REDESIGNING FOR RECYCLING, SUSTAINABLE MATERIALS MANAGEMENT AND THE CIRCULAR ECONOMY

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DESIGN IS THE FIRST SIGNAL OF HUMAN INTENTION.

- William McDonough
Why is there a disconnect from the realities of commercial recycling today?
PRESENTLY DESIGNERS OF PRODUCTS AND PACKAGING ARE NOT SCHOOLED IN HOW TO DESIGN FOR COMMERCIAL RECYCLING
Designers do not understand the concept of “designing up from the dumpsters.”

as put forth by William McDonough
Key Disconnects

- Packaging manufactures recycling claims
- Chemical company claims
- Marketing feel good programs with little impact
- Lack of understanding how commercial recycling works
- Perception that design for recycling adds cost
- Not a high priority with many organizations
WHAT ARE THE OPPORTUNITIES TO DRIVE CHANGE AND INCREASE RECYCLING?
Be Proactive and Join the Conversation

The world wants to hear from YOU.
The Ellen MacArthur Foundation works in education, business education, innovation and analysis to accelerate the transition to a circular economy.
A circular economy is one that is restorative by design, and which aims to keep products, components and materials at their highest utility and value at all times, distinguishing between technical and biological cycles.
Cradle to Cradle Products Institute was created to bring about a new industrial revolution that turns the making of things into a positive force for society, economy, and the planet.
Cradle to Cradle® design is a biomimetic approach to the design of products and systems.

It models human industry on nature's processes viewing materials as nutrients circulating in healthy, safe metabolisms eliminating the concept of waste.
The Cradle to Cradle® continual improvement quality standard was gifted to the Institute by William McDonough and Michael Braungart after more than 20 years of private development with some of the world’s leading brands.
MBDC can improve product design and manufacturing operations. By applying the Cradle to Cradle framework, they help companies go beyond minimizing negative impacts, optimize positive impacts, and work towards the goal of 100% good for people, planet, and profits.
MBDC helps companies rethink and redesign using the Cradle to Cradle® framework, select optimal materials, and plan for the future use cycles for the component materials for any new or existing product or packaging design.
Waste Management Test for Recycling Program runs products and packaging through multiple MRFs to determine real world recycling
First, going to the source—the supply chain
Second, working with demand side—the major retailers
What can NRC and members do to impact the design process and influence material manufactures?
Designer product and packaging development track at NRC conferences

Offer to create a track or breakout for relevant conferences

Ask for a seat at the table to be a change agent