Leveraging Innovation for the Circular Economy
Bottom-up insights on plastics and manufacturing pollution.

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• Product / Service
  • Changing materials & design

• Systems
  • Up, mid and downstream

• Data
  • You cannot regulate what you can't measure
Product Innovation: Plastics substitutes
Data: Life-cycle analysis of plastic substitutes

Potential environmental impacts in the life cycle of alternatives to plastic bags in Bangladesh
Systems innovation: Material alternatives have consequences

Understanding the downstream consequences of proposed plastics substitutes is important!
Product & Service innovation
Closing manufacturing pollution “loops”
Final considerations

• Product & Systems innovation:
  • Important to analyze current LCA structure of material alternatives
  • Downstream matters: Material change needs to be for the “better”
  • Downstream capacities need to match alternatives adopted

• Needs to be supported by...Data
  • LCA perspectives & metrics for policy making.

• Pollution control measures not only a cost
  • New product opportunities emerging out of “trapped” pollution & residues
  • Imports sometimes needed: tariff liberalization & NTMs reduction.