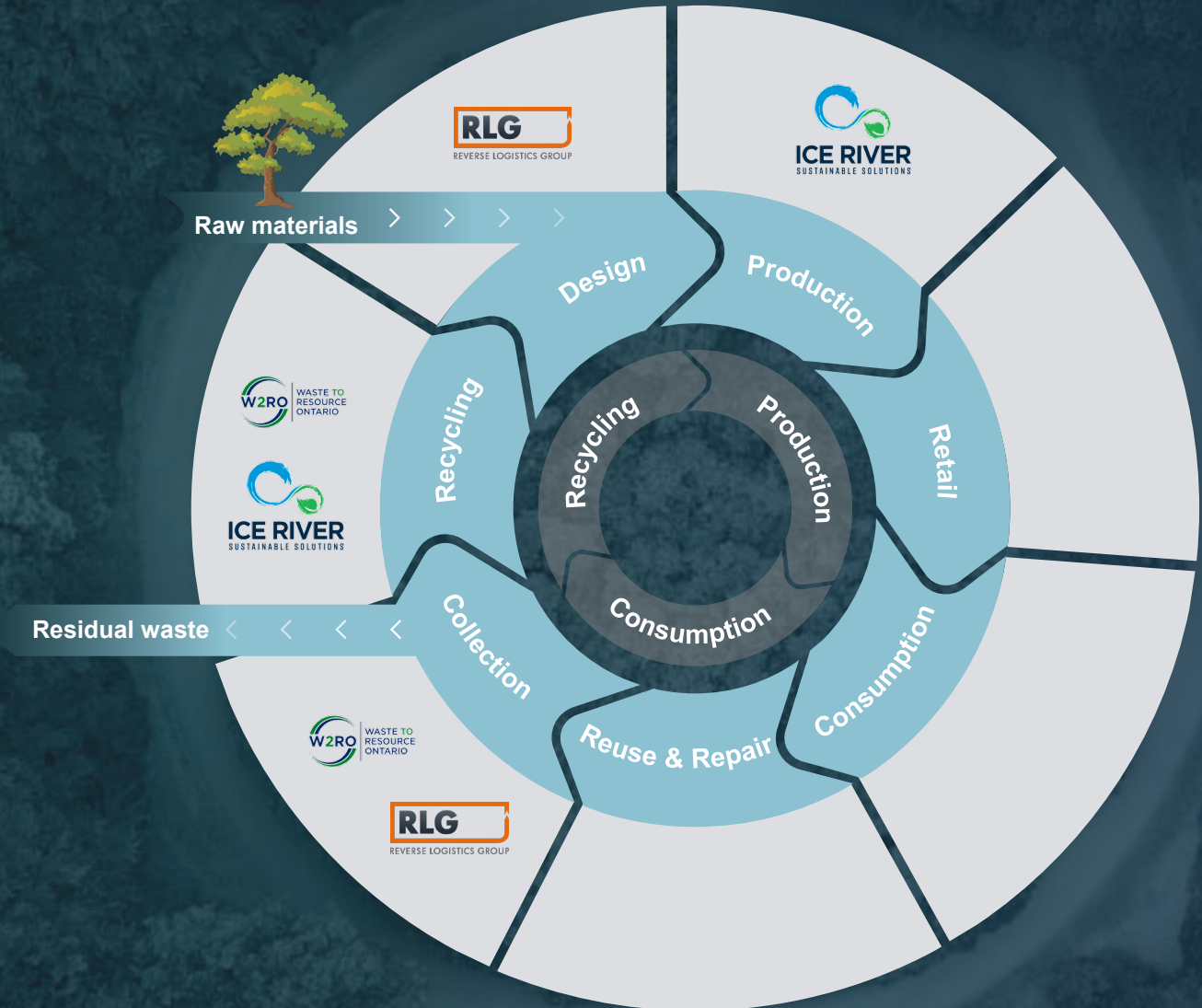


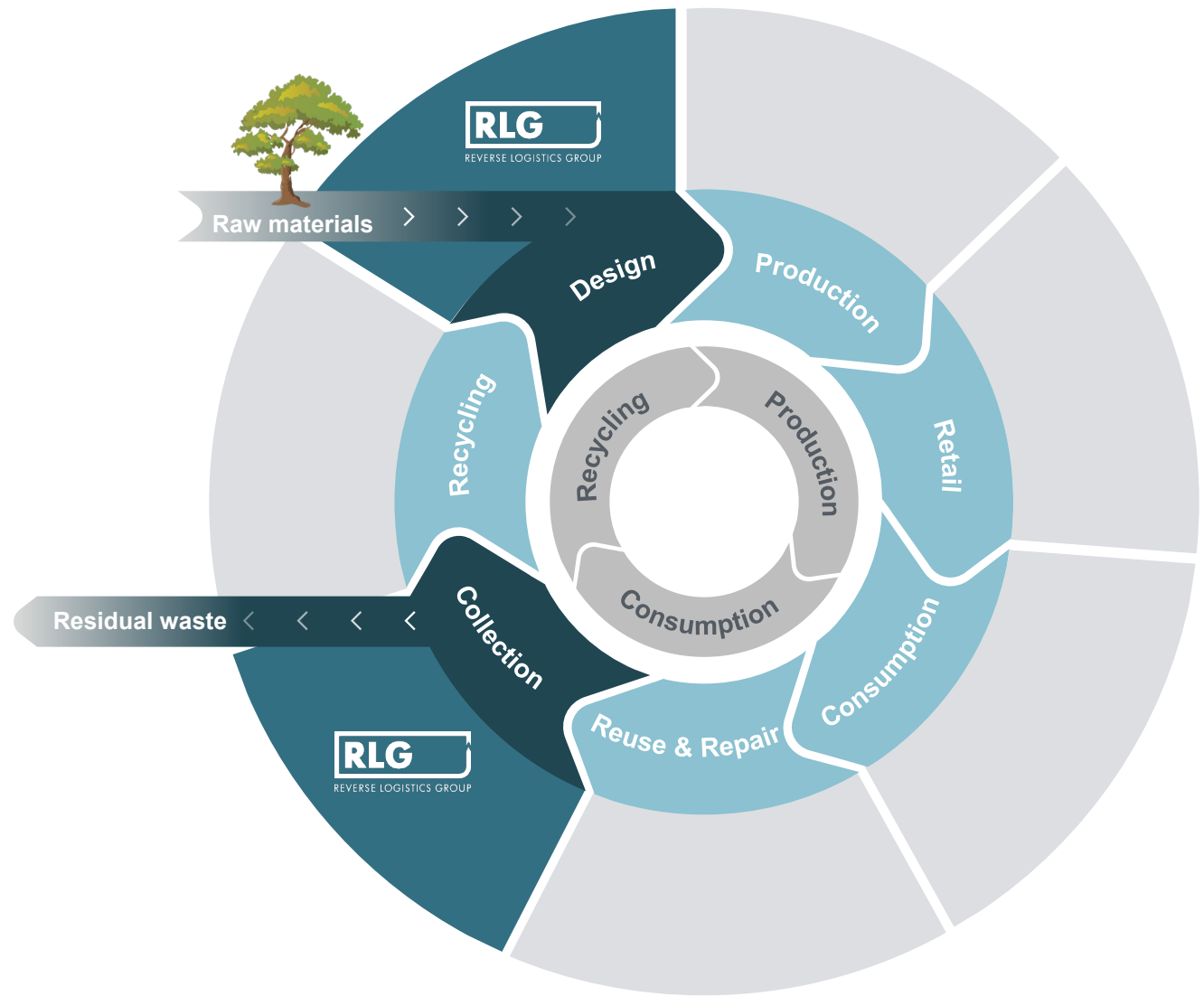
# Unleashing the Potential of Data in Shaping a Circular Economy

October 3, 2023





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CIRCULAR ECONOMY & DATA



**Patrick Wiedemann**  
CEO RLG & Reconomy  
Comply Division



# VALPAK DATA INSIGHT PLATFORM

## Increase visibility

- Period comparisons between your data
- All of your packaging info in one place

How have the tonnages changed between data sets?

