



CIRCULAR OR SPINNING IN CIRCLES?

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The background of the entire slide is a dense, chaotic pile of white and light-colored shredded paper, resembling confetti or paper scraps. The text is overlaid on this background.

Before we get Started...

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



***WASTE
MANAGEMENT***

VS



***DISCARDED MATERIAL
MANAGEMENT***



No Value

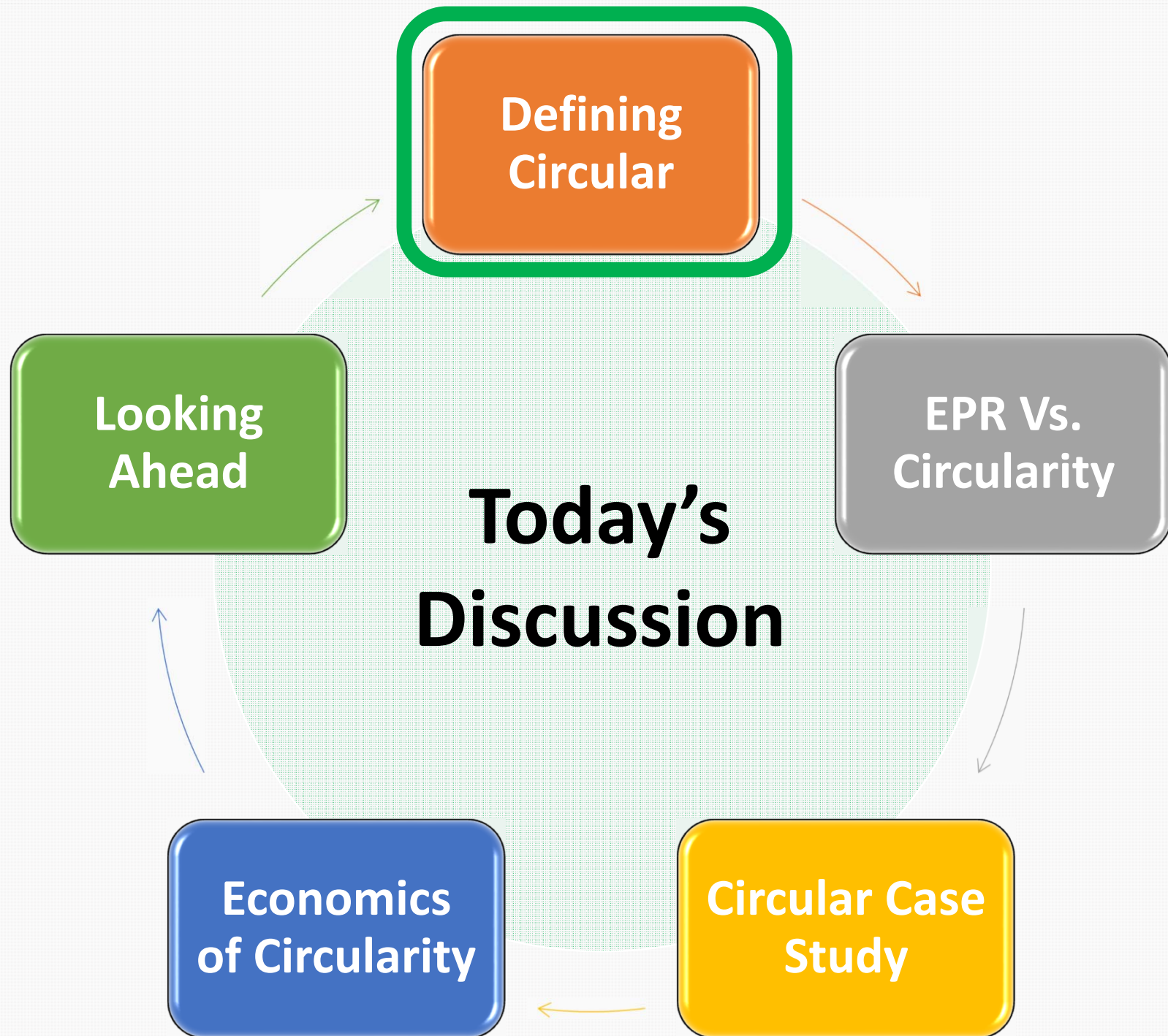
Material
Value

Collect,
process &
remarket

Material
Recyclability

Not Recyclable?







