



SPC Advance: Disruptors in Recovery, Collection, Circularity, and Upcycling



Jan Rayman
A Circular Material Solution for a World Drowning in Plastic Waste



Importance of End Markets

NO HAPPY BUYER = NO SECOND LIFE



John Lair, President & CEO of Momentum Recycling



To Create a Recycling End Market

- ✓ Develop PRODUCTS & manufacturing PROCESS/EQUIPMENT
- ✓ Identify APPLICATIONS for new products
- ✓ Obtain all necessary TESTING & CERTIFICATION
- ✓ Develop INFRASTRUCTURE for raw materials
- ✓ Develop MARKETS for new products
- ✓ SCALE UP





Public – Private – Industry Partnerships

Importance of Collaboration

- ✓ Develop collection infrastructure
- ✓ Accelerate new product acceptance (close the loop)
- ✓ Public education
- ✓ Promote **Design for 2nd Life** (Recyclability/Compostability)





GOAL: End Markets Designed for CE

Alliance to End Plastic Waste - \$1.5 Billion to be deployed in 5 years

“TOGETHER, WE CAN HELP END THE FLOW OF PLASTIC WASTE INTO THE ENVIRONMENT”

A global vision and a comprehensive, integrated strategy focusing on:

1. **Infrastructure development** to collect and manage waste and increase recycling, especially in developing countries where the need is greatest;
2. **Innovation to advance and scale new technologies** that minimize waste, make recycling and recovering plastics easier and create value from all post-use plastics
3. **Education and engagement** of governments at all levels, businesses, and communities to mobilize action;
4. **Clean up** of concentrated areas of plastic waste already in the environment, particularly major rivers that carry vast amounts of land-based plastic waste to the ocean.

Ellen McArthur Foundation’s mission is “TO ACCELERATE THE TRANSITION TO A CIRCULAR ECONOMY”

NEW PLASTICS ECONOMY’s targets include:

1. **Eliminate** problematic or unnecessary plastic packaging and move from single-use to reuse packaging model
2. **Innovate** to ensure 100% of plastic packaging can be easily and safely reused, recycled, or composted by 2025
3. **Circulate** the plastic produced, by **significantly increasing the amounts of plastics reused or recycled and made into new packaging or products**



Sorting fiber and plastic packaging from MSW and MRF residuals



Upcycling high-performance packaging into recyclable high-performance building materials



Locally collected waste turned into locally distributed building materials – AT SCALE

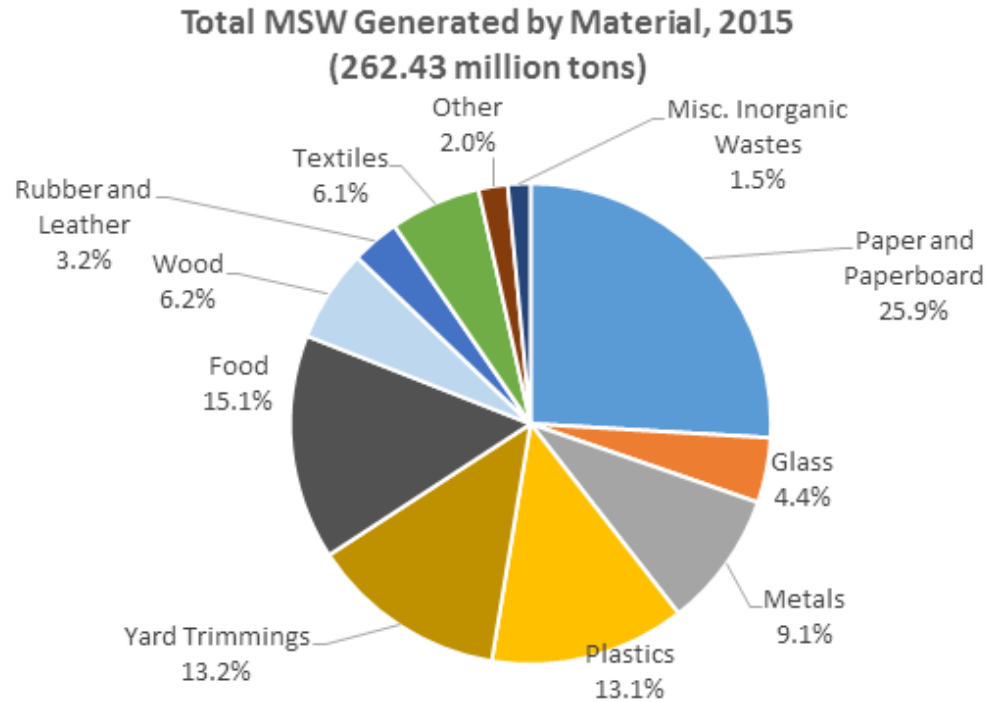
CIRCULAR MATERIAL SOLUTION





Real solutions must be SCALABLE, with a massive impact and a potential to solve 100% of the problem

