THE MOBILITY VALLEY ECOSYSTEM

TREASURE SPRING SCHOOL

24-25-26 April 2024



TREASURE PROJECT PRESENTATION

Context and objectives

Paolo ROSSA / POLIMI





Supporting the transition of the automotive sector towards circular economy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003587 $\,$

















- TREASURE is a 3-year- Research and Innovation Action co-funded by the European Commission under the H2020 programme willing to offer new opportunities for testing innovative technologies to make the automotive sector more circular.
- TREASURE consortium is coordinated by Politecnico di Milano and it is formed by a group of 15 organizations from 7 European countries





Objectives





Guaranteeing a sustainable use of raw materials in the automotive sector, by reducing material supply risks



Offering better vehicle-related economic, environmental and social performances to all the end users



Adopting in practice the circular economy paradigm in the automotive sector, by acting as demonstrators for the manufacturing sector



Creating new supply chains around End-of-Life Vehicles (ELVs), by focusing on a circular exploitation of raw materials embedded into cars.



Goals



TREASURE solution can assist both car parts suppliers and

carmakers in assessing their design decisions in terms of circularity level, also considering the effects of their decisions on EoL processes. Vice versa, car dismantlers and shredders could benefit from the TREASURE solution by knowing about new design features of cars to be recycled in order to optimize their processes.

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SUPS

TREASURE solution will define and exploit a new sustainability and circularity assessment methodology to quantify environmental, economic, social and CE-related performances through a set of dedicated KPIs. Based on these indicators, the solution moreover offers an advisory framework that supports the decision-making process of designers, recyclers and dismantlers

MARAS

POLLINI

WALTER PACK

TREASURE will support companies in the automotive sector, by demonstrating in practice the benefits that the adoption of the circular economy paradigm can provide, both from a business/supply chain and from a technological/sustainability point of view, through the adoption of Industry 4.0 technologies in ELV management processes.



TREASURE is willing to reach three main results

Developing a Digital Platform powered by an AI-based scenario assessment tool providing a digital layer supporting the information exchange and intelligence for the development of circular supply chains in the automotive sector.

Representing a set of success stories in three key value chains of the automotive industry, as dismantlers/shredders, recyclers and manufacturers, by demonstrating the benefits coming from the adoption of CE principles in the automotive sector.

Integrating Key Enabling Technologies (KETs)

for the efficient design of car electronics and subsequent disassembly and materials recovery.

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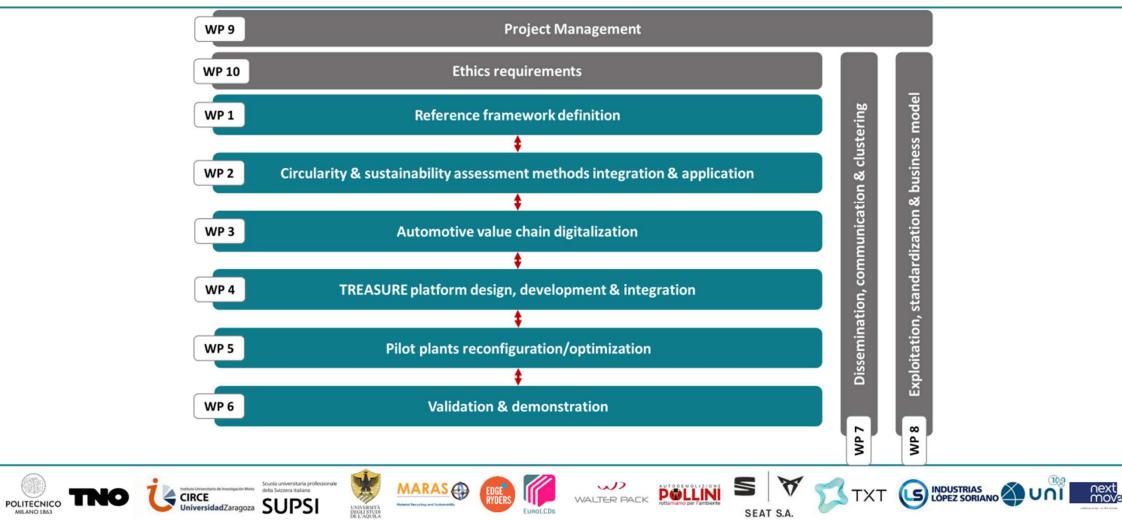




TREASURE

Project structure – Work Packages







- Politecnico di Milano (POLIMI)
- Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)
- Universidad de Zaragoza (UNIZAR)
- Scuola universitaria proffesionale della Svizzera italiana (SUPSI)
- Università degli Studi dell' Aquila (UNIVAQ)
- Material Recycling and Sustainability B.V. (MARAS)
- Edgeryders OU (EDGE)

- EuroLCDs SIA (EUROLCDS)
- Walter Pack SL (WALTER)
- Pollini Lorenzo e Figli srl (POLLINI)
- SEAT SA (SEAT)
- TXT E-Solutions Spa (TXT)
- Industrias Lopez Soriano SA (ILSSA)
- Ente Nazionale Italiano di Unificazione (UNI)
- MOV'EO (MOVEO)











Manufacturing Group SCHOOL OF MANAGEMENT

Coordinator Tasks leader in WP1, WP5, WP6 and WP8

- Responsible for the "Project Management and Coordination", including the coordination among partners and Advisory board.
- POLIMI will apply its strong knowledge in Industry 4.0 technologies in order to develop, test and optimize a pilot station dedicated to car electronics disassembly.
- POLIMI will apply its knowledge in Circular Economy and Circular Business Models in order to identify and structure potentially new businesses (and related supply chains) focusing on car electronics.





Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)



WP5 leader Tasks leader in WP5 and WP6

Within TREASURE, Holst Centre contributes with its expertise in Hybrid Printed Electronics

- Flexible and in-mould structural electronics
- Collaborating with industrial partners from automotive sector
- Flexible electronics pre-pilot line



Universidad de Zaragoza (UNIZAR)





WP3 and WP7 leader Tasks leader in WP3, WP4, WP6 and WP7

- IUIMC will apply its knowledge in eco-design, reusability and recyclability aspects to design and validate the corresponding modules of the TREASURE Platform.
- IUIMC is also in charge of the dissemination, communication and clustering aspects.



Scuola universitaria proffesionale della Svizzera italiana (SUPSI)



SUPSI

WP1 leader Tasks leader in WP1 and WP2

- SUPSI will build a holistic reference architecture for the whole project dealing with framework, software and pilots.
- SUPSI will target the development and the consolidation of the sustainability & circularity assessment and the advisory methodologies.
- SUPSI will be engaged in the development of the eco-design, dismantling and recycling modules (T4.4) that will integrate the Sustainability Assessment Application developed in previous European and national projects: SAM (Innosuisse) MANUTELLIGENCE (H2020 proposal ID 636951) MANUSQUARE (H2020 proposal ID 761145-2).





Università degli Studi dell' Aquila (UNIVAQ)





Tasks leader in WP5, WP6 and WP8

- Simulation and lab-scale activities for the recovery of materials from selected critical components of cars.
- Reconfiguration of pilot plant, tests and optimization of the processes on pilot scale.
- Training activities on pilot plant.
- Exploitation routes: definition of the exploitation strategy, the exploitation of the results to identify the targeted market
- Exploitation plan development, preparation of blueprint for commercialization of project results.
- IPR strategy & management



Material Recycling and Sustainability B. V. (MARAS)





Tasks leader in WP3 Contributor in WP4 and WP5

- Innovative physics-based recycling system models for the calculation of recycling/recovery rates (total product and all materials/elements) and optimization for the system archictecture of the physical and metallurgical recycling processes linked to improved disassembly strategy (new approaches in recycling technology)
- Recycling options of conventional versus printed flexible electronics by defining and exploiting the recycling process simulations
- Digital twins and digitalization of the automotive recycling system (link design to recycling)
- Recycling Labels : physics-based recycling standards



Edgeryders OU (EDGE)



Tasks leader in WP2 and WP4

- EDGE will use Semantic Social Network Analysis (SSNA) to understand the role of circular economy focusing on the automotive sector. With our own unique methodology, we are to explore how CE plays out in society, economy and everyday life and the points of view of the people directly affected by CE.
- EDGE will launch online conversations on the existing Edgeryders platform, outreach and engagement, community management, ethnographic coding and technical support.
- EDGE will combine and analyse primary and secondary data gathered from the online conversations and creating navigable version of the conversation's semantic social network





EuroLCDs SIA (EUROLCDS)



Contributor in WP5, WP6 and WP7

- EuroLCDs will dismantle displays (current models and under development) and in first step will investigate liquid crystal mixture reclaiming options.
- The remaining parts (e.g. ITO glass, flexible connectors and PCBs), containing CRMs will be shipped to partners for extraction. If suitable quantity of metals is extracted (e.g. Ag, Au, In, Sn), they can be processed into PVD sputtering targets.
- Display materials will be manufactured by using these targets, and new displays from recovered metals will be produced at validation stage.







Walter Pack SL (WALTER)





 Involved in the development of the demonstration action 3 and as contributors in the definition of requirements and specifications.

Contributor in WP5 and WP6



Pollini Lorenzo e Figli srl (POLLINI)





Contributor in WP5 and WP6

 POLLINI, thanks to its wide computerised warehouses where it selects and catalogs automotive components by type and brand of all over car manufacturers and its specialized operators it will supply obsolete parts and workforce in order to test new disassembly processes.



SEAT SA (SEAT)





Task leader in WP3 Contributor in WP4, WP5 and WP6

- SEAT will contribute with its expertise analyzing valuable car parts.
- SEAT has been researching the metal composition of several SEAT models, for identifying the most valuable car parts in terms of strategic metal content. The developed methodology, using Thermodynamic Rarity as resource use indicator, will be applied in TREASURE, for feeding the IT tool





TXT E-Solutions Spa (TXT)





 TXT will participate in the platform design, development & integration.

