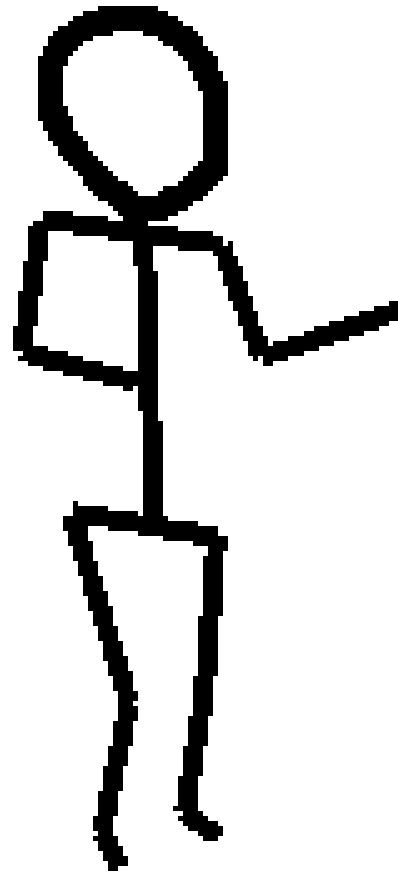


# Recycling in “The Circular Economy”

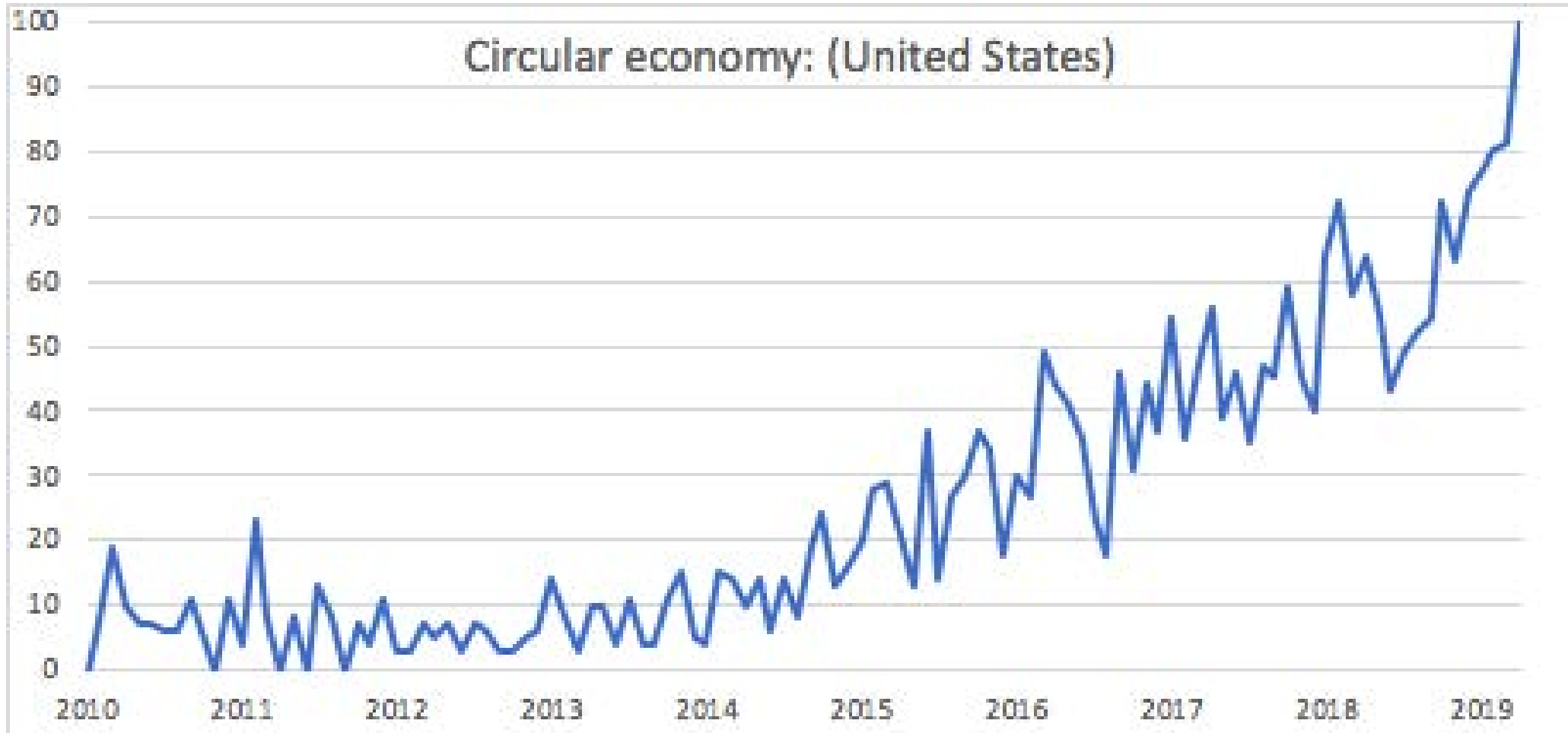


# What I'll cover today

1. What is "Circular Economy"?
