

# Loop

The Loop Alliance aims to establish a new model of consumption that ends society's dependence on disposability and eliminates the idea of waste. By doing so, it supports responsible economic growth with clear benefits to consumers, businesses, governments and the environment.

## Loop Overview

Consumer goods activities are responsible for significant social and environmental impacts. Our current path of delivering on goals for growth in business and national economies is straining natural capital assets far beyond sustainable thresholds, representing a growing systemic risk. This year was a milestone for evaluating progress towards the 2030 Agenda for Sustainable Development where progress towards the UN Sustainable Development Goal (SDG) 12 on Sustainable Consumption and Production was reviewed by the United Nations High Level Political Forum. The outlook is not positive.

Fortunately, initiatives such as the Loop Alliance are emerging as solutions that can have a positive impact on multiple sustainable development goals through a single initiative. The Loop Alliance will bring about a series of new global consumer goods delivery systems, currently being developed by TerraCycle and its partners, that seek to redefine how consumers can access their favorite products in a more convenient and quality experience, all while eliminating the idea of waste.

Such more sustainable, circular systems are designed to deliver (full) and pick up (empty) branded consumable products to and from homes in durable, smart, non-disposable/fully reusable packaging. The Loop platform is currently being evaluated and advanced by TerraCycle and the World Economic Forum in collaboration with select governments and private sector partners. A formal launch is planned for the upcoming Annual Meeting of the World Economic Forum at Davos, Switzerland in January 2019, followed by initial pilot programs in the US Northeast and France.

## The World Economic Forum is uniquely positioned to support this type of initiative:

- The Forum convenes key stakeholders across sectors necessary for substantive collaboration, including policy-makers, business leaders, technology pioneers, academics, civil society and labour leaders.
- The Forum's platform has supported a number of leading multistakeholder initiatives, including on future consumption models and advancing the circular economy, developing a strong body of knowledge and relevant stakeholder networks.



## WHAT IS LOOP?

Loop will deliver your favorite products to your doorstep in ultra-premium and durable packaging.



“The winners will be those who are able to participate fully in innovation-driven ecosystems by providing new ideas, business models, products and services, rather than those who can offer only low-skilled labour or ordinary capital.”

Klaus Schwab, Founder and Executive Chairman, World Economic Forum

## Our Objectives

- Link public and private sector stakeholders working to embed durability in consumption systems.
- Identify industry-specific Fourth Industrial Revolution technological developments with potential to optimise the Loop systems implementation and drive SDG impact.
- Build a framework to analyse the sustainable value creation potential of Loop linking with SDG targets and metrics. The alliance has potential positive impact across SDG 1, 8, 9, 10, 11, 12, 14 and 17.
- Put findings and assets to use in a city government-mandated value assessment Loop pilot.
- Work towards the scoping of how to scale Loop globally based on regional pilots.

## Drawing on World Economic Forum Insight

The Loop Initiative is working in partnership with the World Economic Forum's Future of Consumption Systems Initiative along with the Platform for Accelerating the Circular Economy (PACE) to maximize synergies and learnings, for example through:

- Cross fertilization of leading practices and insights from related Forum projects and initiatives in the areas of consumption and sustainability. The Forum's Systems Initiatives on Consumption; Environment and Natural Resource Security; Economic Growth and Social Inclusion; Food Security and Agriculture; Trade, Investment and Infrastructure; and Digital Economy and Society are of particular relevance.
- Global and regional summits and initiatives.
- Network of Experts and Global Future Councils.

## Key Progress to Date

**INCEPTION:** At the World Economic Forum's Annual Meeting in 2017, stakeholders gathered to form the Loop Alliance in order to end society's dependence on disposability and move to a model where products and packages would never enter the waste cycle.

**CONSUMER ADOPTION:** Since 2017, The Loop Alliance has conducted preliminary consumer insights testing of the platform in close partnership with its Founding Partners (i.e., P&G, Nestle, PepsiCo, UPS, etc.). Throughout targeted cities in the U.S. northeast, Loop conducted a number of Transactional Learning Experiments (TLE's) capturing valuable insights into consumer response to the Loop concept. Starting in January 2018, Loop has been piloting live with 25 households in the U.S. northeast and 25 households in France where consumers revealed three key benefits in using the

platform: added convenience to their shopping experience, aesthetic attraction to the durable packaging and the unique access to a zero waste consumption lifestyle. Surveys conducted in San Francisco, New York and Paris show strong interest from consumers in such platforms.

**OPERATIONAL:** The Loop Alliance community has started building the operational backbone to launch a series of deployments, with a variety of products in North America and Europe by Q1, 2019. This includes foundational packaging redesign (from disposable to durable) and the associated supply chain to produce, clean, and refill these items, as well as integration into traditional retailers in-store and e-commerce systems.

## Proposed Governance Structure

**STEERING COMMITTEE:** 10-15 top leaders, including C-suite executives from Loop partner companies, key policy-makers from ministries and international organizations, and heads of non-governmental organizations and academic institutions. Members will be drawn from the Loop Initiative and the broader World Economic Forum communities to participate in this Advisory Board charged with providing high level guidance.

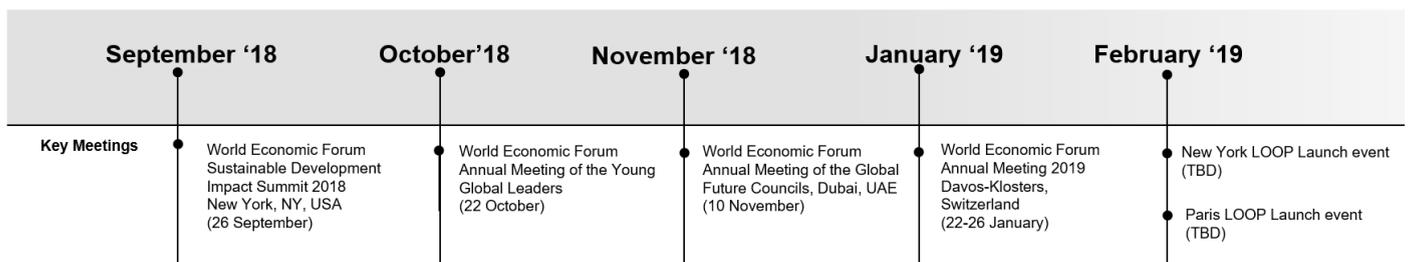
**WORKING GROUPS:** The Core Community of technical experts and business leaders has driven the work on the different initiative deliverables in 2017 and 2018, such as co-creating the Loop framework, and will continue to support the work going forward by continuing to be a source of information and resources, and championing the initial implementation of the Loop platform.

## The Loop Alliance Community

Core community companies to date include:

- P&G
- Nestle
- Unilever
- Carrefour
- Pepsico
- The Body Shop
- Mars
- Clorox
- Coca Cola
- Mondelez
- Preserve
- Teva Deli
- UPS
- JDE

## Calendar of Events



For more information, contact

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