

Global Challenge  
*Vision for a Plastic-Free Ocean by 2030*

Aligning the interests of the people,  
the planet and modern business

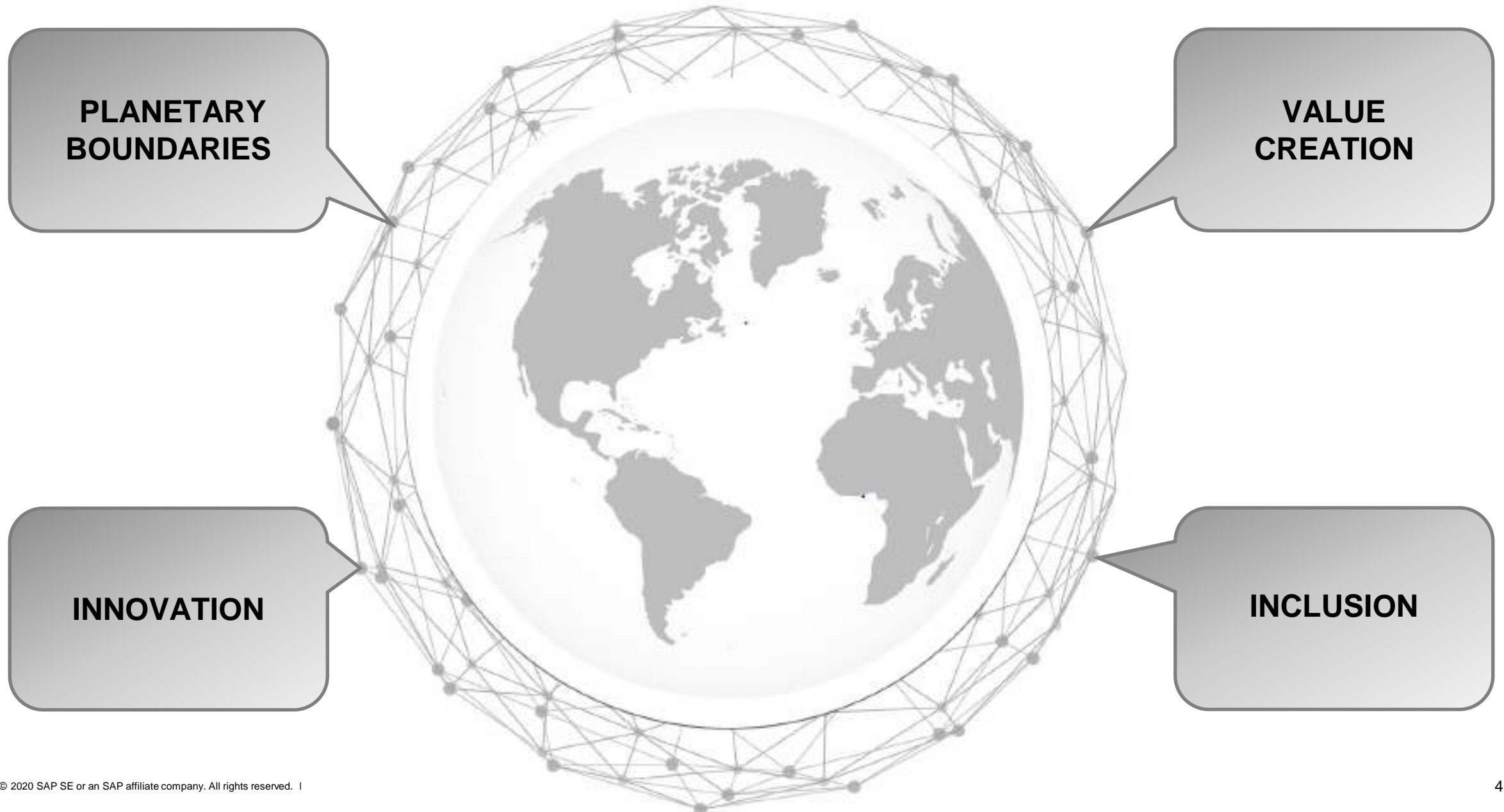


# Immersive Research & Innovation

## Ocean Plastic Leadership Summit, North Atlantic Gyre

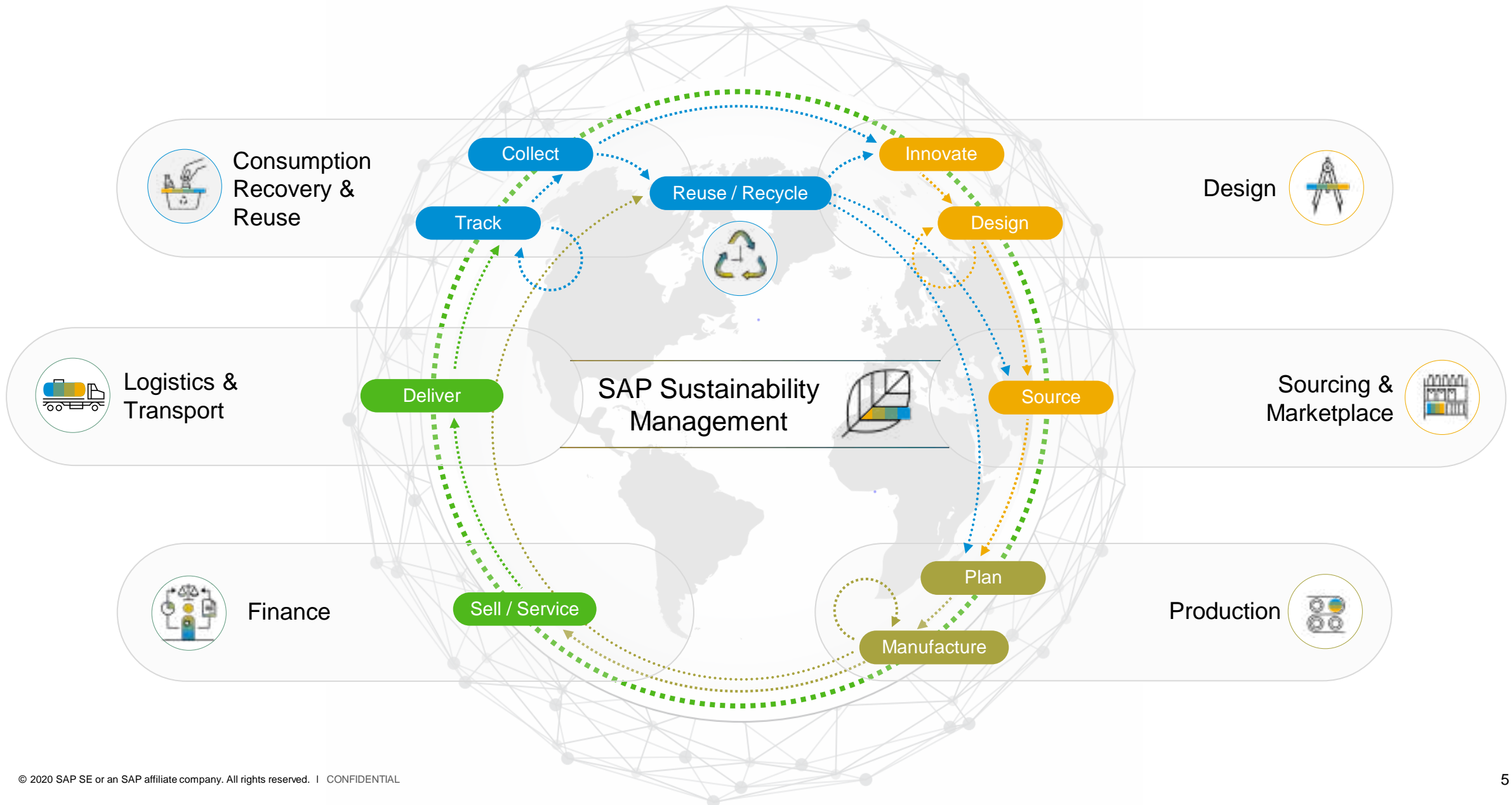


# The Business Imperative for Circular Material Flows

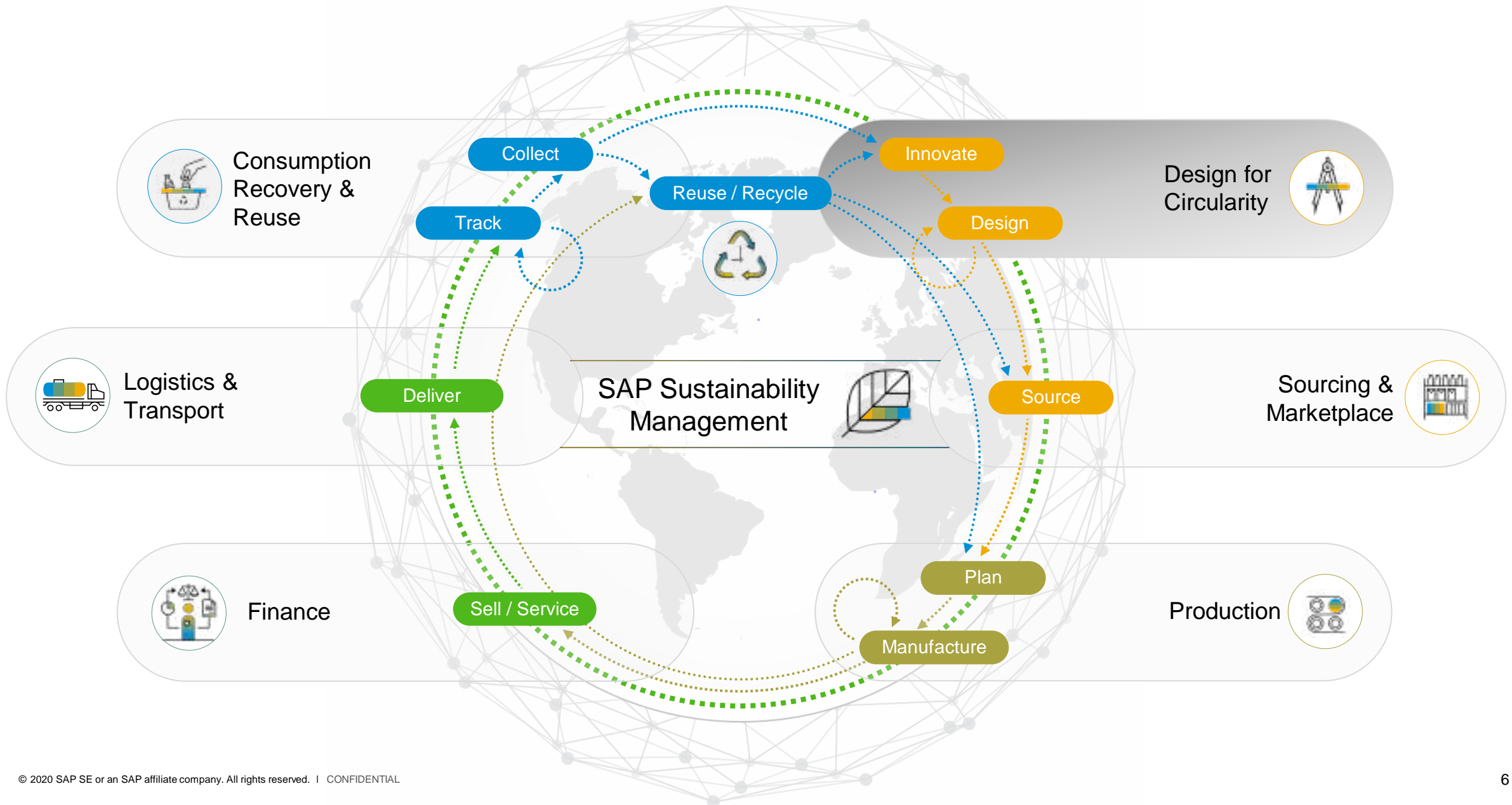