2. What's in it for us to embrace it?
3. What can we do to navigate this landscape?

# 1. What is a “Circular Economy”

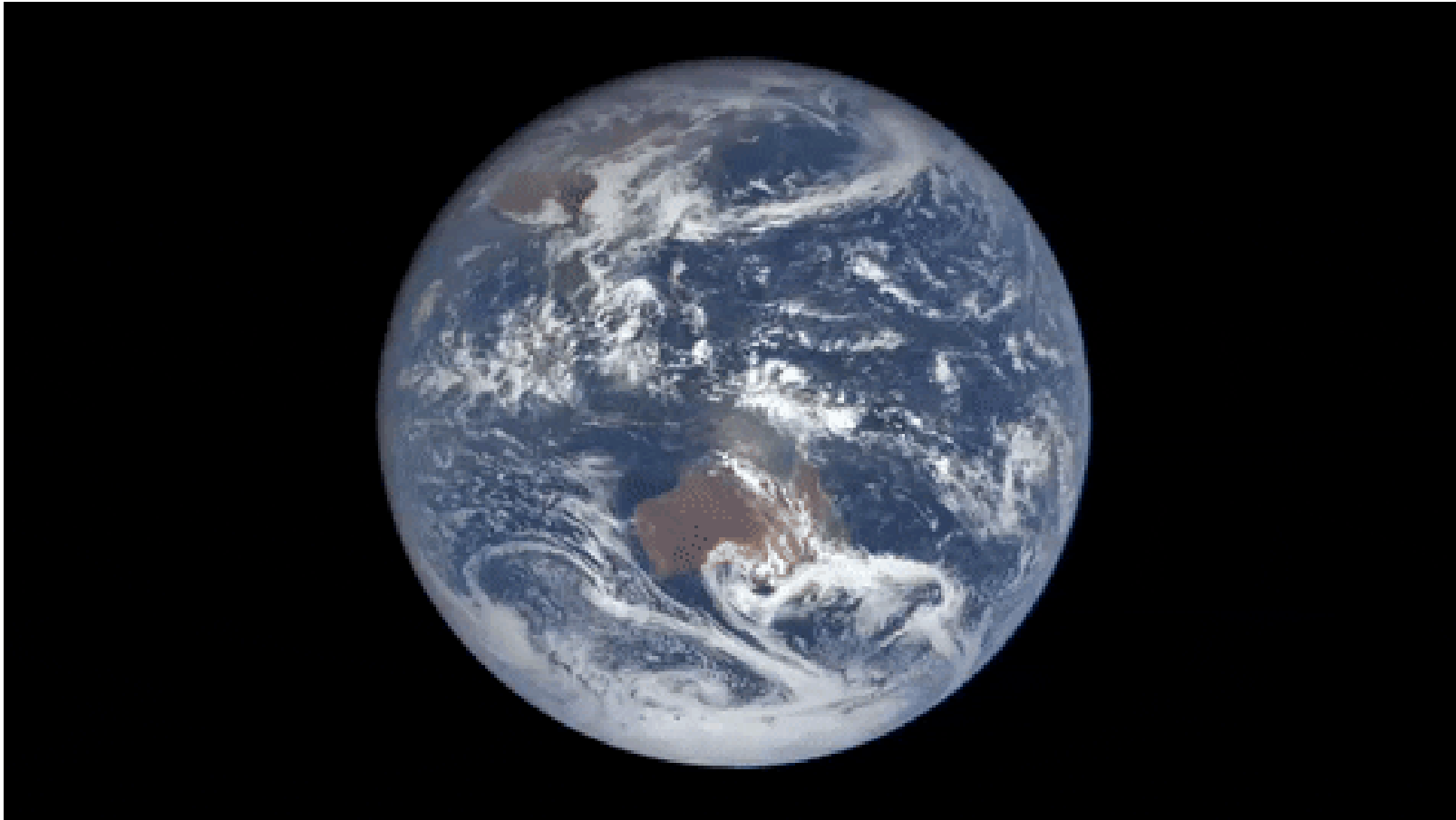
# Why are we talking about Circular Economy today?



