

ECONATURAL EVOLUTION

# CIRCULAR, CRADLE TO CRADLE, CERTIFIED.



 **LUCART**  
PROFESSIONAL

*Naturally advanced*



# CIRCULAR, CERTIFIED.

The planet's resources are not infinite.

Continuing to produce in accordance with the linear “take, make, consume and dispose” approach means putting considerable strain on the environment and everyone's future.

However, there is a solution: it is called **circular economy**, a new economic model where nothing goes to waste and everything turns into a new **ecologically-certified resource**.

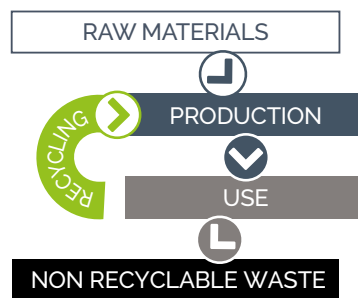
“An economy that is regenerative by intention;  
aims to rely on renewable energy and resources;  
minimises, tracks and eliminates the use of toxic chemicals;  
and eradicates waste through careful design”

The Ellen MacArthur Foundation

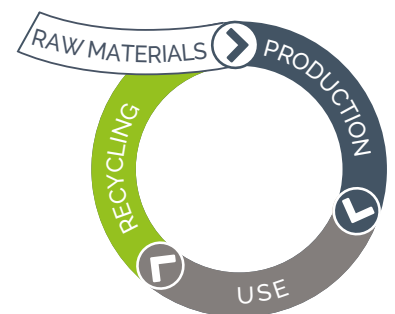
## LINEAR ECONOMY



## RECYCLING ECONOMY



## CIRCULAR ECONOMY



ECONATURAL

# THE FULLY CERTIFIED AND CONCRETE EXAMPLE OF CIRCULAR ECONOMY



**EcoNatural** is an eco-friendly **PAPER+DISPENSER** system, a fully certified and concrete example of circular economy.

Lucart Professional gives new life to beverage carton components: it produces **Fiberpack**<sup>®</sup> from cellulose fibres to make paper and uses aluminium and polyethylene to make **Al.Pe.**<sup>®</sup>, the certified recycled raw material from which dispensers are made.

EcoNatural products manufactured in Laval-Sur-Vologne plant are **Cradle to Cradle certified**.

