

Media Release
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SBA welcomes leading carpet and sports pitches company DESSO

(Sydney) Sustainable Business Australia (**SBA**), the business advocacy think tank and global network partner of the World Business Council Sustainable Development (**WBCSD**), announced today that **Desso** has joined SBA to drive Australian business focus on the circular economy agenda.

Businesses could save as much as a trillion dollars a year through cost savings on materials as a result of going circular, according to the Ellen MacArthur Foundation and the management consultants, McKinsey & Co, “We believe there is a real opportunity for Australian businesses to explore the commercial and environmental benefits of the circular economy, said Andrew Petersen, CEO SBA.

In collaboration with SBA, Desso will also provide a valuable contribution to the WBCSD’s Vision2050 Materials Pathway Initiative, a global program that aims to realise ‘not a particle of waste’.

“We are delighted to welcome Desso as a member of SBA and champion of this ambitious Australian work. Desso globally has set an impressive target for their products to be designed according to Cradle to Cradle® principles by 2020. They are well on the way to achieving their goal, and will contribute valuable learning and insights to the Australian business community” said Andrew Petersen, CEO, SBA..

Desso is part of the Tarkett Group of companies, worldwide leaders in innovative and sustainable flooring and sports surface solutions.

Since 2008, Desso has been transforming its business along circular economy lines, based on its Cradle to Cradle® principles around five key areas: Material health, material reutilisation, renewable energy, water stewardship and social fairness. In 2015, Desso also announced a collaboration with Dutch drinking water producers, to upcycle calcium carbonate (chalk) from the water softening process and reusing this as a stabiliser in the production of its DESSO EcoBase® backing.

Since early 2014, Desso has been a member of the steering board of Project MainStream, a new World Economic Forum initiative in partnership with the Ellen MacArthur Foundation. It is a cross-industry collaborative project searching for practical routes to upscale the shift to the circular economy.

“For Desso, our commitment to the circular economy powered by Cradle to Cradle® principles has resulted in a new business model that will deliver value to customers, shareholders, society and future generations. We look forward to collaborating with SBA to drive the circular economy agenda in Australia” says Roland Jonkhoff, Managing Director of Desso.

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ABOUT SBA

SBA www.sba.asn.au. was established in Australia in 1991, and is the peak body for advocacy for sustainable business activities in Australia. In 2014 SBA was appointed Global Partner for WBCSD (World Business Council for Sustainable Development). Its members include leading Australian businesses, from all sectors, who share a commitment to economic, environmental and social development. SBA represents member companies, public sector enterprises and institutions, BINGOs and community organisations, which in turn represent 100,000+ Australian employees.

ABOUT DESSO

Desso, a Tarkett company, is a leading carpets, carpet tiles and sport pitches business, active in more than 100 countries. Its products are supplied to corporate offices, education, healthcare, government, homes and also hotels, cruise liners, airlines and premier football clubs. Desso's mission is to develop unique products that deliver a much improved indoor environment, helping to maximise people's health and wellbeing. This is driven by the company's innovation programme based on the three pillars of Creativity, Functionality and Cradle to Cradle® design which underpins the shift to the regenerative circular economy. www.desso.com, www.twitter.com/dessogroup