



SC Johnson and Ellen MacArthur Foundation partner to spur circular economy progress

Description



Announced this week at the World Economic Forum in Davos, Switzerland, the partnership will see the two organisations work together to bring innovative, cradle-to-cradle products and services to market. Specifically, the Ellen MacArthur Foundation will offer its best practice advice to SC Johnson and connect the company to its nine other Global Partner corporates, including Nike, Unilever, Google and H&M, while SC Johnson will invest in research, development and trials of new products and materials.

The overarching aim of the Foundation’s Global Partner scheme is to drive a culture-wide shift to a truly circular economy, in which no resources are sent to landfill or left to pollute nature. As the owner of brands such as Mr Muscle, Glade and Windex, SC Johnson’s specific focus will be on single-use plastic packaging – a topic it has been discussing with industry experts for “several years”, according to chairman and chief executive Fisk Johnson. “Plastic pollution is an enormous problem, and it is going to take businesses, governments, consumers and civil society working together to solve it,” Johnson said. “We’re all going to have to come together, and Ellen and the Foundation have done an excellent job creating an opportunity for partnership and progress.”

Read the full article at: www.edie.net

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Date Created

December 4, 2022

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