

# ELIMINATING THE IDEA OF WASTE

MAKE EVERYTHING FROM RECYCLED WASTE

RECYCLE ALL WASTE

ELIMINATE WASTE

REDUCE WASTE IN  
EMERGING REGIONS

GAIN USEFUL HEALTH  
INSIGHTS FROM WASTE





the raw material



worm poop production line

Used 20oz  
bottles



Worm Poop  
Liquid



End Run / over run  
trigger sprayers



TerraCycle  
Plant Food



## Active in 21 Countries



- Brazil
- Canada
- Mexico
- US
- Austria
- Belgium
- Denmark
- France
- Germany
- Ireland
- Netherlands
- Norway
- Spain
- Sweden
- Switzerland
- UK
- China
- Japan
- South Korea
- Australia
- New Zealand

## In Process of Opening

- India
- Taiwan

**Regionally, TerraCycle is partly owned by several large waste management companies to leverage their expertise and credibility across the globe.**





## Cigarette buds Recycling Program

- Retailer, government office



## Toothbrush Collection Program

- School, Dentist, Office, Retailer



## Car Air Freshner Recycling Project

- Autobucks Store



## Pet Food Packaging Recycling

- Joyful Honda Store



## Cosmetics Container Recycling Campaign

- Innis Free Stores



## Home and Hair Care Recycling Campaign

- Aeon Stores



June 2019

April 2014

December 2014

May 2015

December 2016

October 2017

November 2017

March 2018

January 2019

## Kiehl's Container Collection

- Kiehl's Store



## Daily necessities Refill Pouch Recycling

- Government Office, NPO Office in limited areas



## Plastic Umbrella Collection Program & Disposable Spoon & Lid Collection Program



## Cosmetic Container Recycling Program

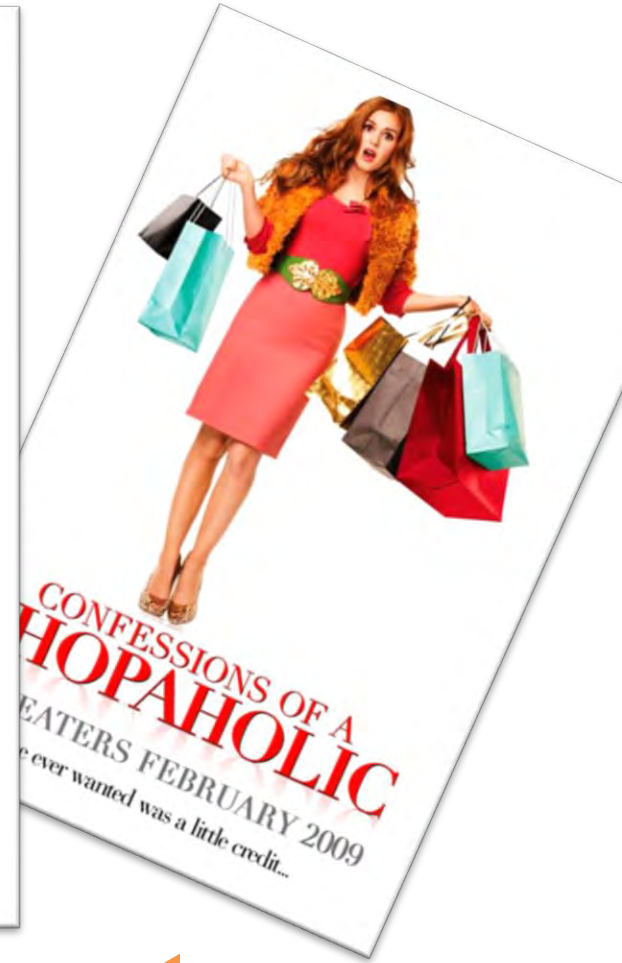
- L'Occitane Store





**Waste doesn't exist in nature**

# Consumption + Complex Materials



# creates waste



**448 MILLION TONS** of plastic are produced every year.

Consumer product companies are **the 2<sup>nd</sup>** largest producers of plastic.