Material	2021 Tonnage	2022 Tonnage
Paper	~30,000.00	~25,000.00
Plastic	~13,000.00	~14,000.00
Wood	~15,000.00	~10,000.00
Glass	~6,000.00	~8,000.00
Steel	~5,000.00	~4,000.00
Aluminium	~1,000.00	~1,000.00
Other	~1,000.00	~1,000.00

## Manage costs

- Monitor your supply chain
- Reduce costs by assessing your obligations
- Forecast future compliance costs

EPR Tonnage: **1,126.92**

EPR Cost Forecast: **\$362,201**

Category	EPR Tonnage
Grocery	~370
Dairy	~270
Beverage	~250
Meat/Fish/Poult...	~220
Clothing	~120
Produce	~30

## Increase efficiency

- Use filter options to get specific packaging data
- Save time by creating instant, bespoke reports

Plastic packaging

Target percentage: **30.00%**

2022 total tonnage: **5,806.99t**

2022 recycled content tonnage: **639.99t**

Recycled content percentage: **11.02%**

Month	Recycled Content Percentage
Jan	9.53%
Feb	10.12%
Mar	11.00%
Apr	10.98%
May	10.77%
Jun	11.31%
Jul	11.56%
Aug	10.93%
Sep	10.96%
Oct	11.09%
Nov	11.32%
Dec	11.77%

