

## Rockcycle Recycling Service

by Flore de Langle / 2019-05-21 18:34:30 / France / 6083 / FR



**Year of commitment** : 2018

**Circular economy and waste management** : Services & Organization, Industrial Ecology, Reuse, Optimization of resources



7 200 €

### GENERAL INFORMATION

#### Rockcycle Recycling Service

Rockcycle is a site waste recycling service. It allows any company using ROCKWOOL products to combine productivity and ecology. This sustainable development approach is an economic innovation and easy to implement. Concrete example: the rehabilitation of a residence in Meudon

This new service was tested during an insulation project in Meudon. JCP Enterprise has used Rockcycle as part of the rehabilitation of a residence of 556 homes. **27,000 m2 of insulating materials** were laid. The company wanted to **fight against the pollution related to the incineration** or the burial of the waste. The installation teams easily assimilated the sorting rules provided by ROCKWOOL: filling big bags, stacking wooden pallets.

### Sustainable development and the circular economy: all mobilized

Rockcycle is a service for the recovery and treatment of waste from ROCKWOOL products.

Why is recycling important in the construction sector? The construction sector produces one third of all waste; most of it completes its life cycle in a landfill. Site waste is a potential source of raw materials for recovery. To prevent its construction products from becoming waste, ROCKWOOL encourages recycling through a dedicated service. Sorting and recycling are key actions to limit carbon footprint and green growth.

### How to recycle with Rockcycle?

**All waste from ROCKWOOL products is recovered** : rockwool waste , packaging plastics and wooden pallets. Much more than a second life is granted to them.

Rockcycle thus enables as many people as possible to contribute to a **more sustainable way of life and production** .

## Progress Status

In progress

## Data Reliability

Self-declared

## Funding Type

Private

## Website Enterprise / Infrastructure

<https://www.rockwool.fr/outils-et-services/services/rockcycle>

## Sustainable Development

### Attractiveness :

- The **project holder** has an essential role: it is up to it to ask the company of works to valorize the waste resulting from the building site.
- The construction **company** then chooses a supplier of insulating panels that takes ecological issues into account through a recycling service.
- At the beginning of the project, the **installation teams** receive clear instructions in order to efficiently sort the waste generated by the site.

### Well Being :

The service has been designed to be as simple as possible for the company that uses it. Explanatory sheets on the sorting of waste are available for the installation teams. The company carrying out the work indicates the desired date of recovery of the bags of waste and pallets. ROCKWOOL sends a truck in 10 days.

ROCKWOOL sends trucks adapted to the geographical situation of the shipyards: for the Façade construction sites, located in an urban environment, these trucks are of moderate size, with tailgates (elevation system).

### Social Cohesion :

The recycling service mobilizes a whole range of actors: project management, company carrying out the works, service provider collecting waste on site, and subcontractor plastic manufacturer who receives plastic packaging for recycling.

### Preservation / Environmental Improvement :

To limit carbon footprint and green growth, Rockcycle encourages waste sorting and recycling. The service thus contributes to a **more sustainable production method** by recovering all the waste produced by ROCKWOOL products: rockwool waste, plastic packaging and wooden pallets.

### Resilience :

Rockwool is an inert and non-hazardous waste: it does not decompose, burn or produce any physical or chemical reaction.

Its sorting, collection and transport does not require any special conditions.

### Responsible use of resources :

A virtuous circle has been created for materials:

- The collected plastic packaging is **100% recycled** .
- Wooden pallets are reused as is if their condition is good, or repaired and reused.
- Rockwool is a geosourced insulation **recyclable to infinity** , without deterioration. It is reintegrated directly into the manufacturing process at the ROCKWOOL factory in Auvergne.

## Testimony / Feedback

The **owner** of a building site in Meudon testifies in the person of **Bénédicte Genelot, in charge of operations at IRP** : A project that takes into account ecological issues "gives a very positive image" and "creates a dialogue quite different". "These are important topics, which are treated too little today. It is the future of our business that to turn to this type of topics. "

**Olivier Enes, Chief Operating Officer at JCP Entreprise** , in charge of the work of the residence in Meudon, testifies:

"Semi-trailers come, and we deliver in large quantities. Employees sort and recover waste. When we have enough filled big bags, we call **ROCKWOOL**, who brings in a truck, and picks up big bags to retreat. "

"Whether we put rockwool in skips, or big bags, it's pretty much the same thing. **The advantage is that we know where the waste goes, and how it is processed.** We are really in the **ecological approach** . I think that today's and tomorrow's jobsites should be treated this way. "

**Michel Soria, ROCKWOOL Metallic Envelope Product Manager** , explains the different stages of the service:

"We are fortunate to have a geosourced insulation that is infinitely recyclable. Today, waste is also reused in the manufacturing process. We wanted to go further: recover the waste generated by construction sites.

The cycle is pretty simple: when you have a facade or waterproofing site, you have a rockwool order, and you can take the **ROCKCYCLE** option. By filling in your order and the **ROCKCYCLE** form, you specify that you want to benefit from this recycling service. **It is a turnkey service for our customers.** The only effort they have to make is to warn and sensitize their team to do the waste sorting.

We are happy today to expand our program. On this site we are in areas much more urban and dense. It was necessary to adapt our type of transport to pick up the waste generated by these sites, with smaller trucks. We are now offering this offer to all sites in France. "

## Governance

ROCKWOOL France

**Holder Type** : Private Company

**Builder Type** : Construction Industry

**Manager / Dealer Type** : Public

**Business Model** :

The **ROCKCYCLE** tariff for Façade worksites is: € 144 per truck, ie € 25 / m3.

For comparison, waste treatment for a 10 m3 landfill is 380 €, or 38 € / m3.

**With ROCKCYCLE, recycling waste is cheaper than burying it. There is no minimum of recovery.**

## Sustainable Solutions

Rockcycle Facade

**Description** :

Problem: How to carry out an isolation project in a **productive and ecological way** ?

Solution: Rockcycle processes all waste from **ROCKWOOL** insulating materials.

Beyond the recyclable plastic packaging and pallets repaired, it is the rock wool that allows to be the most circular.

Rock is one of the most abundant commodities on the planet, but we must continue to make better use of our planet's resources. This material can be recycled to infinity in a new rockwool. It is directly reintegrated into the production process in the **ROCKWOOL** Auvergne factory. It is an important element of a "circular" economic model and a way to move towards a more sustainable way of life and production.

In 2017, **ROCKWOOL** collected approximately 120,000 tonnes of used rock wool for reuse and recycling.

This innovation is easy to implement, everywhere in France, the site is located in urban or rural area.

- o Resources :
- o Circular economy
- o Waste management

<https://www.rockwool.fr/outils-et-services/services/rockcycle/>

Company (es) Website :



Company (es) Website :

Company (es) Website :



### Building candidate in the category



Grand Prix Infrastructure Durable



Prix du public