# The understanding of Circular Economy

- Focused on keeping materials in circulation
- Ignorance about how recycling system works
- Plastics = the “biggest” problem
- Recycling is “not enough”
- Circular Economy = Sustainability v2.0

# Back to basics



# How did we end up here?





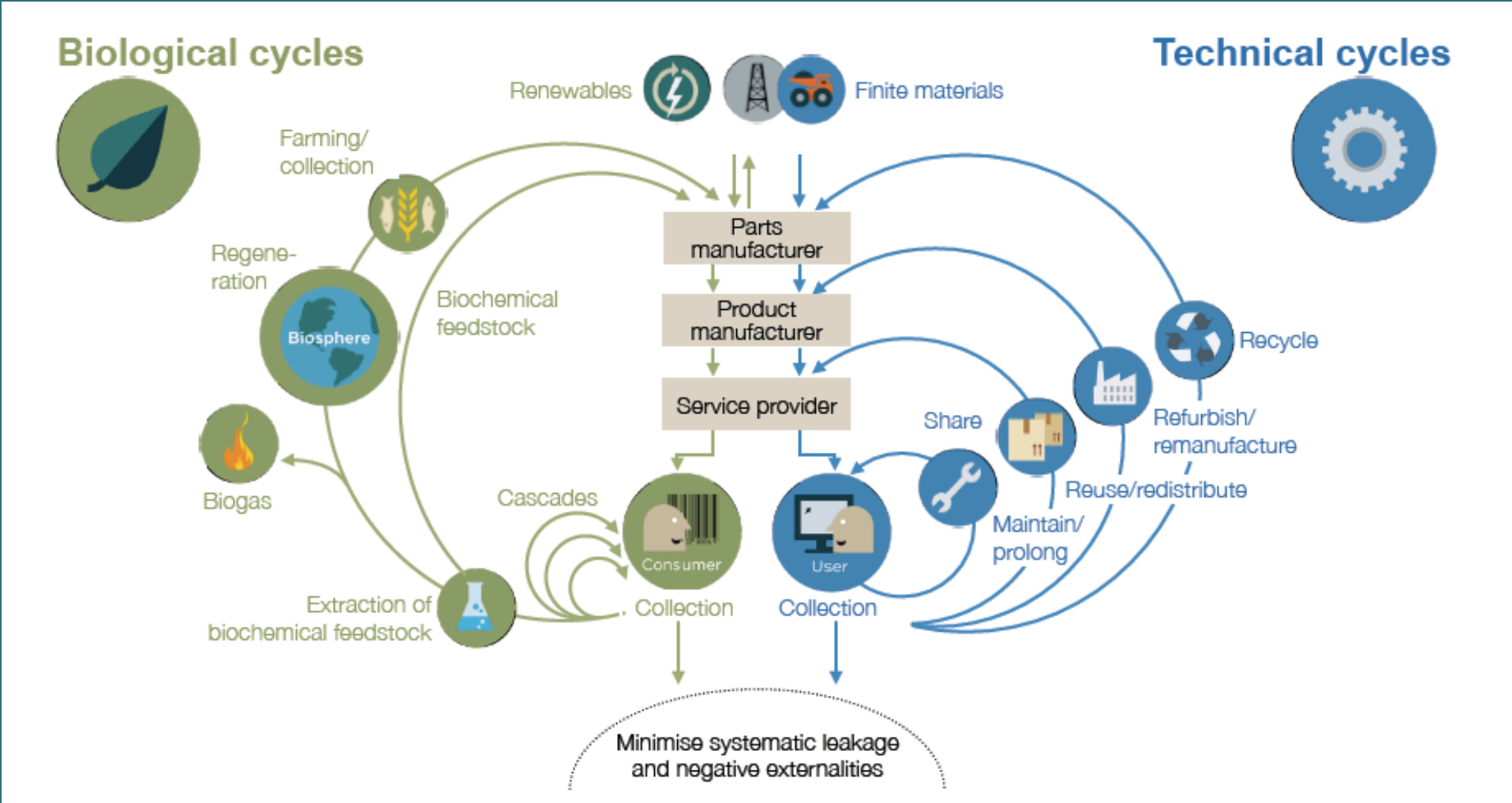
# What is the Circular Economy?