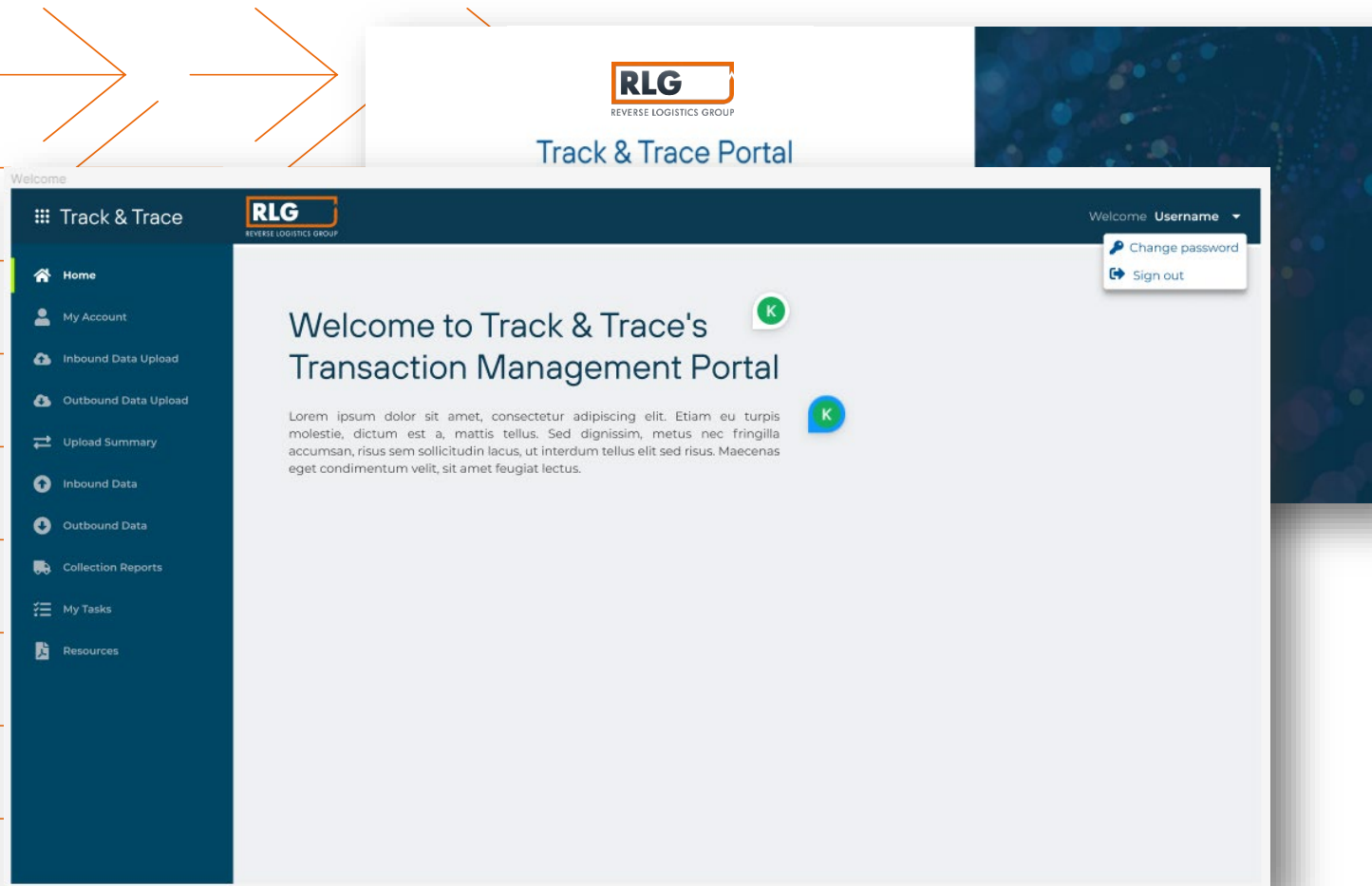
## Optimize packaging

- Build and support CSR objectives
- Measure the amount of plastic used in your packaging

What is the split by recyclability?

Category	Tonnage	Percentage
Recycle	<b>3,123.08t</b>	85.46%
Don't Recycle	<b>276.71t</b>	7.57%
Recycle At Recycling Point	<b>254.79t</b>	6.97%