Task leader in WP1 and WP4



Industrias Lopez Soriano SA (ILSSA)





Task leader in WP3 Contributor in WP5, WP6 and WP8

- To implement improvements in the recovery processes of materials from treatment.
- Accelerate improving the circular economy of these recovered materials.
- Integrate digital technologies in ELV disassembly and shredders processes to increase circularity performance and reduce recycling processes costs considering lower operation time, lower need for manual work, higher purity levels of recovered materials and higher process efficiency.
- Update and optimize new material recycling processes able to recover valuable and critical materials, other than base metals.



Ente Nazionale Italiano di Unificazione (UNI)





Contributor in WP8

- UNI will develop a standardisation strategic plan integrating project activities and outcomes spotting future international, European standardization activities (e.g. CEN Workshop agreement) and contributing to existing standards, whether necessary (e.g. introducing innovation, contradictory standards ...). The document will codify project innovative metrics, requirements, methodologies and approaches resulting from project, focusing on risk assessment and safety issue. UNI will develop such document enhancing consortium skills.
- UNI will contribute to dissemination and exploitation activities enhancing national, European and International standardization communities and related experts.



MOV'EO (MOVEO)





collaboration is the driver

Task leader in WP7

- MOVEO will support the sharing and spreading of the project results through our network.
- Coordination of participation in clustering events and inter-project exchanges.
- Establishment of communication channels with past and on-going projects, as well as linkages with EUCAR, EIP Raw Materials and EIT Manufacturing. Evaluation of impact of TREASURE recycling technology and philosophy to other value chains.
- Organization of one 3-days workshop and summer school in M36.



TREASURE PROJECT PRESENTATION

Cicular web platform

Mattia CALABRESI / TXT





WP4 – TREASURE platform design, development & integration



WP4 – TREASURE platform design, development & integration



TREASURE technological solution works as a knowledge catalyst that brings together data coming from key actors in the automotive value chains, as dismantlers/shredders, recyclers and manufacturers, used to perform CE assessments. It is designed as a digital toolbox based on integration of partners applications (MARAS Recycling Simulation Tool, SUPSI GRETA Tool) in an inclusive platform.

Within TREASURE use case, this solution ingests information coming from IMDS database (through MISS interface), processes it leveraging on **circularity experts' tools** according to specific KPIs and provides aggregated information on:

- Disassembly procedures
- Recycling routes and assessment
- Eco design recommendations

The platform is complemented by the **Circular Advisory** module that supports BoL and EoL actors in the decision-making process for each scenario

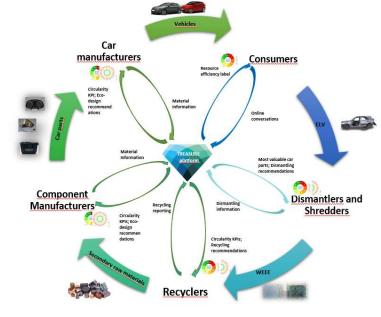




WP4 – TREASURE platform design, development & integration

TREASURE Web Circularity platform serves as a key **technological enabler** that connects the three processes (Disassembly, Recyclability and Eco-Design) investigated in TREASURE project. The integrated platform is a **toolbox** made up of 3 application modules supporting information and knowledge exchange for both BoL and EoL stakeholders in the automotive sector. For each module, the industrial partners and demonstrators are **supported by circularity experts** in validating TREASURE.

Process	Circularity expert	Platform module
Disassembly	UNIZAR	Disassemblability
Recycling	MARAS	Recyclability
Eco-design	UNIZAR	Eco-design
DIS+REC+ECO	SUPSI	Advisory



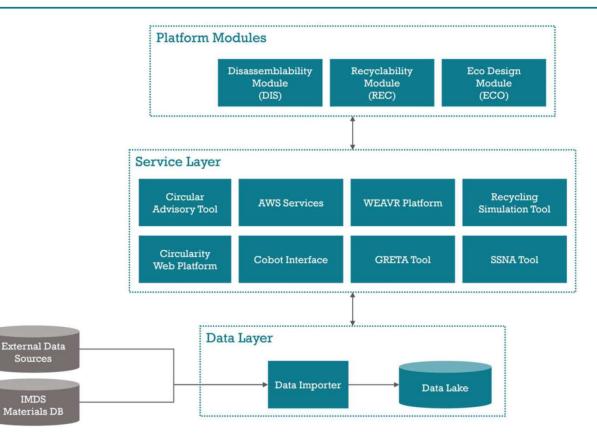


Technical Architecture



TREASURE technical architecture has been established as a web-based multi-layered data-driven platform which can be divided into three sub-architectures:

- Data Layer, containing components that manages data flow and manipulation
- Service Layer responsible for implementing main functionalities and related data streams used by Platform Modules
- three main Platform Modules (DIS, REC, ECO)





Disassemblability Module

The Disassemblability Module contributes to improve timing and cost efficiency in the dismantling process by supporting two types of EoL actors:

- White collar employees: for efficacy in identifying the **best dismantling route** in terms of expenditure and timing
- Physical operators: as a toolset to improve efficiency by decreasing costs and speeding up operations by displaying dismantling AR/3D procedures and, for certain actions, assistance of a robotic arm, the cobot

Not only the platform displays input information but also collects user data both automatically in the form of log, timing of dismantling and manually as **feedbacks** provided by the operator concerning suggestions for improvements or issues incurred during the procedure.





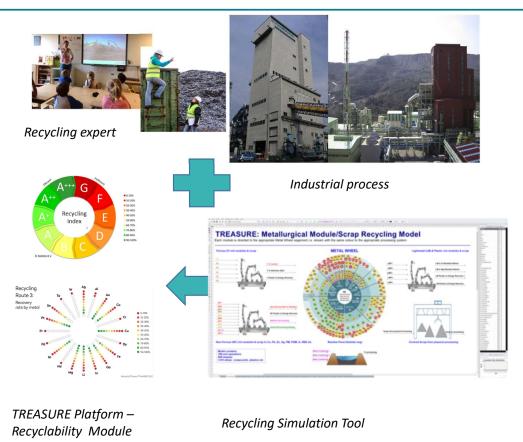


Recyclability Module



The Recyclability module supports industrial actors and automotive&WEEE professionals in quantifying the **recycling/recovery rates** for the total part/component as well as for all individual materials/ elements/compounds taking into consideration different industrial processing infrastructures and disassembly levels. The platform displays total and individual recycling indices based on advanced recycling flowsheet simulation models, supplied by the **Recycling Simulation Tool**.

According to user's objective, the data provided by the module enables the assessment, quantification and optimisation of recycling routes and EoL circularity system and provides Design for Recycling advisory.





Eco-Design Module

The Eco-design Application supports car manufacturers and component supplier to improve car parts design from a CE perspective through the provision of ecodesign recommendations, based on evaluation process performed by dismantlers and recyclers. This analysis considers data coming from internal sources (intelligence stored in the Data Lake and feedbacks collected in the Disassemblability module) integrated with information from MISS Database.

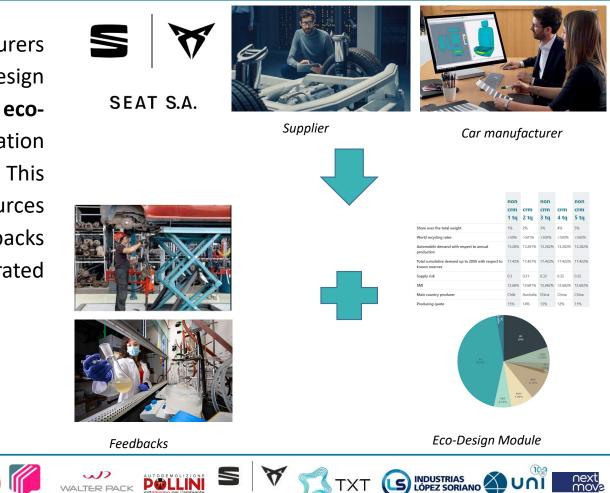
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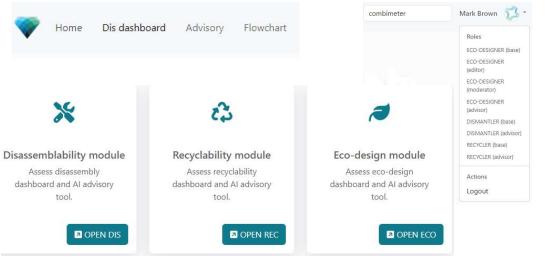


Web Circularity Platform

TREASURE GUI is designed with an upper part that is common for all modules followed by the section related to the specific module.

The shared section consists in the following elements:

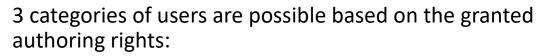
- Home, Module application, Advisory and Flowchart buttons
- Search bar to select a specific car component
- User profile type
- Overall score of the car part, divided into specific scores regarding: 1) Metal use; 2) Plastic use; 3) Disassemblability and 4) Recyclability.



