



Algramo  **Refill**
the future

United Nations INC 2

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Brian Bauer

Circular Economy &
Institutional Partnerships



Walter R. Stahel · 2°

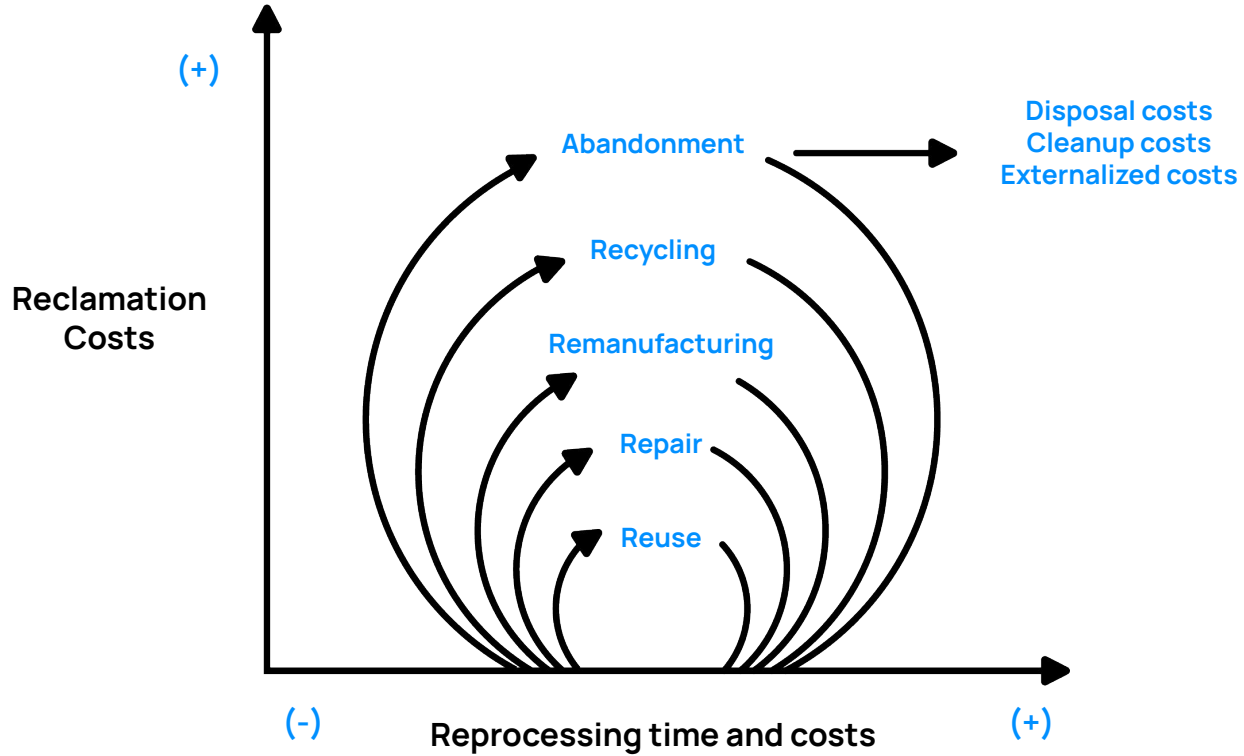
Founder-Director at The Product-Life Institute Geneva
Ginebra


📄 Experiencia: The Product-Life Institute Geneva y The
Geneva Association

Let me react to some posts on the inefficiency of recycling.

Recycling is NOT part of the circular economy,
recovering atoms and molecules of high purity for reuse is.

Recycling is the last phase of the linear industrial economy, which stops at the point of sale, where ownership and liability of objects are passed on to the buyer who passes them on to Municipalities who pass them on to **recyclers who work on the least cost principle, not the maximum value retention one.**





Plastic recycling has been encouraged globally for 40+ years. Today about 9% is recycled.

We can't wait for another 40 years.

No wonder Walter Stahel states:
'Recycling is NOT part of the circular economy.'
Question: Does recycling reinforce linear consumption?

Two main types of reuse systems

0.1 Centralized collection/reverse
logistics/sanitization

0.2 Customer manages packaging

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Pros: 100's of products, optimal quality control

Cons: until correct economies of scale reached cost/impacts can be high, requires high-cost complex collection and reverse logistics systems-typically lacking in emerging economies.

0.2 Customer manages packaging

Pros: No costs/need for centralized collection/sanitization/reverse logistics (viable in emerging markets), reduces environmental and economic costs.

