

Breakfast webinar

# Plateforme de réemploi: General presentation

23/06/2021

# 1 Context

## **French regulation:**

Published in the Official Journal of August 18, 2015, the law relating to the Energy Transition for Green Growth (LTECV) sets the major objectives of a new French energy model, within the global and European framework. The Title IV is entitled: "Fight against waste and promote the circular economy: from product design to their recycling".

## **Targets: Goals that will go on hardening**

The recycling of 55% of non-hazardous waste in 2020 and 65% in 2025.

The recovery of 70% of building wastes and public civil works wastes by 2020.

The 50% reduction by 2025 in the quantities of waste placed in landfill.

## **ANRU: major urban renewal projects that will generate 500,000 tons of waste**

Waste becomes a resource.

The ecological transition creates an opportunity

## 2 The 4 Pillars of the Project

### **Recycle materials and equipment resulting from deconstruction**

500.000 tons

### **Create a commercial channel**

to properly sell these materials and make a profitable business

### **Training the entire value chain to the economic and ecological transition**

to create a sustainable sector

### **Develop R&D**

since January 1, 2020, regulations require the recycling of 70% of materials. We have decided to push this rate to 90% (by treating oil, earthenware, etc.)

# 3 The 4 Principles of the Project

## 1. Private investment

The process must work with private investments. The goal is to recycle and sell the materials but to ensure its functioning, The builders involved in the ANRU program must impose the use of 30% alternative materials in the reconstruction. This is feasible within the framework of the ANRU. To go beyond the ANRU, 25 companies have joined together in a consortium that helps create this ecosystem. This consortium includes large construction companies, but also startups, engineering schools ...

We must create the market via our specifications where we impose reuse.

## 2. Local and circular

We must be integrated into the urban context of MEL, using a wasteland, a neglected industrial site. It's a kind of circular land economy. Today a factory, tomorrow housing (conversion)

# 3 The 4 Principles of the Project

## 3. Partnership with local authorities

PPP with local authorities because they master town planning laws but also as a facilitator (roads, concessionaires, etc.).

They also support the startups to scale up and pass the threshold effect (eg ETNISSI not able to create 20,000m<sup>2</sup> of tiling from oyster shells but only 1000m<sup>2</sup>)

## 4. Social transition

Local employment and integration (2/3 low-skilled, 1/3 post-bac)

## The site

**40,000m<sup>2</sup> wasteland in Roubaix (Wenderbecq site, rue d'Alger): formerly city and state land (abandoned, they did not know what to do with it, highly polluted). Wasteland sold at state value minus depollution costs, i.e., almost nothing.**

## The land investment company

**A land investment company carries the land and property assets: made up of social landlords from META (Vilogia, LMH), the ANRU investment fund, the Banque des Territoires and the energy company Total. This company will reclaim the land in 25 years for housing. It is long-term transitional land management. This company rents the land to the operating company with a margin of 7% which will allow it to be restored to habitat.**





## The operating company

The operating company created in early 2020 includes 6 companies: a circular economy research office, recycling specialists, a builder who will reuse materials, and a work inclusion company. It is a SAS statute with 6 shareholders. No social housing company (statutes problem)

## The future buildings

A factory with input storage buildings, a processing building, and finished product storage buildings.

Some commercial premises: wholesale, semi-wholesale (craftsmen), and retail (private).