A series of systemic interventions that seek to decouple growth from an increase in resource use.

# The key principles

- Design out waste and pollution
- Regenerate natural systems
- Keep products and materials in circulation (at their highest value, for as long as possible)

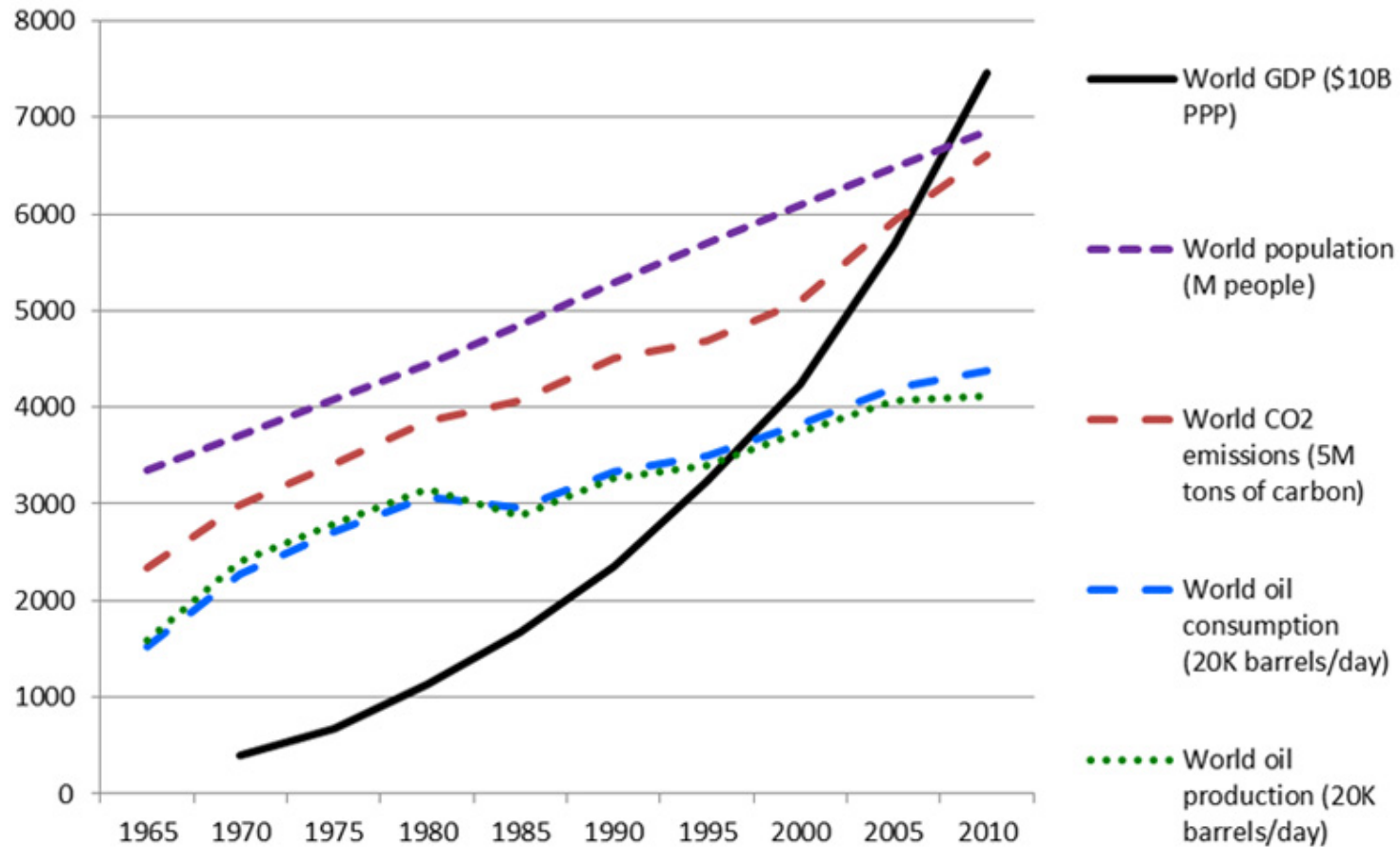
# Biological & Technical material flows



# Circular Economy?

# About the “economy” part...

## World Growth Examples (1965 to 2010)



(Sources: GDP data: International Monetary Fund, The World Economic Outlook