Taking Advantage of the Circular Economy Opportunity in the United States

CIRCULAR ECONOMY
INDUSTRIES ASSOCIATION

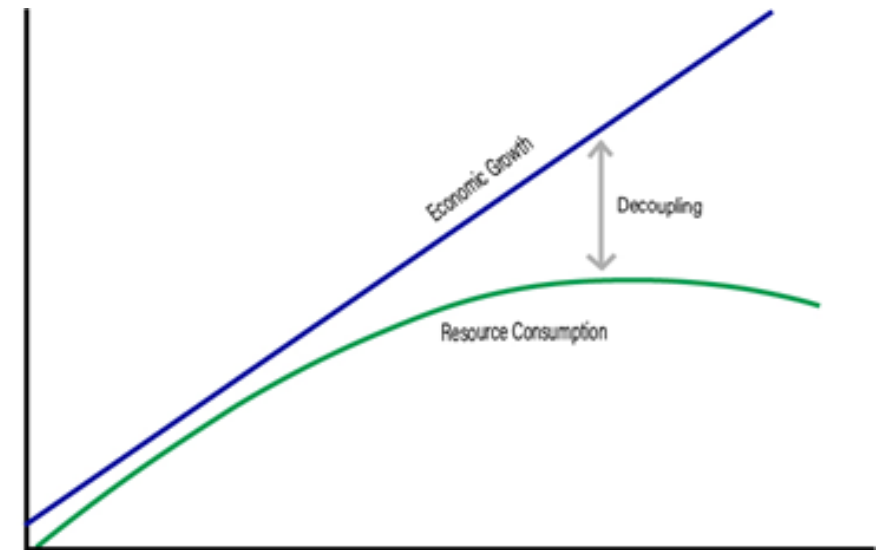By: Christopher J. Hessler
AJW, Inc.

The Circular Economy is an increasingly necessary approach *driven by businesses* to *decouple* economic growth from resource consumption

In a circular economy:
   products, materials, and energy flows are *kept at their highest and best value for as long as possible.*
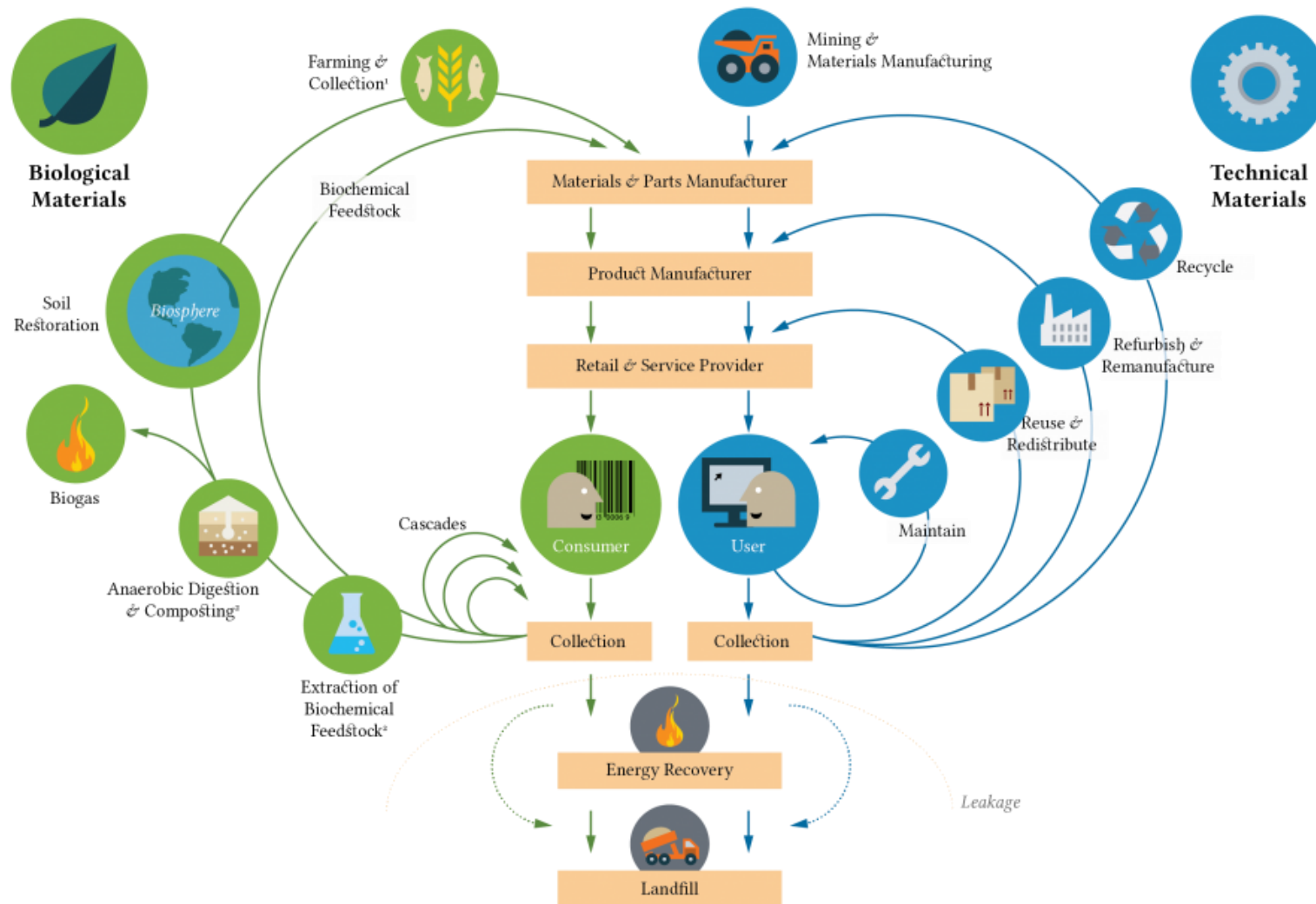
The circular business model:

- Protects against supply chain risk/resource constraints

- Insulates companies from commodity price volatility

- Reduces environmental footprint

- Appeals to consumers

- Is not a sustainability strategy; it is a business strategy

THE CIRCULAR BIOECONOMY

Promotes optimal use and sustainability

The Circular Bioeconomy includes:

- Biobased products
- Utilization of organic waste streams
- Organic and nutrient recycling
- Resource efficiency
- Remanufacturing
- Cascading use
- Renewable Carbon

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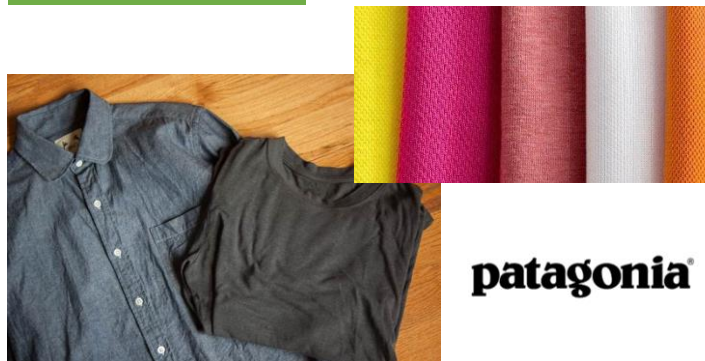# What are companies doing in the bioeconomy space?

Plastics

plantbottle™

Paints and coatings

Benjamin Moore Paints

Plant-based products are already commercially viable and widely used

NATURAL 100% BIODEGRADABLE NATURAL

Cleaning Supplies

ECOS

seventh generation™

Textiles

patagonia

Disposables

repurpose®

What are companies doing in the circular economy?

Recycling and Upcycling

Recovered **1.3 million tons** of product since 1987 through recycling programs. More than **75%** of its ink cartridges and **24%** of HP LaserJet toner cartridges are manufactured with closed loop recycled plastic.

Remanufacturing

Automotive batteries have been designed so **99%** of the materials can be reused. Used batteries that are returned to vendors are collected by Johnson Controls and remanufactured into new
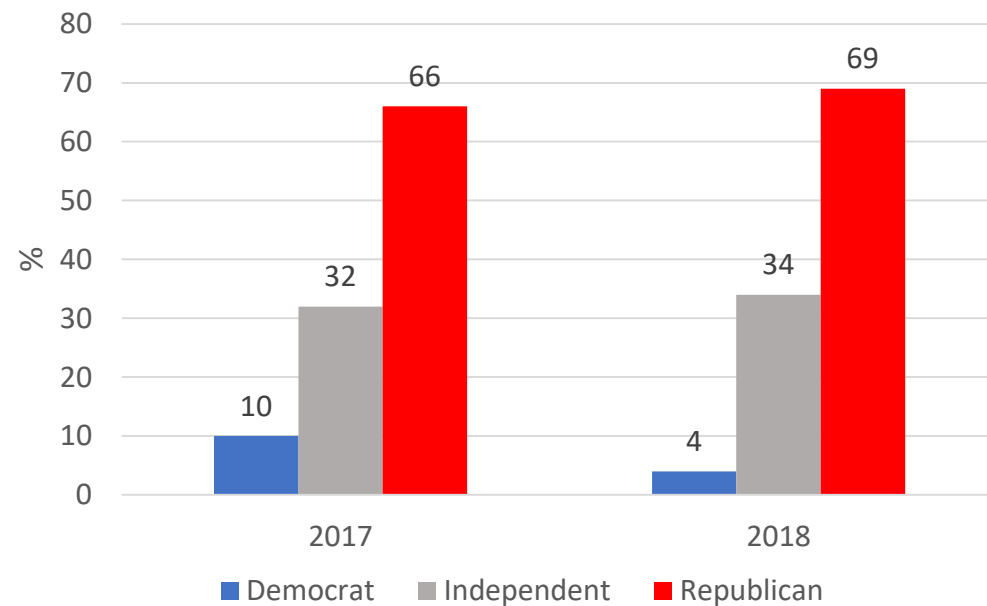
Design

