A Circular Company...
Driving a Circular Economy

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Before we get Started...

There are a few things I want YOU to know
WASTE MANAGEMENT

VS

DISCARDED MATERIAL MANAGEMENT
RESTORATIVE
&
REGENERATIVE
No Value = Not Recyclable?
Today’s Discussion

Circular Thinking Companies

A Circular Economy

Restorative & Regenerative Innovation

Circular Products
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 out weigh 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.
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
Why isn’t it collected?
Whose responsibility is it?
Is cost the only factor?
Could we have done more?
No Value = Non Recyclable?
No Value  ≠  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?

Packaging Producer ➔ Product Producer ➔ The Retailer/Grocer ➔ The Consumer ➔ The Municipality

Regenerative Material Markets ➔ Downstream Processors ➔ Secondary Material Markets ➔ Material Recovery ➔ Collection - Haulers
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
Let's Build a Circular Economy TOGETHER...

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