CASCADES

RECOVERY + PAPER + PACKAGING



+



+



FIRST BC, NOW ONTARIO

2014 : British Columbia - 100% EPR

*A product **CANNOT** be sold if the producer **CANNOT** demonstrate that the PP&P related to getting the product to market would be:*

Collected and Managed by the Producer

2016 : Ontario – A Circular Economy

*With the Resource Recovery & Circular Economy Act, Ontario is in the process of finalizing **REGULATION** that will serve as a road map to:*

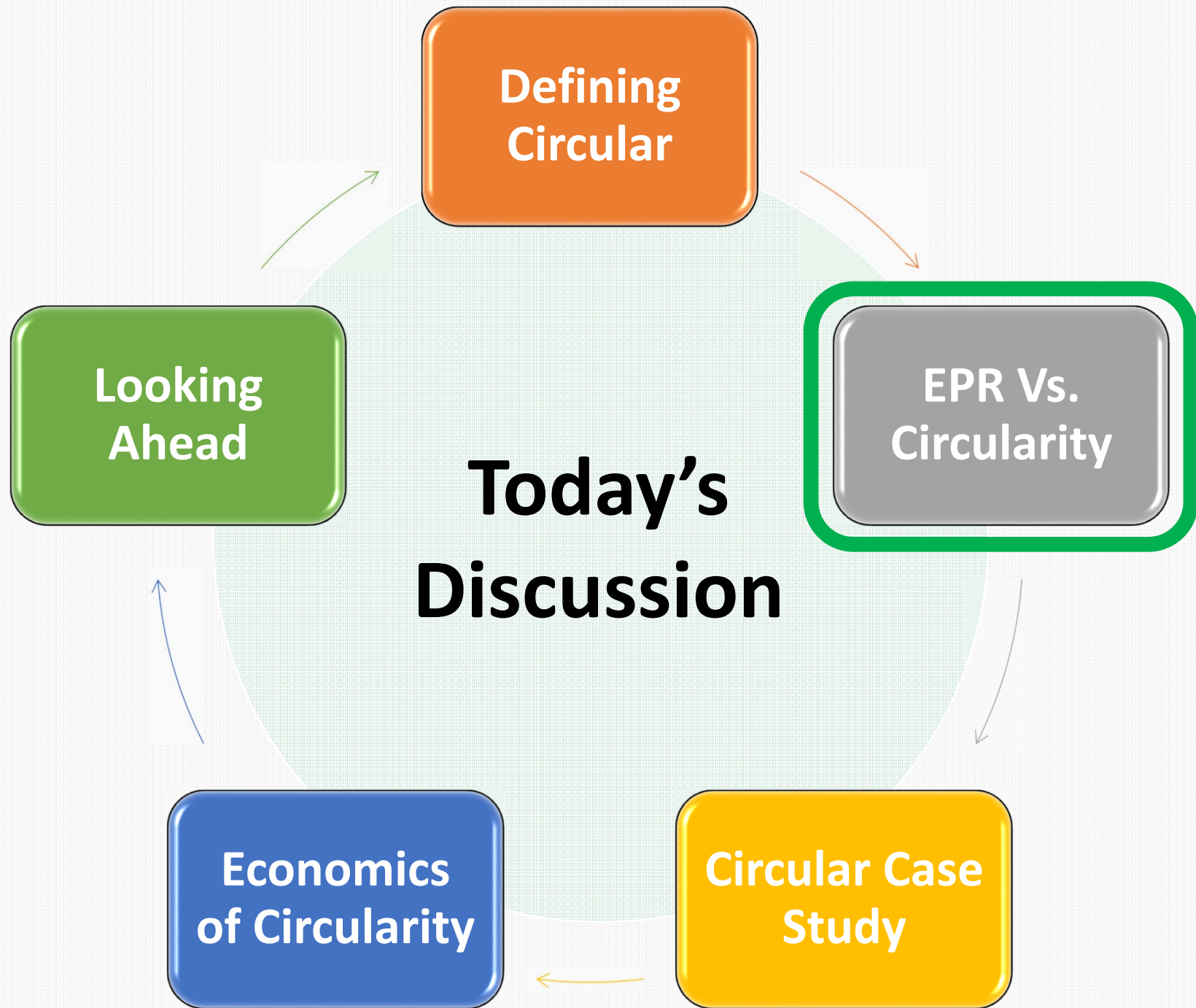
Shift Ontario Towards a Circular Economy & a Zero-Waste Future