Cons: major limits on product range

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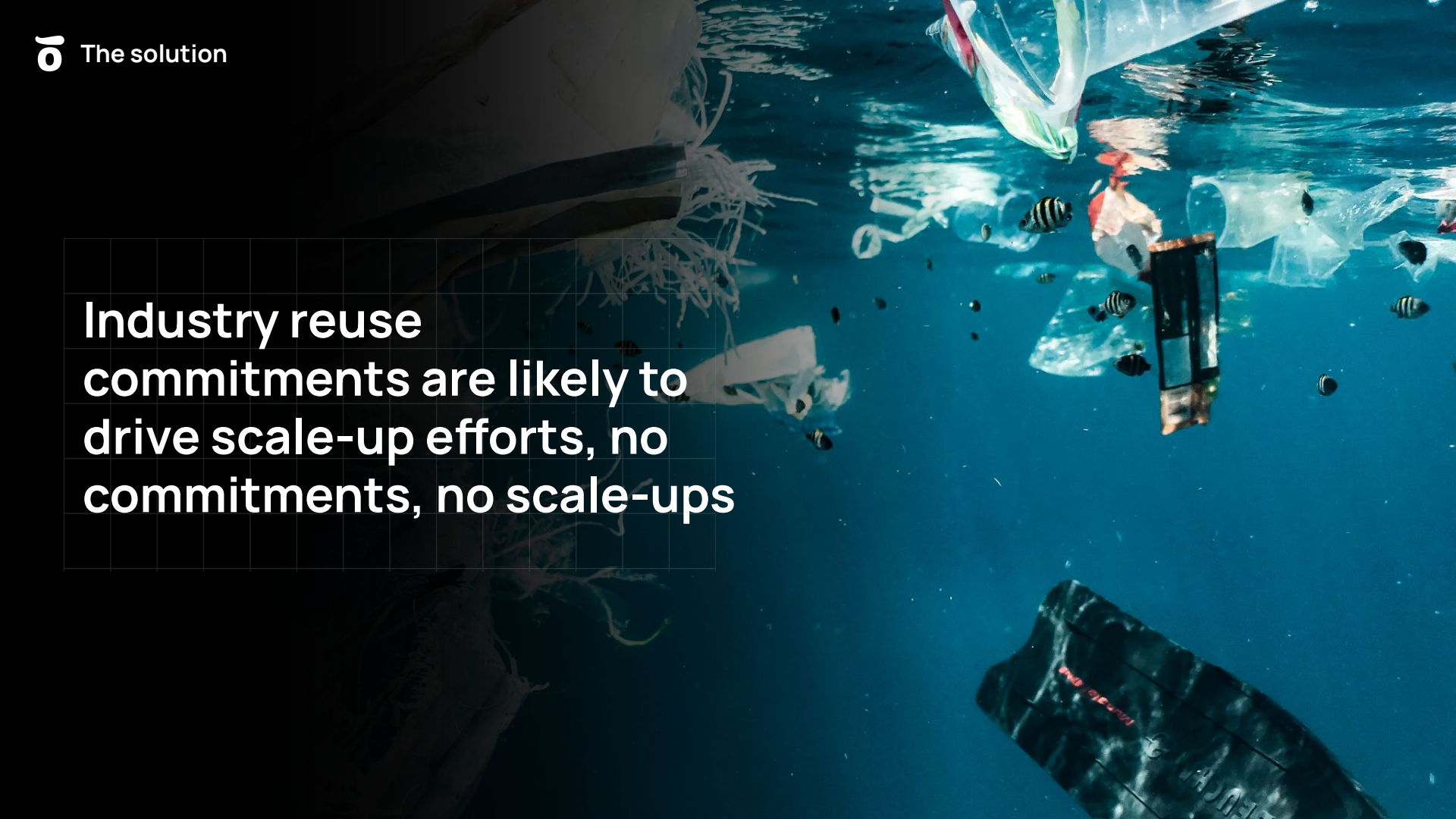
Key Takeaways

Reuse systems need scale to compete with entrenched linear legacy systems

Product types need to consider reuse system types

Consider geography when considering type one or two reuse system

Industry reuse commitments are likely to drive scale-up efforts, no commitments, no scale-ups





Focus on sectors with commitments-beverages.

Leverage reusable beverage success to showcase that investing billions in reuse makes sense.

EPR connected to Digitally Verified Refill Credits (DVRC)

THE *Coca-Cola* COMPANY

25% REUSABLE PACKAGING

Global effort to reach **25% reusable packaging** across our portfolio of brands by 2030

A SNAPSHOT OF OUR PROGRESS TO DATE

 **40+**
MARKETS

Refillable packaging accounts for **25% or more of sales**

 **20+**
MARKETS

Refillable packaging accounts for **50% or more of sales**

16% Reusable packaging accounted for approximately **16% of the company's total volume in 2020**



Set up financial incentives to reward first movers (remove first-mover disadvantage)

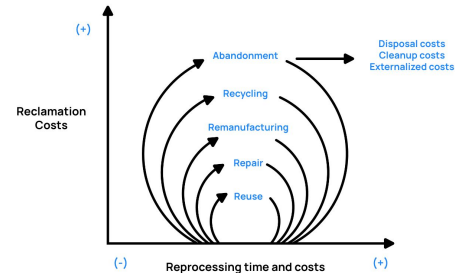


And position them to become leaders that motivate new sectors into reuse scale-ups.

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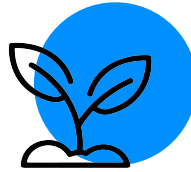
Create EPR schemes that lower product costs for products sold in reusable packaging. This idea can work for any reuse model with smart packaging, including take away food or e-commerce.

EPR schemes are NOT circular if they don't promote reuse.



Redesign plastic for reuse with reduced human health/environmental impacts.

Redesign plastic for reuse



Reduce chemical inputs and **only use well studied safe inputs.**

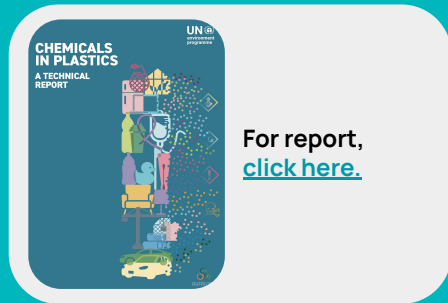


Plastic currently has 3,200+, of 13k +, chemical inputs of potential concern due to **hazardous properties.**



Develop a cross-brand certified best practice plastic for reuse, based on **science and Green Chemistry.**

Price plastic externalities



- Set a baseline externality cost of plastic based on **full spectrum of costs**.
- Start with 50% of externalities and **scale up annually until 100%**.
- Use this to incentivize reuse systems and **optimized plastic production**.



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