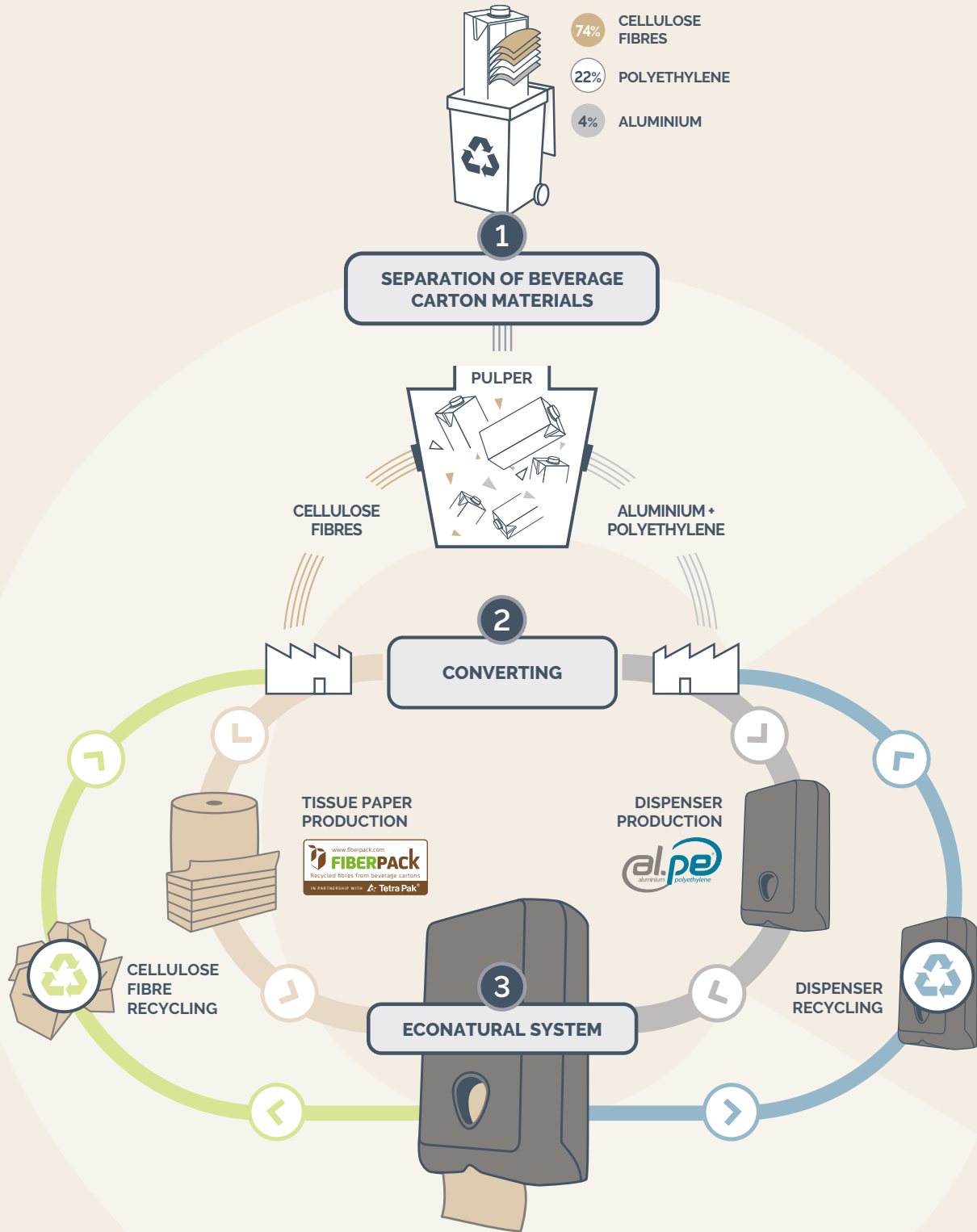
**EcoNatural** is the solution for future hygiene: a quality choice for your customers, which is good for the planet.

CIRCULAR

ECONATURAL

# THE FULLY CERTIFIED AND CONCRETE EXAMPLE OF CIRCULAR ECONOMY

## RECYCLING WASTE OF BEVERAGE CARTONS



CIRCULAR



ECONATURAL

# CLIMATE NEUTRAL

EcoNatural's road to sustainability has reached a new milestone aimed at further reducing its environmental footprint on the planet.

A path consisting of precise steps defined by international standards that in 2021 saw **toilet papers and towels produced** in the Diecimo and Laval Sur Vologne plants **achieve Climate Neutrality\***.

An achievement that for Lucart is a new starting point for **setting even more challenging targets to reduce emissions and combat climate change**.

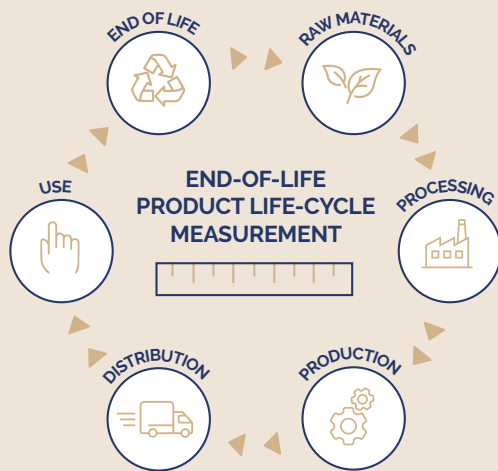
\*The baseline selected for the calculation of the Carbon Footprint was the year 2021 and represented, according to international standards, the reference adopted for the elaboration of the reduction plan and the calculation of the residual emissions to be offset.

STEP 1:

## MEASURING ONE'S CARBON FOOTPRINT

With the support of a company specialising in climate strategy - Carbonsink - Lucart measured its **Product Carbon Footprint**, i.e. its CO<sub>2</sub> equivalent (CO<sub>2</sub>e) emissions considering the entire product life cycle.

1



carbonsink  
a south pole company

STEP 2:

## THE REDUCTION OF EMISSIONS

Lucart has therefore defined its plan to reduce CO<sub>2</sub>e emissions and implemented it through the **efficiency and optimisation of its production facilities**, leading to an estimated reduction of 15,781\* tonnes of CO<sub>2</sub>e in 2022 compared to 2021.