# Circular Business Processes for Zero Waste



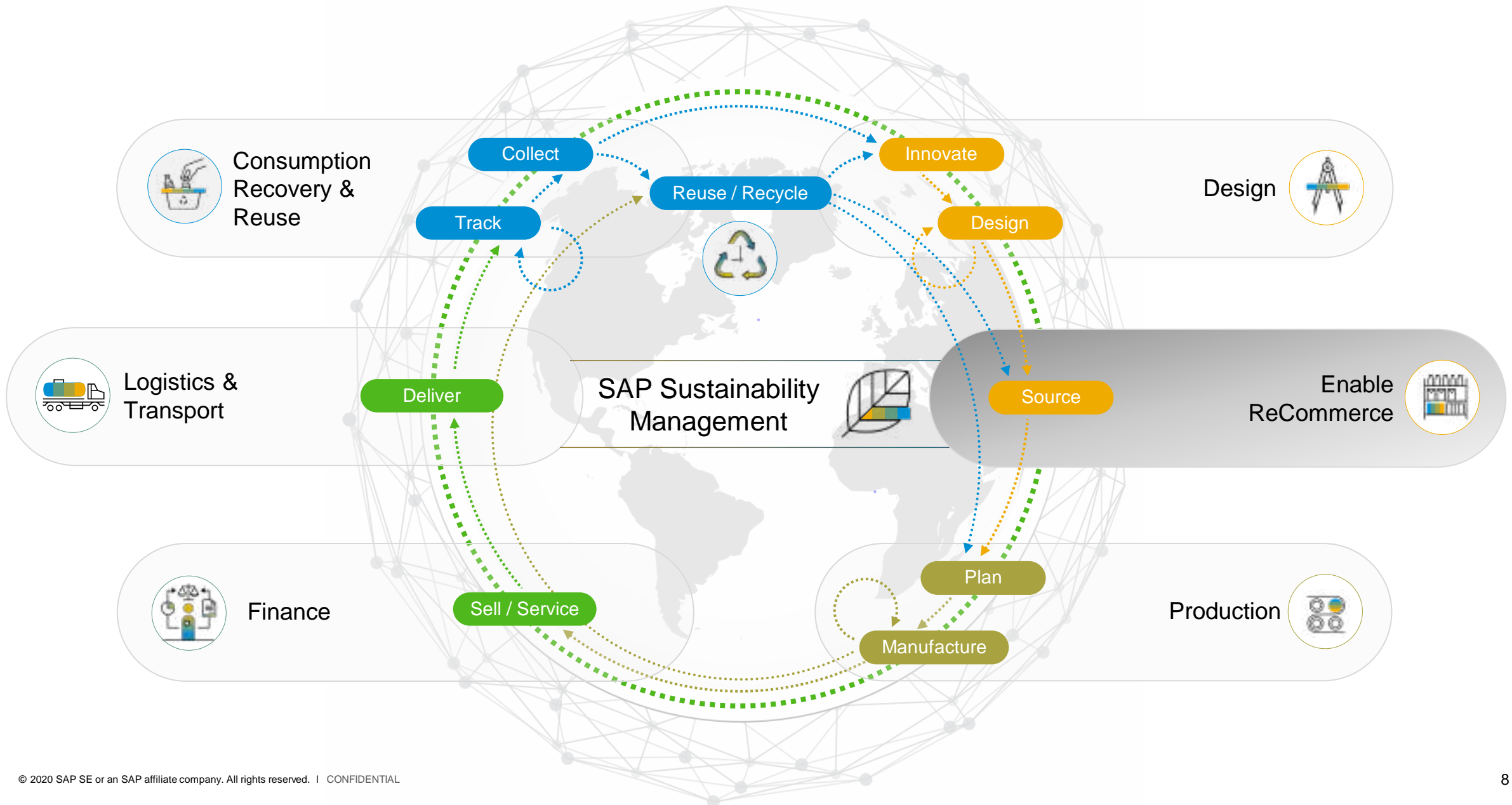
# Circular Business Processes for Zero Waste



**Engaged 56 million designers**  
**'Sea Things', London Design Festival 2019**



# Circular Business Processes for Zero Waste





**“We see plastic waste as a threat to our way of life and danger to environment. But we also look at this as an opportunity.”**

–Oliver Boachie, Special Advisor from the Ghanaian Ministry of Environment, Science, Technology and Innovation (MESTI)

THE BEST RUN





# Customer Reference from Dow Africa

- Dow Africa are participating in two pilots in **Ghana**, one in Takoradi - Sekondi and one focussed on Accra, Tamale and Kumasi.
- We work closely with Adwoa Coleman who would be willing to discuss our projects there. Quoted in SAP News article, she regularly participates in SAP and WEF events on this topic.
- She would be happy to explain our work to you.



