



Technically speaking, it is called industrial symbiosis: using an ecosystems analogy, this refers to collaboration between traditionally separate companies that integrate their production processes to mutual advantage. Selene Spa is a company that produces plastic packaging in Lucca. Together with other organizations in the Lucchese paper district, it is a major player in a splendid example of industrial symbiosis and circular economy. The other bodies include Lucense, a research organization that facilitates innovation among the district's companies, Serv.Eco, the consortium of the district's paper mills, and the Zero Waste Europe Foundation.

SELENE

When paper and cardboard are recycled, 10% of the waste is composed of extraneous materials (water, paper fibre, plastics, metals, aggregates, glass or wood left in the pulper) which end up in landfills or incinerators: 120,000 tons every year in the Lucca district, and 300,000 tons in Italy overall. In 2015, in order to turn this problem into an opportunity, the Eco-Pulplast project was launched: co-funded by the LIFE program of the European Union, its aim is to gradually reduce to zero the quantity of waste sent to landfill or incineration. In subsequent years, Selene has demonstrated the technical and economic feasibility of using this waste to create pallets in heterogeneous plastic, which are then reused within the industrial district of Lucca that generated the waste.