Database. Population data: US Census Bureau, Total Midyear Population for the World, 1950-2050. Oil consumption, production and CO2 emissions: BP Statistical Review of World Energy, 2012. Data normalized to fit the same scale.)

# About the “economy” part...



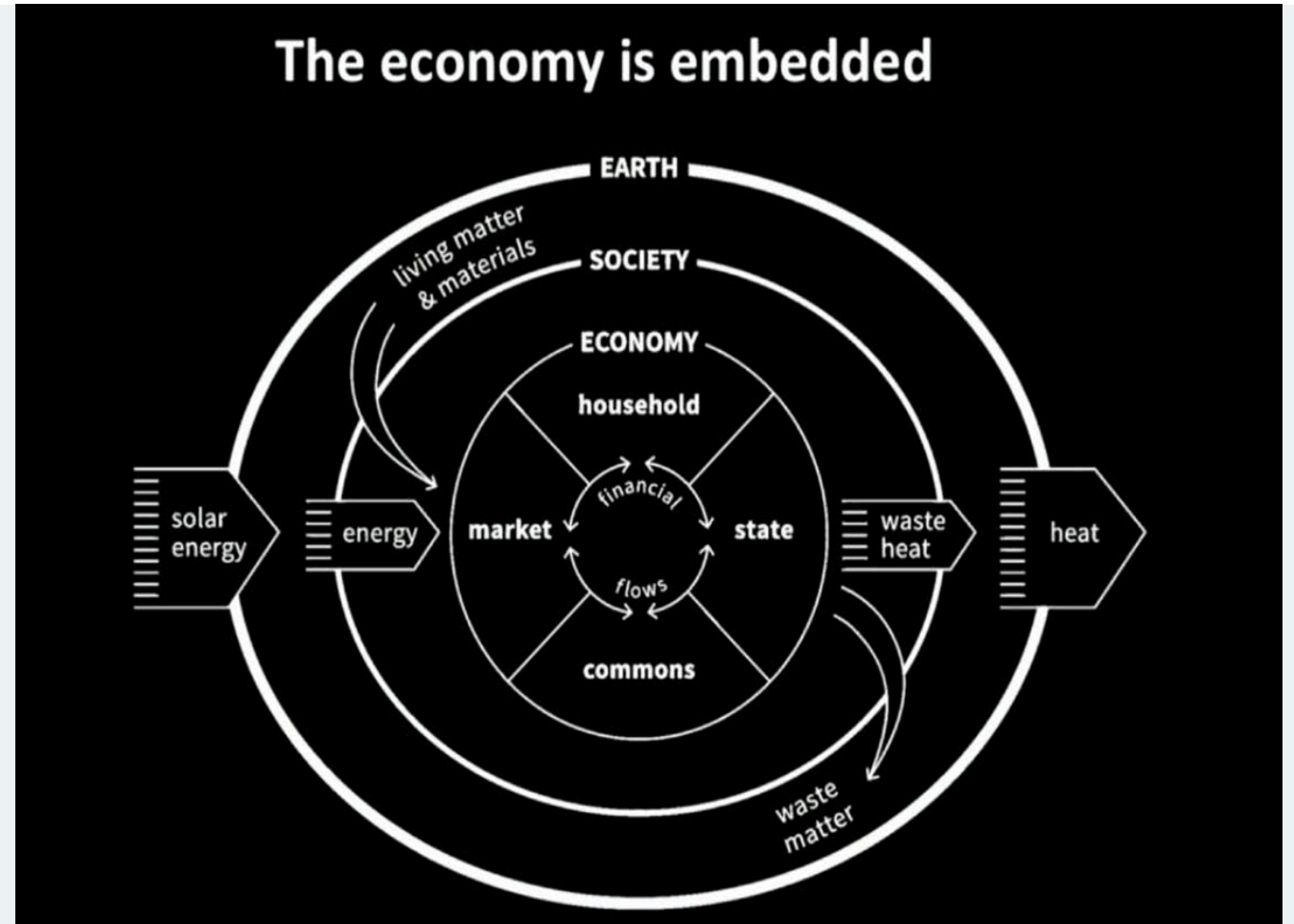
# The time-bomb

- Over-exploitation of non-renewable resources
- Lost economic opportunity through wasted resources
- Over-exposure to the impacts of end-of-life materials e.g. marine plastics
- Increasingly evident impacts of climate change