More than **40% of plastic products** is used **only once**.

**Less than 20%** of all plastic is recycled globally.

Plastics refuse may remain on the Earth for more than **450 years**.

# LIVING IN A PLASTIC CRISIS

# OCEAN PLASTIC POLLUTION



More than **9 MILLION TONS** of plastics are **illegally tossed** into the Ocean annually.




Nearly **700 Marine Species** are **harmed** by Ocean Plastics.



By 2050, there will be **more PLASTIC** in the ocean than **FISH**.

9 million tons is equivalent to **dumping 1 GARBAGE TRUCK** of plastics **EVERY MINUTE**.



Microplastic end up in water sources and food chain.



# THE TERRACYCLE SOLUTION



## 1. LOGISTICS

TerraCycle creates custom collection logistics for each recycling program. Programs are designed to best suit the client and their waste stream.

## 2. SOLUTION

TerraCycle develops the science and technology to recycle the previously non-recyclable waste into a new raw material.

## 3. VALUE

TerraCycle works with each client to drive significant ROI and scalability through their recycling program.

# Win A New Addition to Recess!

ACCEPTED  
WASTE



HELP US **WIN A PLAYGROUND FOR OUR SCHOOL!**



Visit your local ShopRite store and find the Colgate® display to get more information on how you can vote for us!

Can't locate this display at your ShopRite store?  
Visit [www.terracycle.com/colgateshopriteplayground](http://www.terracycle.com/colgateshopriteplayground) to learn more.

Colgate® ShopRite® TERRACYCLE

Colgate® meijer





**GARNIER AND TERRACYCLE**

# WHERE WE COLLECT



INDICATES WHERE  
WE COLLECT

WE CAN COLLECT  
FROM ANYWHERE IN  
WHITE UPON REQUEST.

HAWAII  
(not to scale)

CAPE VERDE  
(not to scale)

CANADA

UNITED STATES

BRAZIL

CHINA

AUSTRALIA



TERRACYCLE MANAGES ALL SHIPPING  
FROM COLLECTION PARTNERS AND  
VERIFIES AUTHENTICITY THROUGH  
COLLECTION AGREEMENTS





# TerraCycle/PG Beach Plastic in Japan

From the Gogo ant Tsushima islands (ironically, mostly Chinese packaging washed up in Japan)





