

A Circular Company... Driving a Circular Economy

Presented by: Mikhael Metauro
September 29th, 2016



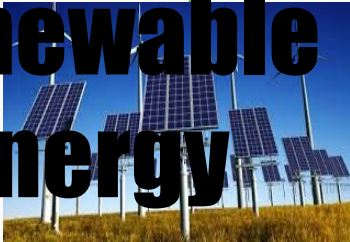
Papermills



Containerboard



**Renewable
Energy**



**A Circular
Company**
Cascades

GREEN BY NATURE™

Tissue Group



Recovery +



**Specialty
Product Group**



Before we get Started...

*There are a few things I want YOU
to know*



***WASTE
MANAGEMENT***

VS



***DISCARDED MATERIAL
MANAGEMENT***

RESTORATIVE

&

REGENERATIVE

No Value

A Venn diagram with two overlapping circles. The left circle is light green and labeled 'Material Value'. The right circle is light blue and labeled 'Material Recyclability'. The intersection of the two circles is shaded light blue and contains the text 'Collect, process & remarket' with a green equals sign above it. The text 'No Value' is written in green in the intersection area.

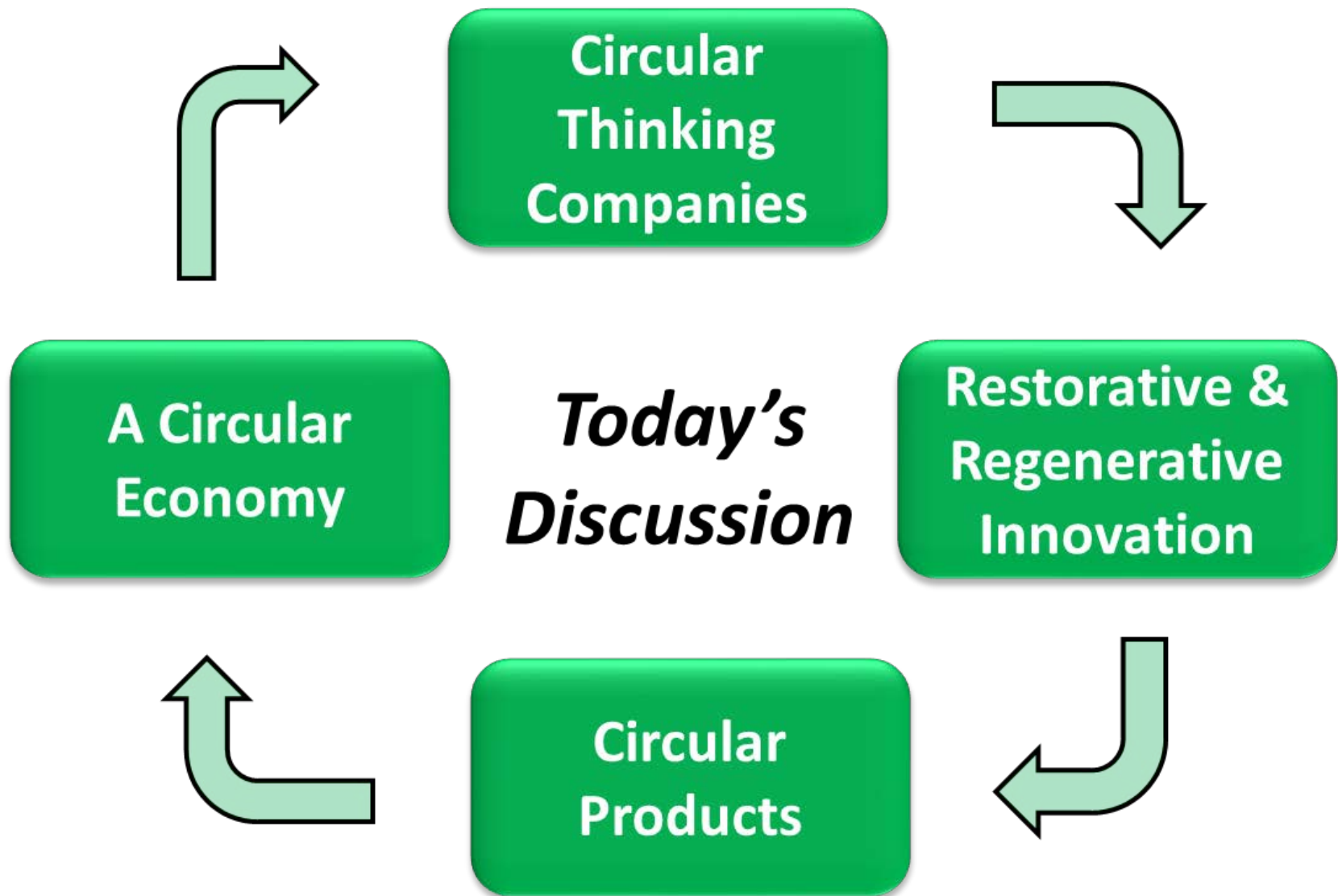
Material
Value

Collect,
process &
remarket

Material
Recyclability

Not Recyclable?





CIRCULAR THINKING COMPANIES

1

Design Products that are Regenerative, Restorative & Cost Effective

