



# ***Building a Circular Economy***

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March 22<sup>nd</sup>, 2017



*Before we get Started...*

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



***WASTE  
MANAGEMENT***

**VS**



***DISCARDED MATERIAL  
MANAGEMENT***

*RESTORATIVE*  
&  
*REGENERATIVE*

*No Value*

Material  
Value

Collect,  
process &  
remarket

Material  
Recyclability

*Not Recyclable?*





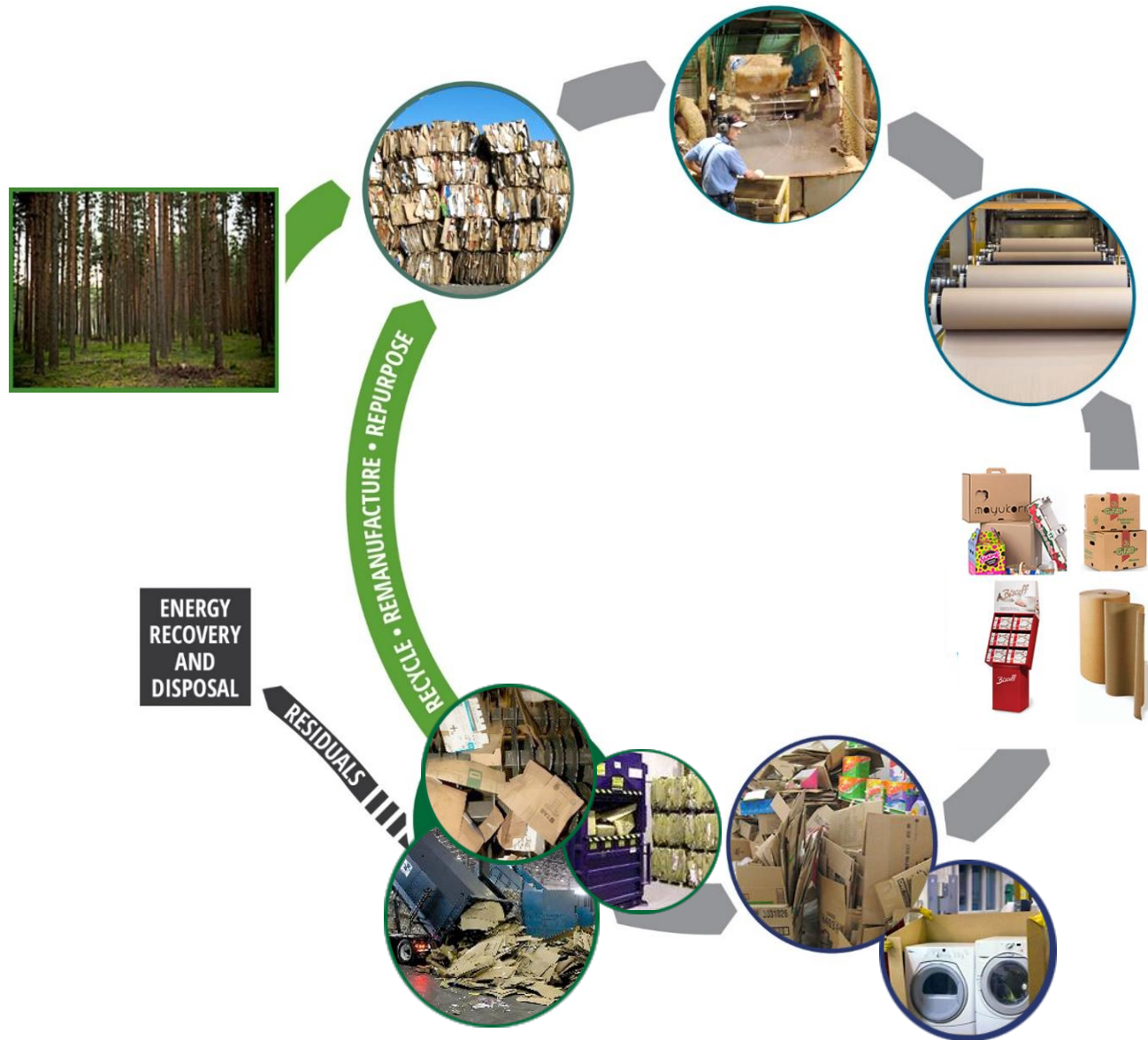


***Cascades***

**“a CIRCULAR COMPANY”**

CE  
Fra

# OCC A CIRCULAR LEGEND!





# CIRCULAR CHECK LIST

- ✓ Made from renewable resources
- ✓ Competitive package option for producer
- ✓ Retail and consumer friendly
- ✓ Can be reused or collected for recycling after usage
- ✓ Easy to segregate for recovery from consumer
- ✓ Post collection material recovery requires average effort
- ✓ Secondary material markets are strong
- ✓ Many downstream processors
- ✓ Recycled materials to be used in making the same product



# IS WTE ON THE CIRCULAR CHECKLIST?



- ❑ No value  $\neq$  not recyclable
- ❑ When landfill or burning is cheaper, is it an option?
- ❑ If landfill and burning is an option, is this an option for all products?
- ❑ Is WTE the easier option?
- ❑ Should any proposed system include EFW?