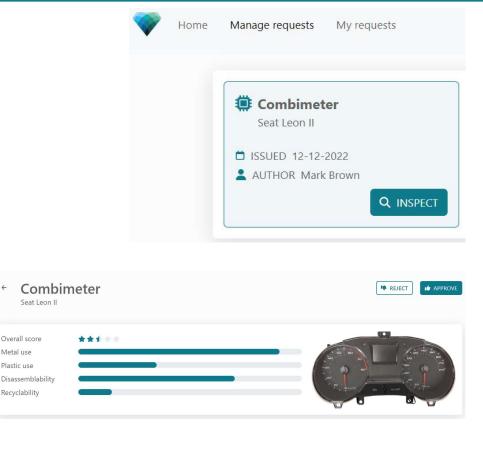








- The **basic user** with visualization only mode: the user can only see the platform content with no authorization to edit
- The editor mode: enables the user not only to visualize the information but also to add new content on specific platform sections by clicking on the "Edit" button
- The **moderator mode**: the user can approve or reject the data provided by the editor, leaving feedback in case of nonapproval





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Metal use Plastic use





Disassemblability Module

The Disassemblability Module provides the following information based on the analysis performed in T3.2:

- Materials classification in the following categories and respective economic value: Ferrous metal, Non-ferrous metal (both including and excluding Aluminum) and Other.
- Disassembly metrics:
 - Disassembly time for Disassembly Level 1 and 2
 - Disassembly cost
 - The market value of the car part if it were new.
 - Disassembly **difficulty** of Levels 1 and 2 classified as High / Medium /Low
 - Cobot metrics for Level 3 disassembly of PCB
- Feedbacks for recyclers



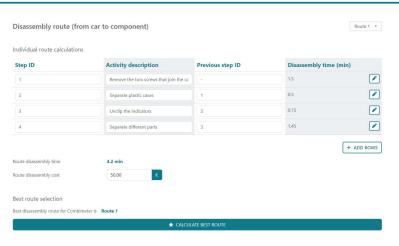


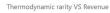


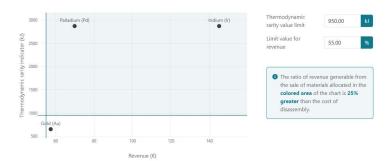
It provides intelligence on **critical metals** to extract according to a prioritization calculated from specific KPIs related to:

- the disassembly process: operation time and cost (actualized for specific hourly/rate);
- the car component composition: material mass, recovery rate, thermodynamic rarity and market value of the removed part/s at material level

An additional analysis is provided via chart comparing thermodynamic rarity and revenue, based on parameters defined by the user











Recyclability Module

The Recyclability Module provides the following information:

- **Total recycling rate** (%) visualized by the Recycling index of the car part as a whole (%), as a function of the recycling objective (total, ferrous metal, CRM, organics etc)
- Individual material recycling rate of all materials/elements/compounds included in the car part in % (also available in mass) visualized by Material Recycling Flower (%)
- Energy recovery in MWh/t of feed or per car part

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- Assessment based on full compositional detail composition build-up depicted in major categories/classes (depth of composition maintained in calculations): Cu, Ferrous, Light Metals (incl oxides), PMs/PGMs, REEs, Other metals (incl. Oxides), Organics, Anorganics/others
- Recommendations and Advisory on most optimal recycling flowsheet architecture (as a function of recycling objective), advisory for disassembly & Design for Recycling for each unique design/part

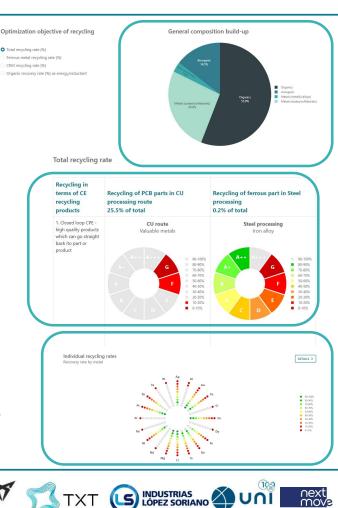
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Recyclability Advisory Module

It provides a ranking of most convenient recyclability routes starting from the analysis performed by the Recycling Simulation Tool and further complemented by a **socio-economic impact assessment**. Regarding the latter, the social analysis measures the effect of the decision to avoid material extraction while the economic study refers to the possible revenues that this process can generate.

A graphical representation has been added in the form of a **3D chart** that enables the user to understand at a glance **the impact of selected disassembly and recycling routes in the three domains** (environmental, social and economic).

Combimeter Seat Leon II

Determine which combination of disassembly path and recycling process to implement (from component to material)

Route ID	Recycling Simulation Tool ranking	Social impact assessment	social assessment ranking	Economic impact assessment	Economic assessment ranking	Environmental impact assessment	Environmental assessment ranking	
1	1°	Medium risk (-1)	1°	135.32€	3*	1.05 points	3°	[
2	2*	Medium risk (-1)	1*	150.77€	2*	1 points	2*	[
3	З°	Medium risk (-1)	1°	210.56€	1°	0.95 points	1°	[
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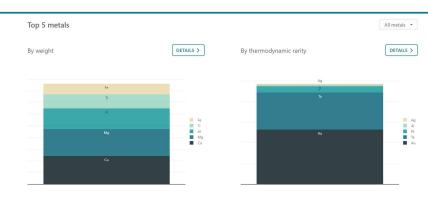


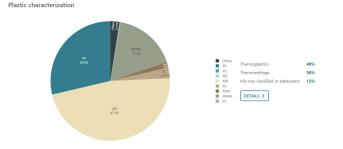
The Eco-Design Module provides the following information:

- •Ranking of 5 top metals by weight and thermodynamic rarity based on:
 - •World recycling rates
 - •Demand with respect to annual production
 - •Supply risk
 - •SMI (Strategic Metal Index)
 - •Main country producer and producing share
- •Plastic characterization by % share and mass
- •Disassembly metrics by time and level

•Recommendations to BoL actors to improve car part design for disassembly (DfD) and Design for Recycling (DfR) (on basis of unique recycling fingerprint and pinpointing/quantification of hot-spots by Recycling Simulation Model)

The module is complemented by SSNA Tool, a software application which provides ethnographers and other qualitative researchers with an easy interface to explore semantic social networks





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Semantic Social Network Analysis





Eco-Design Advisory Module

It enables users to compare different scenarios concerning car part design in terms of sustainability and circularity with the goal to support car manufacturer in the decision making process. The Eco-design advisory platform is split in 2 sections:

- the first is assigned to provide key information related to the existing design examining its compliance to specific guidelines in terms of disassembly and recyclability;
- the second is focused on showing the sustainability and circularity analyses performed using GRETA* Tool; a comparison of the selected scenarios is shown with a radar chart with the possibility to include comments/notes inserted by the user in GRETA

*GRETA is a web application designed to assess the sustainability and circularity performances of products and processes in manufacturing contexts. It offers diagnostic and advisory functionalities, enabling users to optimize their manufacturing practices and make data-driven decisions.









- Demo Storyboard of the Combi pilot case:
- EoL user:

DEMO

- Using the Disassemblability module, the dismantler white collar employee selects the component to disassemble (with the previous support of the advisory for the car part ranking) according to time and costs metrics
- The dismantling operator uses the 3D application partially supported by the cobot, providing feedbacks
- The best recyclabing processing flowsheet is identified through the Recyclability module based on the Recycling Simulation Models providing individual materials recovery rates balance and EoL LCA detail for each unique and energy and exergy design/part, complemented by the socio-economic impact assessment
- BoL user:

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• Car manufacturers have access to data and feedbacks collected in the Disassembly and Recyclability modules to improve component design in CE perspective (including advisory assessment of the design compliance to recyclability and disassembly guidelines)

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Eco design assessment & advisory tool presentation

Ludovica ROSSI / SUPSI



GREen TArgets

A web application for GREen TArgets

Scuola universitaria professionale della Svizzera italiana





Agenda

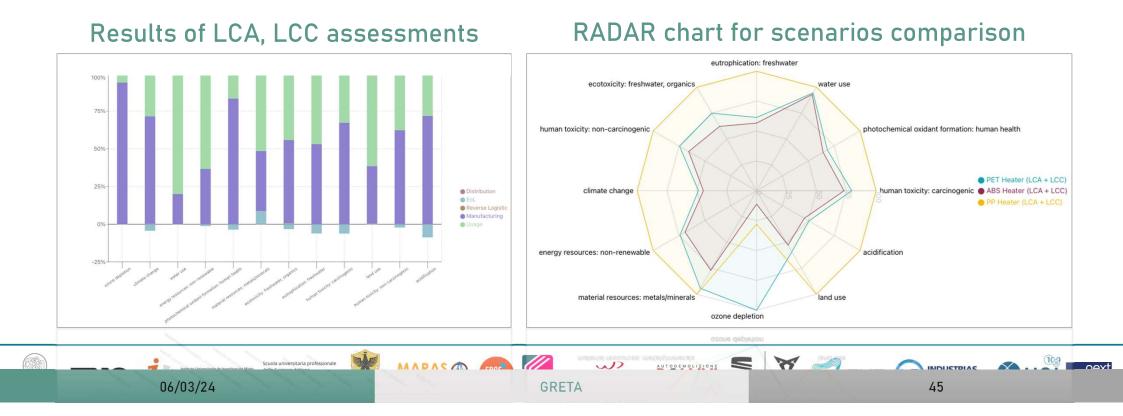
- 1. What is GRETA
- 2. Why do we need GRETA?
- 3. The users' Journeys
- 4. GRETA Integration in TREASURE
- 5. DEMO



What is GRETA?



GRETA is a web application designed to assess the sustainability and circularity performances of products and processes in manufacturing contexts. It offers diagnostic and advisory functionalities, enabling users to optimize their manufacturing practices and make data-driven decisions.



GRETA Features



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- LCA, LCC, SLCA and CE assessments
- Different assessment subjects: product, process, machine, production line, and company
- Sustainability reporting compliant with GHG protocol
- Real-time comparison between different alternatives of product
- Easy integration with real production environments via remote services (IoTs, middleware, REST services, etc.)
- Possible integration with legacy systems (ERP, PPS, etc.) and external applications (DPP, project platforms, etc.)
- Reporting functionalities

06/03/24

- OpenLCA models importing
- BoM standard files importing

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• Authenticated REST APIs web services for allowing third-party applications to exploit GRETA

GRETA

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- Multi-domain solution and data isolation to ensure data confidentiality
- Al-based Advisory for supporting users in making decisions (under development)

Why do we need GRETA?



	GRETA	Existing Tools
Sustainability skills	No sustainability skills required	The user must have sustainability skills
Methodology	Based on ISO14040	Based on ISO14040
Performances	Assessments take few seconds	Assessments can take several minutes
Comparison	Real-time comparison between scenarios	Comparison between two scenarios can take several minutes
Report	Valuable comparison result report	Comparison result report is often not valuable
Data collection	Inventory data can be gathered from real production environment via IoT	Rarely integration with the real production environment
Integration	Web services via APIs	Web services rarely provided
Advisory	AI/ML-based advisory functionalities	Advisory functionality rarely provided
Eco-design	User can be supported for performing an eco- design approach	Due to performance, it is not always possible to use them as eco-design tool
Process modelling	Model editor not (yet) provided	Model editor usually provided

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GRETA Users' journeys





Sustainability expert - The experts model, by means of existing model editor (like OpenLCA) all processes, along the life cycle phases, behind a product. By means of GRETA, the expert can define the customization spaces meant to describe the production constrains and possible production alternatives (in terms of raw materials, electricity mixes, transportations, etc.), enabling manufacturers to optimize their manufacturing practices.



