Circular Business Model – Isocycling used horticultural plastic films (sale)

**Organisation A / Organization A:**
Producer / Recycler of plastic films

- High performance recycled plastic films
- Ressources & Compétences / Resources & Competences:
  - strategic R&C
  - ordinary R&C
  - former junk R&C
  - Polyethylene pellets (>)
  - Expertise in R&D (>)
  - Extrusion & granulation lines (=)
  - Washing line (<)
- Organisation / Organization:
  - Purchase of virgin polyethylene pellets
  - Production of new polyethylene film spools
  - Collection and sorting of used films
  - Shredding in flakes
  - Washing, spinning, drying
  - Extrusion and granulation of regenerated polyethylene
  - Cooling and spinning
  - Sale of plastic spools
- Revenue économiques / Revenue streams:
  - Sale of virgin or recycled plastic films
  - Reduction of dependency on the price of oil
  - Strengthening regional market share
- Bénéfices sociaux / Social benefits:
  - Preservation of jobs at Agriplast
  - “Green” image of the company
- Bénéfices environnementaux / Environmental benefits:
  - Consumption of polyethylene pellets reduced by 50%

**Organisation B / Organization B:**
Horticultural farmers

- Early vegetables
- Ressources & Compétences / Resources & Competences:
  - strategic R&C
  - ordinary R&C
  - former junk R&C
  - Sandy soils (>)
  - Loire river (>)
  - Atlantic climate (>)
  - Ancestral know-how in the production of early vegetables (>)
  - Soiled used plastic films (from < to >)
- Organisation / Organization:
  - Supply (seeds, sand, coils...)
  - Seeding
  - Laying the tunnels
  - Cultivation of the plots
  - Removal of tunnels
  - Vegetable harvesting
  - Inspection, sorting, washing
  - Packing and shipping
- Revenue économiques / Revenue streams:
  - Sale of early vegetables
  - Resale of used plastic films
- Coûts économiques / Cost structure:
  - Purchase of virgin or recycled film
  - Lack of eco-contribution = cost avoided
- Bénéfices sociaux / Social benefits:
  - Improvement of the image of horticultural farmers thanks to the valorization of plastic waste
  - Transmission of local know-how
- Bénéfices environnementaux / Environmental benefits:
  - Lower consumption of water and chemicals thanks to plastic tunnels
  - Dispersion of waste and pollution if plastic is not collected
  - National vegetable delivery and beyond

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New local economic activity, contributing to the regional roadmap for the circular economy.