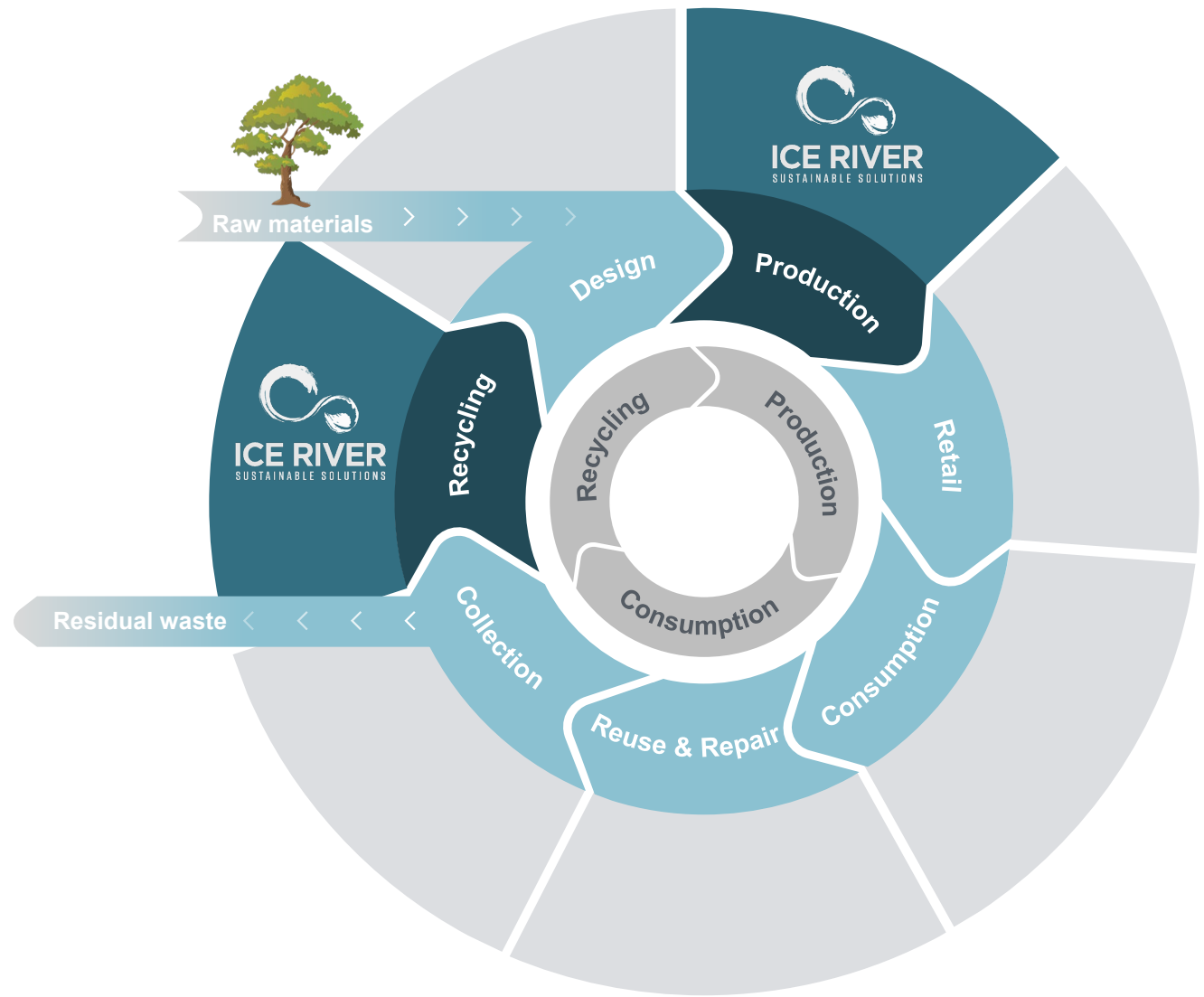
# TRACK AND TRACE SOFTWARE



*Custom developed web-based platform designed to collect high quality data on Blue Box material movement thru the collection system*

- Finance & Payment
- Supply Chain Web Portal
- Transaction Portal
- Packaging Composition Audit Data
- BI & Reporting
- Supplier Relationship Management (SRM) tool

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**Crystal Howe**  
Sustainability Manager  
Ice River Springs Solutions





**ICE RIVER**  
SUSTAINABLE SOLUTIONS

# OUR STORY

- **Canadian, family-owned** and operated company
- Being the **first beverage company in North America to operate a recycling facility** – from curbside collection, to recycled bottle manufacturing, to fresh natural spring water products...and back again.
- We're the **largest private label bottled water producer** in Canada.
- We have recycled over **500 million pounds** of post-consumer curb side collected material since we started. We recycle **beverage containers, food containers, thermoforms and other PET packaging** so that no PET is left behind.
- Being a **recycler, a brand owner, a manufacturer and a consumer of recycled content**, we have created a well-rounded approach to managing plastics.
- Exemplifying entrepreneurial spirit since 1995





# WE MAKE A DIFFERENCE

With a diverse portfolio of companies committed to sustainability, our products add value and continue to develop the growing circular economy in Canada while achieving reductions in waste, carbon, & energy use.



## ICE RIVER



Bottling natural spring water responsibly using sustainable packaging



Efficiently capturing recyclable material and transforming them into new rPET bottles and other plastics in a continuous closed loop



Brand new, state of the art, plastic extrusion and film printing facility



Produce up to 100% Recycled Sheet Grade PET Plastic (rPET)



Creating beautiful, eco-friendly outdoor furniture with recycled plastic caps processed at BMP Recycling



Growing high quality, organic grains and maple syrup on over 3,500 acres of farmland



Revolutionary line of fully compostable products

# DATA

## Necessary for Success

- Quantities of collected materials available in the market (size of investment)
- Bale quality/hand sort data
- Quantities by location (local)
- Bale index pricing

