



Rheaply



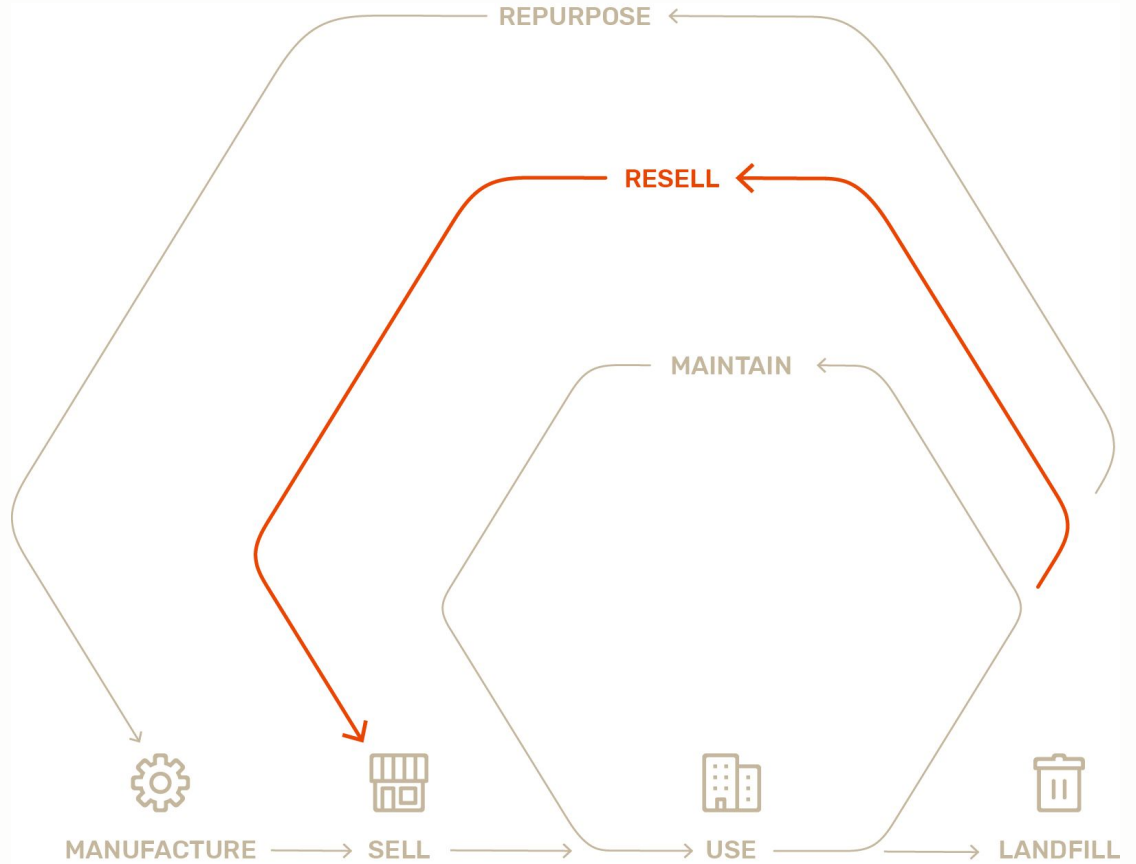
GREENTOWN CLIMATE CRISIS

Waste Reduction and the Circular Economy

September 23, 2020

CIRCULAR ECONOMY

Linear vs. Circular





CIRCULARITY TODAY

Design approaches dominate the discussion.