RESOURCE RECOVERY & CIRCULAR ECONOMY ACT (RRCEA)

A Producer is a brand holder and/or others with a commercial connection to designated products and packaging in Ontario, ***such as first importers, wholesalers, retailers and e-tailers.***

Under the RRCEA if an obligated Producer has failed to establish or operate a required collection system or has habitually failed to carry out any of their responsibilities, that ***Producer can be prohibited from selling or offering for sale material***



The background of the image is a dense, chaotic pile of white and light-colored shredded paper, resembling confetti or paper waste. The text is overlaid on this background.

***Does EPR create a
Circular Economy?***

RESOURCE RECOVERY & CIRCULAR ECONOMY ACT (RRCEA)

A Producer is responsible for:

- 1 Reducing the amount of waste generated at the end of the material's life;
- 2 Operating a collection system that does not impose a charge at the time of collection;
- 3 Handling, reusing, recycling, recovering resources from and disposing of the material;
- 4 Implementing a promotion and education program;
- 5 Reduced or alternate collection, management or promotion and education responsibilities when a material's design satisfies prescribed requirements.

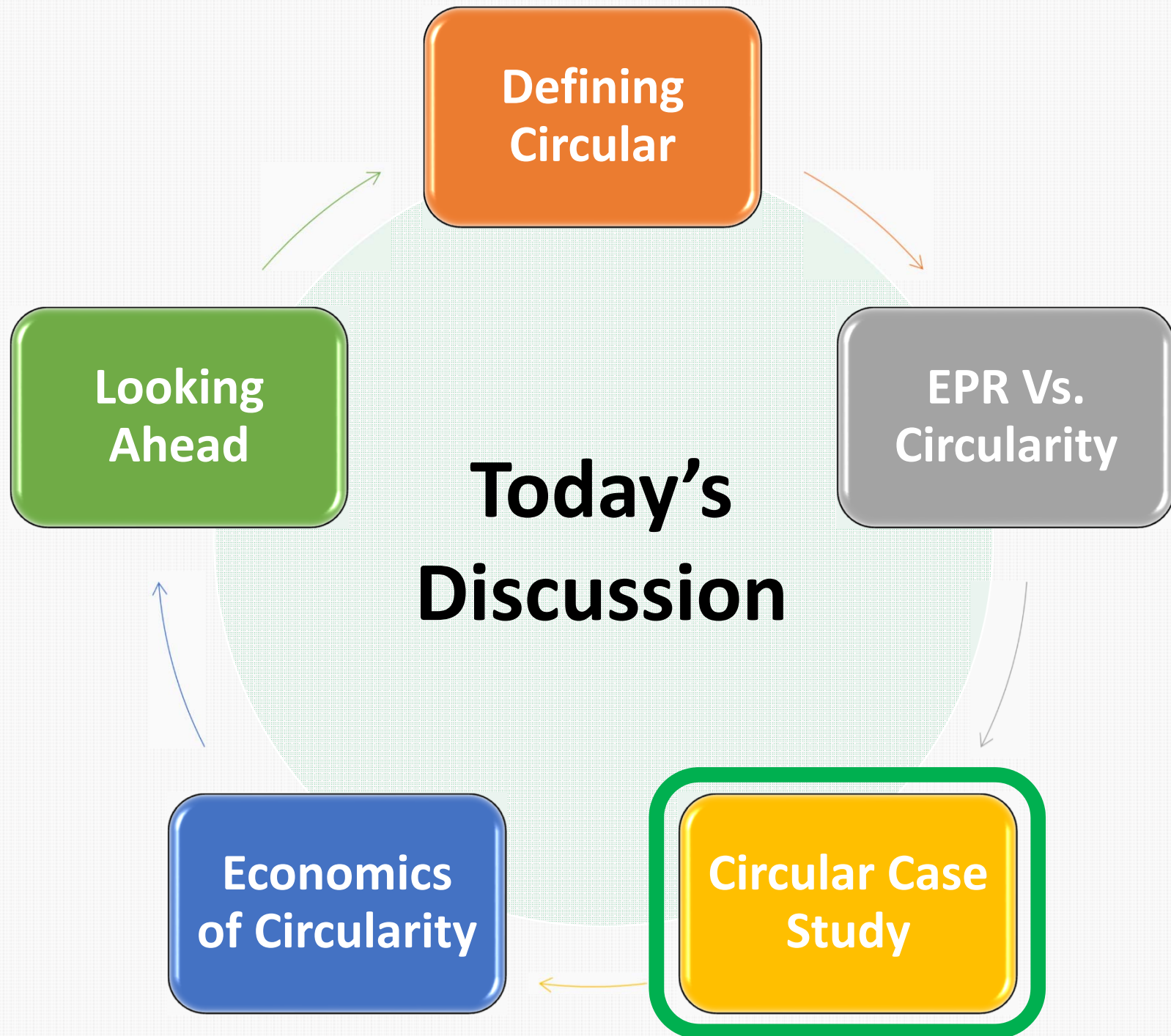
RESOURCE RECOVERY & CIRCULAR ECONOMY ACT (RRCEA)

