

EDITO

Welcome to the **WhiteCycle** community.

A project like **WhiteCycle** is a real opportunity to move lines in the PET circularity. Creating a complete value chain from complex waste containing PET is difficult and we will face a lot of challenges (technical, environmental, economical) to succeed. This is the reason why we have gathered this great European project with all the partners that bring their skills and motivation. I am very confident that this project will be a success thanks to the quality of our team and also to the support of the European Commission.

As you may know we started 6 months ago in July 2022 and it is now time to give you some updates!

I am proud to write the edito for this FIRST Newsletter. I hope that like us, you are excited by what we plan to achieve in this project.

Stay tuned!

Jean-Michel DOUARRE
WhiteCycle Coordinator - MICHELIN

**INTRODUCTION OF THE PROJECT**

WhiteCycle is an innovative project cofunded by the European Commission (GA N°101059639) and dedicated to the upscaling of innovative processes for the recycling of PET from complex waste. WhiteCycle's main goal is to develop a circular solution to convert complex waste containing textile made of plastic into products with high added value. WhiteCycle envisions that by 2030 the uptake and deployment of its circular solution will lead to the annual recycling of more than 2 million tons of the third most widely used plastic in the world, PET. This project should prevent landfilling or incineration of more than 1.8 million tons of that plastic each year and should enable CO2 emissions reduction by around 2 million tons.

[WhiteCycle project](#)

LET'S DISCOVER THE DIFFERENT PROJECT'S PARTNERS !

The consortium is composed of 16 european partners and their different fields of expertise. You will discover in this first newsletter the profile of MICHELIN and INDITEX.

**Focus on MICHELIN**

MICHELIN is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries.

[learn more](#)

**Focus on INDITEX**

INDITEX is one of the largest fashion distribution companies in the world, with influence in more than 200 markets. Operating in more than 7,000 stores, it is the owner of the Zara, Zara Home, Oysho, Pull&Bear, Stradivarius, Bershka and MassimoDutti brands. In WhiteCycle, they will provide technical support in the phases that require or involve knowledge of textile materials (fiber, yarn, fabric, etc).

[learn more](#)

ABOUT WHITECYCLE

Discover more about WhiteCycle, our latest news about the project, media and events.

[Discover](#)



Take a look at our first video to learn more about WhiteCycle in 1 minute!

[Discover](#)

NEW ARTICLE ON THE WEBSITE:**WE WERE THERE: ECOMONDO**

On November 8th, the Whitecycle delegation was invited to the Cluster meeting: Horizon 2020 and Horizon Europe projects contributing to the EU Plastics Strategy, organized by the European Research Executive Agency (REA), EISMEA and CINEA.

[learn more](#)

AGENDA

- 10th – 13rd October 2023: POLLUTEC, Lyon, France

[Find out more](#)

THEY TALK ABOUT US !

This section will be to share the different press articles about the project.

[Press release](#)

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