head & shoulders

Shampooing antipelliculaire à l'acide salicylique

2 en 1  
shampooing et après-shampooing



PARFUMÉ À L'ESSENCE  
DE PLANTAIN D'OR  
SUR LA PEAU

600 ml





United Nations  
Climate Change Secretariat

# PROUD WINNER OF THE UNITED NATIONS MOMENTUM FOR CHANGE LIGHTHOUSE AWARD





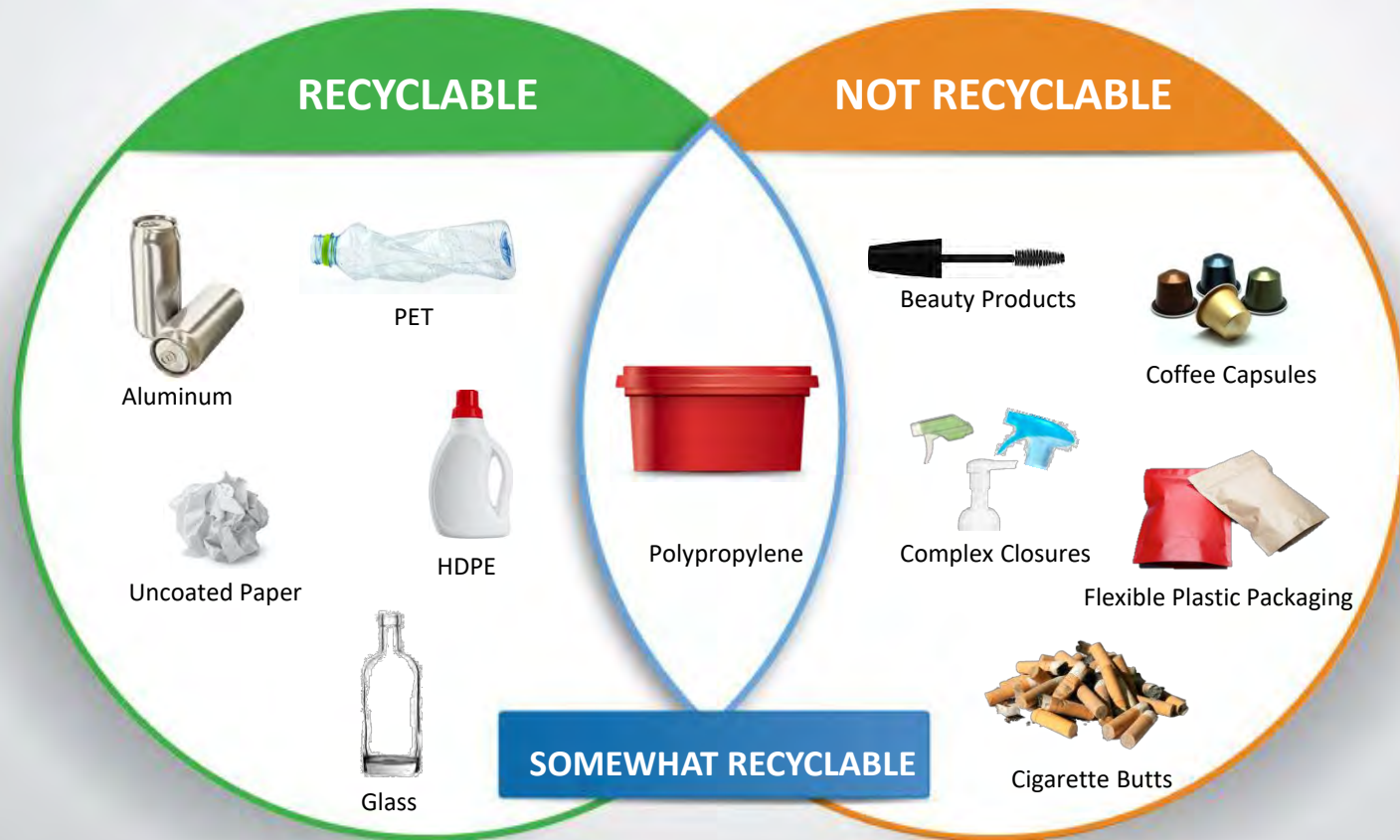
# RECYCLING THE NONRECYCLABLE

Most products and packaging are considered non-recyclable **only** because of economics. **Examples below:**

WHEN:



WHEN:





# MAKE EVERYTHING RECYCLABLE

Today we live in a linear world where most products are made, used once and then discarded.