A Producer with a waste reduction responsibility will take steps to:

- 1** Design material to increase the material's reusability and recyclability,
- 2** Reduce or eliminate any impact the material may have on the recyclability of other materials,
- 3** Reduce the amount of waste generated at the end of the product's or packaging's life,
- 4** Reduce/eliminate the use of any substance in the material or increase the use of recovered resources in the making of the material

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**



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.**



EVOK'S CIRCULAR PATHWAY

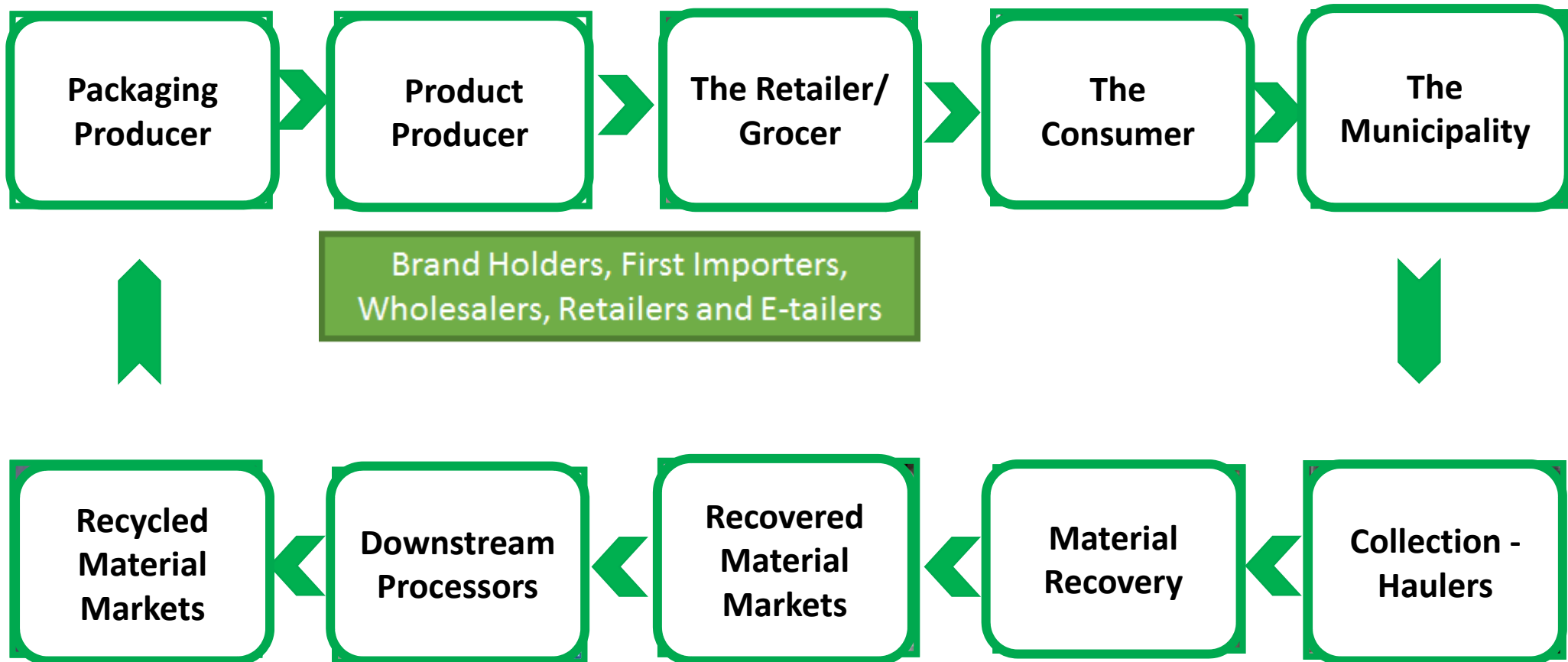


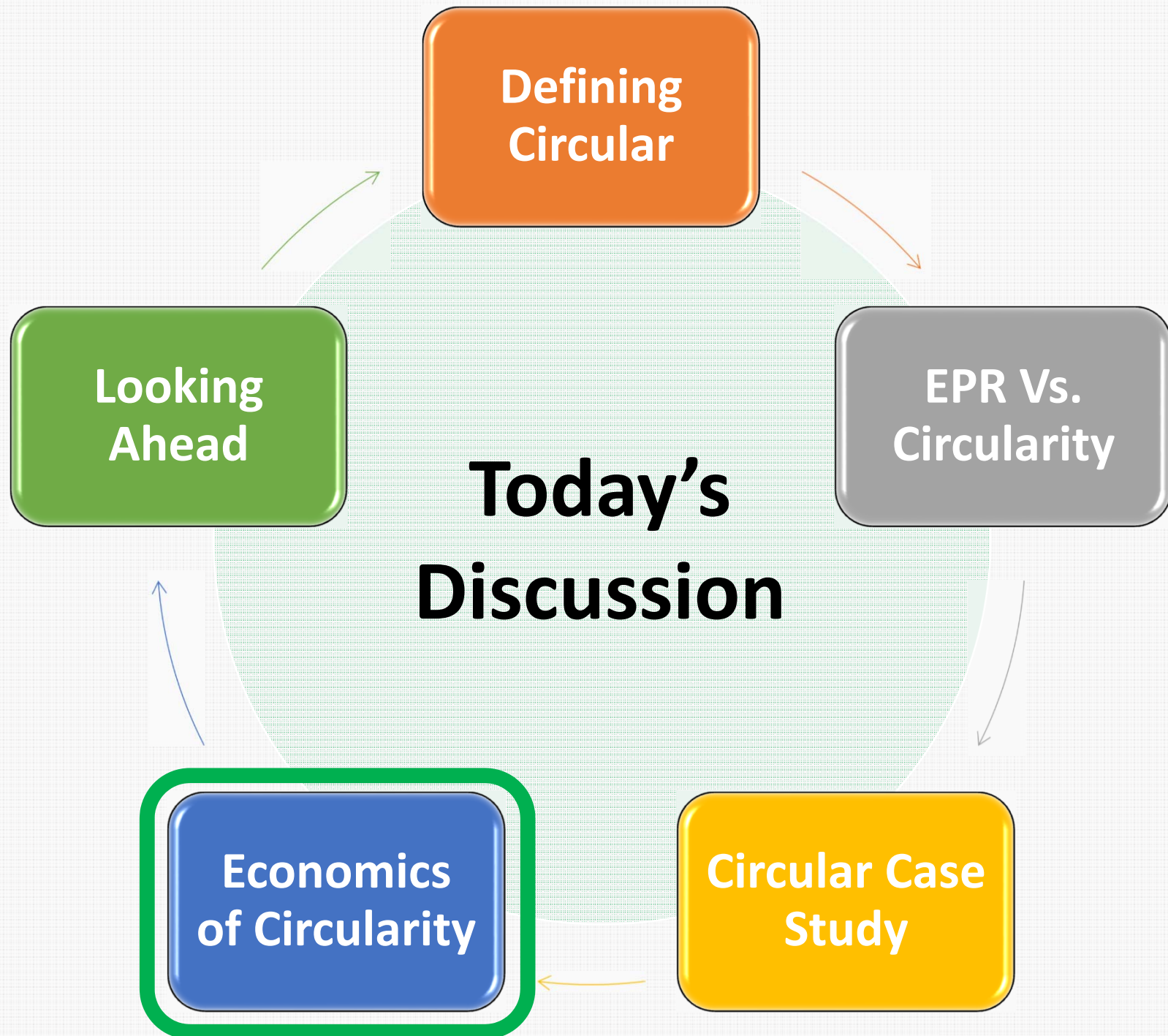
The challenges evok is Facing

- ✓ Made from renewable resources
- ✓ Competitive package option for producer
- ✓ Retail and consumer friendly
- ✗ Can be reused or collected consistently 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



WHO'S RESPONSIBILITY IS IT?