2



**-15,781**  
Tonnes of CO<sub>2</sub>e

\* Value calculated in compliance with GRI standard (scope 1 + scope 2/market based)

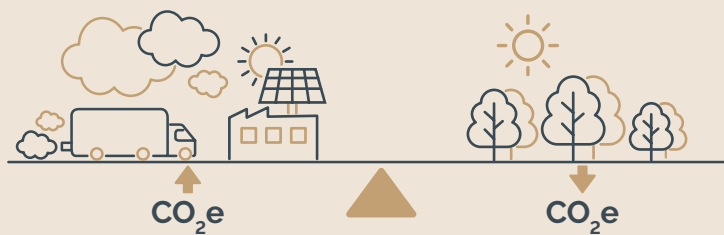
## STEP 3:

# OFFSETTING RESIDUAL EMISSIONS TO ACHIEVE CLIMATE NEUTRALITY

To offset residual and non-reducible emissions, Lucart has supported projects to ensure access to water for people in Uganda and Malawi, mitigating an average of 20,375 Tonnes of CO<sub>2</sub>e per year from 2021.

A project that involved more than 537,000 people and 1,380 villages, through the installation of more than 2,500 water purification dispensers.

# 3



Lucart's commitment to combating climate change is evident in the packaging of all Climate Neutral products in the EcoNatural range.

By framing the QR Code, it will be possible to connect to the landing page that will allow you to learn about the whole project in detail.

[FIND OUT FOR YOURSELF BY CLICKING HERE](#)





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# THE CONCRETENESS OF SUSTAINABILITY

## THE PAPER

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EcoNatural toilet paper and hand towels produced in the Diecimo and Laval Sur Vologne mills have obtained the product's Climate Neutrality, compliant with the international standard, which certifies that all greenhouse gas emissions generated during the product's life cycle over a given period of time have been reduced or offset to zero. The carbon footprint calculation followed ISO 14067.



EU Ecolabel certifies that products, during their entire life cycle, comply with strict environmental protection criteria common to all EU countries: reduced water pollution, reduced air pollution, reduced greenhouse gas emissions and low electricity consumption.



FSC™ Recycled identifies products made of recycled paper. FSC™ is an international non-governmental organisation that promotes the responsible use of forest resources.



Cradle to Cradle Certified® is the global standard for products that are safe, circular and responsibly made. Cradle to Cradle Certified assesses the safety, circularity and responsibility of materials and products across five categories of sustainability performance. Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.



The paper of EcoNatural products is produced using 100% electricity from renewable sources.

## THE DISPENSERS

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ReMade in Italy® is the first product certification accredited in Italy and in Europe for verifying the recycled material content of finished products. The ReMade in Italy® label also highlights the lower environmental impacts deriving from the use of recycled material instead of virgin material

Certification tests were conducted by Bureau Veritas accredited laboratories



CERTIFIED

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# SUSTAINABILITY ALSO GOES THROUGH PACKAGING

Lucart is committed to reduce the impact of the packaging of its products on the environment, favouring **recycled paper** or **recycled plastic packaging**.