# About the “economy” part...

We have driven our system to a tipping point on countless fronts.

We need to re-think the dominant economic model.



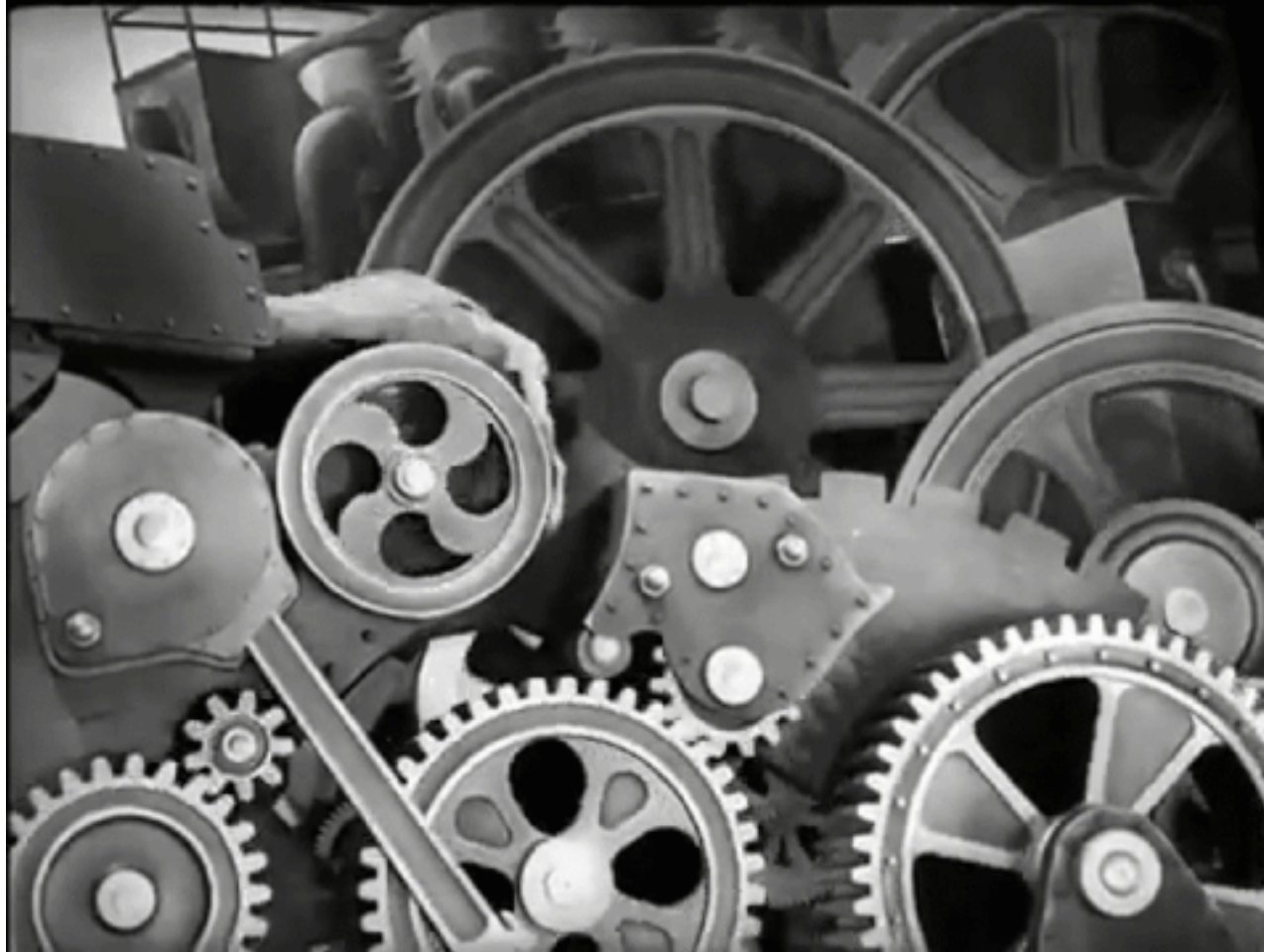


**Circular Economy =  
Sustainability v2.0 ?**

# Enablers & Ingredients

- Management of material flows
- Design
- Business models
- Policy
- Data
- Technology
- Changing consumer preferences