2

Invests in Innovation that Regenerates their Products

3

Recognize Circularity comes at a cost, however are convinced benefits will outweigh costs

4

Consume Regenerative Materials

5

Drive their Own Agenda – not dependent on others to find end of life solutions

A CIRCULAR PACKAGE!



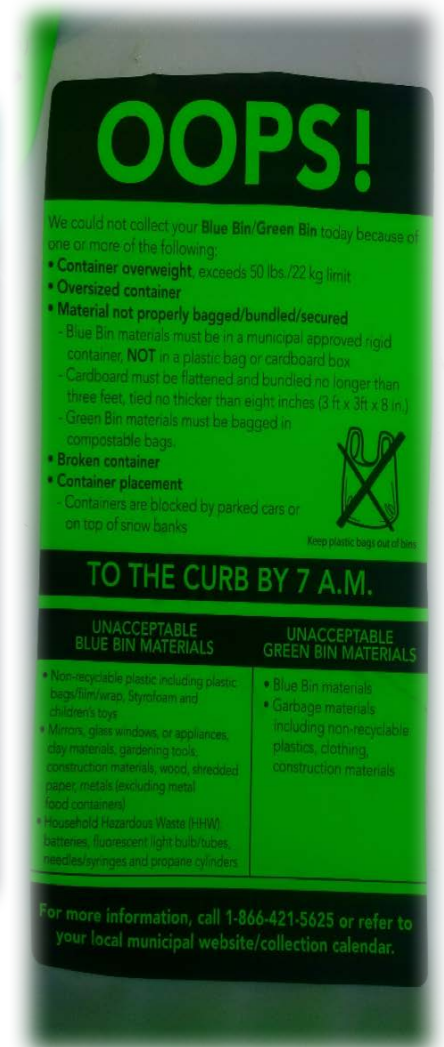
FRESH PROTEIN PACKAGING MADE WITH RECYCLED POLYSTYRENE



The first North-American foam tray for protein packaging made with recycled content.



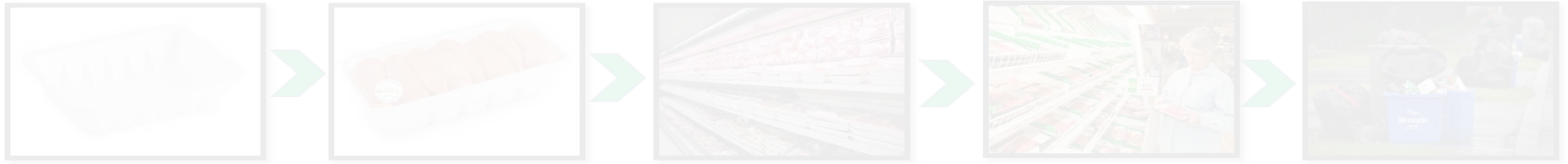
A TYPICAL “GARBAGE” DAY



CIRCULAR CHECK LIST

- ✓ **Recyclable**
- ✓ **Competitive package option for producer**
- ✓ **Retail and consumer friendly**
- ✓ **Regenerative PS resin markets are strong**
- ✓ **Regenerative PS resin can be used in making foam trays**
- ✗ **Collected for recycling after discarded by consumer**
- ✗ **Material recovery requires average effort**
- ✗ **Secondary material markets are strong**
- ✗ **Many downstream processors**





The Circular Integrity Cost

Why isn't it
Collected?

Whose responsibility
is it?

