

## ABSORBENT HYGIENE PRODUCT WASTE TO RESOURCE INITIATIVE

October 2021

Reviewed by EDANA's legal counsel



EDANA aims to bring its Sustainability Vision on circularity to life: “engaging with all stakeholders in developing optimal waste and circular economy solutions”. We would like you to participate on finding circular solutions to absorbent hygiene product (AHP) waste.

EDANA and the sponsoring members organised a Hackathon – the circular diaper, in cooperation with ESCP business school. The students at the business school are briefed to create a business case for the waste collection and management of baby diapers and incontinence care products. The winning team(s) pitched their ideas to the industry stakeholders at INDEX on October 19th. All student presentations are available on the EDANA website.

EDANA welcomes its current and future members to express their interest in joining the discussions to further explore the ideas from the hackathon. Following the exploration, EDANA will initiate an AHP Waste to Resource Initiative on basis of a clear project description and charter.



### What is the ambition?

The aim is to foster sustainability for the industry and promote open innovation. More specifically, the enhancement of circular treatment of AHP waste.

The project scope for the AHP Waste to Resource Initiative could possible include:

- *Design for recycling guidelines* for absorbent hygiene products
- Study to prove the viability of a certain recycling technology for absorbent hygiene products
- ...

The exploration phase will result in:

- A detailed description of a project scope for the AHP Waste to Resource Initiative (including clear objectives, resource needs, IP management rules, governance structure including legal counsel, ...)
- A charter designed to for companies to register to the AHP Waste to Resource Initiative

#### How and where can I join the discussions?

- The Circular Economy for personal and healthcare Working Group will act as the platform for EDANA members to further explore these ideas
- Companies active in nonwovens and related industries are welcome to become members of EDANA. To qualify the company just needs to fall within the categories, [listed on the EDANA website](#). EDANA membership rates are fair and adapted to the company size.
- The Circular Economy for personal and healthcare Working Group is open for all converters and suppliers of absorbent hygiene products. Participation in the Working Group is voluntary as are its recommendations.
- Both the detailed project description as well as the charter will be made publicly available on the EDANA website.

#### How much time should I invest?

The exploration phase will start at INDEX on October 20th, with a call for companies to be part of the discussions. We foresee to end the exploration phase by February 2022. The Working Group will meet intensively over the course of this period.

#### Can I still join the AHP Waste to Resource Initiative even if I am not an EDANA member?

Companies active in nonwovens and related industries are welcome to become members of EDANA. To qualify the company just needs to fall within the categories, listed on [the EDANA website](#). EDANA membership rates are fair and adapted to the company size. You can still join the AHP Waste to Resource Initiative after the exploration phase (which includes the development of the project description and charter, laying down the rules of engagement).

#### About EDANA

EDANA helps its members to design their future, serving more than 300 companies in the nonwovens and related industries, across over 30 countries. Its mission is to create the foundation for sustainable growth of the nonwovens and related industries through active promotion, education and dialogue.

#### For further information, please contact

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## I want to be part of the action!

\_\_\_\_\_ (provide organisation name),

represented by \_\_\_\_\_

\_\_\_\_\_

(Provide full name and contact details) is interested in joining the discussions to explore the ideas from the hackathon.

Date:

Sign



# Absorbent Hygiene Product Waste to Resource Initiative

Join us in improving the circular treatment of AHP waste involving all stakeholders while promoting open innovation



## STEP 1

### 2021 Hackathon the circular diaper

EDANA and the sponsoring members organised a Hackathon – the circular diaper, in cooperation with ESCP business school. The students were briefed to create a business case for the waste collection and management of baby diapers and incontinence care products.

Follow the pitch of the winning team at INDEX on October 19<sup>th</sup> on the online INDEX platform.

All student presentations are available on the EDANA website.



## STEP 2

### 2021 – 2022 Exploration phase

EDANA welcomes current and future members to express their interest in joining the discussions to further explore the ideas from the hackathon.

## Join the challenge!

FOR FURTHER INFORMATION, PLEASE CONTACT

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## STEP 3

### 2022 – 2025 AHP Waste to Resource Initiative

Development and execution of the project under EDANA's umbrella