Customer – Manufacturers/designers can use GRETA to assess their own products/processes/company from a sustainability point of view enabling them to optimize their manufacturing practices and make data-driven decisions.



01

The sustainability expert's journey



The expert models, from a sustainability perspective, all life cycle processes behind a product (production, assembly, transport, etc.) by means of existing modelling editor (like OpenLCA)



The sustainability expert's journey



01

The expert models, from a sustainability perspective, all life cycle processes behind a product (production, assembly, transport, etc.) by means of existing modelling editor (like OpenLCA)

The expert imports all models in GRETA and define the related customization spaces



The sustainability expert's journey





02

03

The expert models, from a sustainability perspective, all life cycle processes behind a product (production, assembly, transport, etc.) by means of existing modelling editor (like OpenLCA)

The expert imports all models in GRETA and define the related customization spaces

The expert defines the product alternatives (scenario templates) and make them available to the customer



The customer's journey



01

The customer selects the scenario template related to the product she/he wants to customize and evaluates the sustainability aspects

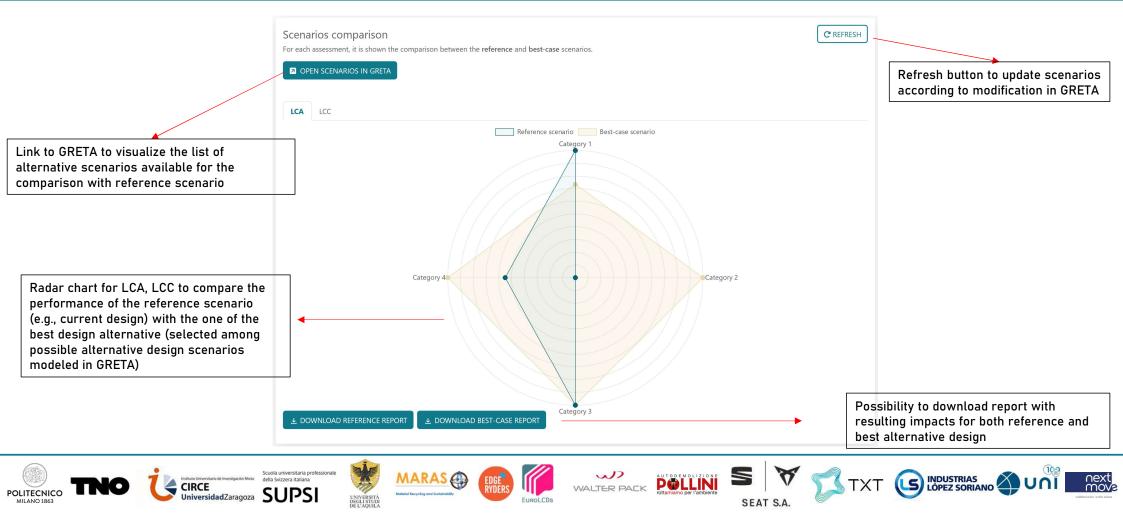






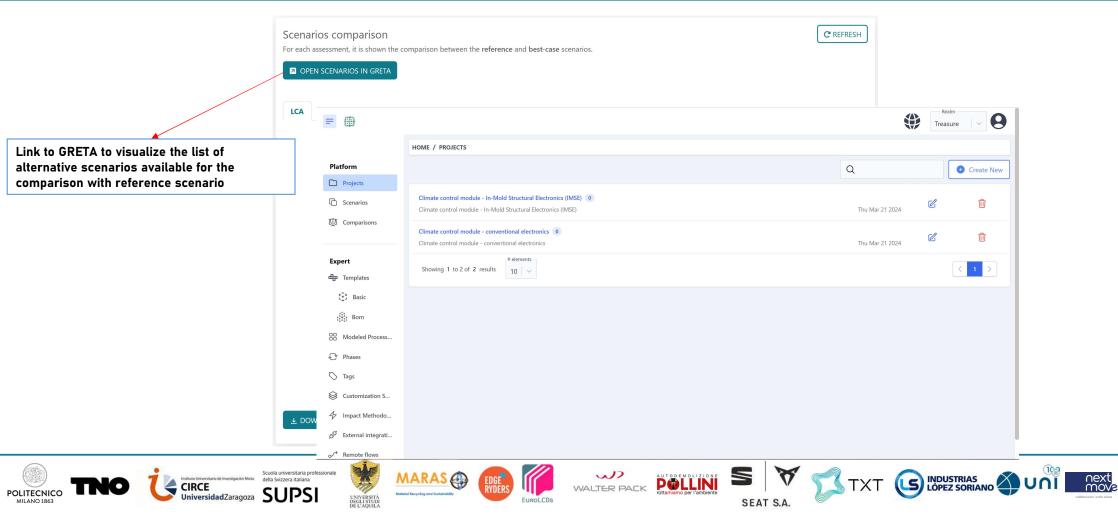


GRETA Integration in TREASURE Platform

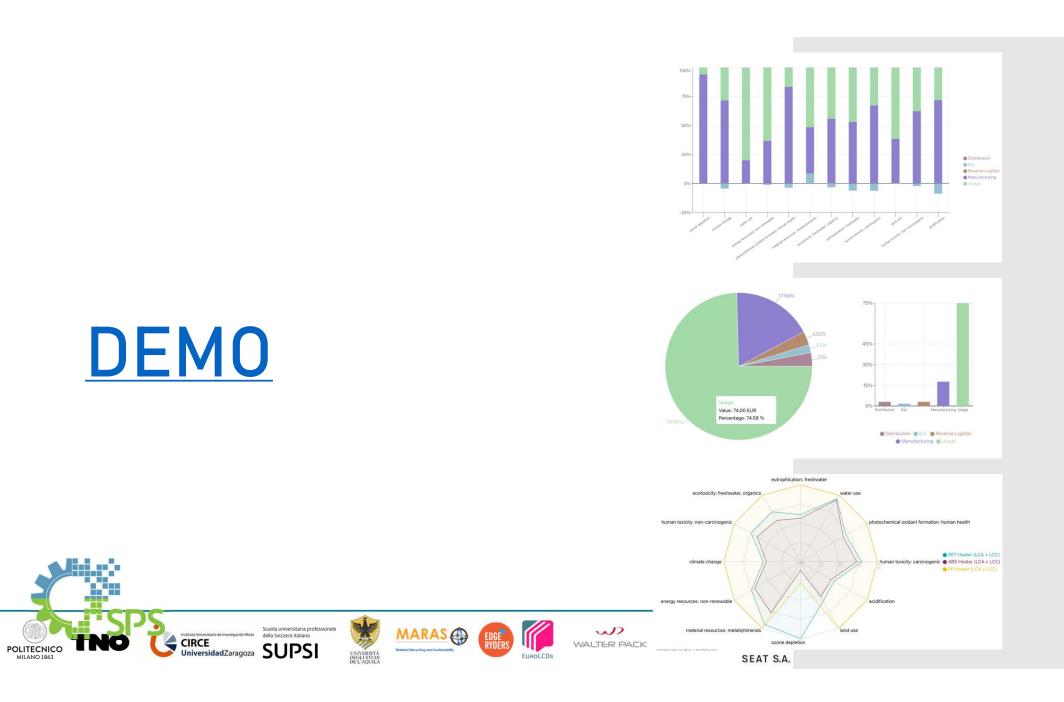




GRETA Integration in TREASURE Platform







ARE YOU INTERESTED IN TRYING GRETA?

Marzio Sorlini

🛛 marzio.sorlini@supsi.ch

Alessandro Fontana

alessandro.fontana@supsi.ch







Pilot Plant for semi-automated PCBs Disassembly

Lorenzo GANDINI / POLIMI



Losses in end-of-life vehicles recovery chain and new technological solutions

TREASURE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003587













Treasure Project





Guaranteeing a sustainable use of raw materials in the automotive sector, by reducing material supply risks



Offering better vehicle-related economic, environmental and social performances to all the end users



Adopting in practice the circular economy paradigm in the automotive sector, by acting as demonstrators for the manufacturing sector



Creating new supply chains around End-of-Life Vehicles (ELVs), by focusing on a circular exploitation of raw materials embedded into cars.

Electronic components in automotive industry











- 15 to 50 electronic components
- About 1.5 Kg within a 1.16 tons modern medium-sized car
- Car's average mass relevance (%): about 0.1%
- Increasing trend usage of electronic components CAGR 13,8
 - percent
- ELVs mass grow rate 4,49%
- From 30 to 50 percent of the vehicle total production cost
- Value of embedded car electronics ranging from 136,50 to 607,621 euro/t based mostly on gold recovery

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- Consequent increase in demand for CRMs
- Supply chain exposure to bottlenecks due to lack of raw material supply

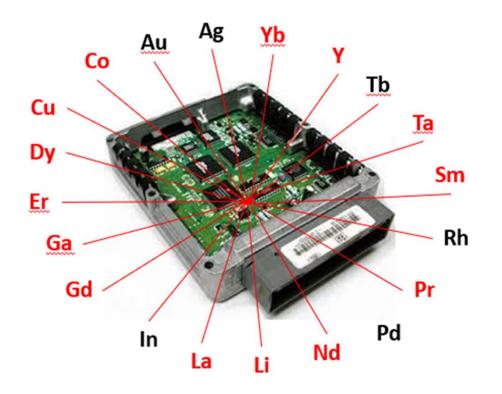






Policies Status

- Current ELV recovery processes/EU ELV Directive do not consider wasted automotive electronics
- Weighted-based approach of the EU ELV Directive, pushing basic materials recovery
- Information related to generated volumes of wasted automotive electronics are not available
- ELV reverse logistic chain/recovery technologies are not ready for managing automotive electronics
- EU CRM Act
- At least 20% of the EU's annual consumption of CRMs for recycling
- Possibility of new business around ELVs and need of compliancy