*We need change at every level*



## 2. What's in it for us to embrace this approach?

# The role we play

- Active or passive?
- Own it, or bemoan it?



# ABC Food & Beverage











**WE NEED YOU!**



# The new you

- Material flow choreographers
- Circular Diversion Experts
- Closed Loop Equipment Providers

# Recycling

- The Circular Economy's safety net
- The last line of defence
- The first port of call?

# 3. What can we do to navigate this landscape?

We need systems  
change. Embrace it.

R O O C

K N ' R

O L L

# Landscape:

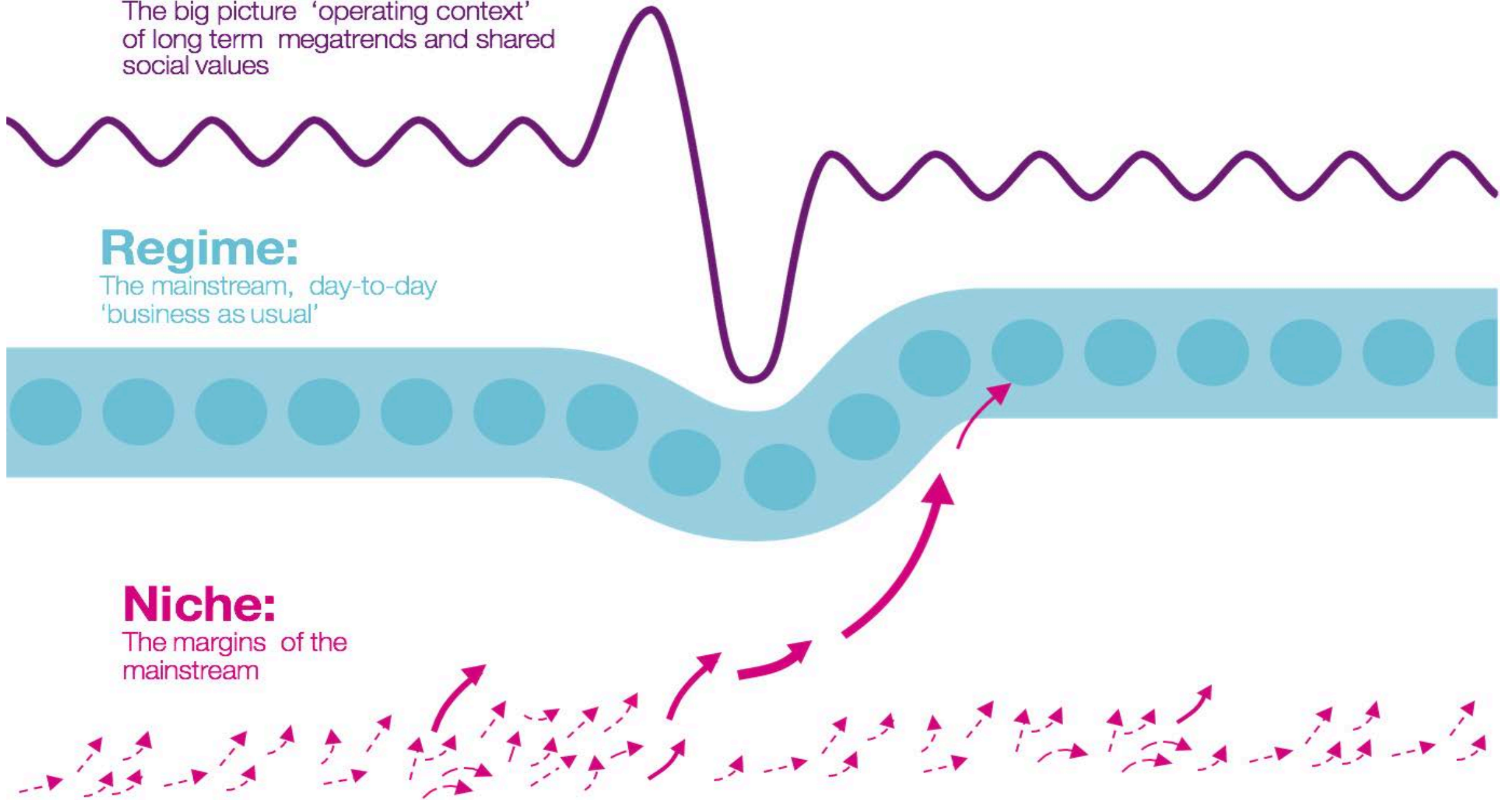
The big picture 'operating context' of long term megatrends and shared social values