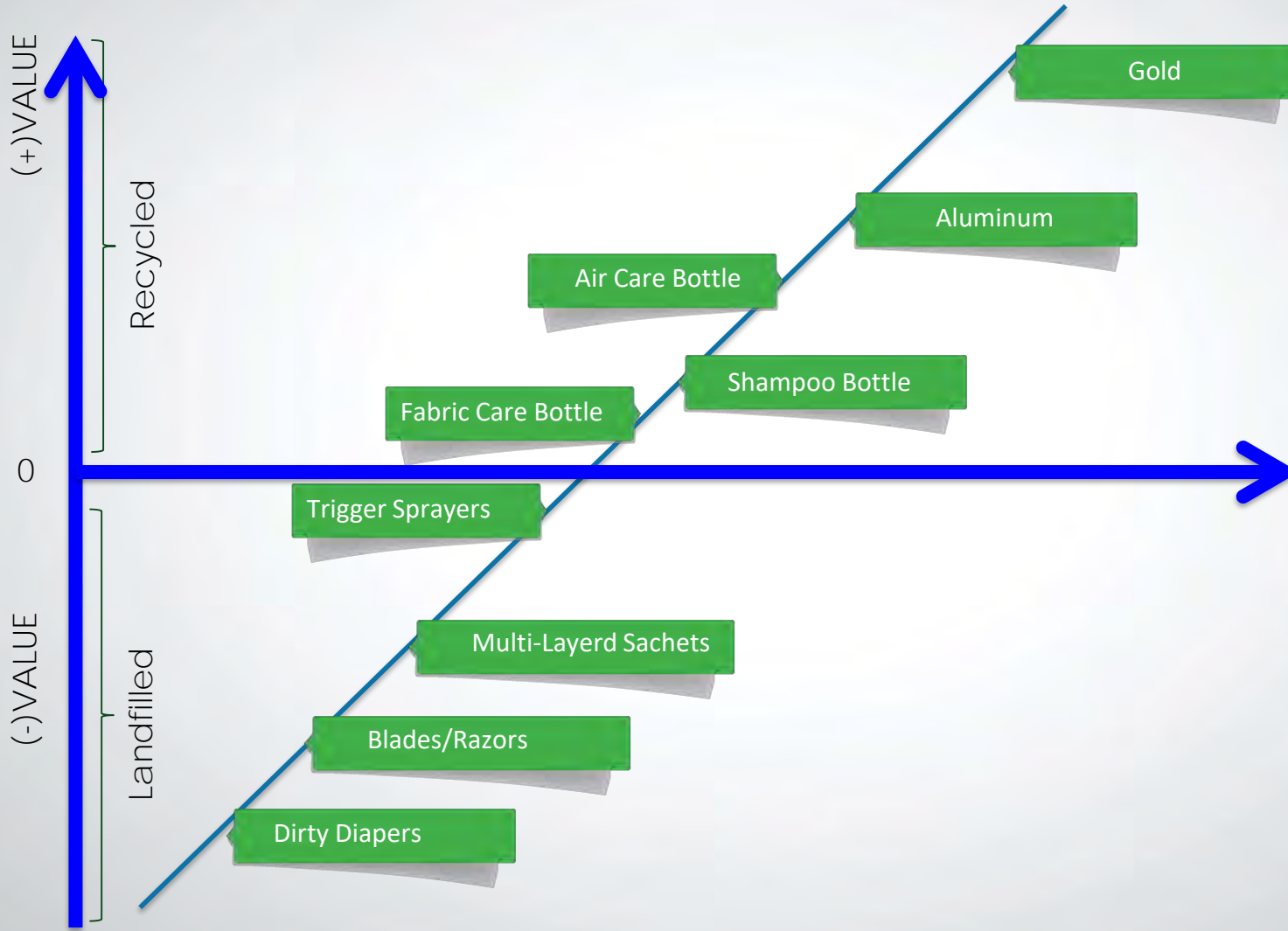
# MAKE EVERYTHING RECYCLABLE

TerraCycle's first goal is to recycle products and packaging that do not currently have a solution to give materials a second life.



# Value of Waste

VALUE OF WASTE – AFTER COSTS OF RECYCLING AND COLLECTION



Cheaper



Expensive

Value of Different specs of PET - <http://www.recycle.net/Plastic/PET/xv100100.html>  
 Value of waste- what the suppliers will buy the material for  
 Value of separation – what they are willing to pay for processed material.

For mixed plastics value - <http://www.recycle.net/cgi-bin/exview.cgi?item=LA1132175&w=01>.  
 Mixed plastic value of separation is avg of PE, PET, PP and PS.  
 The value is negative because cost of separation and collection is more than the value of separation.  
 For Value of General MSW = cost of Landfilling -



# ELIMINATE THE IDEA OF WASTE

TerraCycle's third step is to redesign products to enter into a reuse platform, completely eliminating the idea of waste.





Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.







consumption that ends  
the idea of waste. By doing so,  
benefits to consumers, 世界经

**The World Economic Forum is uniquely positioned to support this type of initiative:**

- The Forum convenes key stakeholders across sectors necessary for substantive collaboration, including policy-makers, business leaders, technology pioneers, academics, civil society and labour leaders
- The Forum's platform has supported a number of leading multistakeholder initiatives, including on future consumption models and advancing the circular economy, developing a strong body of knowledge and relevant stakeholder networks.



### Loop Overview



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The winners will be those who are able to participate fully in innovation-driven ecosystems by providing new ideas, business models, products and services, rather than those who can offer only low-skilled labour or ordinary capital.

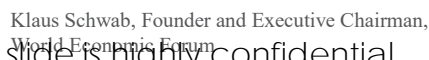
Klaus Schwab, Founder and Executive Chairman,  
World Economic Forum



このたび、ワンウェイプラスチックの削減などプラスチックの持続可能な利用に向けた取組を先駆的に実施する事業者を公募し、下記のとおり今年度事業を採択しましたので、お知らせします。

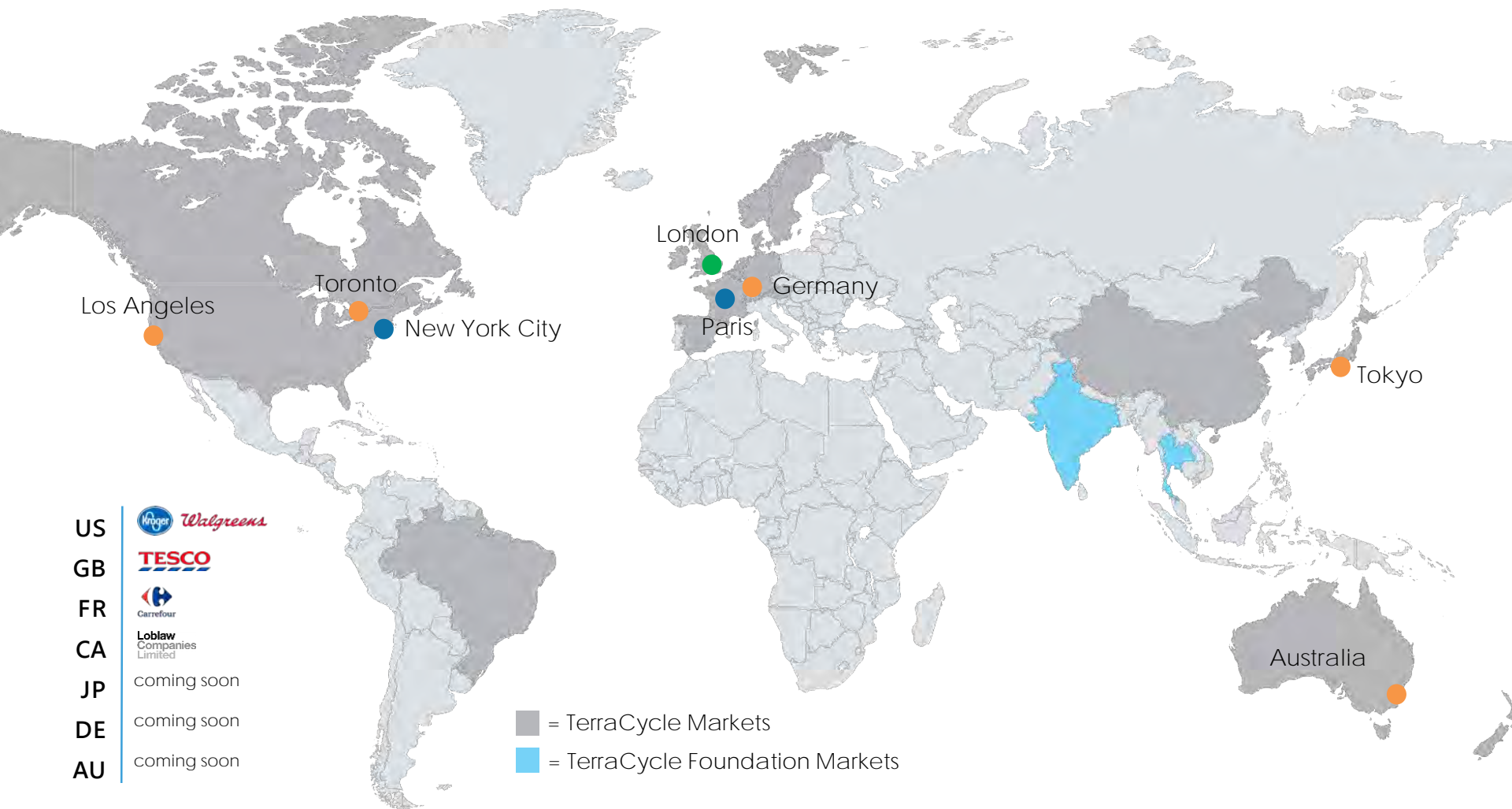
- リユース容器を利用した商品提供プラットフォーム (Loop)

