





**CHEP**

A Brambles Company

Helping the world  
move **more with less**



 Zero Waste World



**EU 2050  
Carbon Neutral**

“

Europe can lead the way to climate neutrality –  
an economy with net-zero GHG emissions

The circular economy is a key enabler.

”

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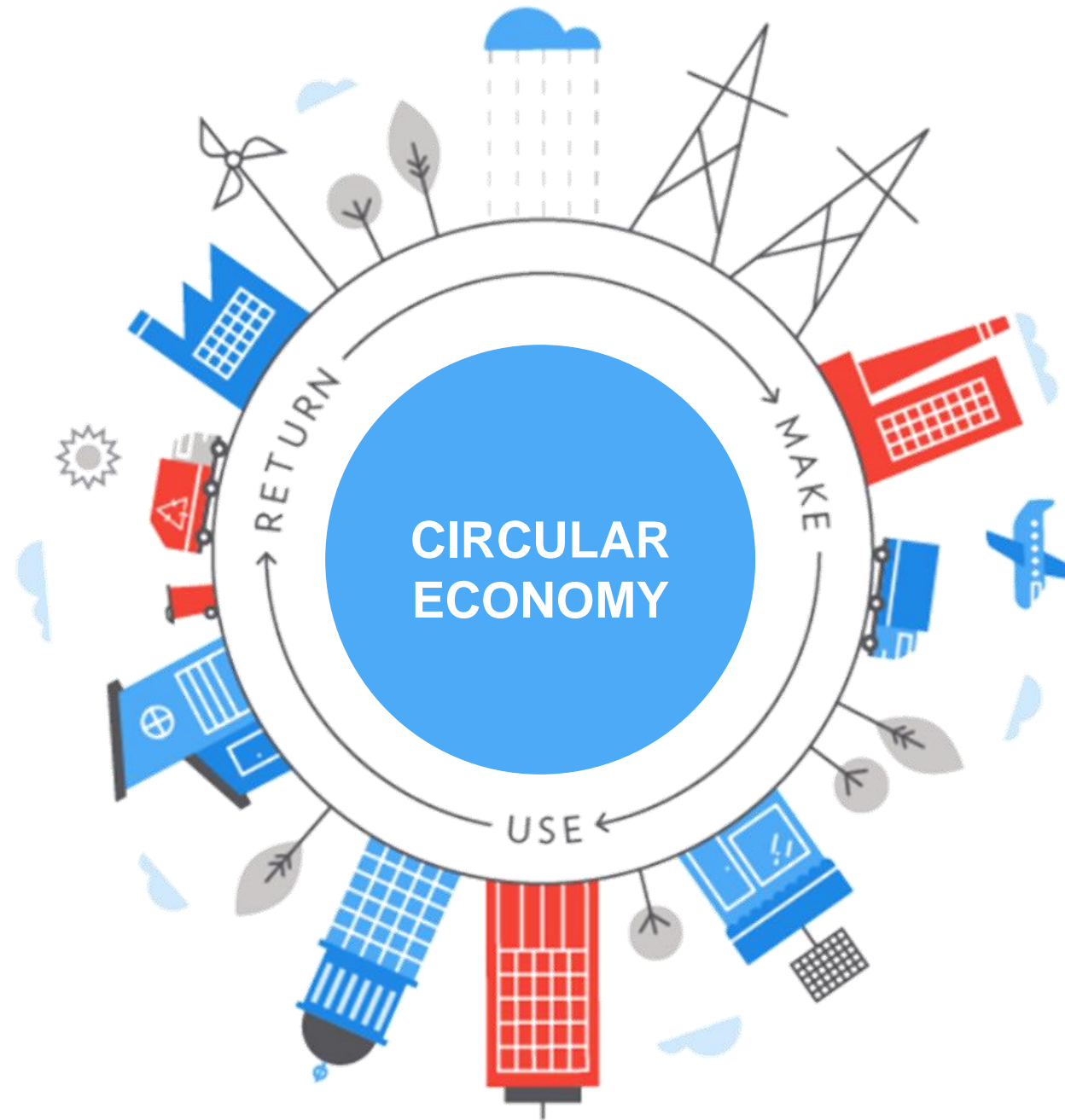
A vision for a  
**climate-neutral  
Europe**