# ANALYZING THE FOAM TRAY



POLYSTYRENE  
FOAM



25% RECYCLED  
CONTENT

The **FIRST** North-American PS FOAM TRAY  
for fresh protein PACKAGING  
made with **RECYCLED CONTENT.**





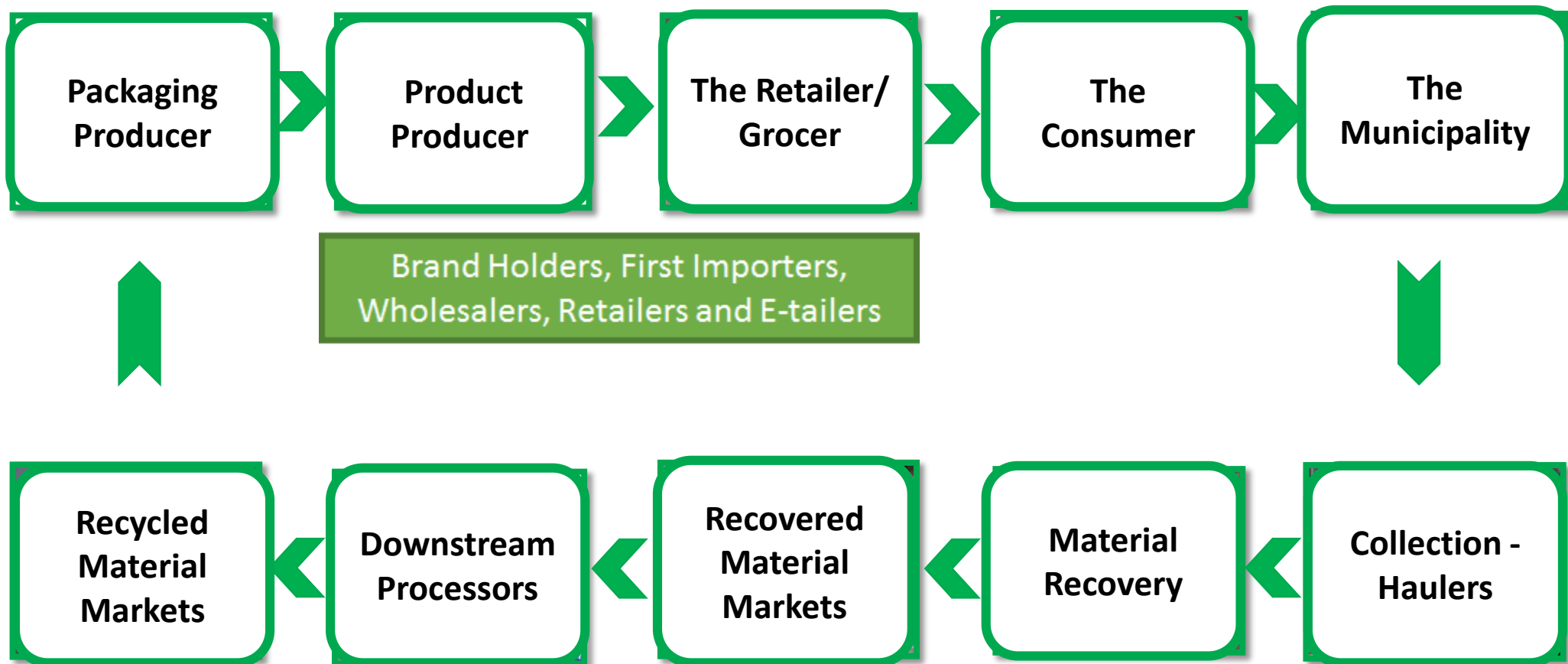
# WHERE DID EVOK GO WRONG?

- ✓ Made from renewable resources
- ✓ Competitive package option for producer
- ✓ Retail and consumer friendly
- ✗ Can be reused or collected for recycling after usage
- ✓ Easy to segregate for recovery from consumer
- ✗ Post collection material recovery requires average effort
- ✗ Secondary material markets are strong
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# WHO'S RESPONSIBILITY IS IT?



# MEASURING CIRCULAR INTEGRITY

Cost to collect, recover & make material market ready

**Circular Integrity Cost  
(\$/kg)**

**= Virgin - (A+B)**



Total Cost of Recycled Resources = \$A+B/kg

Downstream Processing = \$B/kg

Cost of Recovered Material = (\$A/kg)

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# CIRCULAR THINKING COMPANIES...

- 1 Design Products that are **Restorative, Recyclable & Cost Effective**
- 2 **Invest in Innovation** that Recovers their Products
- 3 **Drive their Own Agenda** – not dependent on others to find end of life solutions
- 4 Recognize **Circularity comes at a cost**, however are convinced benefits will outweigh costs
- 5 **Consume their Recycled Materials**

# WE NEED A LEVEL PLAYINGFIELD WHERE ...

- All **materials are treated equally**
- Products that are **not circular are penalized**
- Mechanisms in place to so **producer can manage their outcome**
- Move from commodity driven market → a **'circular integrity cost'** driven market
- A **package be considered a product**
- Producers work together to identify strategies that lead to a **strong innovative 'circular' supply network**

# ARE WE 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 progressive 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
- A rigorous debate on what's possible will drift constantly into the future, **increasing doubt anything can happen**



A collage of various sustainable products including cardboard boxes, paper products, and plastic components. The items are arranged around the central text, showing a variety of materials and their potential uses in a circular economy.

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

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