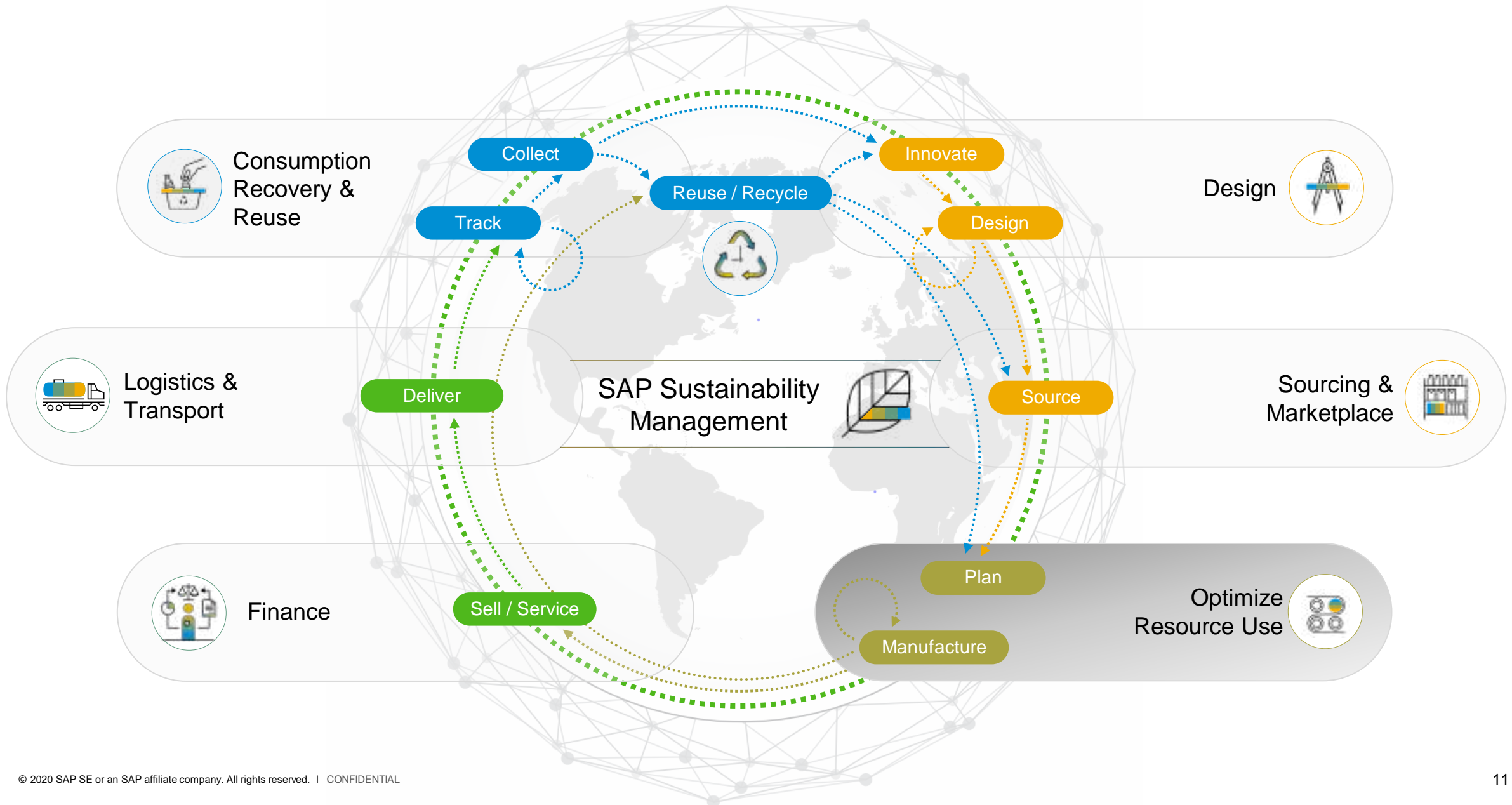
**“We have a goal that 1 million metric tons of plastics will be collected, recycled, or reused by 2030... Data is critical to establishing a market where plastic can be bought and sold, depending on where that’s happening. Harnessing that data in one app will help fuel the circular economy and ensure that collected materials are reused.”**

*Adwoa Coleman, Managing Director, Dow Ghana and Africa Sustainability and Advocacy Manager*

<https://news.sap.com/2020/10/minimize-plastic-waste-in-ghana-domestic-recycling/>



# Circular Business Processes for Zero Waste



# Responsible Design & Production

Increased Complexity in Regulations Worldwide Creating Demand for Action

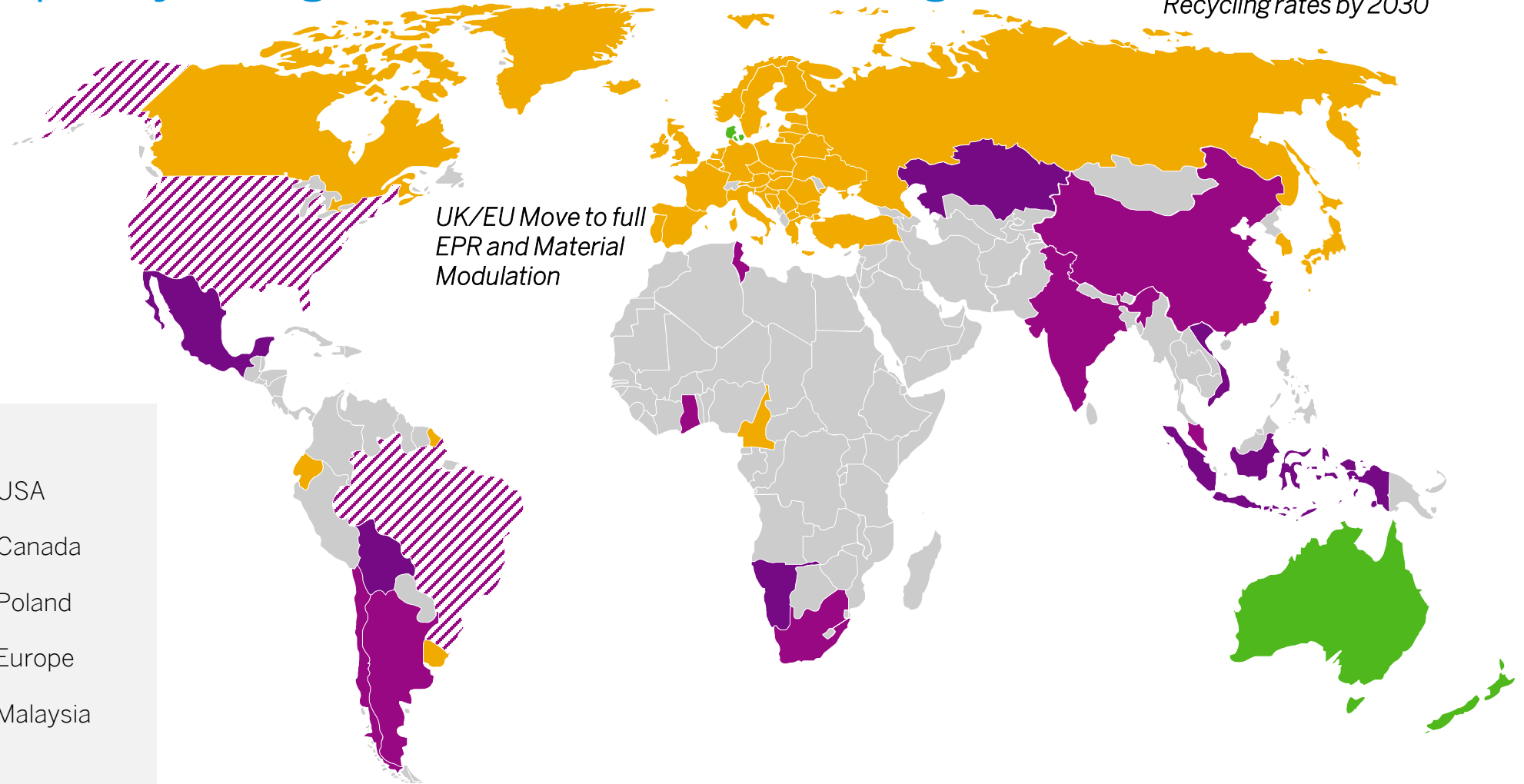
EU Move to 70-100% Recycling rates by 2030