MARKET FORCES

Producers (packaging users) are making decisions around:

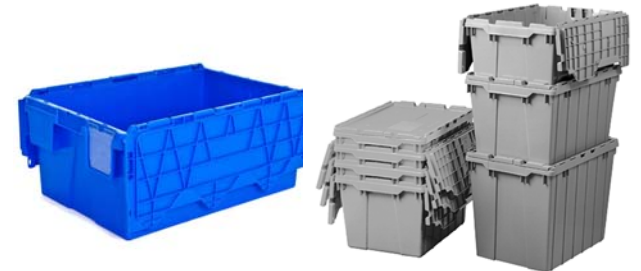
Price

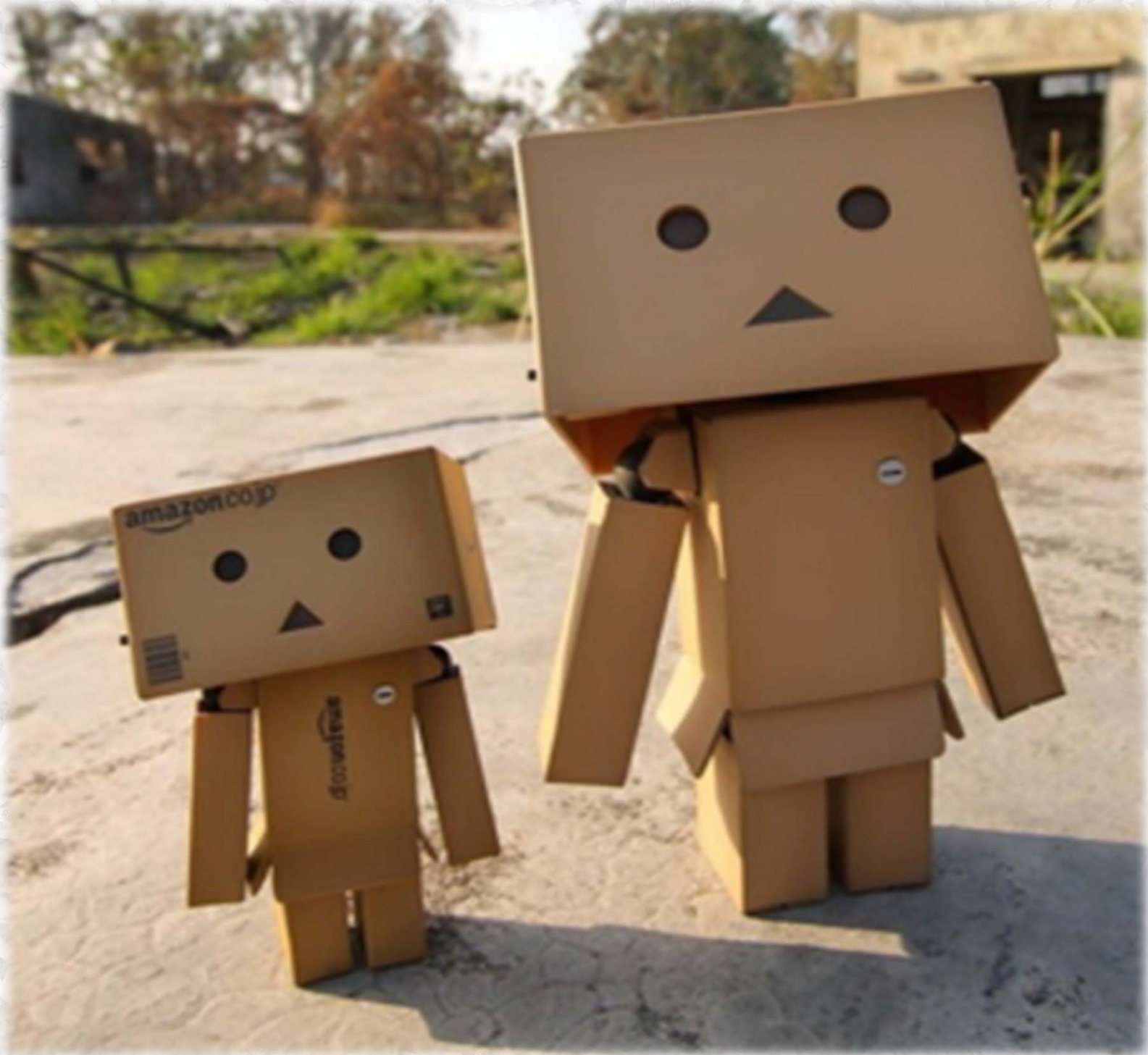
Enviro-noise

Convenience

As a result packaging choices are being challenged:

- Plastic Grocery bags banned
- Polystyrene containers banned
- Corrugated boxes replaced by reusable plastic crate (PRC)





Economics of Circularity

Cost to collect, recover & make material market ready

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

= Virgin - (A+B)

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

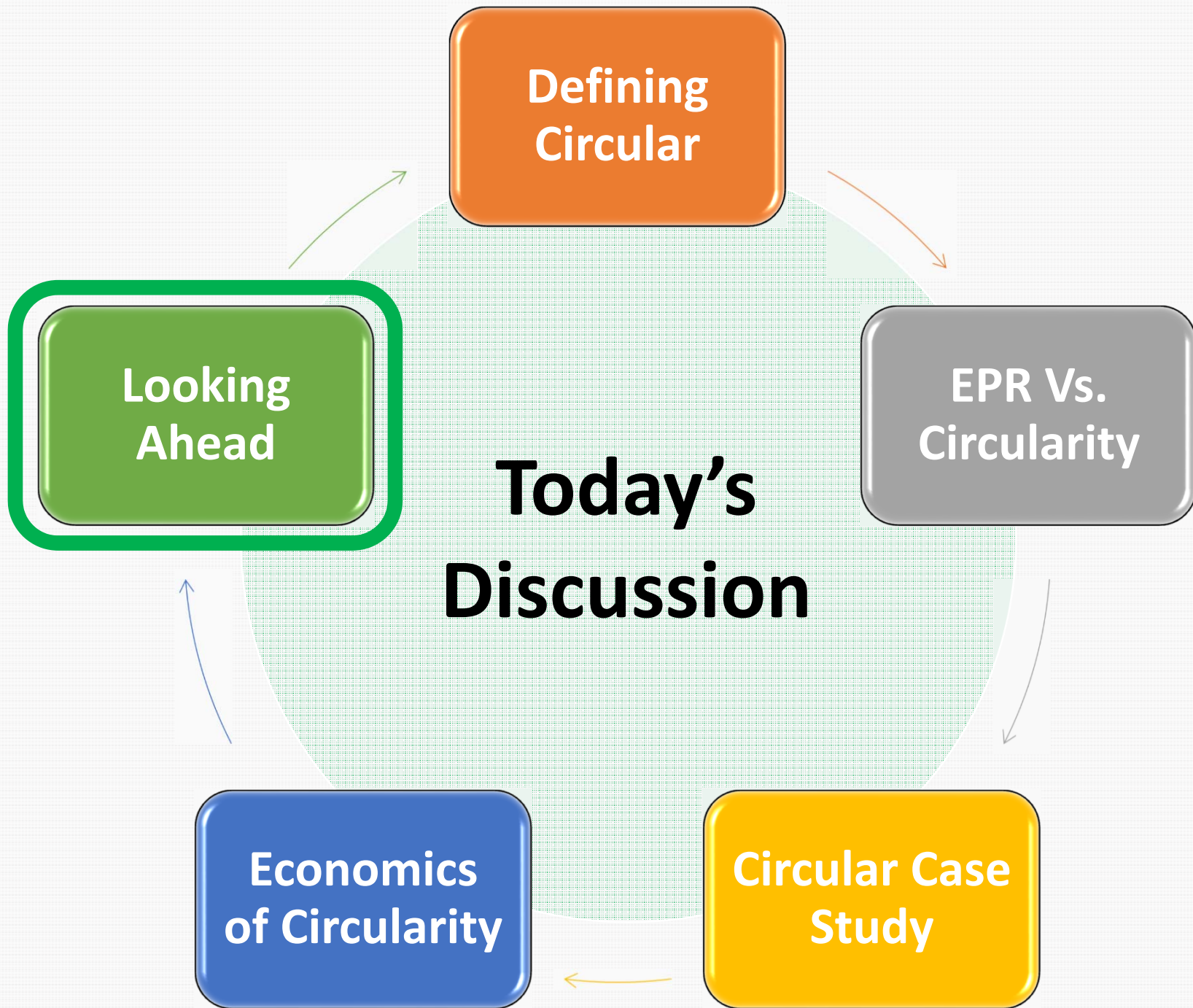
Downstream