# Regime:

The mainstream, day-to-day 'business as usual'

# Niche:

The margins of the mainstream





# Landscape level



### The whale with 30 plastic bags in its stomach — including Walkers crisps

British officials examine the carcass of the whale

**By Science Correspondent**

A DYING whale found off the coast of Norway had 30 plastic bags in its stomach, including a packet of Walkers crisps, according to researchers. The creature's stomach was found to be full of plastic bags, including a packet of Walkers crisps, and other items such as a plastic bottle and a piece of wood. The whale was found dead on the beach and was the first of its kind to be found with so many plastic bags in its stomach. The researchers believe that the whale had eaten the plastic bags while foraging for food. The presence of plastic bags in the whale's stomach is a clear sign of the impact of plastic pollution on marine life. The researchers are calling for a ban on single-use plastic bags to protect the environment and the health of marine animals.



# Regime/day-to-day



Workers sort recycling material at the Waste Management Material Recovery Facility in Elkridge, Maryland, in June 2018. // Saul Loeb/AFP/Getty Images

## How American Recycling Is Changing After China's National Sword

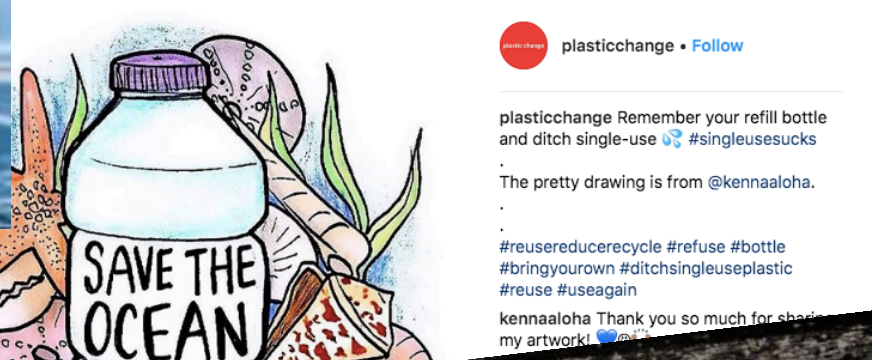
NICOLE JAVORSKY APR 1, 2019

## America's new recycling crisis, explained by an expert

For 30 years, China took in the world's plastic. What's changed?

By Micaela Marini Higgs | Apr 2, 2019, 7:00am EDT

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# Niche



**100%  
PLASTIC-  
FREE  
STRAWS**



## New type of plastic is a recycling dream

These plastics can easily be disassembled to chemical building blocks.

SCOTT K. JOHNSON - 4/25/2019, 11:52 AM



03.08.19 | WORLD CHANGING IDEAS

## This new recycling innovation could help fix our broken trash system

A new factory can make clean, clear plastic from recyclables.



## New 'zero-waste platform' sells products in reusable stainless steel containers

04.09.19 | WORLD CHANGING IDEAS

# Are we on the brink of a recycling revolution?

A new report finds that 60 companies are making major strides in plastic recycling innovations, which could make it easier to recycle a wider range of disposable plastics.

Plastic may be the first  
battleground but it won't  
be the end of the war

You have a  
golden opportunity.  
Use it wisely.

# The Path to Strong Program Metrics



MUNICIPAL MEASUREMENT PROGRAM

## Get Started!

<https://recyclesearch.com/profile/mmp>

Apply the power of  
partnerships.

# Talk recycling up!



# Recycling:

## The Circular Economy's last line of defence.