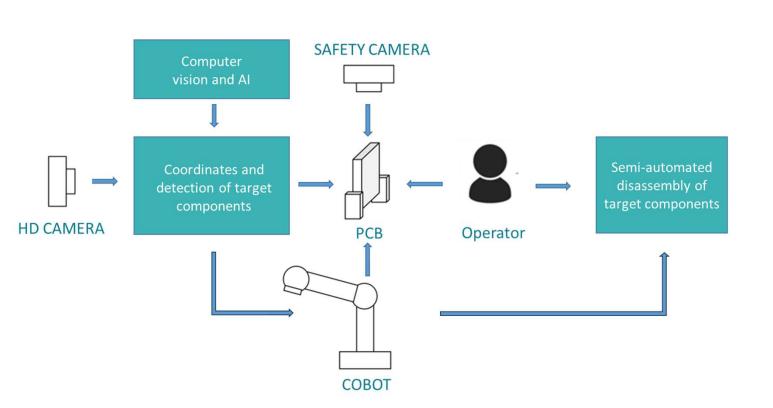






Need for new technological solutions

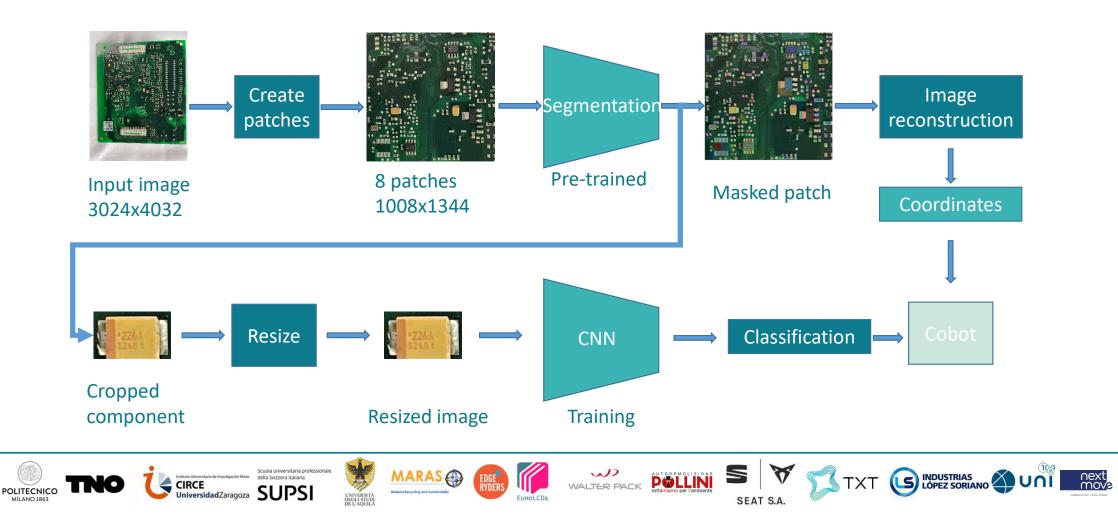
- Needed to extract and maximize embedded value in electronic components
- Need to achieve better material flow separation to achieve better recycling performances
- Capability of recovery of materials presenting small ppm using semi automated solutions
- Development of ad-hoc know how in the context of Treasure Project
- Research in different Key Enabling Technologies to fill the technological gap





Framework of classification approach



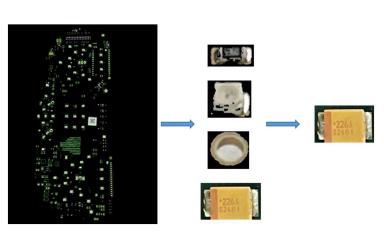


Results of the Treasure project



- Although the presented framework represents the optimal solution, the problem of accessing sufficiently large datasets for training the classifier proved to be critical.
- For this reason, a hybrid approach combining both computer vision and artificial intelligence was chosen to detect relevant components for disassembly from the PCB.
- The first AI-based solution will focus on identifying the integrated circuits present on the board.
- The second solution, based on computer vision and leveraging the presence of the operator to filter out any false positives, will concentrate on identifying tantalum capacitors.







Cobot Disassembly of SMD components



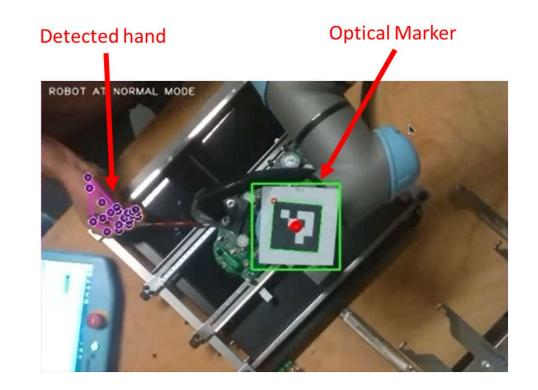




Human Robotic Collaboration



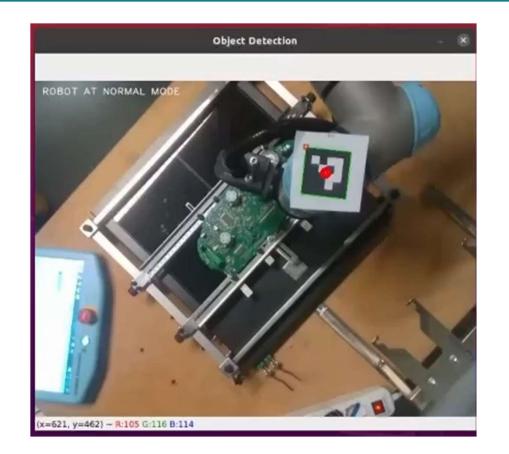
- While the cobot is capable of handling potential impacts with the operator, when equipped with a dangerous tool, it requires additional precautions to ensure safe operation with the operator.
- This prompted in devising an innovative solution that could mitigate the risks introduced by the presence of a potentially dangerous tool
- Computer vision and AI approach developed in collaboration with SUPSI to detect the operator's hand and the work area of the cobot





Human Robotic Collaboration







TREASURE PROJECT PRESENTATION

State of the art of critical raw materials assessment

Daniele PEROSSA / POLIMI







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STATE OF THE ART OF CRITICAL RAW MATERIALS ASSESSMENT

Daniele Perossa (daniele.perossa@polimi.it)



Politecnico di Milano, Department of Management, Economics, and Industrial Engineering

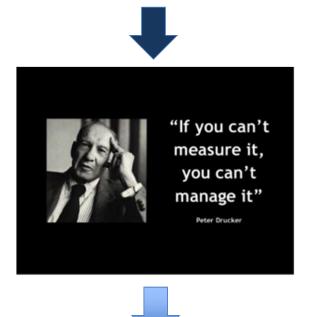
TREASURE Spring School, 24th-26th April 2024, Paris, France.

Introduction



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Critical Raw Materials (CRMs) can be defined as materials that are necessary or extremely relevant for industry and/or society but whose usage may expose to significant risks [1][2][3].



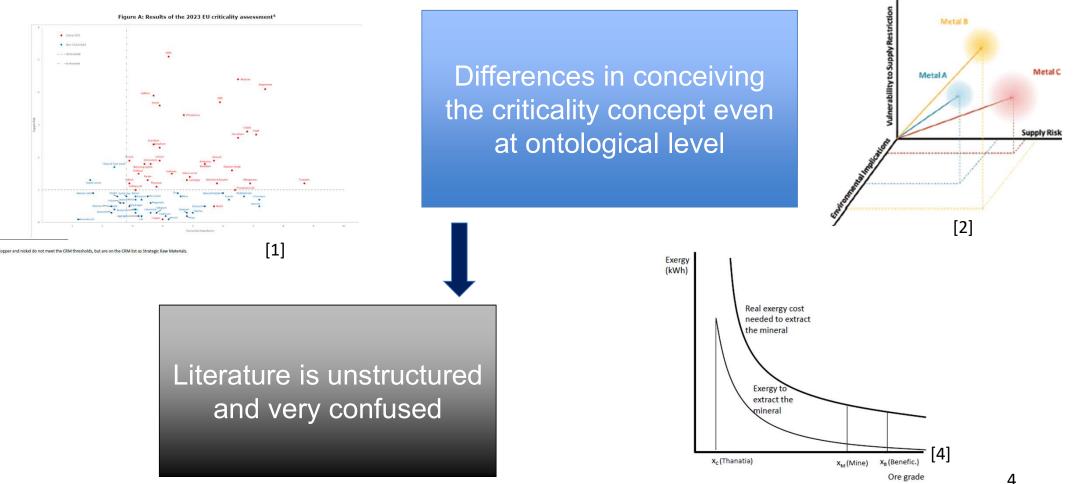


Tools and methodologies for criticality assessment

Existing tools and methodologies for CRMs assessment



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Research Objective



Mapping the existing criticality assessment models and tools, providing a snapshot of the current state of the art of this knowledge domain.

In doing so, a particular focus has been put on the relationship between the concepts of criticality and environmental sustainability.

Originality: No previous review about criticality assessment tools and methodologies has ever been so extensive and with a so strong focus on the connection between criticality and environmental sustainability.

Benefits: The resulting map may support interested actors in orienting themselves inside criticality assessment domain. This and further reviews may support in structuring better the literature and contribute the systematization of the selection and development of criticality assessment methods.

Methodology



A total of 107 different tools and methodologies was identified and classified by means of systematic literature review methodology

Criticality Scope	Considered criticality dimensions	Model Typology	Criticality criteria	Consideration of Environmental sustainability	Consideration of circularity aspects and practices

Results

- Lack of focus at company level: Big emphasis at world and country level. Only 7 artifacts out of 107 were meant to support companies.
- Most considered criticality dimensions: (i) Unavailability risk (102 times); (ii) Economic impact (42 times); (iii) Environmental impacts (33 times).
- **Criteria to determine criticality:** most artifacts consider a relative concept of criticality (benchmarking 54 times). Several others consider an absolute concept (threshold 6 times, clustering 27 times).
- **Circularity aspects:** almost exclusively considered as a parameter offsetting unavailability risk.







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Environmental impacts and criticality



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Sheer environmental impacts as directly influencing criticality

VS

- Environmental impacts as influencing social acceptability and unavailability risk
- Environmental country risk: measurement of the risk of supply restrictions due to environmental regulations in the considered country.
 - Etc...

- In 19 cases out 33, environmental impacts is considered as a main criticality dimension, but <u>why</u>??
 - Application of ReCiPe model is suggested several times, exploiting Ecoinvent database.
 - Etc...