38 EPR schemes legislated in USA to date

UK/EU Move to full EPR and Material Modulation

## Plastic Pacts in place

- |                |             |
|----------------|-------------|
| 1 UK           | 7 USA       |
| 2 France       | 8 Canada    |
| 3 Chile        | 9 Poland    |
| 4 Netherlands  | 10 Europe   |
| 5 South Africa | 11 Malaysia |
| 6 Portugal     |             |



● Mandatory EPR

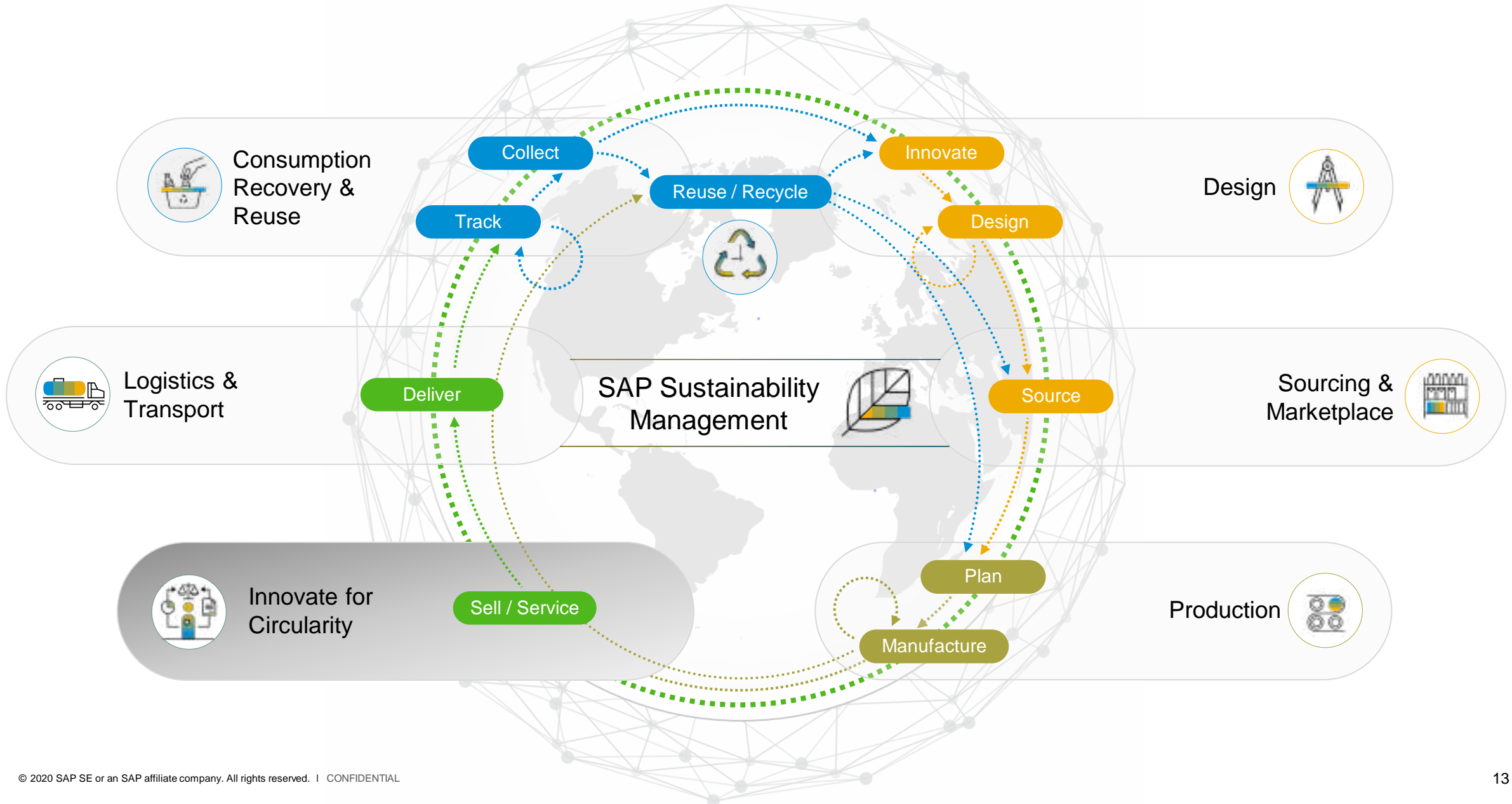
● Voluntary EPR

● EPR planned or in implementation

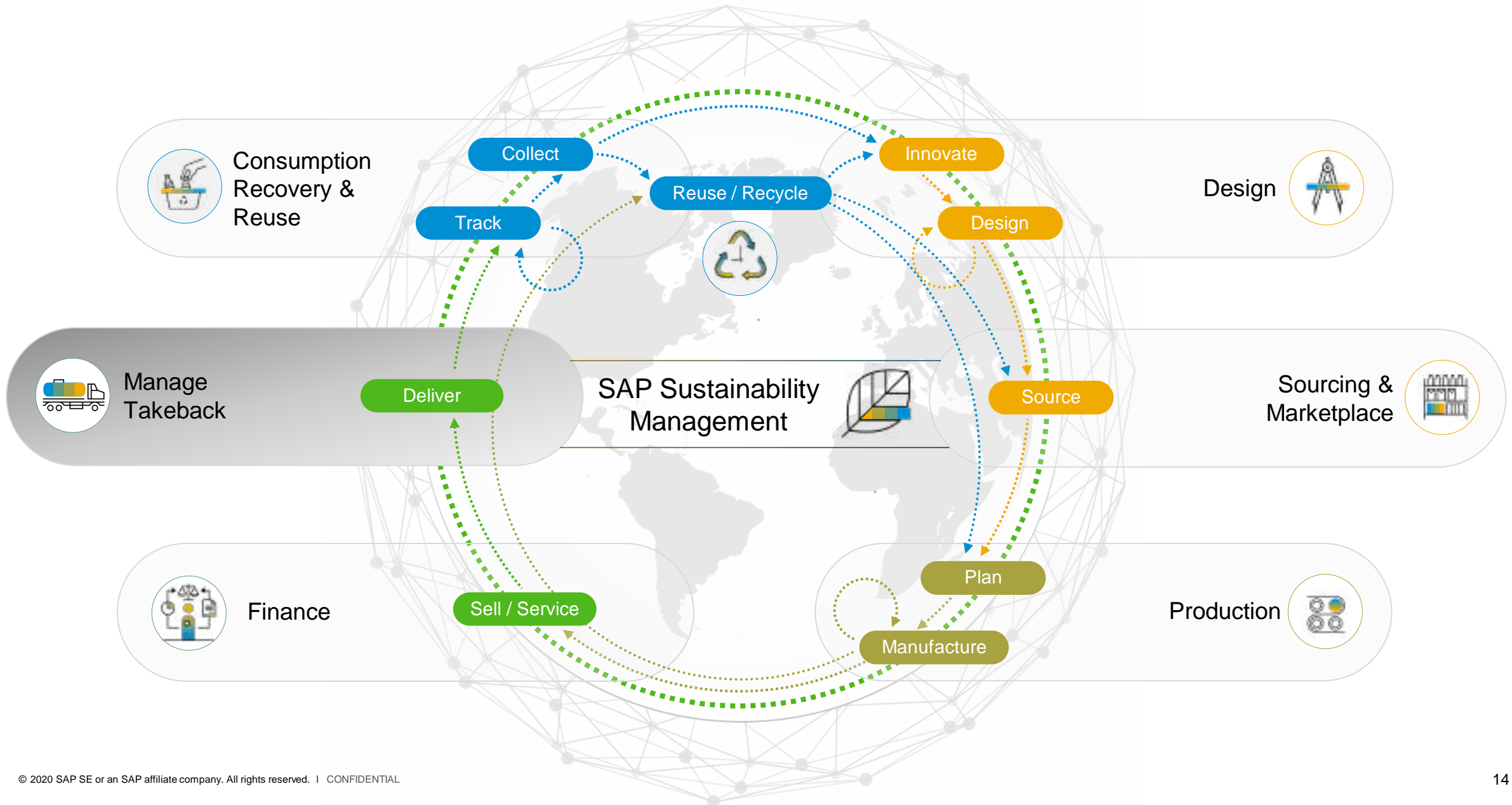
▨ State level schemes



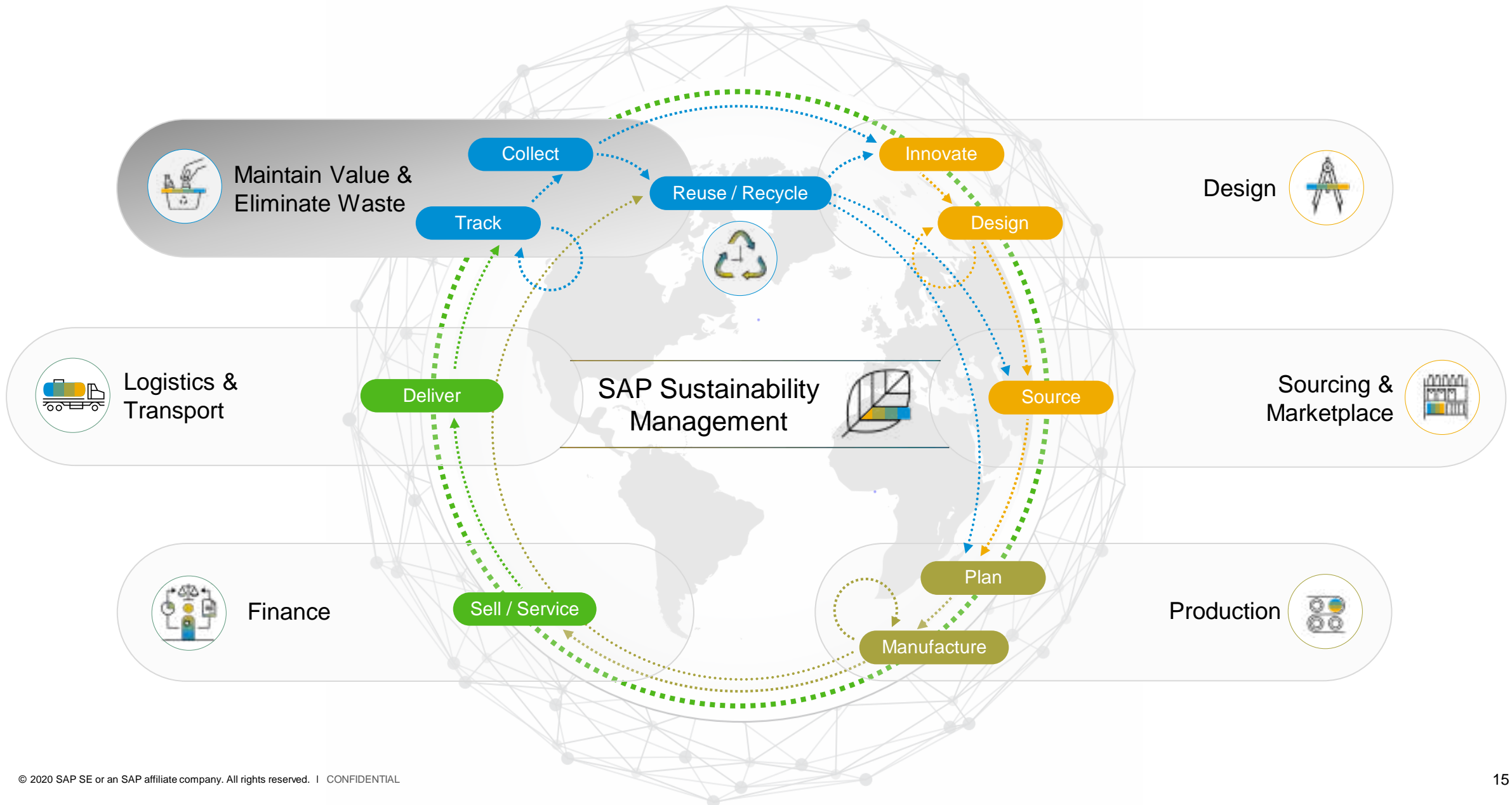
# Circular Business Processes for Zero Waste



