements for VRP business in the Consumer Electronics Sector</p>	
11.00	Moderated Questions on routes for business model expansion	
11.15	Coffee Break Room 151	
11.35	Movement to rooms for parallel sector sessions Rooms 162 and 201	
	C. Sector sessions: Highlighting existing solutions for economically viable VRP, and exploring the supportive conditions + challenges to scale/replicate	
	Textiles	Consumer Electronics
11.40	<p>Moderated Panel and Plenary Discussion:</p> <p>Potentially scalable VRP Business Models in Textiles - case-studies and lessons learnt</p> <ul style="list-style-type: none"> · Laura Coppen, H&M Innovation Hub · Anna Maria Rugarli, Senior Director, Sustainability and Responsibility, VF · Georgia Parker, Innovation Manager, Fashion for Good <p>Moderator: Christos Kyriatzis, DG GROW, European Commission</p>	<p>Moderated Panel and Plenary Discussion:</p> <p>Potentially scalable VRP Business Models in Consumer Electronics - case-studies and lessons learnt</p> <ul style="list-style-type: none"> · Benoit Varin, General Secretary, Recommerce · Kilian Kaminski, Co-founder, Refurbed <p>Moderator: Mia Forbes Pirie</p>

12:40	Lunch Break		Room 151
13:45	<p>Moderated Panel and Plenary Discussion:</p> <p>Actions to support scaling-up in Textiles:</p> <p>Barriers, best-practices and identified needs for international action</p> <ul style="list-style-type: none"> · Aileen McLeod, Member of European Parliament · David Quass, Brand Strategy, Adidas · Jonas Eder-Hansen, Public Affairs Director, Global Fashion Agenda <p>Moderator: Lars Mortensen, EEA Inc. 35 minutes moderated plenary discussion</p>	<p>Moderated Panel and Plenary Discussion:</p> <p>Inducing flows of products for value retention processes in consumer electronics</p> <p>Barriers, best-practices and identified needs for international action</p> <ul style="list-style-type: none"> · Toshio Nakamura, Managing Director, Renet Japan Group, Inc. · Caroline Marcouyoux, AFNUM · Pierre-Marie Assimon, Ecosystem <p>Moderator: Mia Forbes Pirie Inc. 35 minutes moderated plenary discussion</p>	
14:55	<p>Measuring and tracking impact of VRP in textiles:</p> <p>Best-practice and needs for estimating benefits - through tracking, data management and life-cycle assumptions</p> <ul style="list-style-type: none"> · Llorenç Mila I Canals, Head of Secretariat, UN Life Cycle Initiative · Jérôme Lemay, Decathlon · Baptiste Carriere-Pradal, Vice President Transparency, Sustainable Apparel Coalition <p>Moderator: Christian Hudson, GIZ Inc. 35 minutes moderated plenary discussion</p>	<p>Actions to simulating design for VRP in consumer electronics:</p> <p>Best-practices to reward longevity and tackle premature obsolescence: - EU-led research on measurement, innovative experiences in France, engaging consumers</p> <ul style="list-style-type: none"> · Anton Berwald, PROMPT project lead, Fraunhofer Institute for Reliability and Microintegration · Laetitia Vasseur, Déléguée générale, HOP · Jeroen van Laer, DG JUST, European Commission <p>Moderator: Mia Forbes Pirie Inc. 35 minutes moderated plenary discussion</p>	
16:05	Coffee Break		Room 151
	<p>D. Identifying ways forward:</p> <ul style="list-style-type: none"> · exchange on differences and similarities between textiles and consumer electronics · discussion of actions to support scale-up VRP business models for consumer products 		
16:25	Small Group Discussions: participant exchanges on key lessons from textiles and electronics sessions and their wider relevance		Room 162
17:10	Moderated plenary discussion with comments and reflections from a panel of representatives from policy and business.		Room 162
18:00	Close of the workshop		