Processing = $\$B/\text{kg}$

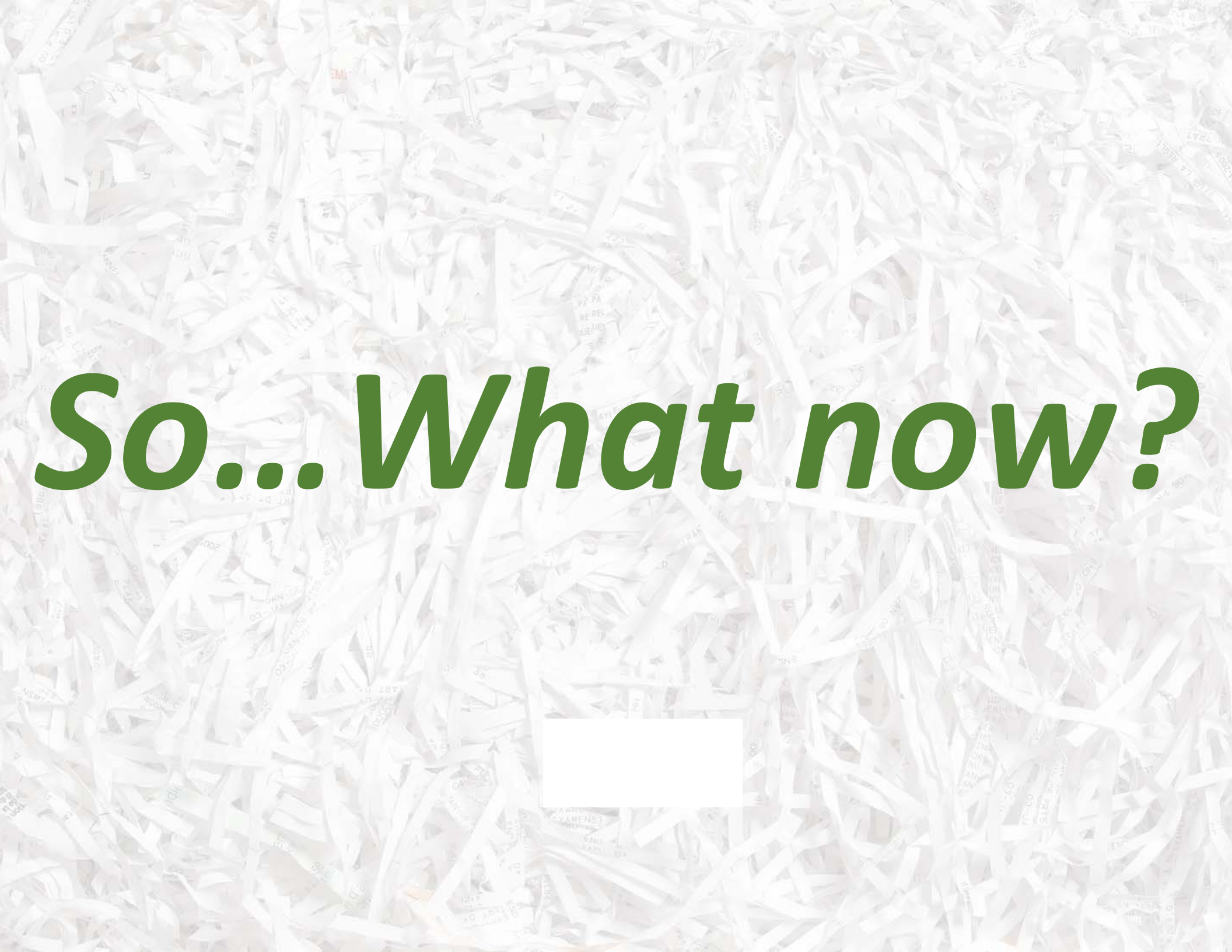
Cost of Recovered
Material = $(\$A/\text{kg})$

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**







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 Circular Companies - That produce Circular Products - that lead to a Circular Economy -

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