Few more take-aways

- Strong focus on energy sector. Other sectors where CRMs are strategic are overlooked.
- Big (even ontological) differences and inconsistencies around criticality concepts among different works.
- Most tools and models are mathematically and conceptually simple.
- There are different attempts of integrating criticality assessment with LCA or LCSA methodologies. Typically, the study is purely methodological. Criticality is often considered as an additional endpoint. Thus, the baseline is considering criticality as a component of the overall sustainability concept.



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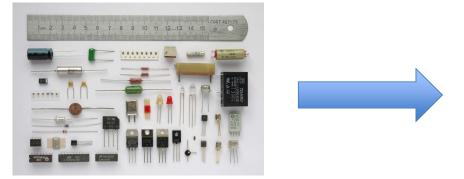


Future steps



- 1. Different contexts and needs call for **customisation** of assessment methodologies.
- 2. Literature is greatly unstructured and confused. It is suggested creating accepted guidelines for the development of criticality assessment methodologies.
- 3. Need for a theoretical framework for the concept of criticality.
- 4. Which of the following is more valuable?





Criticality of competencies and processes "embedded" in the components

Sources



[1] European Commission. 2023. *Study on the Critical Raw Materials for the EU 2023 Final Report. European Commission*. http://www.europa.eu.

[2] Graedel, T.E., R. Barr, C. Chandler, T. Chase, J. Choi, L. Christoffersen, E. Friedlander, et al. 2012. Methodology of metal criticality determination. *Environmental Science and Technology* 46(2): 1063–1070;

[3] Bach, V., M. Berger, M. Henßler, M. Kirchner, S. Leiser, L. Mohr, E. Rother, et al. 2016. Integrated method to assess resource efficiency – ESSENZ. *Journal of Cleaner Production* 137: 118–130.

http://dx.doi.org/10.1016/j.jclepro.2016.07.077.;

[4] Valero, A. and A. Valero. 2015. Thermodynamic rarity and the loss of mineralwealth. *Energies* 8(2): 821–836.



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THANK YOU!

daniele.perossa@polimi.it



Standardization and show case

Cristina DIMARIA / UNI







TREASURE project Spring School

TREASURE standardization activities: a support in the development of a future digital product passport for printed circuit boards (PCBs)

Cristina Di Maria – Research Project Manager

UNI Ente Italiano di Normazione

Paris, 24th – 26th April 2024



TREASURE standardization activities









STATE OF THE ART ANALYSIS:

Which are the standards relevant for the project?



Standards Mapping: methodology



- Analysis of the relevant Legislative Framework -> Directive on waste electrical and electronic equipment (WEEE) and Directive on end-of life vehicles - Commission Statements
- Review of the CENELEC TC 111 TX Environment working programme

To deal with environmental aspects for electrical and electronic products and systems. To promote activities in CENELEC relevant to reducing detrimental impacts of electrotechnical activities/products/systems on the natural environment (In this context "reducing" means a process of continual environment improvement aimed towards an optimum balance with social, economic, safety and performance requirements). To enhance CENELEC's environmental links with the European legal framework, particularly in the context of standardization aspects of EU environmental regulations and directives. To prepare the necessary standards framework and in co-operation with other CENELEC Technical Bodies co-ordinate the development of, or when necessary produce, the needed standardization deliverables. Product TCs remain autonomous in dealing with environmental aspects relevant to the products included in their scope.

- -> Are there any standard potentially applicable to the automotive sector? All phases covered (from design to reuse and recycle)
- Check DIN standards (recovery of car electronics) -> given the relevance of the sector for the German economy
- Horizontal topics: LCA/LCC -> mapped standards LCC methodology (although not in the automotive sector)
- Check standards by CEN SS 26 Environmental management and ISO TC 323 Circular Economy
- Partner survey -> validation by consortium partners



Standards Mapping: results



Overall, 86 standards were mapped, of which 72% "current" and 28% "work in progress". Most of these standards relate to sectors different from the automotive. The standards cover the following Areas:

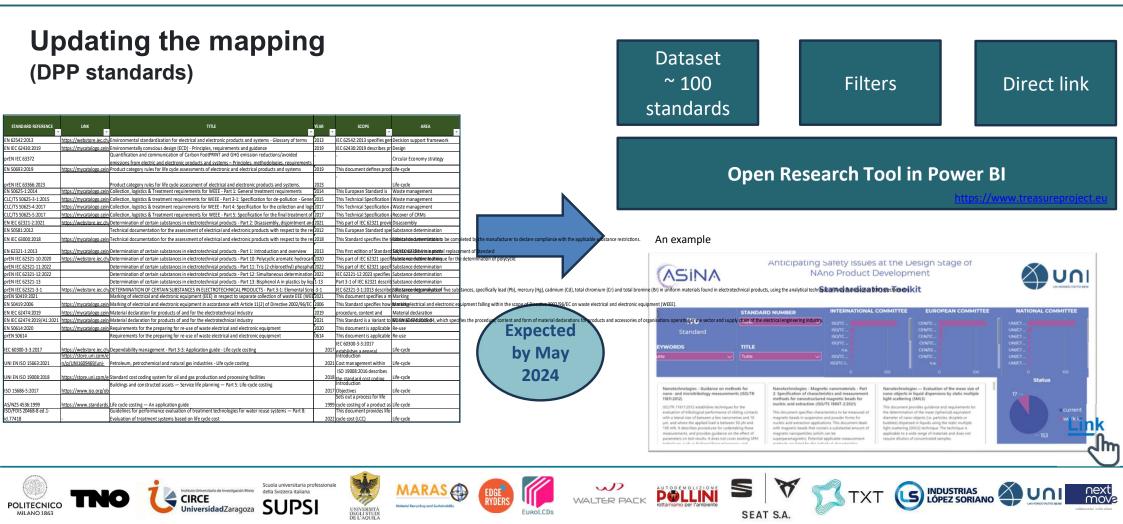
Area	Definition (from ISO catalog when available) stage of information development that is concerned with determining what information for users will be provided in a product and what the nature of the information will be (SOURCE: ISO/IEC 26514:2008)			
Design				
Deployment	phase of a project in which a system is put into operation and cutover issues are resolved [SOURCE: ISO/IEC/IEE 24765:2017(en), 3.1113]. Or process to bring entities or resources into effective action			
Assembly	number of component parts fitted together to perform a specific function ISO 10209:2022(en), 3.1.8			
Use	activity that the user may perform with or on the product during its whole life cycle. Use covers the intended use and the reasonably foreseeable misuse in normal and reasonably foreseeabl conditions of use. [SOURCE: ISO 12029:2022(en), 3.14.5]			
Reuse	activity of recovering components and materials for further use without reprocessing ISO 21070:2017(en), 3.1.6			
Disassembly	process whereby a product is taken apart in such a way that it could subsequently be reassembled and made operational. [SOURCE: IEC 62542:2013, 6.1]			
Substance determination				
Recover of CRMs	List published by <u>EC</u>			
<i>Recycling</i>	any recovery operation by which waste materials are reprocessed into products, materials or substances whether for the original or other purposes. [SOURCE: ISO/TS 21929-2:2015[en], 3.33]			
Traceability systems	ability to trace the origin, processing history, application, distribution or place of materials or products under consideration. [SOURCE: ISO 23664:2021(en), 3.22]			
Circular Economy strategy	organisation's approach to achieve circular economy goals			
Data exhange format	template/format which presents standardized and trustworthy information on the circularity aspects of a product			
Life-cycle	consecutive and interlinked stages of a product system, from raw material to acquisition or generation from natural resources to final disposition [SOURCE: ISO 14040:2006, definition 3.1]			
Security, privacy and ethics	Security any of a variety of procedures used to ensure that information exchange is guarded to prevent disclosure to unauthorized individuals. Security measures are intended to prevent disclosure of sensitivi information even to those who have valid access to the communication network. Privacy: right of individuals to control or influence what information related to them may be collected a stored and by whom and to whom that information may be disclosed (SOURCE: ISO 7498-2, 3:3.43)			
Decision support framework	Includes tools and standards that help the different actors in taking decisions.			
Waste management	Waste generation: any residue of a production operation, transformation or use, any substance, material, product that its holder intends for disposal. [SOURCE: ISO 22716:2007(en), 2.36]			



https://www.treasureproject.eu/resources/



Standards Mapping: next step



TREASURE



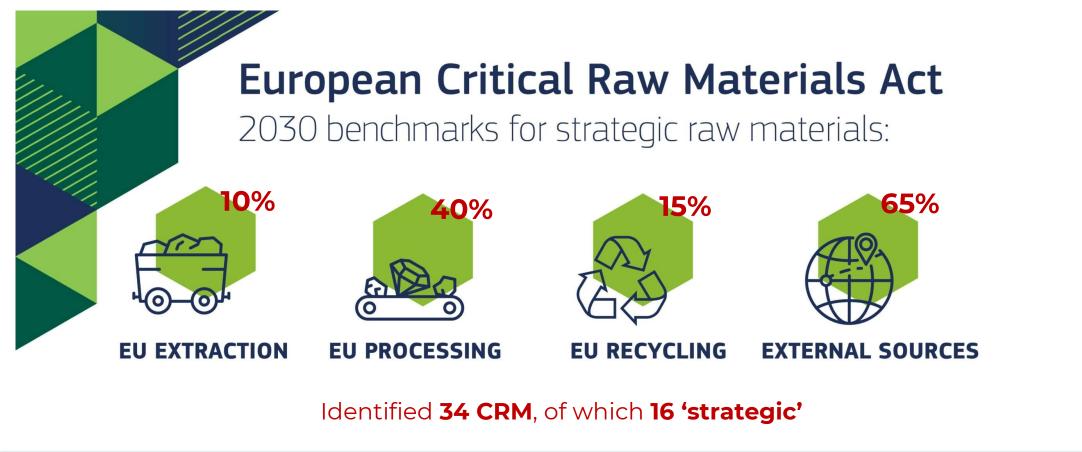
STATE OF THE ART ANALYSIS:

A focus on CRM



EU Legislative context







Standardisation context

Position Paper





- Encourage the EC to boost standardization activities in critical raw materials and to work with CEN and CENELEC to develop these European standards;
- Agree on a joint Action Plan supporting necessary standardization activities, especially in consideration to international standards;
- Provide a background on current standardization activities;
- Request that harmonized standards be used as the primary route for standardization and that delegated acts remain a fall back solution.



