

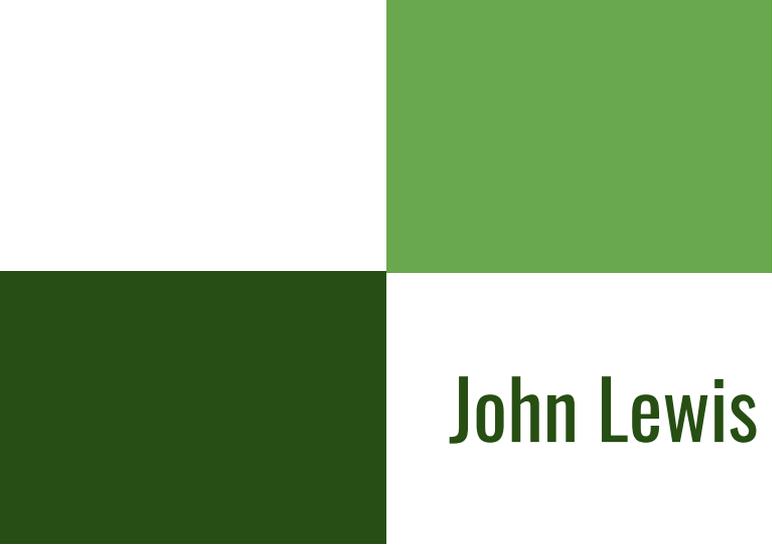
# Carpet Recycling UK Conference 2017

## The John Lewis carpet recycling story

Ben Thomas, John Lewis

---





# John Lewis – Carpet Recycling Story

John Lewis

Carpet Recycling UK Annual Conference 2017

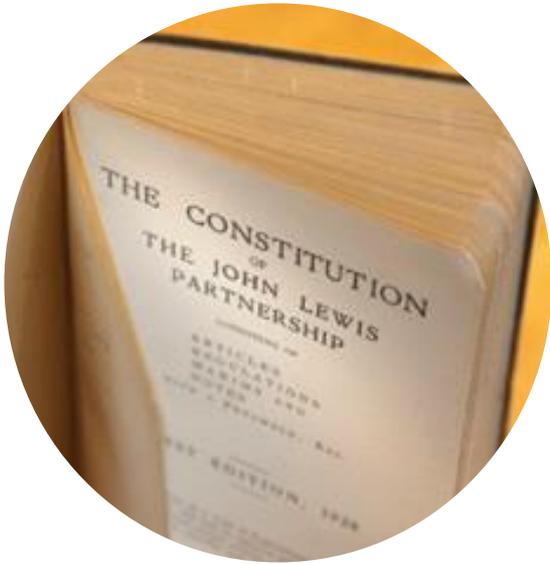


“THE VISION OF THE  
PARTNERSHIP WAS CREATED  
WHOLLY AND SOLELY TO MAKE  
THE WORLD A BIT HAPPIER  
AND A BIT MORE DECENT.”

John Spedan Lewis

John Lewis

# The Constitution



**Principle 7:** 'contribute to the wellbeing of the communities where we operate'

**Rule 109:** 'must take all reasonable steps to minimise any detrimental effect our operations may have on the environment'

John Lewis

# The Drivers



## Targets

- Divert 100% of waste from landfill by end 2020/21 (98.2% in 2016)
- 75% operational waste to be recycled by year end 2020/21 (67.2% in 2016)

**Legislation:** Extended Producer Responsibility (EPR) is gaining momentum

**Expectations:** Customers expect us to be doing the right thing - The technology and partners exist

**Opportunities:** Significant environmental and social benefit, differentiate ourselves from our competitors, and strengthen the brand. Recycled underlay has a unique selling point

**Financials:** The numbers add up – carpet recycling can be cost effective if done at scale. There is significant potential to expand the scheme.

John Lewis

# The Recycling Process

## Fitters Off Cuts Take-Back Scheme

How it works?



**ANGLO**  
**RECYCLING**  
REINVENTION IN TECHNICAL TEXTILES  
RECYCLE • PROTECT • REUSE • REPAIR

John Lewis



# Up-cycled underlay

John Lewis

[Sign In or Register](#) | [My Account](#) | [My Wish List](#)

[Partnership Card](#) | [Insurance](#) | [Gift List](#) | [Inspiration & advice](#) | [Our shops](#) | [Customer services](#) | [UK](#)

Search product name, code or brand...



0 items: £0.00

Checkout

[Home & Garden](#) | [Furniture & Lights](#) | [Electricals](#) | [Women](#) | [Men](#) | [Beauty](#) | [Baby & Child](#) | [Sport & Leisure](#) | [Gifts](#) | [Offers](#) | [Brands](#)

[Back to Search results](#) | [Home Page](#) » [Home & Garden](#) » [Carpets & Flooring](#) » [Underlay](#)

John Lewis Upcycled Felt and Rubber Underlay, 137cm Width

John Lewis



Video



£9.50

★★★★★ 4.6/5 [8 Reviews](#)



Delivered by our approved supplier

Product code : 63450101

This item is only available in our shops

Find your nearest shop [Browse shops by location](#)  
Enter your postcode to find your nearest John Lewis shop

[Go](#)

[Sign in to add to Wish List](#)



Like 0



UK delivery

FREE

In-store only  
Find out more



International delivery not available

John Lewis

# Reuse



**Debit stock:** Large volumes of debit stock clogging up CDH network - No processes for exiting it from the business

**Reuse:** M25 have been supporting us to exit and reuse debit stock- A process of updating terms in supplier contracts and internal processes - Partner engagement and accountability

# Key Challenges



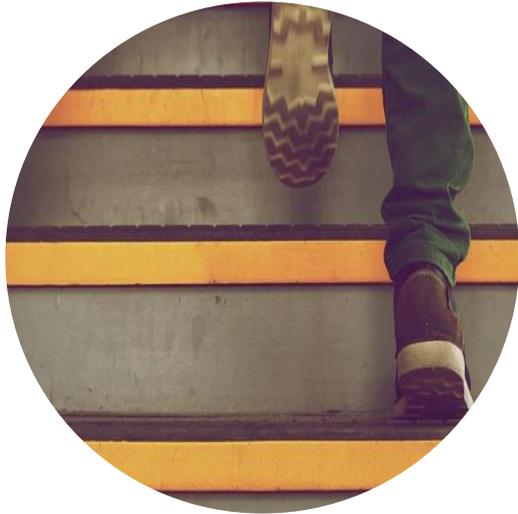
It was never going to be easy.....

**Distribution** play a pivotal role in ensuring carpet offcuts are collected and stored efficiently and with care. The physical space at CDHs is shrinking. Adapting sites to allow for greater volumes to be collected is challenging.

**Mindset**- Carpet offcuts have a value. Shifting Partners and customers perception from waste to resource will be critical if carpet recycling rates are to be optimised and our recycled underlay is to be sold effectively

John Lewis

# Next steps



## Engage

- SS18 - Sustainability Attributes - communication to Partners & customers
- Sustainability Strategy with a focus on the circular economy

## Expansion

- Alternative collection methodology rolled out to further sites- Targeting fitters off-site

## Implement

- Updated carpet supplier contracts - Debit stock exit process via M25

John Lewis

# Opportunities



# Thank you



John Lewis