## Future State

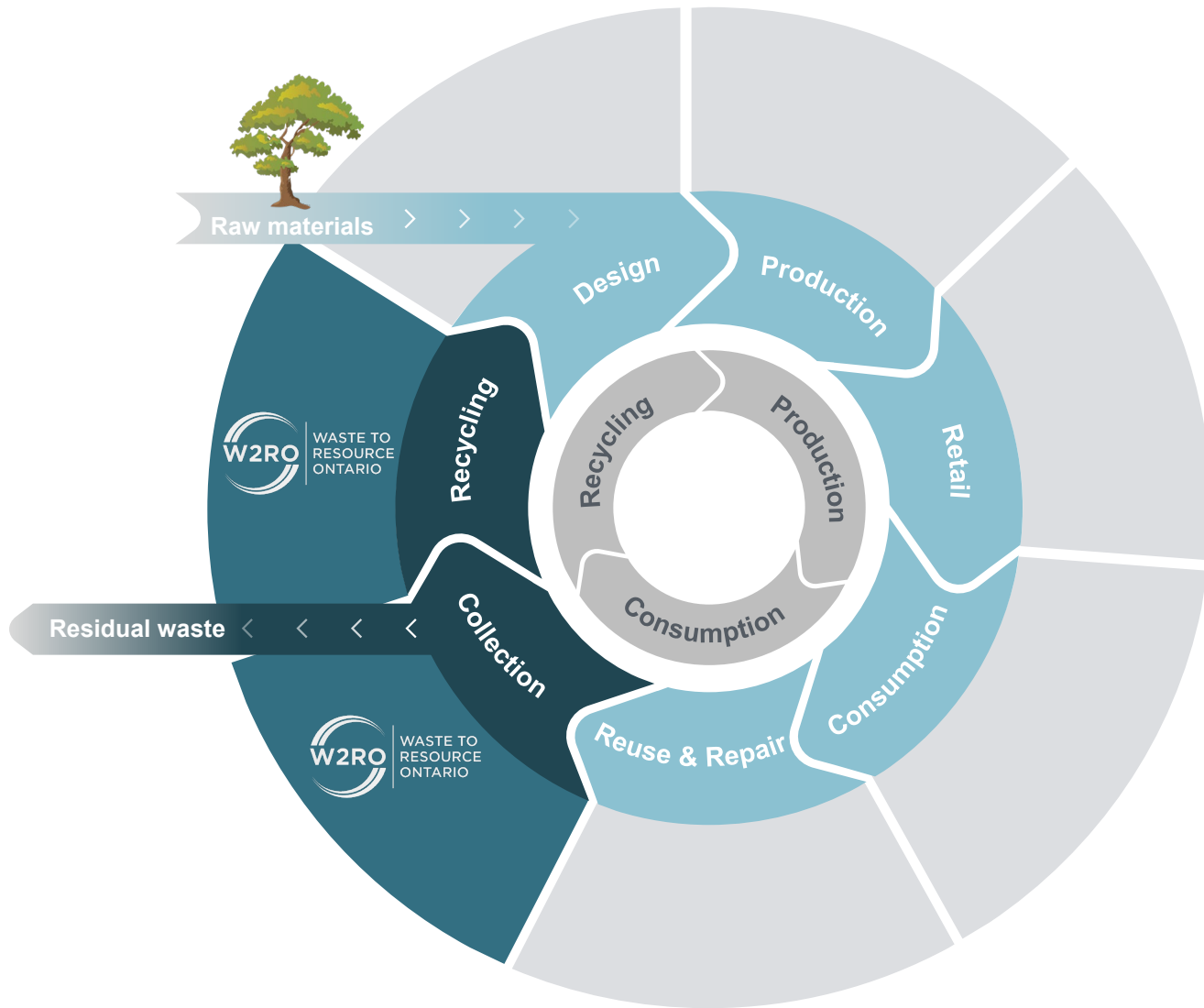
- Build upon what allowed us to be successful in 2010
  - Better accuracy
  - Better transparency
    - Building consumer trust in diversion
    - Accountability
    - Access to financing



2018 Blue Box Program Marketed Tonnes

Group	PC	Municipal Program	Total Households	Total Households Served	TOTAL Reported and/or Calculated Marketed Tonnes <sup>1</sup>	Paper (tonnes)				Plastic (tonnes)					Metal (tonnes)		Glass (tonnes)		Tonnes/ Household	
						Printed Paper Reported and/or Calculated Marketed <sup>2</sup>	OCC/OBB Reported and/or Calculated Marketed <sup>2</sup>	Mixed Paper Reported and/or Calculated Marketed <sup>2</sup>	Poly coat Reported and/or Calculated Marketed <sup>2</sup>	PET Reported and/or Calculated Marketed	HDPE Reported and/or Calculated Marketed	Plastic Film Reported and/or Calculated Marketed	Tube and Lids Reported and/or Calculated Marketed	Poly styrene Reported and/or Calculated Marketed	Mixed Plastic Reported and/or Calculated Marketed <sup>2</sup>	Steel Reported and/or Calculated Marketed	Aluminum Reported and/or Calculated Marketed	Flint Reported and/or Calculated Marketed		Coloured Reported and/or Calculated Marketed
			5,614,017 HH	5,277,180 HH	780,555	300,780	217,982	43,431	8,162	51,684	15,518	6,957	671	8,166	18,298	27,670	11,159	60,674	17,402	0.14
1	1	HALTON, REGIONAL MUNICIPALITY OF	217,059 HH	217,059 HH	38,780	14,954	13,423	-	532	3,011	905	406	39	10	-	1,296	523	2,901	780	0.18
2	6	DURHAM, REGIONAL MUNICIPALITY OF	234,975 HH	234,975 HH	43,278	22,435	7,612	1,648	237	2,982	433	1	0	1,447	1,265	657	3,594	967	0.18	
5	8	STRATFORD, CITY OF	15,129 HH	15,129 HH	2,105	723	879	-	26	146	44	20	2	0	-	63	25	140	38	0.14
4	12	NORTHUMBERLAND, COUNTY OF	40,105 HH	38,545 HH	5,092	2,234	1,345	-	4	367	85	93	0	0	96	281	161	335	90	0.13
3	14	BARRIE, CITY OF	53,872 HH	53,872 HH	11,367	3,818	3,266	-	136	1,265	380	170	16	4	-	544	220	1,219	328	0.21