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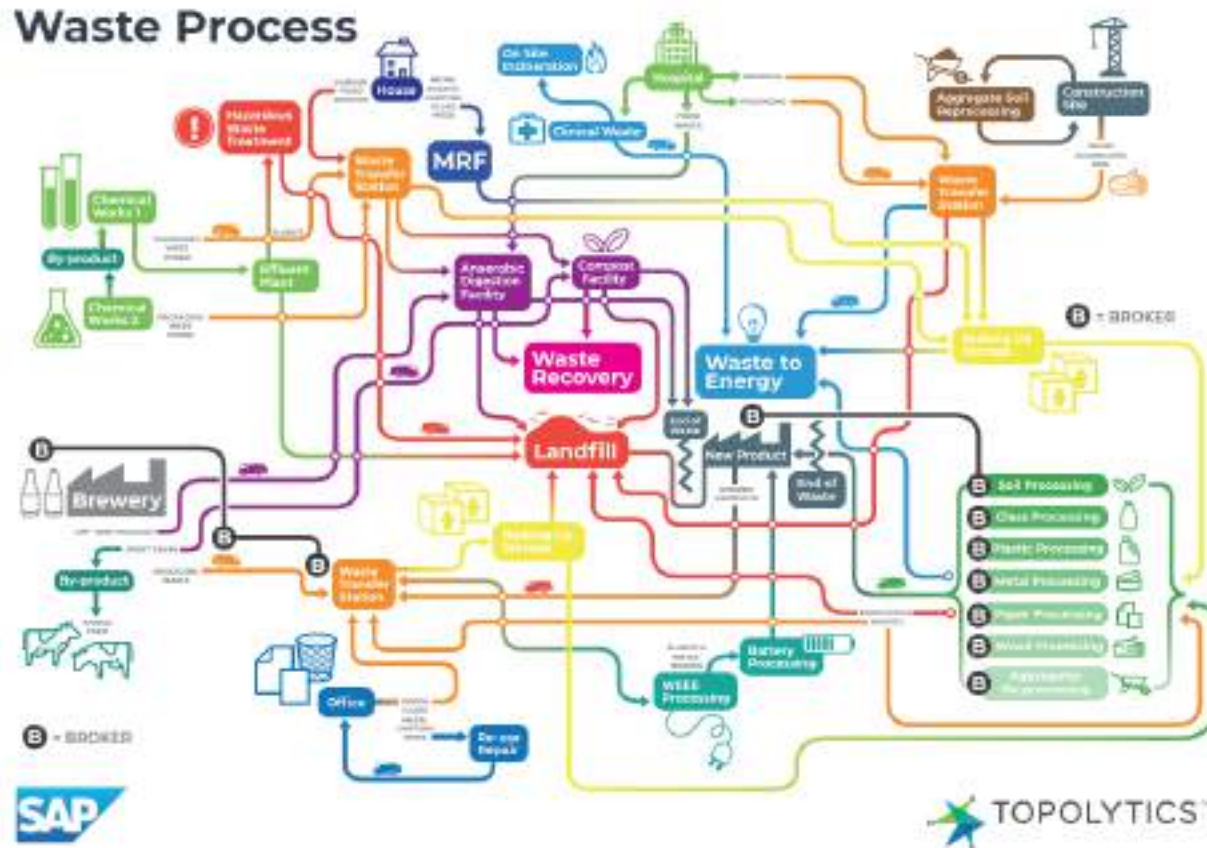
# Circular Business Processes for Zero Waste





# Global Innovation Accelerator

## SAP Google Cloud Circular Economy 2030



## Edinburgh's Topolytics at forefront of circular economy

Edinburgh waste analytics company Topolytics has been selected by Google and SAP as one of the top five circular economy technologies globally.

