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Versalis (Eni) presents its strategy for the circular economy at Plast

Milan, 30 May 2018 - Sustainability and the circular economy are increasingly a core part of Eni's operations in all business lines. In this context, Versalis presented its new strategy at Plast, the international plastics and rubber fair, in a special publication, "The Circular Economy: Versalis' Commitment", which sets out its vision and projects. The publication illustrates a new business model capable of responding effectively to the needs of circularity and resource efficiency. Transformation and the circular economy are key to making a meaningful contribution to tackle global challenges and responding to increasingly demanding market trends in terms of sustainability.

The circular economy, which aims to maximize the value of raw materials and products as well as reducing the use of new resources, is now at the centre of international debate: Europe is determined to play a leading role in the implementation of this new model and Versalis is ready to take up this challenge, creating new market opportunities.

The three pillars of Versalis' circular economy strategy, which are closely linked to innovation, are the following: the Life Cycle Perspective and Eco-Design, whereby the sustainability of products and projects under development is assessed over their entire life cycle; the diversification of raw materials, through the development of chemical platforms from renewable sources in synergy with traditional production cycles; and lastly, the recycling of polymers through the development of innovative technologies, through research and partnerships, across the entire value chain, with the aim of improving collection rates and recycled material quality.

This renewed strategic vision is the basis, for example, of the "Eco-pallet" project, a special type of pallet made of plastic recovered from industrial waste from paper mills and designed for transporting polyethylene bags. Our strategic vision is also the basis of the project which aims to increase polystyrene circularity by recycling it at the end of its useful life through a proprietary technological process.

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