Standardization current state



	CEN/TC 132 Aluminium and aluminium alloys
2.24	CEN/TC 133 Copper and copper alloys
	CEN/TC 459 European Committee for Iron and Steel Standardization
Cen	CEN/SS M14 Nickel
	CEN CLC/JTC 10 Energy-related products. Material Efficiency Aspects for Ecodesign
<u>CLC/TR 45550:2020</u>	Definitions related to material efficiency
UNI CEI EN 45552:2020	General method for the assessment of the durability of energy-related products
<u>UNI CEI EN 45553:2021</u>	General method for the assessment of the ability to remanufacture energy-related products
<u>UNI CEI EN 45554:2020</u>	General methods for the assessment of the ability to repair, reuse and upgrade energy-related products
UNI CEI EN 45555:2020	General methods for assessing the recyclability and recoverability of energy-related products
UNI CEI EN 45556:2019	General method for assessing the proportion of reused components in energy-related products
UNI CEI EN 45557:2020	General method for assessing the proportion of recycled material content in energy-related products
<u>UNI CEI EN 45558:2021</u>	General method to declare the use of critical raw materials in energy-related products
<u>UNI CEI EN 45559:2021</u>	Methods for providing information relating to material efficiency aspects of energy-related products

According to Standardisation Request M/543, it is necessary to consider "Use and recyclability of EU-critical raw materials as listed by the European Commission". This standard facilitates this requirement by identifying the appropriate information.



Standardization next steps



ISO/TC 298 'Rare Earth'

CEN/TC 472 Rare earth → NEW July 2023, DIN proposal



- To adopt existing ISO documents as European standards and develop future projects under the Vienna Agreement
- ➤ To mirror the work of <u>ISO/TC 298 'Rare Earth'</u> contributing concretely to at least <u>10 SDGs</u> →

⊙ ISO 22444-1:2020

Rare earth — Vocabulary — Part 1: Minerals, oxides and other compounds

⊗ ISO 22444-2:2020

Rare earth — Vocabulary — Part 2: Metals and their alloys

⊘ ISO 22450:2020

Recycling of rare earth elements — Requirements for providing information on industrial waste and end-of-life products

⊘ ISO/TS 22451:2021

Recycling of rare earth elements — Methods for the measurement of rare earth elements in industrial waste and end-of-life products

⊘ ISO 22453:2021

Exchange of information on rare earth elements in industrial wastes and end-of-life cycled products

⊙ ISO 22927:2021

Rare earth — Packaging and labelling

⊘ ISO 23664:2021

Traceability of rare earths in the supply chain from mine to separated products



ISO/TC 298 Rare earth

ISO/TC 345 Specialty metals and Minerals (AFNOR)

ISO/PC 348 Sustainable Raw Materials (DIN):

This document specifies <u>criteria for sustainable raw materials along</u> <u>industry best practices</u> and is intended to be used for mineral-, raw ironand non-iron-metals. It is applicable to the full value chain of all raw materials.





STATE OF THE ART ANALYSIS:

A focus on DPP



EU Legislative context





The proposal for a new Ecodesign for Sustainable Products Regulation (ESPR), published on 30 March 2022, is the cornerstone of the Commission's approach to more environmentally sustainable and circular products. The proposal builds on the existing <u>Ecodesign Directive</u>, which currently only covers energy-related products.







The future Digital Product Passport Challenges

- Universal readability of product data carriers across product groups
- Integration with existing product information management systems
- Standardised services IT access to retrieve and provide DPP data
- Common and up-to-date definitions and semantics
- Multi-language support in DPP information for multi-country use
- Setting adequate rights and responsibilities for each economic actor





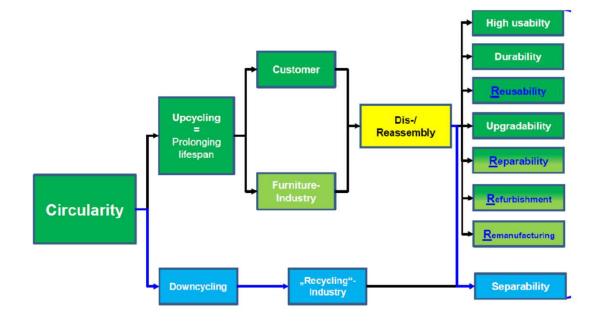
An example of side activities



Specific circularity product group information/data standards for circularity will interlink with DPP

Standardisation committee CEN TC 207 (Furniture) and its WG 10 (Requirements and tools for furniture circularity) → working on standards for product aspects under article 5 of the ESPR

> FprEN 17902 on evaluation method for dis/reassembly capability (2024)





Standardization activities



- CEN/CLC JTC 24 "DPP" works started on December 2023.
- Next plenary: Summer, 2024

December

2023

hENs

	Reference information
1.	Harmonised standard(s) on unique identifiers
2.	Harmonised standard(s) on data carriers and links between physical product and digital representation
3.	Harmonised standard(s) on access rights management, information, system security, and business confidentiality
4.	Harmonised standard(s) on interoperability (technical, semantic, organisation)
5.	Harmonised standard(s) on data processing, data exchange protocols and data formats
6.	Harmonised standard(s) on data storage, archiving, and data persistence
7.	Harmonised standard(s) on data authentication, reliability, integrity
8.	Standards on APIs for the DPP lifecycle management and searchability







ISO 59040 Product circularity data sheet





STRATEGIC ROADMAP / CWA: How can we transfer to the market the output of the project?



CEN WORKSHOP (CEN/WS) CONCEPT

AARAS (

w

WALTER PACK



Flexible working platform: Light procedures Direct and voluntary participation of stakeholders

Participants decide on the working arrangements

 Open to any company or organization: Inside or outside Europe Public process

CIRCE

UniversidadZaragoza

POLITECNICO

Rapid elaboration of documents Few physical meetings Work by electronic means encouraged

SEAT S.A

A tool to innovate supporting the transferring of the results of EU funded projects:

Codify the results of a project (Example: Horizon 2020, Horizon Europe ...)

Share best practice from the experience coming from projects

VA download are

INDUSTRIAS

Q

Link



ELEC

EUROPEAN STANDARDIZATION

GET INVOLVED

AREAS OF WORK NEWS AND EVENTS

PUSIED, 2023-10-23

A methodology to improve the recyclability rate of Strategic/Critical Metals from car electronics

Transport and Packaging



This CWA is related to two aspects: the identification of Critical Raw Materials (CRMs) embedded in car electronics and the information sharing among all the actors involved (for several reasons and with different roles) in automotive supply chains. This CWA defines a method to support all the automotive actors in identifying the presence of CRMs in car electronics and disassembling/separating/recycling these components in a proper way. The final aim is improving the recyclability rate of CRMs from cars, create a market for secondary CRMs and reuse CRMs in new high-value applications (possibly within the automotive sector).

Potential interested stakeholders to be involved in this CEN Workshop are:

Car parts suppliers, car makers, car dismantlers and shredders, academic and research, governmental authorities, nongovernmental organization (NGOs).









- Definition of method to support all the automotive actors in identifying the presence of SCMs in car electronics, particularly in ECUs, and disassembling/separating/recycling these components in a proper way. The final aim is improving the recyclability rate of SCMs from cars, create a market for secondary SCMs and reuse SCMs in new high-value applications.
- The overall goals:
 - a) the identification of SCMs embedded ECUs (PCBs);
- b) the information sharing among all the actors involved (for several reasons and with different roles) in automotive supply chains.

This document is intended to be used by car makers, car parts manufactures or suppliers and ELVs managers. It can support the policy makers

in the development of a future digital product passport specific for PCBs and is based on the experience and results developed within

TREASURE project. This activity is coherent with the new version of ELV regulation under development and the current WEEE regulations. Finally,

the procedure could be adoptable by other sectors where the presence of electronics is relevant and SCMs can be recycled and reused.



CWA Draft Table of content



Inti	roduction
Scc	ppe
No	rmative references
Ter	ms and definitions
List	t of acronyms
•	TREASURE project vision
•	Identification of electronic components
-	- Variables

- Systemic analysis of disassembly using a value chain perspective
- Disassembly

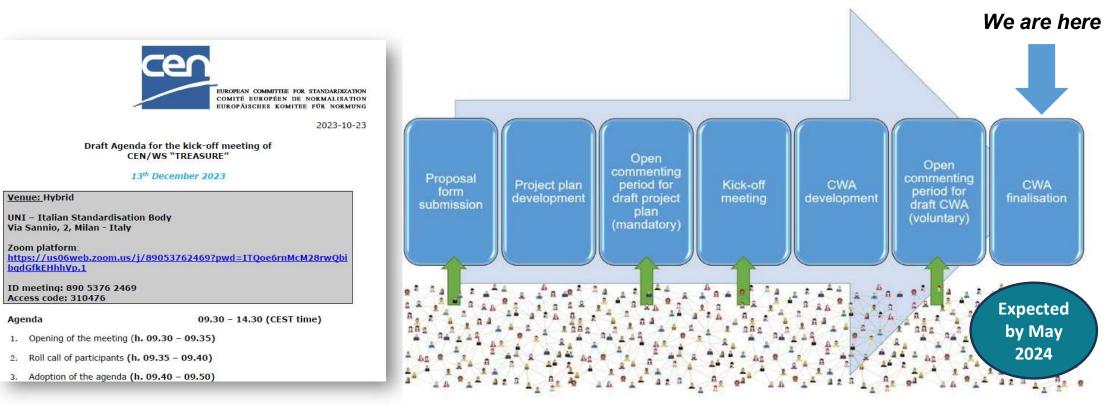
- Identification of the level of disassembly to reach
- Identification of the different electronics components inside PCBs
- Disassembly procedure and equipment (function of car)
- How to recycle ٠
 - Define requirements of material declaration
 - Additional useful information for recycling
 - Data collection and role of data in CE

- Annex A (informative) Identification of future electronics based on in-٠ mold electronics
 - A.1 Introduction
 - A.2 Example state-of-the-art IME parts for automotive
 - A.3 Material composition
 - A.4 Automotive IMSE and assemblies
 - A.5 Potential recycling schemes
 - A.6 Advice
- Annex B (informative) Connection among datasets outside the **TREASURE** project
- Bibliography









Source: CEN-CENELEC Guide 29 « CEN/CENELEC Workshop Agreements - A rapide way to standardization »



https://www.treasureproject.eu/ Project Objectives News, events and Media Resources Newsletter Home Partners Contact TREASURE Supporting the transition of the automotive sector towards Circular Economy @HorizonTreasure **TREASURE HORIZON 2020** iversitaria profe MARAS (CIRCE

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next move

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Ethnographic study presentation

Bojan BOBIC / EDGERYDERS





Paris Spring School Ethnographic Exercise



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003587

Edgeryders

Who we are and what we do?