- LOOP Global Holdings LLC 及び TerraCycle Japan 合同会社



**Loop** is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.

Loop launched in May 2019 with inaugural markets, **New York** and **Paris**. Loop will expand to **London** next, with **Toronto**, **Los Angeles**, **Tokyo**, **Germany**, and **Australia** coming soon.



Since Loop's high-profile press conference announcement at World Economic Forum Annual Meeting on January 24, 2019, there have been [4,000+ media placements](#) and [7.2 billion+ impressions](#), including coverage from CNN.com, Forbes, Associated Press, Bloomberg, BBC, The Guardian, Wall Street Journal, Vox, Fast Company & more.





# WISDOM FROM THE PAST

Refillable durable packaging used to be the norm.

A black and white photograph of a man in a white sailor's uniform, including a white cap and a dark bow tie. He is holding a glass bottle of milk in his right hand. The bottle has a label that reads "TODD'S DAIRY DELIVERY CO." and "A BOTTLE OF THE GOOD". A blue line connects the bottle to a blue callout box containing the word "ASSET".

ASSET

When a package is considered an asset its allocation per fill is the cost divided by the number of uses it can bear. The more durable the package the lower the cost per fill.

# THE CURRENT REALITY

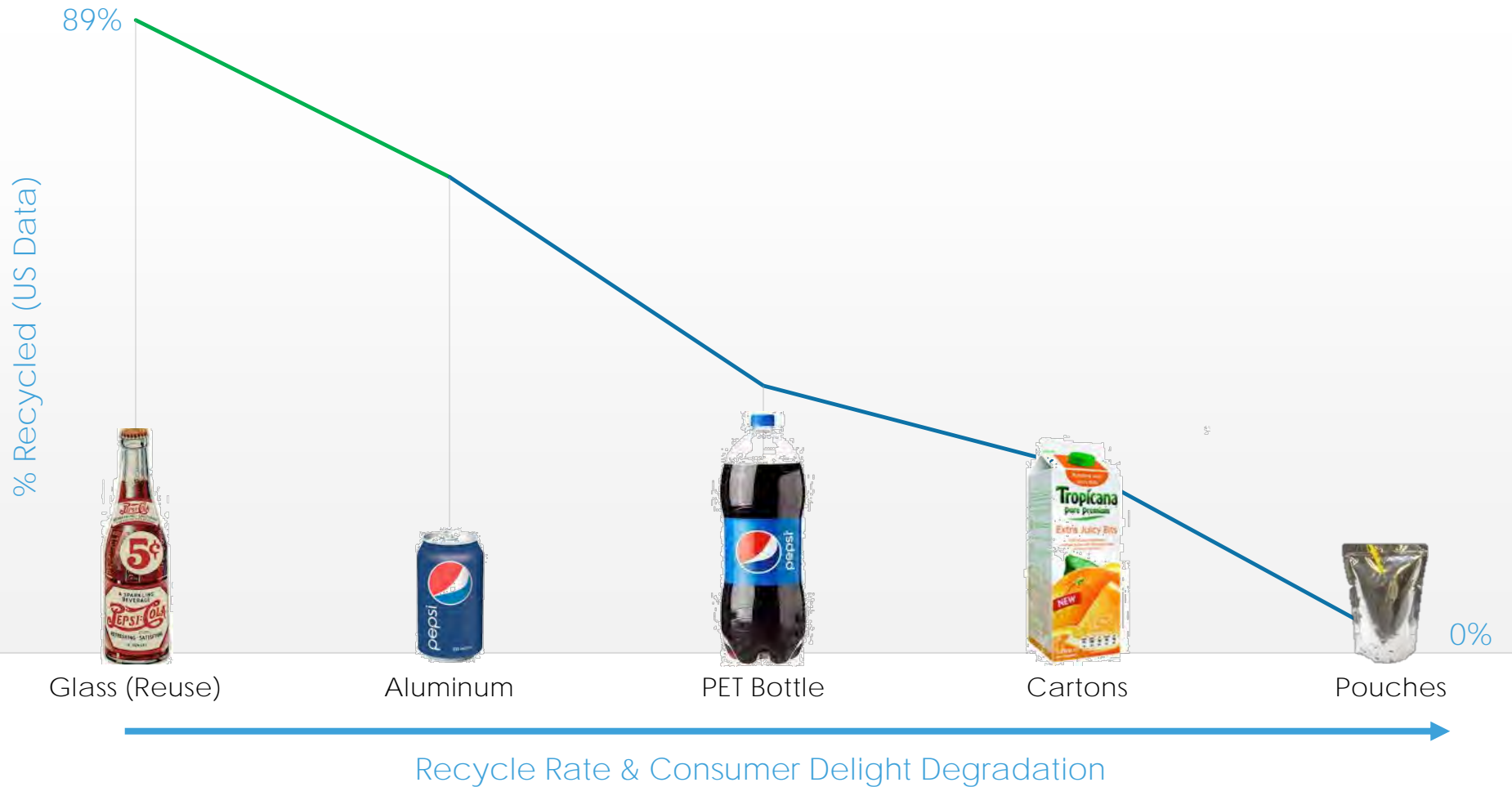
Disposability is cheap and convenient.



## COGS

When a package is considered a COGS (Cost of Goods Sold) its cost is fully allocated per fill. The cheaper the package the lower the cost per fill.

Manufacturers reduce the weight of their packaging to save on costs and minimize environmental impact. In the process, recycling rates and consumer delight have deteriorated.



How do we solve the unintended consequences of disposability while maintaining its virtues?



Loop fundamentally changes the ownership of packaging.

COGS to Brand

Increasing consumer delight

Asset to Brand



\$0.10

Packaging cost

Cost per use

\$0.10

1 use

\$3.00



\$0.03  
+ cost of  
cleaning

100+ uses





Durability enables  
reusability, design & new features.







purclean™  
PLANT-BASED\* DETERGENT



NO  
DYES



GENTLE ON  
SENSITIVE SKIN



PLANT  
BASED

\*Plant based means  
75% of ingredients are plant derived  
and subjected to processing

32 loads

CAUTION: EYE IRRITANT. HARMFUL IF  
SWALLOWED. SEE BACK PANEL.