**GREEN
BUILDINGS**

**MICROBIAL
DIGESTION**

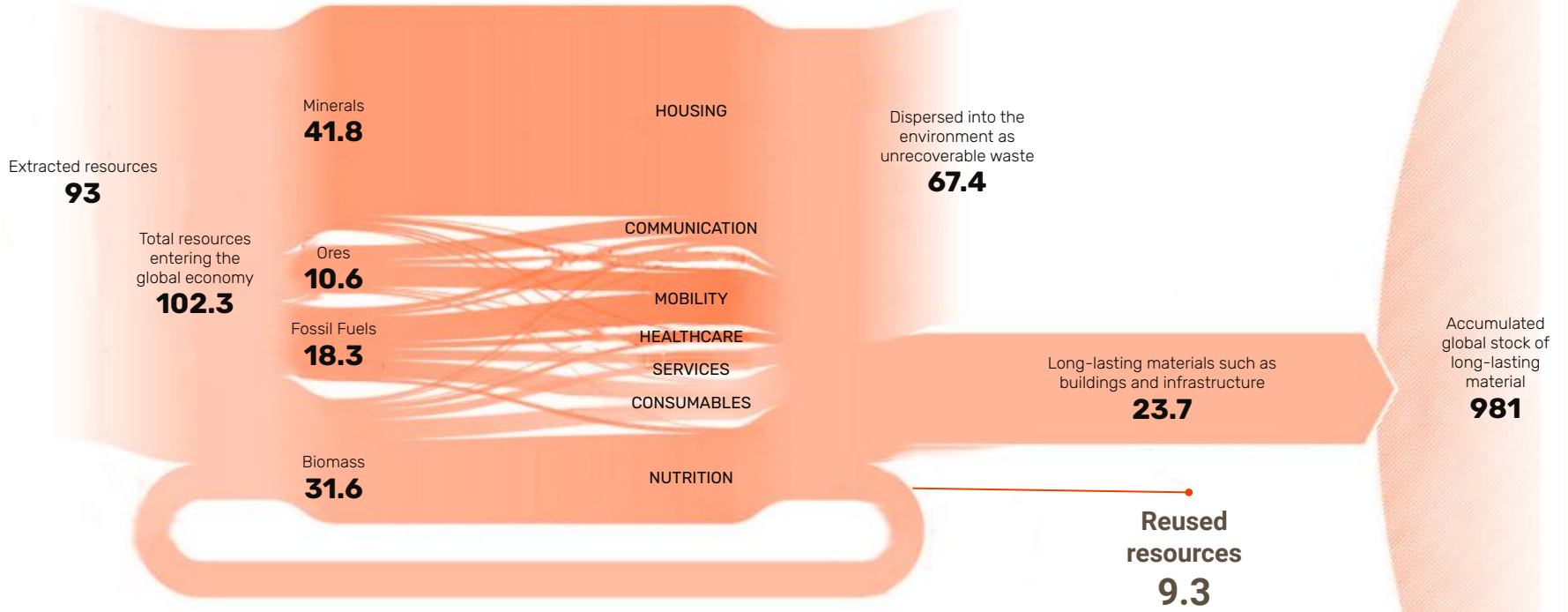
**ETHICAL
SOURCING**

**RECYCLABLE
MATERIALS**

**PRODUCTS AS
A SERVICE**

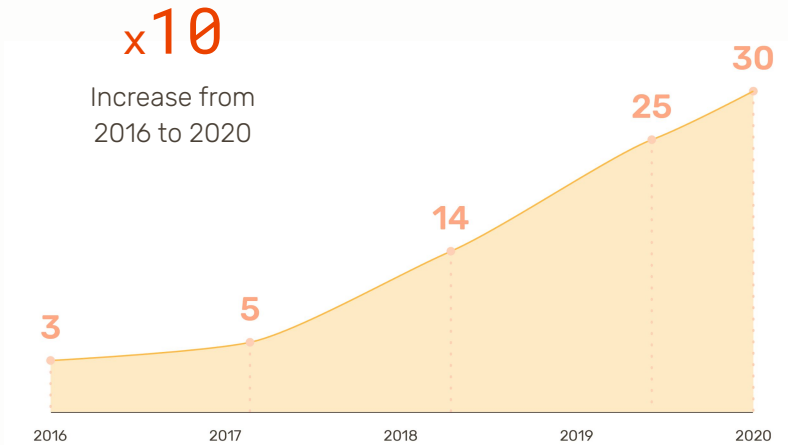
REMANUFACTURING

Global Resources entering global economy (in billions of tons)



of private market funds with circular economy focus

Conservative estimate. Includes venture capital, private equity, and private debt funds



Highly extractive, wasteful economic models...



PLASTICS

359M
tons



of all plastics are single-use*



98%

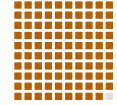


FASHION & TEXTILES

89M
tons



of clothing is landfilled or burnt within 1 year of being made

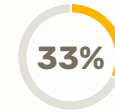


99%

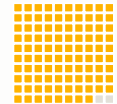


FOOD & AGRICULTURE

82M
tons



of edible food is thrown away



98%

Construction & Demolition

The Environmental Protection Agency estimates that **230 million - 530 million tons** of C&D are produced nationwide, with only a 30-70% range of recovery*

C&D Recycling
Industry

28k

US jobs

Electronics

Only 17.4% of 2019's e-waste was collected and recycled.

This means that gold, silver, copper, platinum and other high-value, recoverable materials conservatively valued at US **\$57 billion is lost.**

14%

Children age 3-18 without digital tools and internet access

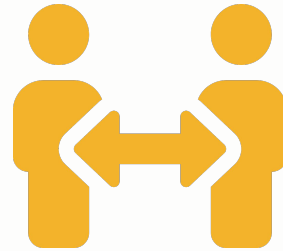
The circular economy has **problems**.