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### Ravneet Gill

Manager Policy & Stakeholder Relations  
Waste to Resource Ontario





WASTE TO  
RESOURCE  
ONTARIO

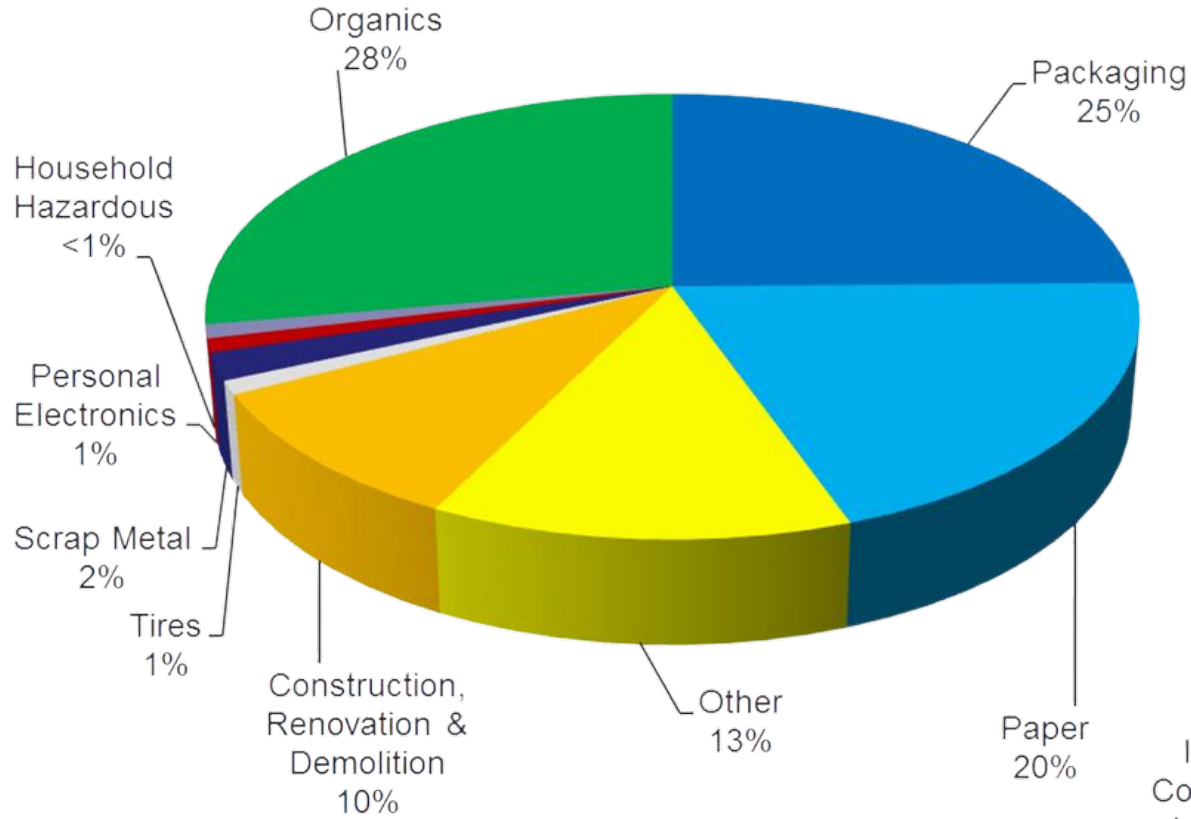
# **Unlocking the Power of Data for Sustainable Policy Decisions**

