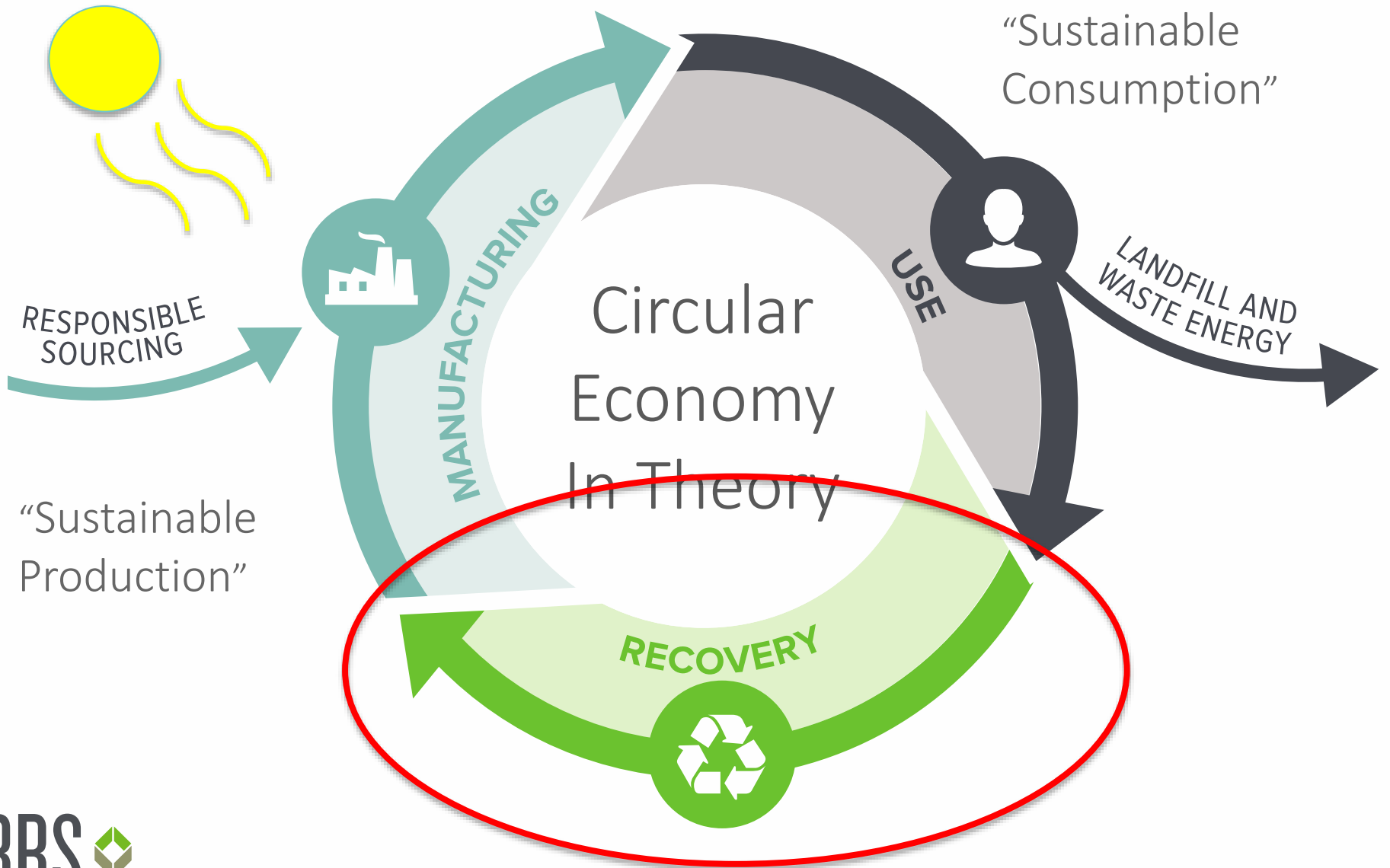


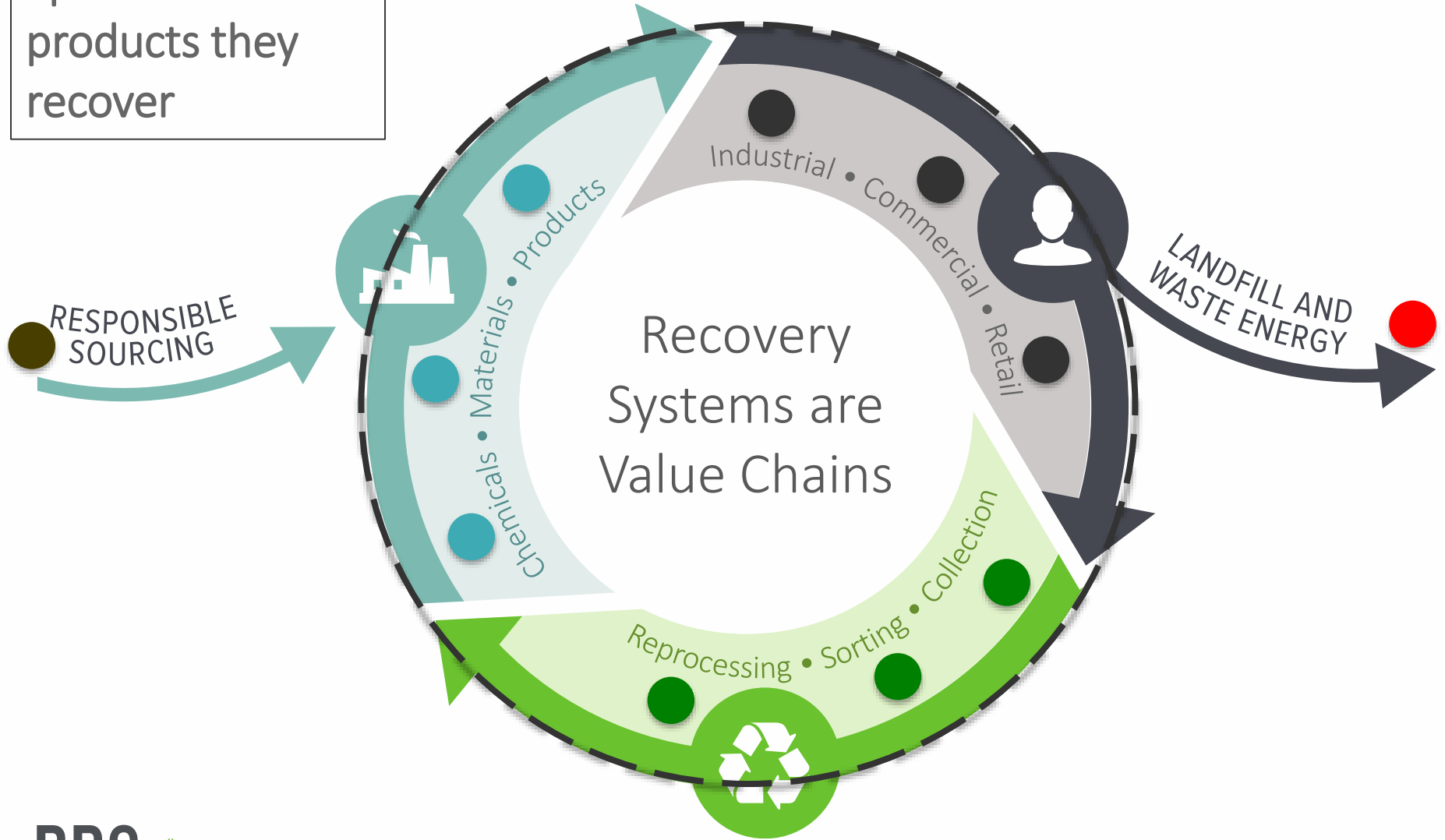


Recovery - the Critical Link in the Circular Economy

- Based on the principles of John Lyle – Regenerative Design, Walter Stahel – Performance Economy, William McDonough and Michael Braungart - Cradle to Cradle, Industrial Ecology, Biomimicry, Blue Economy.
- Modeled on nature. “Restorative by design and aims to keep products, components and materials at their highest value and utility at all times.”
- Similar to: Sustainable Materials Management



