

EVENT SUMMARY - DECEMBER 11, 2024

AT THE HEART OF CIRCULARITY: INSIGHTS FROM CROSS-INDUSTRY EXPERTISE



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On 11 December 2024, the Fédération de la Haute Couture et de la Mode (FHCM), with the support of DEFI, brought together the members of the Commission for Innovation and Sustainability in plenary session for a morning discussing common challenges inherent to circularity. It brought together experts from a wide range of sectors to share practices and experiences, including watches & jewellery, food, cosmetics, automotive, household appliances, hotels and architecture. The event was introduced by Pascal Morand, Executive President of the FHCM, Clarisse Reille, General Director of DEFI, and Léonore Garnier, Head of Sustainable Development at the FHCM.

How to make circular economy a driver for creation?

Emmanuelle Ledoux, General Director of the National Institute of Circular Economy

Maintaining life and economic models under constraint is a shared reality for everyone: resources are common, and the stakes are global. The circularity issue is cross-sectoral, and while we are witnessing a promising acceleration in the development of disruptive technologies, the next step lies in scaling up globally. The increasing emergence of innovative initiatives is a positive sign that we are on the right track towards the necessary structuring of circular supply chains and thus establish an economic model that is simultaneously profitable, viable, and sustainable.

Repairability: at what cost?

Frederic Givel, VP Battery Repair Recycling and End of Life, Stellantis

Regus Koenig, Director of Repair & Sustainability, Fnac Darty

Camille Masuyer, Head of Performance & CSR Operations, Chaumet

Repairability calls for a genuine cultural and economic revolution, requiring cooperation between manufacturers, repairers, and consumers in order to build a sustainable and circular model. While current costs remain a barrier, solutions are emerging. Régis Koenig pointed out Darty Max, a subscription service that makes repairs more accessible, while Frédéric Grivel emphasized the use of refurbished parts in the automotive industry to reduce costs and meet customer demands. In watchmaking and jewelry, Camille Masuyer viewed repair as a means of building customer loyalty, provided that cost and quality are balanced. The reorganization of skills, particularly through internal training programs and circular hubs for parts reconditioning, is becoming essential to address the shortage of skilled labor. The pooling of resources, both internally and across companies, also appears to be a promising path. Consumers, often hesitant, can become active actors of change if businesses support them throughout the lifecycle of their products, as illustrated by Darty Max or other initiatives by insurers encouraging circular economy practices in the automotive sector at Stellantis.

Testimony: Design & Circularity

Dominique Jakob, Co-founder Jakob + MacFarlane

Preserving the environment represents a complex challenge for young architects, yet these constraints open the way to reinvention, where every difficulty turns into a creative opportunity. Rethinking the use of materials and making the most of existing buildings over systematically favoring new construction requires a shift in mindset: waste must be seen as a valuable resource. Held by the agency, the University of Cairo, serves as an inspiring example, using up to 80% of locally extracted local soil from the foundations to build walls, combining flexibility, water efficiency, and adaptation to available resources. This circular approach aligns with the work of visual artist Moffat Takadiwa and designer Stefan Shankland, whose Marbre d'ici initiative transforms demolition waste into a local, aesthetic, and ecological raw material. Observing what already exists, redefining overlooked materials, and integrating them into transformative processes not only preserves the environment but also enriches our territories with a dynamic that is both sustainable and innovative.

Testimony: Consumption and Circularity

Brune Poirson, Chief Sustainability Officer at Accor Group

Hospitality business models are based on volumetric expansion, raising questions about their limits within environmental imperatives, in addition to the sector's inherently divided and fragmented nature. For Accor, which model relies on franchisees, implementing environmentally committed actions is even more complex, and requires efforts of both persuasion and ownership. Significant decisions have already been made, such as the ban on single-use plastics, which is applicable to all. This commitment crystallizes the challenge of circularity on an industrial scale. Not only does it allow for a re-evaluation of the core business model by countering massive standardization, but it also involves 3,000 employees as well as the end customer: it is a visible and tangible commitment. Furthermore, this decision questions the very values of the hospitality industry, which is founded on meeting customer expectations. Hence rethinking business models and acting for the environment requires a certain degree of courage as to forge an alternative path combining strong commitment, sustainability, and economic performance.

Consumer Labeling for Transformation: Sharing Experiences

Amelie Allaert, Home Index Leader, Adeo

Helene Boyer, Director of Communication and CSR for Continental Europe, Kellogg's

Joel Tronchon, Director of Sustainable Development for Europe, L'Oréal

The Nutri_Score(or Nutrition label), the Home Index, and the Ecobeauty Score are three examples of information provided to consumers as a lever for transformation. Each with its own specificities, these labeling systems enable the general public to decipher products at the time of purchase, but more importantly, they drive strategies for improving performance and eco-design upstream. While the Nutri-Score—still evolving and facing harmonization issues at the European level—fosters the rethinking of product recipes to enhance nutritional qualities, the Home Index demonstrates that comprehensive labeling, integrating environmental and social criteria, is effective and can uniquely mobilise all upstream actors. On the other hand, L'Oréal's Ecobeauty Score, anticipates consumer demand by providing clear, accessible information in an ABCDE rating format, familiar to consumers. These initiatives illustrate the necessary balance between transparency, standardization, and impact across value chains.

How to Build Reliable and Accessible Data?

Vincent Colomb, Ecolabelling Project Manager, ADEME

Pascal Degras, Environmental Labeling Coordinator at the French Ministry for Ecological Transition

-The choice of environmental labeling expressed in absolute value aims to provide consumers with relevant information that can raise awareness about the responsibility of purchasing. Providing reliable data requires the establishment of robust, transparent, and accessible foundations. Integrating data inventories must occur at multiple levels, considering sector-specific characteristics and ensuring rigorous verification of impact measurements. Transparency in algorithms and the structuring of methodologies are also essential to avoid inconsistencies and ensure well-informed decisions. The primary challenge, however, remains the necessary collaboration between public and private actors to refine these tools while maintaining their agility, reliability, and confidentiality imperatives.

In conclusion, Pascal Morand emphasised the strong interest of these multi-sectoral examples, the need for of strong coherence between data handled both at microeconomic (companies), mesoeconomic (sectoral approach), and macroeconomic (public policies) levels, and the spirit of innovation that shines through in the various experiences shared by participants.