# The Linear Model



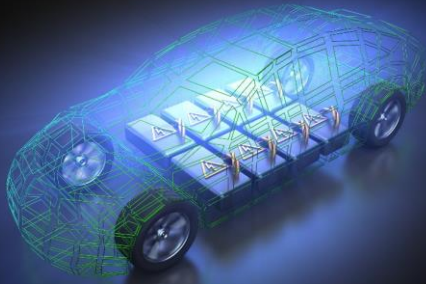
# The Circular Economy



# CO2 Neutral and the Automotive Industry

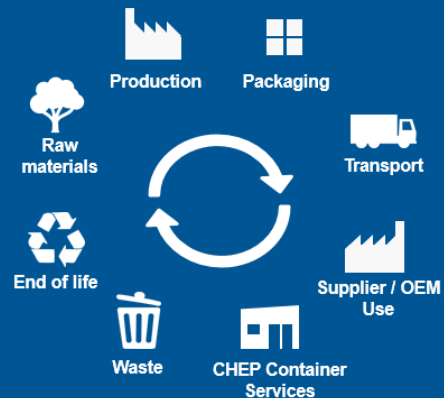
Automotive  
Revolution =  
Opportunity

Electric vehicles



Complete Lifecycle –  
Design, production,  
end of life

Waste as a nutrient



Product becomes  
a service

Share & Reuse







# Eliminating Waste





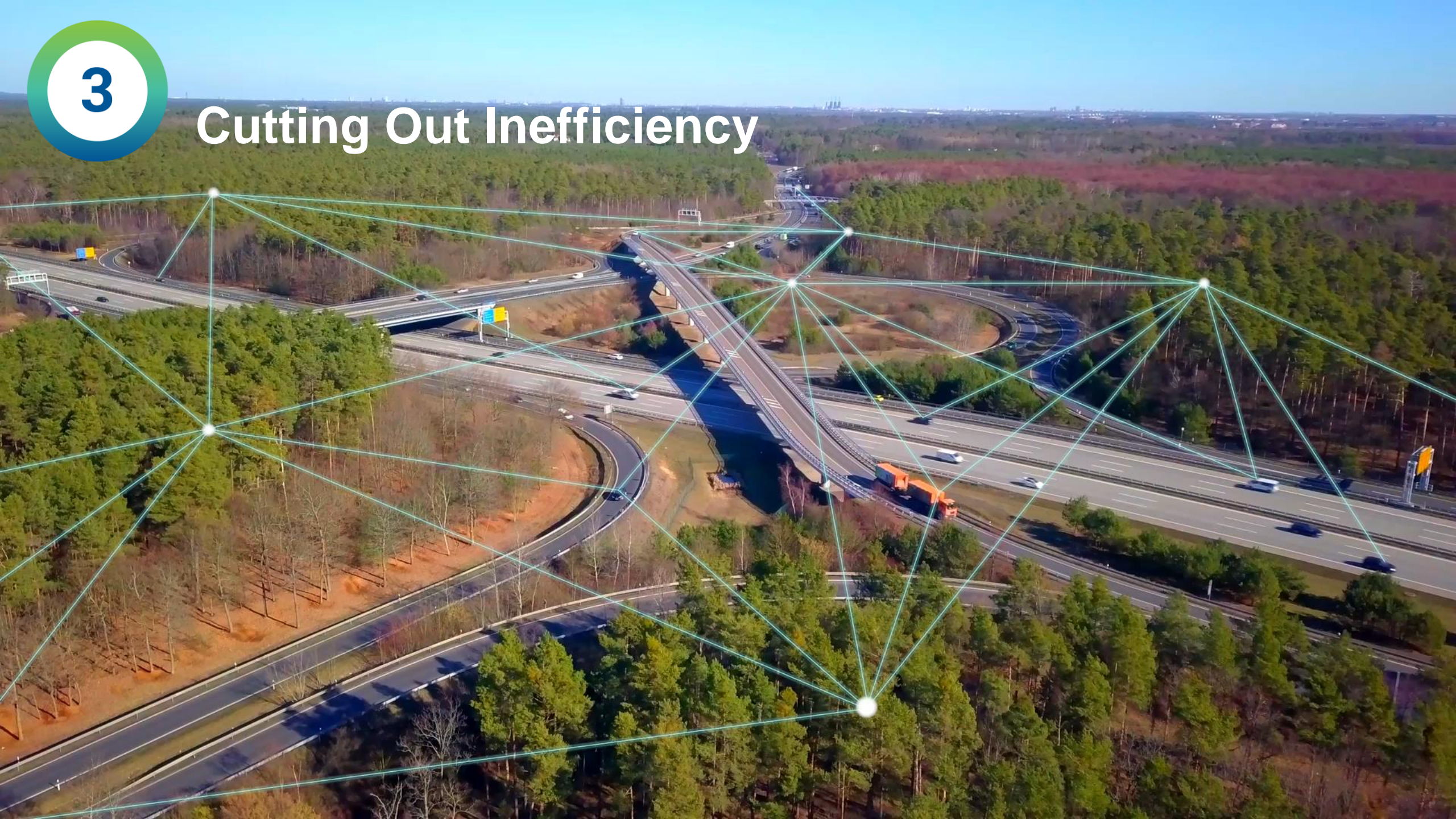
An aerial photograph of a two-lane asphalt road winding through a lush green forest. A white semi-truck is driving on the road. To the right of the road, there is a large, light-colored sand or gravel pile. The surrounding area is filled with dense green trees and a grassy field in the bottom right corner.

2

## Eradicating Empty Transport Miles

3

# Cutting Out Inefficiency



# Life Cycle Analysis

Life cycle assessment (LCA) is an analytic tool used for ...

- + Measuring environmental impact of products and services
- + Understanding resource and energy consumption
- + Developing ecological profiles based on objective criteria
- + Implementing sustainability measures
- + Comparing performance with other market solutions
- + Assessing all product life stages for holistic view



**Product Life Phases**



Communication

Collaboration

Innovation


**Delivering  
solutions**




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