

REDESIGNING FOR RECYCLING, SUSTAINABLE MATERIALS MANAGEMENT AND THE CIRCULAR ECONOMY

Presented by Lawrence Black

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DESIGN IS THE FIRST SIGNAL
OF HUMAN INTENTION.

- *William McDonough*

IF THE INTENT OF
MANUFACTURES IS
TO INCREASE RECYCLING
THROUGH BETTER DESIGN...

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

MCDONOUGH INNOVATION
WORKSHOPS
TO INFORM AND TRAIN
PRODUCT AND PACKAGING
DESIGNERS

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
breakouts for relevant
conferences

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