50 FL OZ (1.56 QT) 1.47 L



**Integral 8**  
8 ACTIONS  
ToothTabs

**Signal**  
Dentifrice à croquer  
brossez, rincez, massez  
A utiliser deux fois par jour  
comme un dentifrice



















OPERCULE  
FRAICHEUR

L'OR

CLASSIQUE

*Equilibré &  
Aromatique*

POUR DÉGUSTER

Verser 1 ou 2  
cuillères par tasse  
ajouter 100ml  
d'eau fraîche  
et remuer.

CAFÉ SOULAGE

INTENSITÉ









**LES PETITS BIDONS**

**LESSIVE CONCENTRÉE**  
Certifiée ECOCERT

99% d'ingrédients  
D'ORIGINE NATURELLE

Avec du Savon de Marseille à l'huile d'olive  
Tous textiles, couleurs, noir et blanc

parfum d'origine naturelle  
**FLEURS BLANCHES**





**BRÂAM**

SNACKS A PARTAGER

CHOUCHOUS AU ROMARIN



## Loop AS AN ENGINE

The [stand-alone e-commerce model](#) is suitable for a low-scale, test-and-learn launch. Loop executes all receiving, outbound + inbound distribution, and cleaning. Manufacturers refill product in packaging they have redesigned for durability and reuse.

Kroger, Carrefour, Tesco and more have enabled durability for their retail environment. The [integrated retail models](#) allow consumers to access Loop [in-store](#) and through [e-commerce](#). Any retailer, small or large, physical or digital, can embed the Loop engine into their stores and enable a circular supply chain for their shoppers.



Walgreens



TESCO

Loblaw  
Companies  
Limited

and many more  
coming soon.

# LOOP STAND-ALONE MODEL

The Loop stand-alone model is suitable for quick and low-scale test & learn launch. Brands are integrated onto the Loop e-commerce website ([www.loopstore.com](http://www.loopstore.com) in the US and [www.maboutiquelooop.fr](http://www.maboutiquelooop.fr) in France). Loop executes all receiving, outbound distribution, inbound distribution, and cleaning.



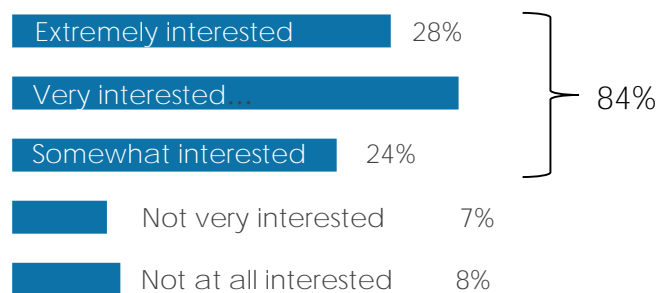
# INTEGRATED MODEL (IN-STORE & E-COMMERCE)

Loop is partnering with retailers to embed Loop into their digital and physical environment, allowing consumers to shop Loop side-by-side in-store and via e-commerce.





### Consumer Interest in Loop Concept of 250 consumers surveyed



### Convenience

Auto redelivery based on demand.

### Luxury

Beautiful, functional packaging to display.

### No Waste

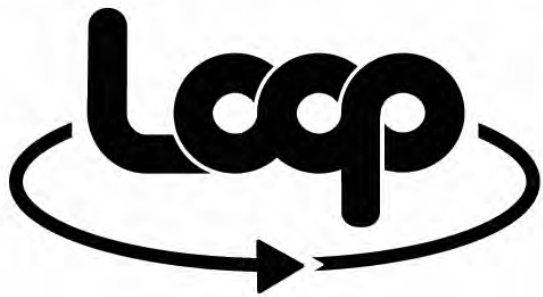
No more hassle from trash and recycling.



Source: Multi-City Survey, May/June 2018

Base: Online consumers in Paris area (n= 296)

Q. Based on the description and images of Loop you just saw, how interested would you, yourself, be in buying products through Loop? Indicates a statistically significantly higher percentage at the 95% confidence level between markets.



## QUESTIONS? CONTACT US



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