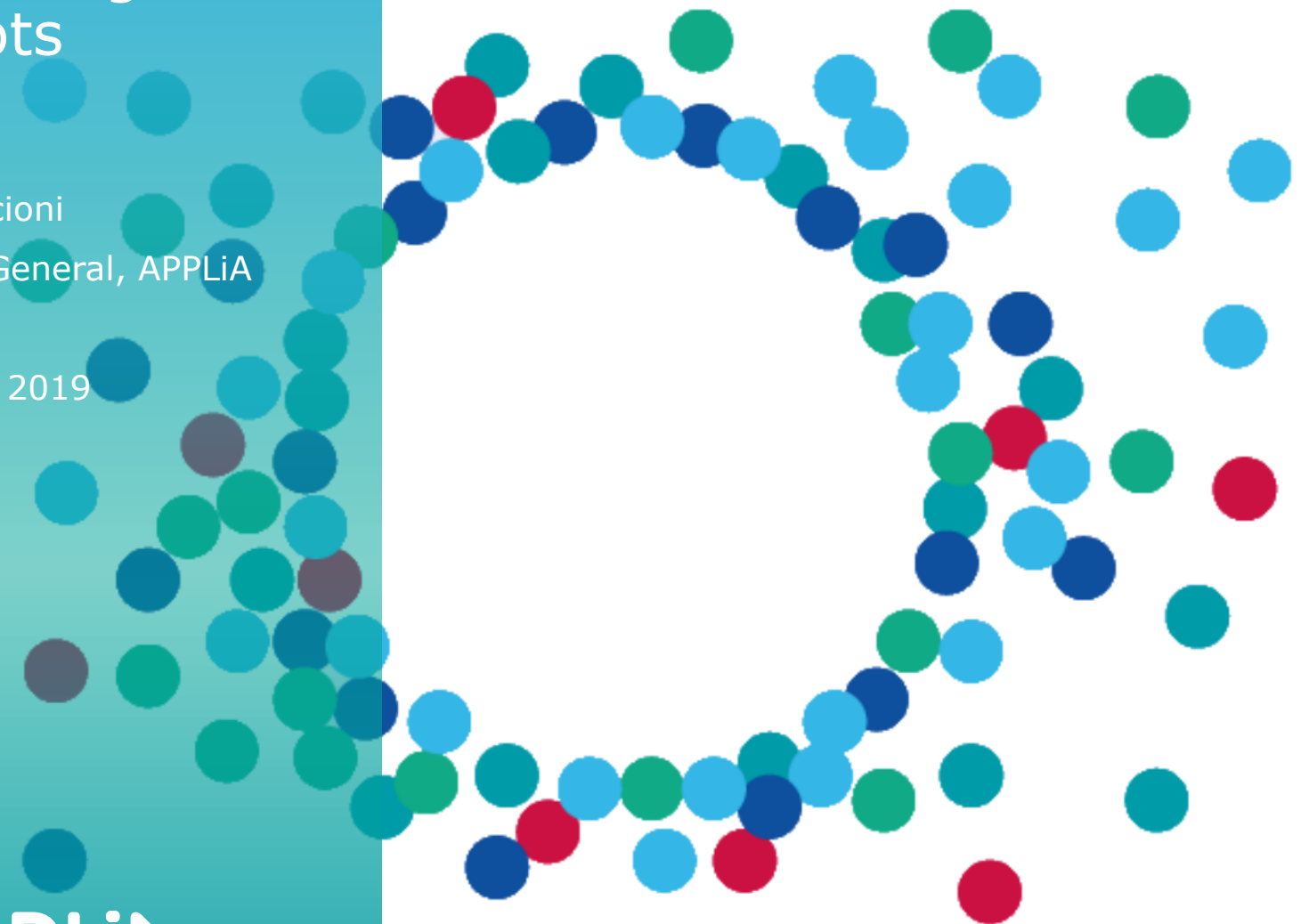


# Circular Culture – connecting the dots

Paolo Falcioni  
Director General, APPLiA

6<sup>th</sup> March 2019

**APPLiA**  
Home Appliance Europe



**Shall we do some shopping together?**



# My wife and I have decided: “We need a new washing machine”



My wife would look for:  
Design & Budget

I would look for:  
Energy label & cycles

Some of you:  
Lifetime declaration

# A story that goes beyond my family

## Responsibility to 250 m Europeans per year

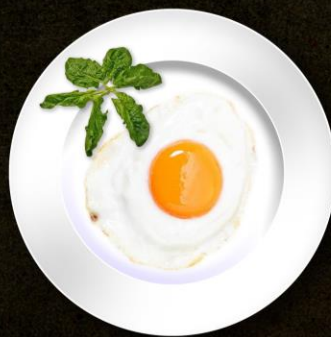


**The washing machine  
is on full speed.**

**So are my other  
appliances.**



# My fridge is always winning against #foodwaste



My dishwasher consumes 10 times less water than washing up by hand & I have more time