Importance of Scale

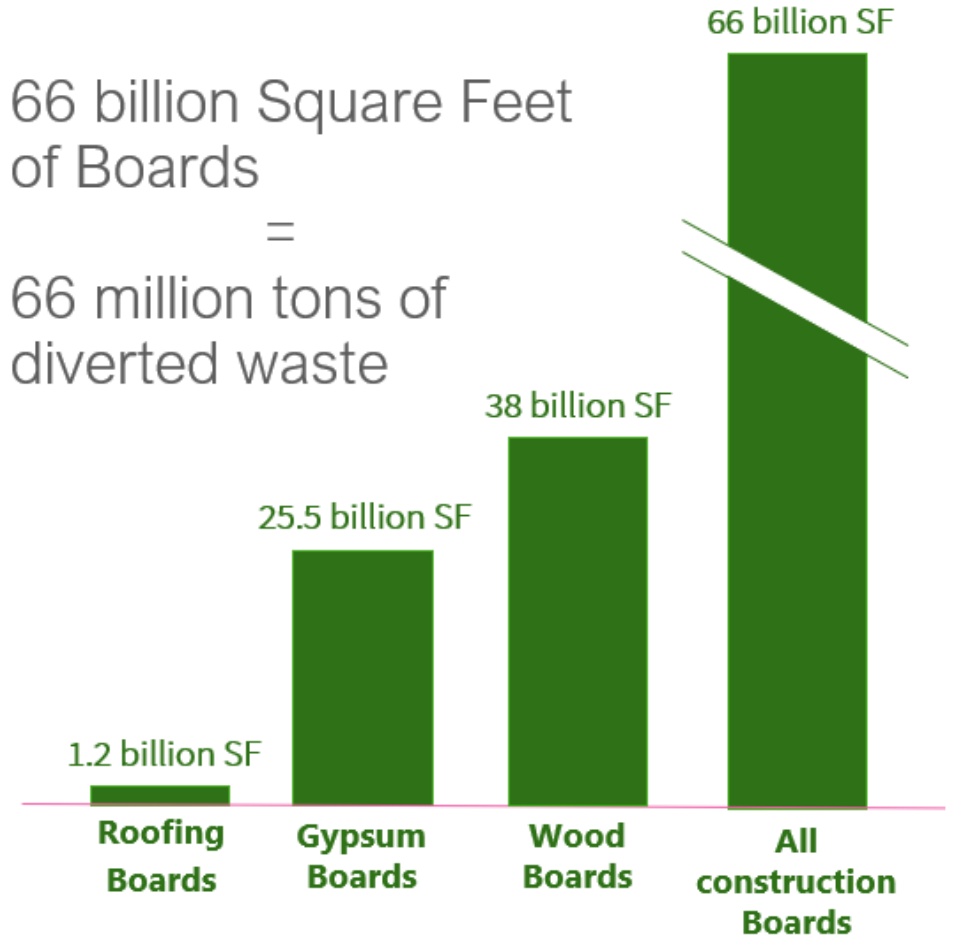


Source: www.epa.gov

66 billion Square Feet
of Boards

=

66 million tons of
diverted waste





Striving for Zero Waste



Goal to achieve zero-waste by 2025
Currently at 82.1%



Re-Roofing offset: 20,000 tons per year



Help collect and recycle "the equivalent"
of 100 percent of its packaging by 2030
Currently at 72.3%



By 2025, 100% of customer packaging will come
from renewable, recycled, or certified sources



Operation "Moonshot": Zero Waste by 2025
Currently at 62%



Closing the Packaging Loop



This roof **RECOVERED/UPCYCLED**
2,400 lbs. of post-consumer plastic
 & **3,600 lbs.** paper

Taco Bell, Dallas, TX, 2019

EVERBOARD
High-Performance Roof Board

This roof **RECOVERED/UPCYCLED**
288,000 lbs. of post-consumer plastic
 & **432,000 lbs.** of paper

Central Moloney, Inc., Pine Bluff, AR, 2019

EVERBOARD
High-Performance Roof Board

This roof **RECOVERED/UPCYCLED**
96,000 lbs. of post-consumer plastic
 & **144,000 lbs.** of paper

Sight and Sound Theatres, Lancaster, PA, 2019

EVERBOARD
High-Performance Roof Board

Making a Difference



ContinuusMaterials

Disruptors in Recovery, Collection, Circularity, and Upcycling

www.continuusmaterials.com