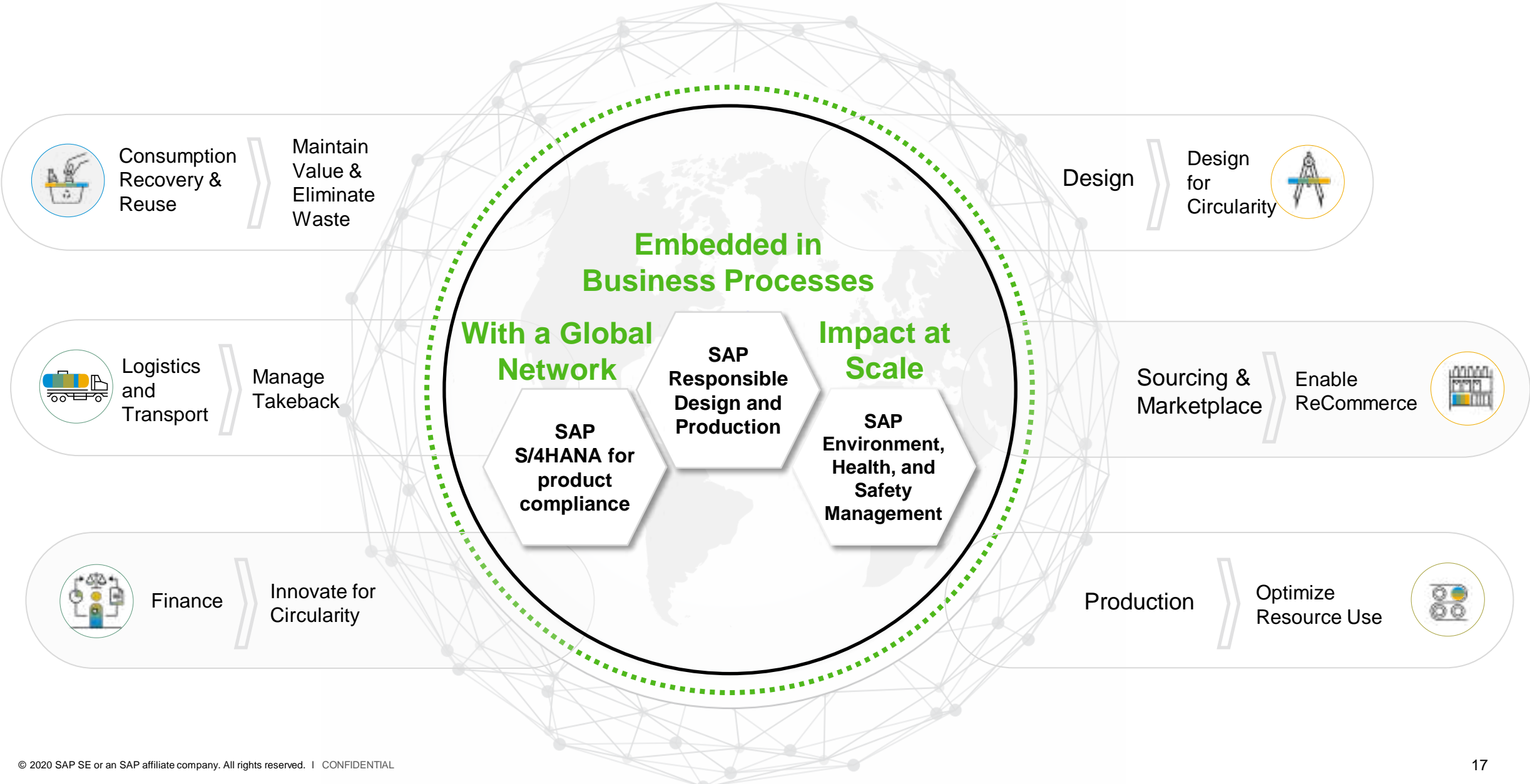
By SCOTT REID

Thursday, 11th April 2019, 9:30 am

Updated Thursday, 11th April 2019, 9:39 am



# SAP Sustainability Management for Circular Economy



# Circular Economy Capability Map

SAP's strategy and possible future developments, products and/or platforms directions and functionality as well as timelines shown in this roadmap are all subject to change and may be changed by SAP at any time for any reason without notice.



## Responsible Sourcing and Marketplace

*Ethically connect sources of secondary material demand to supply to maintain its highest value.*

Trace upstream (Origination)  
- Back to collectors/pickers/ farmers/miners

Find new sources of sustainable materials (spot market)

Trace co-mingled bulk commodities

Ensure ethical sourcing (e.g. no child labour and fair prices)

Trace batch made finished goods

Available now:

- SAP Analytics Cloud
- SAP Ariba / Ariba Network (Ariba Spot Buy)
- SAP Rural Sourcing Management
- SAP Green Token
- SAP Logistics Business Network

In Pilot Phase:

- SAP / Topolytics - Feedstock finder

Available 2021/22:

- Discovery & 3rd party Marketplaces
- Secondary Marketplace



## Responsible Production (Responsible Design & Production, inc. EPR)

*Provide visibility into product use & fate and insight into material value maintenance or loss at end-of-life. Provide material, product and customer insights to create new value and develop innovative business models.*

Report all materials usage and sustainability criteria by material type for all products and packaging sold

Calculate EPR fees in real time for all materials for all countries globally / manage all PRO obligations

Optimize design for circularity - modelling of new sustainable materials and direct flow through into production plans

Available now:

- SAP S/4 HANA
- SAP Data Intelligence Cloud
- SAP Intelligent Product Design
- SAP Product Compliance
- SAP Product Lifecycle Management
- SAP Recipe Management
- SAP Integrated Business Planning
- AI / Machine Learning for data checks / error correction

Available 2021:

- Q2 - Responsible Production (EPR) features
- Q3 - Responsible Design features



## Responsible Consumption

*Engage and empower consumers to choose more sustainable products and improve product experience across the entire product lifecycle.*

Companies can influence consumer to make more sustainable choices

Consumers feedback sentiment on brands to influence product design choices

Companies can show detailed traceability to consumers and corporate buyers to prove sustainability criteria

Available now:

- SAP Analytics Cloud
- SAP Intelligent Product Design
- SAP Customer Experience
- SAP Qualtrics
- SAP Data Intelligence Cloud
- SAP Services to configure solution and reports to each customer's needs and KPI's



## Resource Recovery & Reuse

*Provide insights businesses need to deliver collection, processing, recycling and composting infrastructure to increase cycling of material flows at their highest value.*

Trace downstream (post-consumer and post-industrial) material flows

Find new sources of feedstock

Measure and optimize re-processing

Measure embedded CO2

Ensure lifecycle product compliance

Available now:

- SAP S/4 HANA
- SAP Analytics Cloud
- SAP Data Intelligence Cloud

Available 2021:

- SAP Waste Insights on SAP App store

Available 2022:

- SAP Waste Insights solution integrated into SAP Responsible Production