Is cost the only
factor?

Could we have done
more?

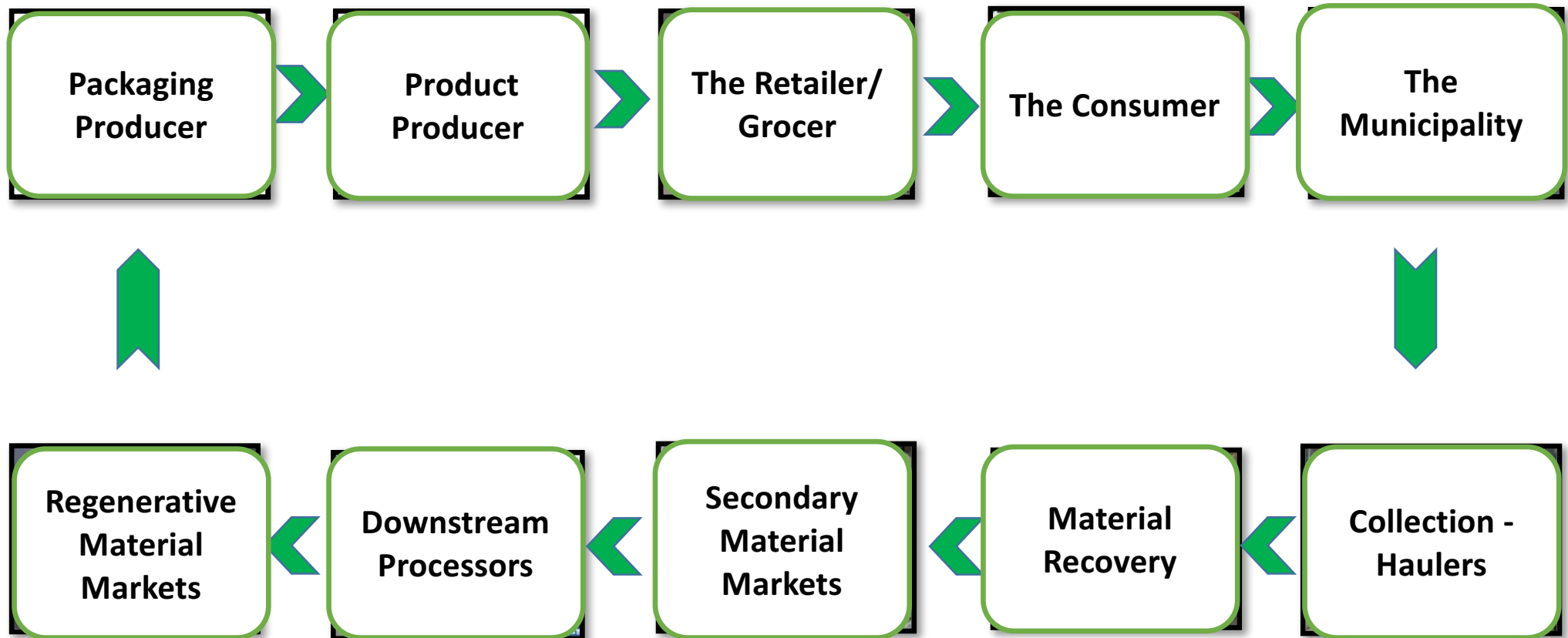
No Value = Non
Recyclable?



E - F - W

- No Value \neq not Recyclable
- If landfill or burning are cheaper, is it an option?
- Is EFW a primary option or a last resort?
- Should EFW be a part of the Circular Economy?

WHO DECIDES?



The Producer

CIRCULAR OR SPINNING IN CIRCLES....?

Without Change...

- Companies with solid track record of sustainability and reputation for 3Rs, EPR, and discarded material recovery will ***face an endless array of the same challenges***
- Longer timelines for adoption of advanced technologies may lead to accelerated infrastructure ***investment in conventional 'waste solutions'*** such as landfill and incineration
- ***Status quo will prevail*** with emphasis on conventional solutions
- Nothing will change and ***we will do, what we always did, the same way we always have...***

So...What now?

As an industry

Focus on



End of Life Solutions



***Discarded Material
Management MUST Prevail....***



Think Circular





*Challenge the
Status Quo*



Lets Build a Circular Economy **TOGETHER...**

mmetauro@recoverycascades.com