- Collective intelligence company, social enterprise and a research think-tank
- Global network of over 7000 members
- Developing engaged community of experts



Ethnographic research

- Qualitative social science method
- Showing how cultural meaning is formed and experienced from the perspective of the interlocutors under study
- Helps to understand what people think and feel
- Example: Assumptions that certain phenomena, for example, car electronics, are green and self-evidently good sustainable and good



Ethnographic research

How does it benefit the research?

- Provides a comprehensive understanding
- Unveils hidden meanings and gives nuanced insights

Who can use it and to whom does it serve?

- Researchers across various fields
- Businesses, Policymakers, Non-profit organizations
- Anyone who wants a deeper understanding of human behavior and cultural influences



Semantic Social Network Analysis (SSNA) & Visualizations

- A tool and method for innovative ethnographic analysis.
- Analyzes collected data about a specific topic.
- Ethical data collection with informed consent.
- Open source softwares Open Ethnographer, Graphryder, Tulip



Semantic Social Network Analysis (SSNA) & Visualizations

- **1. Data collection**: Gather information from from online and offsite events, interviews, forum discussions, surveys etc.
- **2. Data coding**: Analyze the collected data to understand the underlying themes and perspectives.
- **3. Visualization**: Create graphs that map relationships between ideas and user groups
- 4. Insights & Value: Gain valuable insights into social perceptions, trends and behaviours



Paris Spring School Exercise

- Mini-exercise showing how ethnography and network analysis work together
- Link between broader beliefs and concrete goals and initiatives
- The topics mimic those explored in TREASURE project



Data collection

- Data collected through Q&A on the Edgeryders platform
- Participants answered the prompts and commented on each other answers

The Role of the Individual

What role do you think individuals can play in reducing waste in the automotive industry? How much power and influence do individuals have in this context?

CE and the Automotive Sector

Do you think it is possible to achieve a circular economy in the automotive industry? Why or why not? What would this outcome depend on?

Environmental Impacts

If you think about the environmental effect of the car industry, what comes to mind? How important would it be to you as a car user / car consumer that a car company uses sustainable practices in its operations?





Data is coded

julien_van_damme5665 2024-03-29 08:41:23 UTC #11

How can I do something for reducing the waste in the automotive industry ? I have no impact ! Indeed the individual has no DIRECT impact on this matter. But can we doe something INDERCTLY ? Yes I do believe so ! First our own behaviour related to waste and avoidance of waste contributes. If every-one's buying decision will be driven by production practice considerations the manufacturers will ensure they have the "most sustainable supply chain". So, no as an individual our action will have (almost) no impact on the industry's behaviour, but a member of a big group our voice will be heard !

daniele_perossa6868 2024-04-05 14:37:18 UTC #12

I think that individuals, meant as consumers, have the power of awareness. If they are aware of the issues related to waste in automotive, and how they can be tackled, they can influence the industry in pursuing circularity by driving their product purchasing path considering also circularity aspects related to cars and their components. Furthermore, their own individual behaviours when related to EoL phases are crucial of circular economy implementation.

USED CODES:

collective decisions have impact

consumer power

ethical consumption

individual indirect impact

individual sustainable behavior

structure > agency

USED CODES:

awareness is power

consumer power

individual sustainable behavior

individuals have power as consumers

life cycle

promoting circularity

shift to circularity

supply responds to demand

elena9983 2024-04-08 10:43:49 UTC #13

Not much power, as informed choices for concumers are difficult to be done without the support of the industry

USED CODES:

awareness is power

consumer power

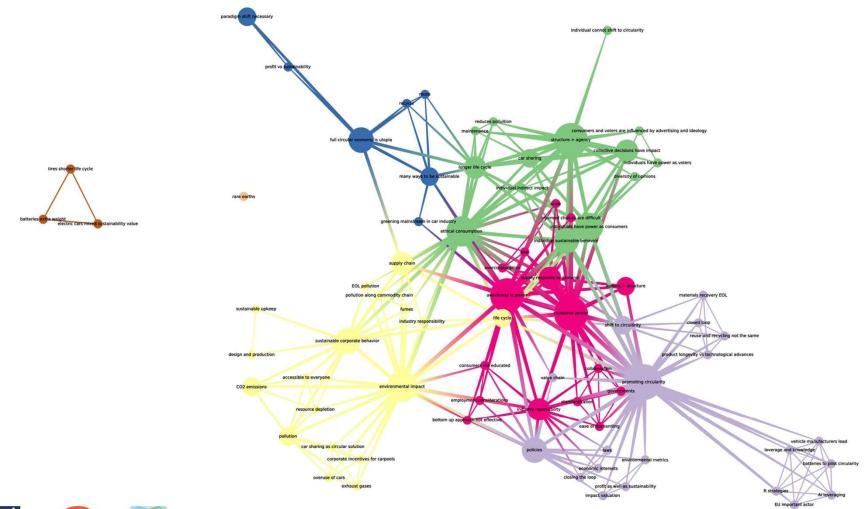
Data is visualized

- 79 codes total
- 607 links
- 7 clusters
- coherent communities of meaning





promoting circularity (9) by Nica Show Edit Annotations Merge Copy Delete
structure > agency (8) by Nica Show Edit Annotations Merge Copy Delete
awareness is power (8) by Nica Show Edit Annotations Merge Copy Delete
consumer power (8) by Nica Show Edit Annotations Merge Copy Delete
environmental impact (6) by Nica Show Edit Annotations Merge Copy Delete
ethical consumption (6) by Nica Show Edit Annotations Merge Copy Delete
individuals have power as consumers (5) by Nica <u>Show</u> <u>Edit</u> <u>Annotations</u> <u>Merge</u> <u>Copy</u> <u>Delete</u>
full circular economy is utopia (4) by Nica <u>Show</u> <u>Edit</u> <u>Annotations</u> <u>Merge</u> <u>Copy</u> <u>Delete</u>
policies (4) by Nica Show Edit Annotations Merge Copy Delete
sustainable corporate behavior (4) by Nica Show Edit Annotations Merge Copy Delete
individual sustainable behavior (4) by Nica Show Edit Annotations Merge Copy Delete
industry reponsibility (3) by Nica Show Edit Annotations Merge Copy Delete
supply chain (3) by Nica Show Edit Annotations Merge Copy Delete
collective decisions have impact (3) by Nica Show Edit Annotations Merge Copy Delete
longer life cycle (3) by Nica Show Edit Annotations Merge Copy Delete
supply responds to demand (3) by Nica Show Edit Annotations Merge Copy Delete
car sharing (2) by Nica Show Edit Annotations Merge Copy Delete
many ways to be sustainable (2) by Nica <u>Show</u> <u>Edit</u> <u>Annotations</u> <u>Merge</u> <u>Copy</u> <u>Delete</u>
agency > structure (2) by Nica Show Edit Annotations Merge Copy Delete



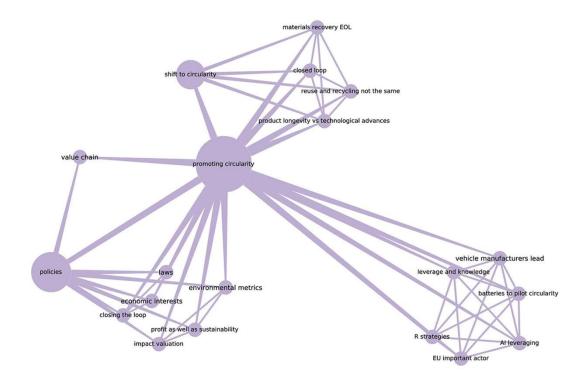




Example: lilac community

Promoting circularity is connected to three conceptual nodes:

- 1. knowledge in the car industry
- 2. policies and macro concepts (e.g. laws and profit)
- 3. shift to circularity

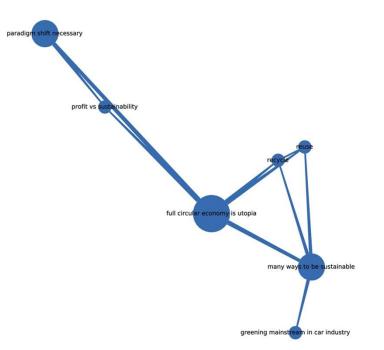




Example: blue community

Full circular economy is **utopia**

- possibilities of sustainable behavior
- considerations of mental and cultural shifts necessary





Insights and value

Methodologically

- Visualizations are followed by audits of codes, then revised visualizations
- In a multi-stage process insights from visualizations are used to produce new survey and interview questions

Conceptually

- Visualizing what concepts people are connecting to other concepts
- Mapping these resonances can inform actionable recommendations



Insights and value

- There are positive expectations associated with knowledge and expertise about sustainability in the car industry. Auto manufacturing companies could consider creating prominent public platforms for sustainability experts and invest in creating educational campaigns for the general public
- People may consider full circularity utopian and impossible without a major paradigm shift, but are at the same time see circularity as a spectrum and are excited about practical measures to move along the spectrum. This insight can be used to shape awareness-promoting initiatives
- People distinguish between recycling and reuse, and reuse is seen more favorably (this mirrors real findings in our study). A focus on reuse may prove to be a stronger force in convincing the public that a move towards circularity is meaningful and something they should participate in in their role as car consumers

Thank you

Thank you for your time! Visit our website for more information and to get involved <u>www.edgeryders.eu</u>





Thank you for your attention

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