## **Waste, Recycling and Resource Recovery**

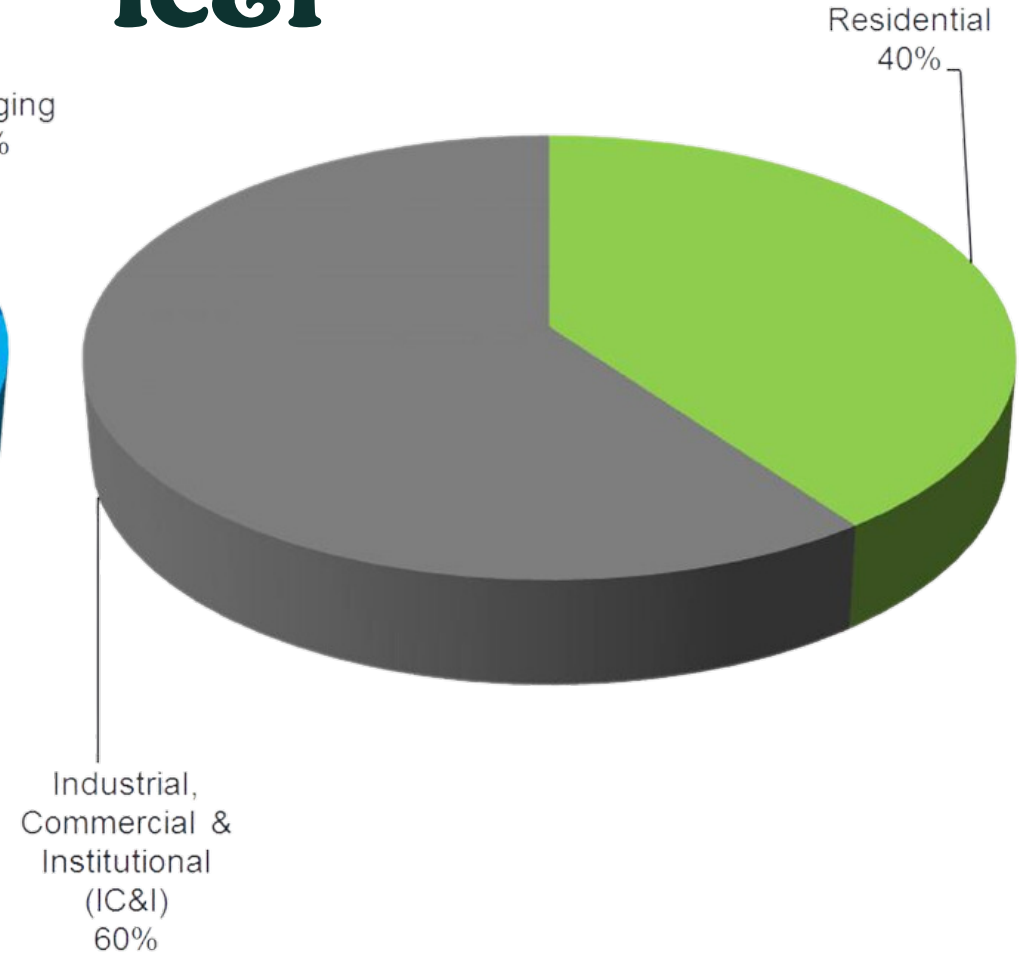
Prepared by: Ravneet Gill



# Ontario's Waste Stream



# Residential vs. IC&I



**Landfill Capacity remaining: 10 Years**

# Let's be Efficient



# Let's Save \$\$\$

Four decorative arcs in green, dark blue, and white, arranged in a circle around the central text. The top two arcs are on the left and right, and the bottom two are on the left and right, forming a complete circle.

# **Your choices matter**

*Return to Value*

**Thank You!**