# Connectivity & AI prolong the life of my AirCo

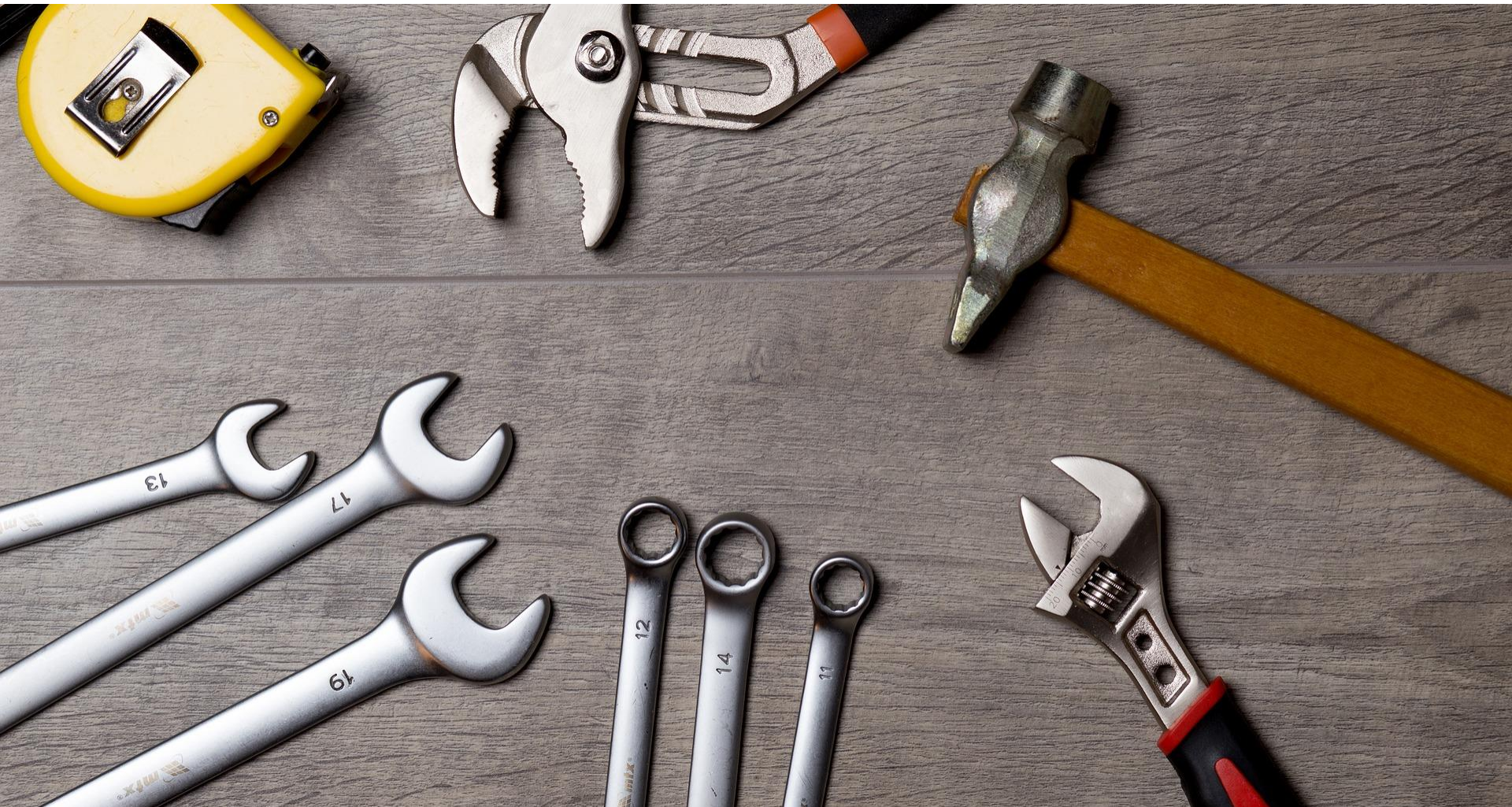


**You have  
a notification:**

**Check the  
thermostat**



My traditional oven can also have a 2<sup>nd</sup> chance  
81% of products are repaired



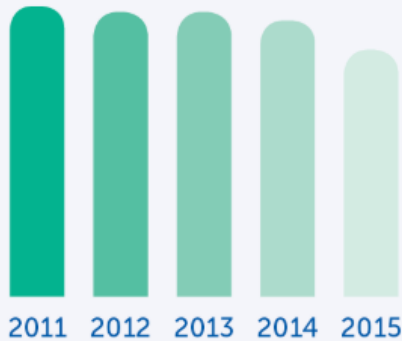
**Years later,  
my appliances would  
become secondary  
raw material**



If properly traced & documented, appliances  
can become a plane, a van, a toaster



# Once we go back to production, we must aim at **sustainable manufacturing**

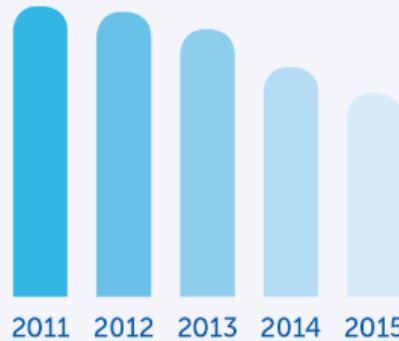


2011 2012 2013 2014 2015



**-15%**

Reduction in waste generation during production, 2015-2011

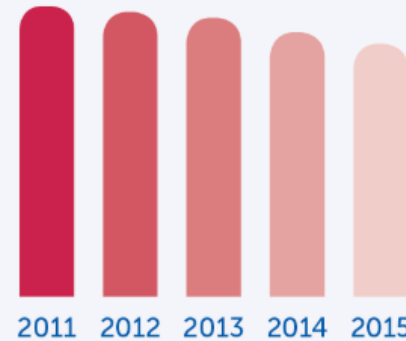


2011 2012 2013 2014 2015



**-30%**

Reduction in water consumption during production, 2015-2011



2011 2012 2013 2014 2015



**-13%**

Reduction in energy consumption during production, 2015-2011

**If all goes by plan,  
we do have  
a #CircularCulture**



To reach destination #CircularCulture, we must track all waste



# Thank You

Meet our memorable family!

[www.applia-europe.eu](http://www.applia-europe.eu)

#BetterLifestyles

#EuropeansWantToKnow

#UseYourBrain

**APPLiA**  
Home Appliance Europe



[www.applia-europe.eu](http://www.applia-europe.eu)