**Circular Economy: MEPs want a new lease of life for products (Ready-to-air)**

**Original Script Date:** October 30, 2015

**Script Version:** 1

**Locations:** European Parliament, Brussels, Belgium

**Dates Shot:** October 30, 2015

**Sound:** natural with English speech, natural with French speech

**Duration:** 02:15

**Source:** S&D group

**Restriction:** none

**Intro**

*Brussels, 30th of October* Today, Euro MPs reiterate their call for a binding legislation on waste-reduction and a clear strategy to build the path towards a circular economy.

**This HD broadcast package is made of 1 ready-to-air video and 1 B-ROLL video.**

**It contains the following sequences:**

. Interview with Jo Leinen, MEP co-hosting the conference on a new lease of life for products (natural sound bites, English)

. Interview with Marc Demuyser, Instructor at “Horizon”, training Workshop through work (supported by the association « Les petits riens ») (natural sound bites, French + English subtitles available)

. Stock shots of the showcase and the high-level conference on circular economy

**Shotlist**

BRUSSELS, BELGIUM (OCTOTBER 30, 2015) (SOCIALISTS AND DEMOCRATS, EUROPEAN PARLIAMENT - ACCESS ALL)

1. CUTAWAY: VARIOUS OF EUROPEAN PARLIAMENT IN BRUSSELS (EXTERIOR)
2. CUTAWAY: VARIOUS OF THE CONFERENCE ON CIRCULAR ECONOMY
3. VOICE-OVER SAYING (ENGLISH):

“Yesterday evening, Euro MPs reiterated their call for a binding legislation on waste-reduction and a clear strategy to build the path towards circular economy.

On that occasion, a high-level conference as well as a showcase were held in the parliament in order to promote a new lease of life for products.”

1. JO LEINEN (S&D MEMBER – CO-HOST OF THE CONFERENCE ON A NEW L ASE OF LIFE FOR PRODUCTS) SAYING (ENGLISH):

“Europe has to go towards a new business model. That means stopping creating waste, and waste raw materials, and starting to reuse, remanufacture, and repair (so by having a circular economy, we not only protect the environment but we also create new jobs.) ”

1. CUTAWAY: VARIOUS OF THE CONFERENCE ON CIRCULAR ECONOMY
2. VOICE-OVER SAYING (ENGLISH):

“Circular economy would not only protect our environment, it would also provide Social incentives”

1. JO LEINEN (S&D MEMBER – CO-HOST OF THE CONFERENCE ON A NEW LEASE OF LIFE FOR PRODUCTS) SAYING (ENGLISH):

“Circular economy creates a lot of opportunities for jobs for new jobs. There are sophisticated jobs but there are normal and simple jobs as well. When we look at the unemployment rate that we have in Europe, there are opportunities for both: engineers and workers. ”

1. VOICE-OVER SAYING (ENGLISH):

“…Every staff members and visitors in the EP are invited to bring their broken devices on the showcase to get a free reparation.  There, technicians express their need for a regulation of the electronics market.”

1. CUTAWAY: SHOWCASE WHERE BROKEN DEVICES ARE REPARED FOR FREE
2. CUTAWAY: VARIOUS OF MARC DUMUYSER REPARING A WASHING MACHINE
3. MARC DEMUYSER (INSTRUCTOR AT “HORIZON”, TRAINING WORKSHOP THROUGH WORK) SAYING (FRENCH):

“We are here to show people that it could actually be easier to buy simple machines with basic components, as these are easier to repair or replace. We could therefore make them recirculate more easily, at a much more affordable price.”

1. VOICE-OVER SAYING (ENGLISH):

« Repairing electronic devices requires specific knowledge and offers reinsertion possibilities to citizens seeking jobs. »

1. CUTAWAY: VARIOUS OF MARC DUMUYSER REPARING A WASHING MACHINE
2. MARC DEMUYSER (INSTRUCTOR AT “HORIZON”, TRAINING WORKSHOP THROUGH WORK) SAYING (FRENCH):

“We work with people who encounter difficulties and we try to help them getting back on track, towards employment.” “Once the devices repaired, we recirculate them, so we recycle them for people who might not have the budget to buy them new, but we nevertheless offer a 6 months warranty.”

10. CUTAWAY: VARIOUS OF MARC DEMUYSER GIVING INFORMATION TO A VISITOR

1. VOICE-OVER SAYING (ENGLISH):

« …an initiative  which demonstrate the social, economical and environmental potential of a circular economy at the European scale. »

**Story**

Today, Euro MPs reiterate their call for a binding legislation on waste-reduction and a clear strategy to build the path towards a circular economy.

On that occasion, a showcase held in the main building of the European Parliament is inviting staff members and visitors to bring their broken devices to get a free reparation.

The initiative aims at promoting a new lease of life for products and to demonstrate the social, economical and environmental potential of a circular economy at the European scale.

After having adopted a strong resolution in July, MEPs now urge the Commission to set ambitious targets on product policy – including in the landfill and food sectors –  and therefore enable a life-cycle economy to grow and develop in the European Union.

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