Offices for R&D

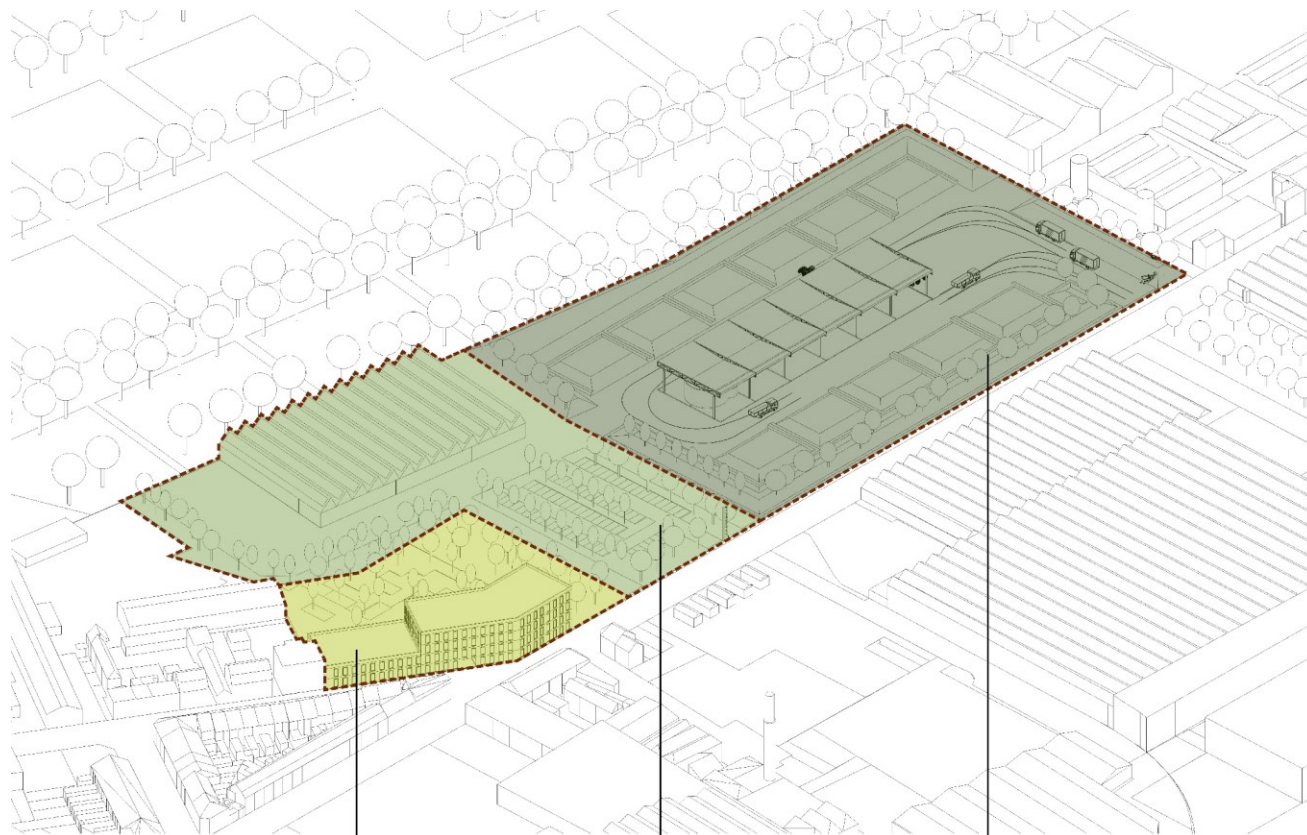


## Planning

**Construction site in Roubaix starts at the end of 2021**

**Decontamination and gradual industrial start-up until the end of 2022**

**2023: construction of the R&D offices and commercial parts**



PH.3 | Locaux tertiaires R&D

Foncier : 5 455 m<sup>2</sup>  
3000m<sup>2</sup> SP

PH.2 | Surface Commerciale  
et Ligne de Réemploi

Foncier : 12 030 m<sup>2</sup>  
Surf. Com. 2 180 m<sup>2</sup> SP  
Lign. Réemp. 810 m<sup>2</sup> SP

PH.1 | Usine de traitement

Foncier : 20 870 m<sup>2</sup>  
100 m<sup>2</sup> SP + Auvent



## 5 Commercial aspects

### **Beneficial trade agreements**

The 25 companies of the Consortium will be both suppliers and customers. It is an ecosystem that creates wealth internally and allows for investment. Trade agreements bind these companies.

Shareholders of the land investment company have privileged agreements with the operating company to buy recycled materials at low cost. They will be able to impose certain percentages of recycled materials, or to minimize the tons of CO<sup>2</sup> emitted by transport, (the platform is favorable because it is local and therefore less road and more truck turnover per day)

### **What will be sold:**

Sale of concrete aggregate up to type 1 (4 for pavement foundations), bricks, wood (heating, granules), flat glass which can be returned to the foundry, sanitary facilities if reusable, etc ...

Renormalization and insurance: not yet finalized, remains to be worked on by the R&D part

## 6 Other sites in project in the MEL

### Tourcoing

Lepoutre site in Tourcoing is a 30,000m<sup>2</sup> classified former factory. Dedicated to energy equipment recycling. Less advanced than Roubaix. PPP, set up with Bouygues Immo, a big developer. Restoration of commercial activities from 30% to 50% of this industrial nave. Discussions with ENGIE, SNCF...

### Lille

First discussion with the city of Lille: building vintage furniture, industrial objects

