



## Skaza's Circular challenges

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**Skaza is a family-owned company, seated in Velenje, Slovenia. Established in 1977, with over 42 years of experience, growth, knowledge (R&D) and passion. Today, Skaza is an established and committed sustainable plastics firm, distinguished for its sustainable strategy and circularity, centred biodegradable materials, such as sugar cane plastics, product reuse programme and engagement with circular design.**

**Our mission: We are changing the habits of people and with that preserving our planet.**

**Our vision is to be a part of the top 10 ECO companies, known by setting a new trend in the plastic industry.**

**In B2B market** Skaza mainly focuses on three industries (electro, home products and automotive, the latter being marginal and outgoing). A wide product portfolio requiring its own R&D positions Skaza to reach 5 million homes through their partner's products.

**Its B2C line of business** represents 25% of turnover, reaching 1,3 million homes in 16 retail chains, present in nearly 1000 selling points around the world under its own brand.

**The firm earns over 40 million euro in revenues and employs more than 300 people.**

**Plastika Skaza is currently working on all fronts to implement a circular production environment. We face a few challenges. We have a few hot new ideas and a few of them are getting quite concrete.**

1.

**The first pilot project is 'New Life'** which enables Slovenian customers to return products of our own Skaza brand and with this get a discount on the purchase of new products.

<https://www.skaza.si/novo-zivljenje>



The challenge here lies in the fact that our products that we receive back are marked as 'waste' and according the regulations we do not have the status of waste recycling company.

So how to tackle this?

2.

**The next step in this chain is the cooperation with Ikea** where we already have a framework agreement, we can start the process. Ikea has already established their collection points of old (plastics) products. For us it means challenges on the profitability, traceability and transport.

[https://www.ikea.com/ms/en\\_JP/customer-service/about-services/removal-and-recycling/index.html](https://www.ikea.com/ms/en_JP/customer-service/about-services/removal-and-recycling/index.html)

3.

As a third more bold option of how Skaza can contribute (together with others) to the complete circular economy is to create a **reverse engineering of plastic waste**.

A few examples already exist like JEMS:

<https://www.youtube.com/watch?v=hpkHatX5b1w>

<https://www.jems.eco/technologies.html>

By engaging with such disruptive innovations Skaza would be the front runner on plastic waste in the plastic producing industry.

Overall, we are on the right way of circular change, but for sure we need support in establishing the **complete supply chain and regulations** regarding this.

How can you help us redesign our business model in order to meet our challenges?

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Executive director  
Skaza