Uses innovative design to produce shoes that are lightweight and create less waste. **75%** of Nike products are designed to incorporate recycled materials, including factory scraps.
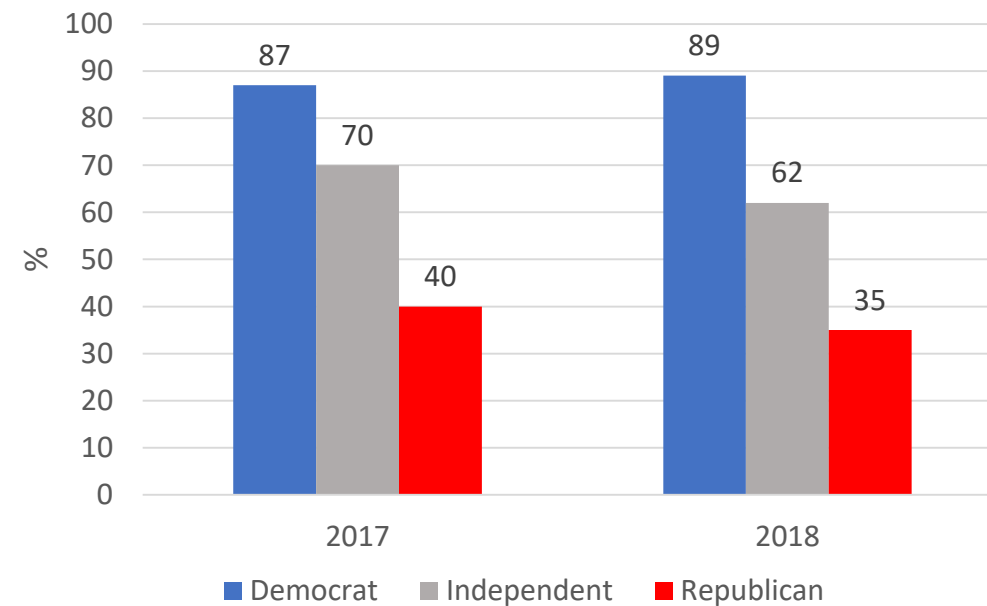
Packaging

Committed to **100%** of their packaging to be fully reusable, recyclable or compostable by 2025. Recycled content of packaging will increase to **25%** by 2025.

On Climate Issues

Seriousness of global warming is generally over exaggerated

Believe global warming is caused by human activities

Source: Gallup

KEY MESSAGES

PROMOTES
ECONOMIC GROWTH

CE creates domestic jobs while increasing U.S. competitiveness

LED
BY THE PRIVATE SECTOR

Government can and should follow

PRODUCES
ENVIRONMENTAL BENEFITS

Narrowly-targeted government actions can unlock greater benefits from CE actions

BIPARTISAN CAUCUS

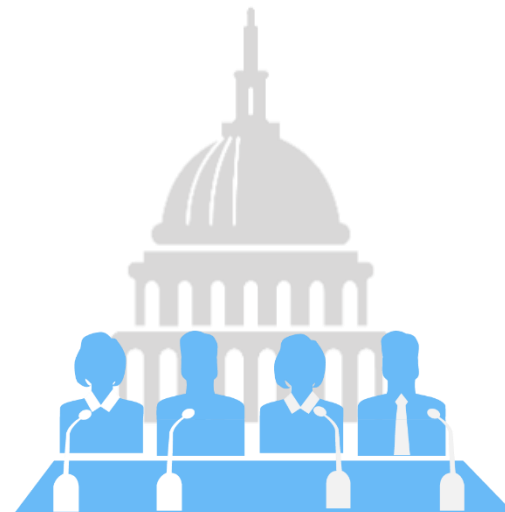## Creating Long-Term Channels of Support in Congress

Resource for Hearings
Expand awareness of CE issues in Congress; Connect CE barriers and market drivers to policy change; Establish CEIA as a cross-industry thought leader and resource

Congress → White House

Engage House and Senate Leaders
Focus and develop ongoing collaboration with relevant committees, such as:
- House Energy & Commerce
- Senate Environment & Public Works

Letters & Communications
Encourage Congressional communication to the executive branch urging support or action on CE advancement

CEIA's Zero Waste to Landfill White Paper coming in early 2019

Zero waste-to-landfill and the **circular economy**

Why companies are **minimizing waste**

Zero waste-to-landfill **goals and commitments**

Benefits of a zero waste-to-landfill business model

Policies that could **strengthen** zero waste-to-landfill

Questions?

TED MICHAELS

tmichaels@circularindustries.com