Specific to the products they recover



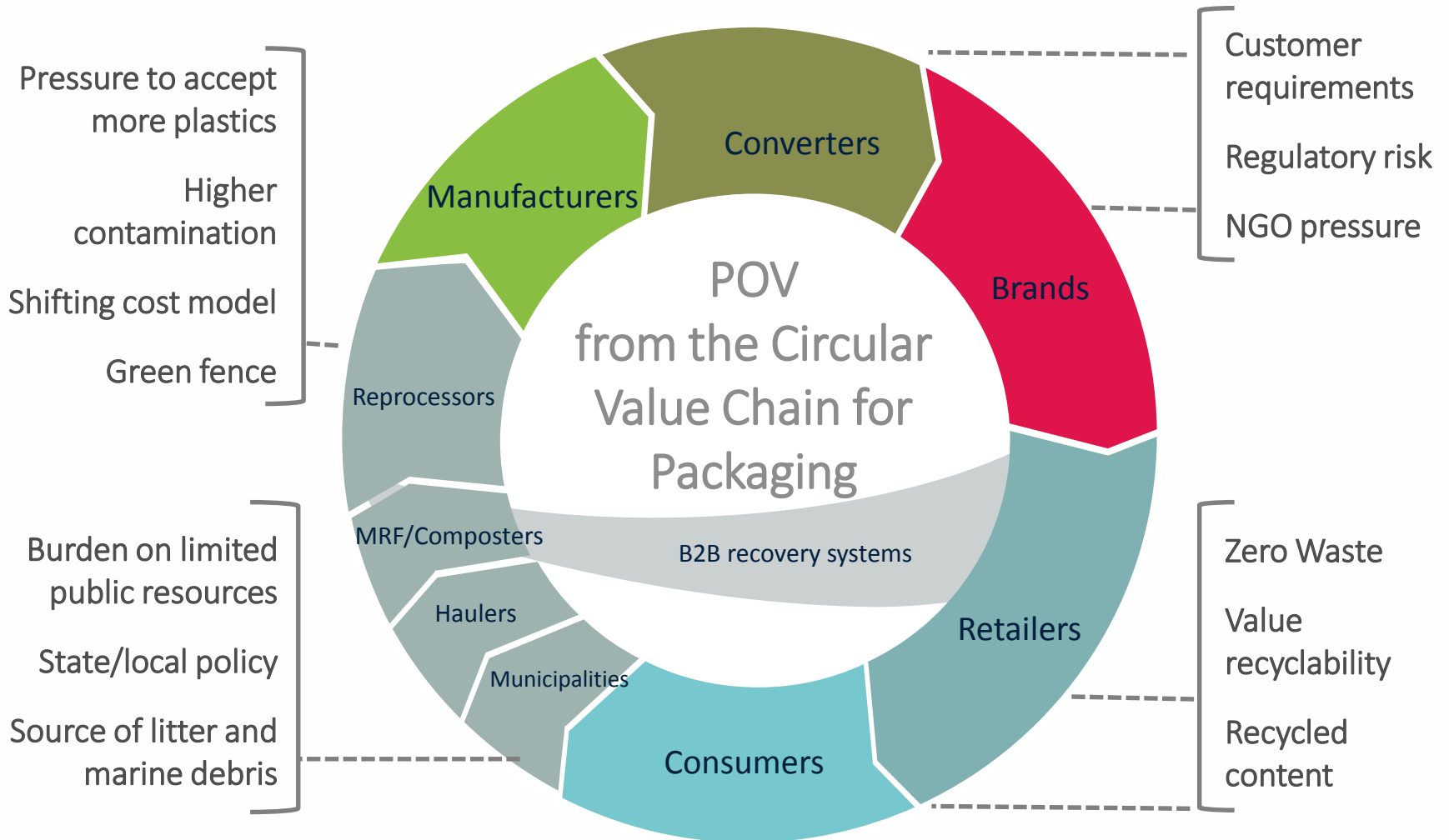


Recovery - the Critical Link in Circular Economy

- Understanding the system to “optimize”?
 - Product/materials, service delivery, energy...
 - how your business fits into it
- How are you trying to do it?
 - Business model innovation
 - product of service, innovation
 - Through product design, materials, dematerialization, or recovery – some combination



US TRENDS INFLUENCING PACKAGING AND RECOVERY



- Beyond environment
- Economic value
- Brand Equity
- Community

