



## Green Week: Investments that make it happen.

### Shot list

TC IN	TC OUT	DESCRIPTION
00:00:00	00:01:18	Statement of environment commissioner Karmenu Vella: "To start with the circular economy, it is mostly about resource efficiency. The plans will extract the maximum value and will make maximum use of all the resources, of all the raw materials, and products and also waste. Circular economy is not just about waste and waste management. It is also about products specifically designed for a circular economy model. And I am referring to the whole process from material extraction, design and production, use and re-use, recycling, and again back to production. It will bring energy savings as well and it will also reduce greenhouse gas emissions. There is comprehensive action in areas such as eco-design, industry, food waste, plastic, water reuse, chemicals, green public procurement, construction so on and so forth. Just to give you an idea about the broad scope of circular economy. And all this is backed... the whole Package is backed with operational and financial support."
00:01:19	00:02:13	Statement of environment commissioner Karmenu Vella: "Well, the circular economy has the potential to significantly improve the competitiveness of the EU economy. And we can only grow our economy if we are competitive. In other areas for example, the EU for example is already advanced in energy efficient, in low carbon and resource efficient technologies. And this is an area of competitive advantage that we must continue to build on. And circular economy does that. The transition from linear to a circular economy can also save around

		EUR 600 billion for EU businesses, it can create close to 600 000 jobs and it will contribute to reducing EU carbon emissions by some 450 million tonnes every year.”
00:02:14	00:03:16	Statement of environment commissioner Karmenu Vella: "Brussels will definitely support these changes through an action plan which is accompanying the legislative part, and to revised waste legislation aiming to help deliver targets. Targets set in the proposal are also accompanied by support measures, and financing is one of these support measures. Private financing, yes, will have a crucial role to trigger investment. And projects can receive a lot of support via the 'Juncker Investment Plan' (EFSI), which is also supported by the European Investment Bank. There is a major initiative under Horizon 2020, called 'Industry 2020 in the circular economy', and this will provide grants of some EUR 650 million to innovative demonstration projects. Also, there will some EUR 5.5 billion available through the structural funds as well.”
00:03:16	00:03:47	PR. WALTER R. STAHEL – Founding father of the circular economy concept: “Owning a good makes sense if that good increases in value. So owning a house makes sense. Owning a computer or any disposable good doesn’t make sense, so therefore you should rent it. Renting a washing machine may make sense for the user, because basically then you don’t have the problems of repairs and maintenance.”
00:03:47	00:03:49	Cut-away shots of washing machine being used.
00:03:50	00:04:06	MARCEL PETERS – CEO Bundles – Utrecht, NL: “I saw a new technology coming up – Internet of Things technology. So I thought there should be a way to use appliances as a service and to use the materials again to make new appliances, so not creating any waste.”
00:04:07	00:04:14	Girl cycling.
00:04:15	00:04:37	Infographic on circular economy (In the circular economy, products at the end of their lives are still thought of as resources, and injected back into the manufacturing circuit. Goods are re-used, refurbished, or dismantled and recycled in a continuous circle. It's the circular economy)

00:04:38	00:04:55	Different shots of people interacting with their smartphone in London.
00:04:56	00:05:12	Shots at the fonebank (people repairing phones)
00:05:12	00:06:04	ITV OLLY TAGG FONEBANK: ""Well we think it's a fantastic business. We get 70 000 mobile phones every month from different sources mainly individual consumers but we also get a number of corporates - so businesses, public bodies, police forces , and also a number of charities that run schemes with us. The phones all come to a unit such as this one, a facility here where we receive them, we process the unit, check that they are working or not working, as the case maybe, we remove the data from those handsets and we then resell them - so we sell them on to international markets, all over Africa, all over south-east Asia and more so recently particularly with the increasing value inherent within the mobile phones increasing markets also back to the UK and back to Europe."
00:06:04	00:06:12	Shot away of 4 young people walking away.
00:06:13	00:06:30	Mud jeans: shots of an organic jean store
00:06:30	00:06:54	ITV BERT VAN SON - MUD JEANS: "Do you need to be the owner of a jeans? No. You want to wear the jeans. And if you can wear the jeans... If you can make the use the jeans, then it's good enough. Then afterwards, you can send it back to us. And we make sure that we can reuse the raw material. Then we are changing the economy. And it's good for everything. But we still can use the jeans."
00:06:54	00:06:54	Shots in jean store, shop assistant helping a client
00:06:54	00:07:22	ANNA - CUSTOMER (in Dutch): "You buy a jeans for a start price and then you lease it and pay it each month. I have the possibility of bring it back and I participate to the circular economy and the recycling. It's a nice and honest fashion."
00:06:54	00:07:47	Anna (customer) cycles away
00:07:48	00:07:56	Shots of treatment to recycle jeans
00:07:57	00:08:03	Landscape filmed on a train
00:08:04	00:08:20	ITV BERT VAN SON - MUD JEANS: "So this is what you get from Holland. This is gold! This is rubbish and now it becomes gold"
00:08:21	00:08:38	Shots in the factory where the jeans are recycled

00:08:39	00:08:52	ITV BERT VAN SON - MUD JEANS: ""We can use old yarn but we always have to mix it with new fresh cotton, bio cotton, in order to make strong denim. So we can use all the old denim but we have to mix it with new cotton."
00:08:53	00:09:09	Shot of machinery making the fabric and seamstresses preparing jeans
00:09:10	00:09:24	Shots in the factory where the jeans are recycled
00:09:25	00:09:30	recycle logo made of trousers
00:09:31	00:09:57	ITV GIULIO LOMBARDO - PRESIDENT REMO (in Italian): "Thanks to what is called the REMO key, which is a tag attached to the label of the clothing, that customers scan with a tablet. They can then watch a video that shows not only the proportion of recycled fibres in relation to new fibres, but also the savings in water, energy and CO2 emissions. That's the circular economy."
00:09:58	00:10:28	<p>Animations showing the savings on water and CO2, Remo creates.</p> <p>ITV GIULIO LOMBARDO - PRESIDENT REMO (in Italian): "The idea behind REMO is a movement. Remo is not a brand, but a movement that serves to spread the idea of the circular economy, the idea of traceability in clothing production, and the idea of transparency throughout the market, and promote sustainable products."</p>