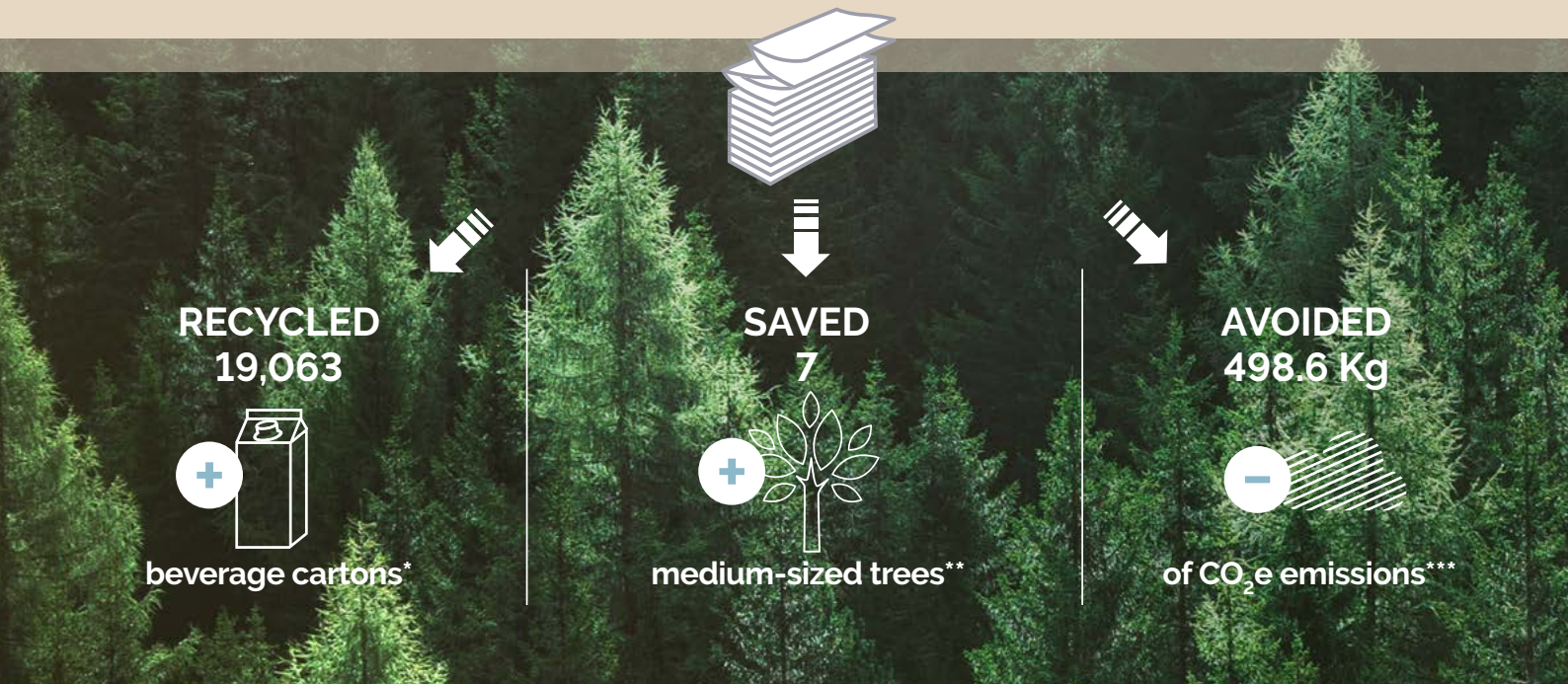
“Lucart promotes constant improvement by supporting and adopting the most innovative technologies to also improve the sustainability of all primary and secondary packaging of its products.”

Massimo Pasquini, CEO Lucart

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# RESULTS FOR THE PLANET

Here are the benefits to the environment when you purchase an EcoNatural dispenser and a pallet of z-folded hand towels:



\*Considering 1-litre beverage cartons. \*\*Source: United Nations Environment Programme, Report 2011: Towards a Green Economy. \*\*\*Source: European Union Life Cycle Database (ELCD).

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# RESULTS FOR YOUR BUSINESS

When you choose EcoNatural, you are improving things not just for yourself but for your clients.



## THE DISPENSER REFLECTS YOUR COMMITMENT

The screen-printing on the dispenser attests to **the concrete sustainability** of the EcoNatural system.

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## THE CERTIFICATE PROVES IT

Through the online application "**Environmental Saving Calculator**", you can concretely appreciate the environmental contribution of buying products made of Fiberpack®.

Furthermore, you can print the **Certificate** that spells out the number of recovered beverage containers, the tonnes of CO<sub>2</sub>e that were not released into the atmosphere and the number of trees saved.



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# RESULTS FOR THE COMMUNITY

When you choose EcoNatural, you are improving things not just for yourself but also for the entire community.



## FOR PUBLIC ADMINISTRATIONS

The MMC<sup>®</sup> project, Municipal Material Cycle, is the new virtuous model of recycling education, already successfully tested in Slovenia, which directly involves local communities.

## FOR SCHOOLS

EcoNatural promotes the principles of circular economy in schools to educate young generations to the values of sustainability.





# SEE THE FULL RANGE OF CERTIFIED ECONATURAL PRODUCTS

[CLICK HERE](#)

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