The Relevance of CIER in the Italian Circular Plastics District

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EXECUTIVE SUMMARY

The investment process in a circular economy project develops along a path that starts from the identification of the target project in which the preliminary objective and the investment opportunities are defined, consistent with the financial capacity of the company and with the role assigned to the project as part of the company's core business. Secondly, it is necessary to identify the strategic profile that the investment in this project carries out for the activities already progressively carried out by the company: since the objectives are the optimization of the profitability and liquidity of the investment, together with the returns of reputation competence. Therefore, the company's top management must be able to identify growth potential guaranteed by a solid business idea, also guaranteeing the sustainability of the flow of operations. The CIER company, now established in its sector, recycling of plastic materials, fits into this framework. This company is an exemplary example of how it is possible to develop and integrate a business project that is circular.

INTRODUCTION

This paper aims to analyze the circular district of CIER, a company that deals with plastic recycling. The recycling process by CIER starts with the purchase, through periodic auctions, of waste from two main national consortia (COREPLA and CONAI) that deal with the collection of plastic waste. Then, through a specific recycling process, CIER obtains a second high quality raw material, comparable to the characteristics of the raw material, which is sold to certain customer segments such as producers of food packaging or producers of classic packaging. This paper also analyzes the possible implications that a company like CIER has in the field of smart city and ecological transition.

CIRCULAR ECONOMY NETWORK

The circular process begins with the individual collection processes of urban and industrial recycling. COREPLA collects waste from associated landfills and organizes monthly auctions in which the companies of the category participate. CIER buys post-consumer plastic which is then selected by type of composition and color. The result of the process developed by CIER, through specific transformation processes, can be a scale, a granule or more frequently a coil. These products are then sold to partner companies that use the secondary raw material for their products.

   The most important suppliers of CIER are:

- **Corepla**, National Consortium, a non-profit organization for the collection, recycling and recovery of plastic packaging, which brings together companies in the packaging supply chain. Despite being a private consortium, its purpose is of public interest: the achievement of the objectives of recycling and recovery of plastic packaging provided for by European legislation, with a view to shared responsibility between companies, Public Administration and Citizens.
- **CONAI,** "Consorzio Nazionale Imballaggi", a private Consortium that operates on a non-profit basis, which constitutes the response of private companies to a problem of collective interest, such as the environment, in compliance with guidelines and objectives set by the political system. About 760,000 companies producing and using packaging are members of the Consortium System. CONAI directs the

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