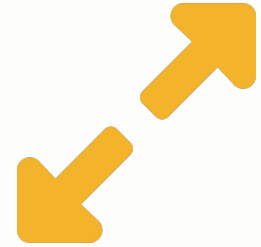
Time



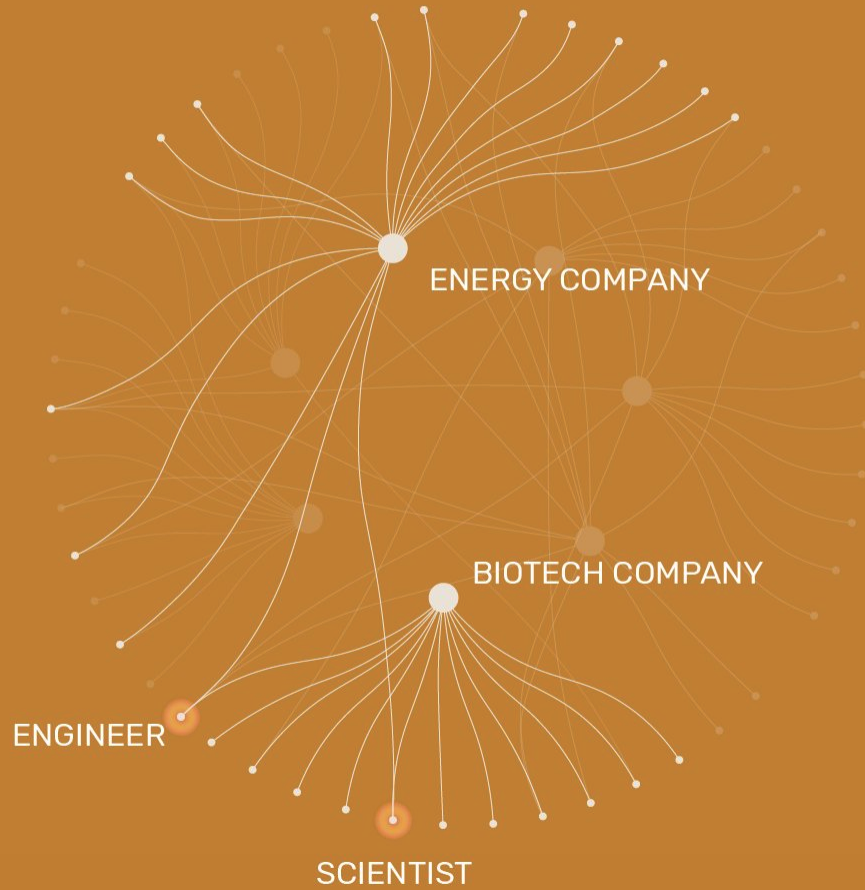
Space

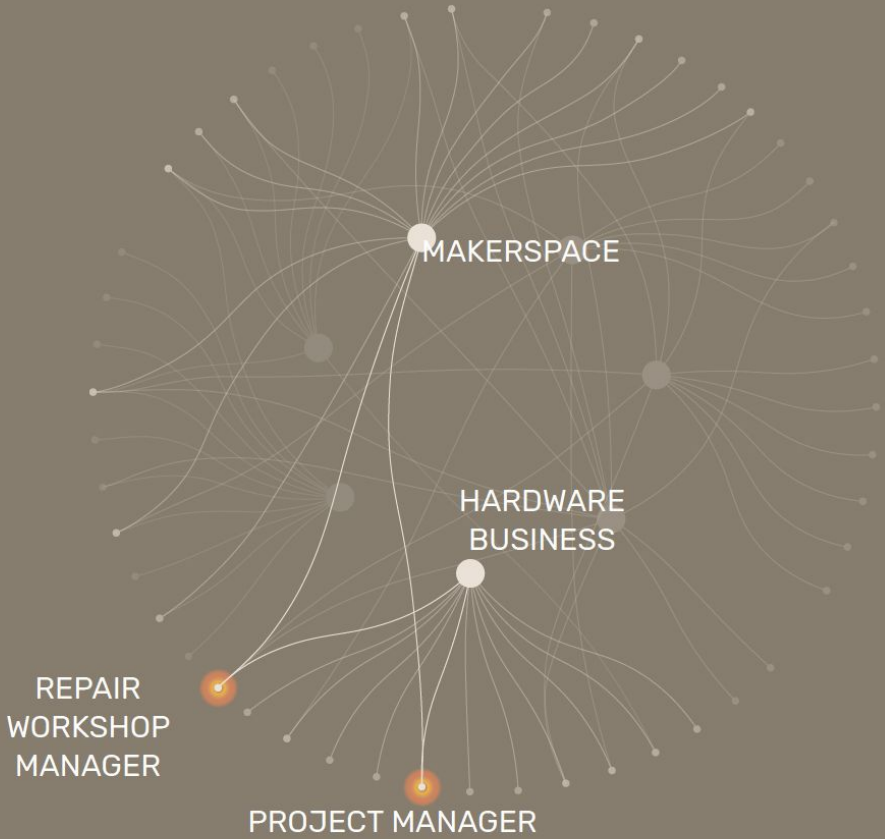


Users



Scale

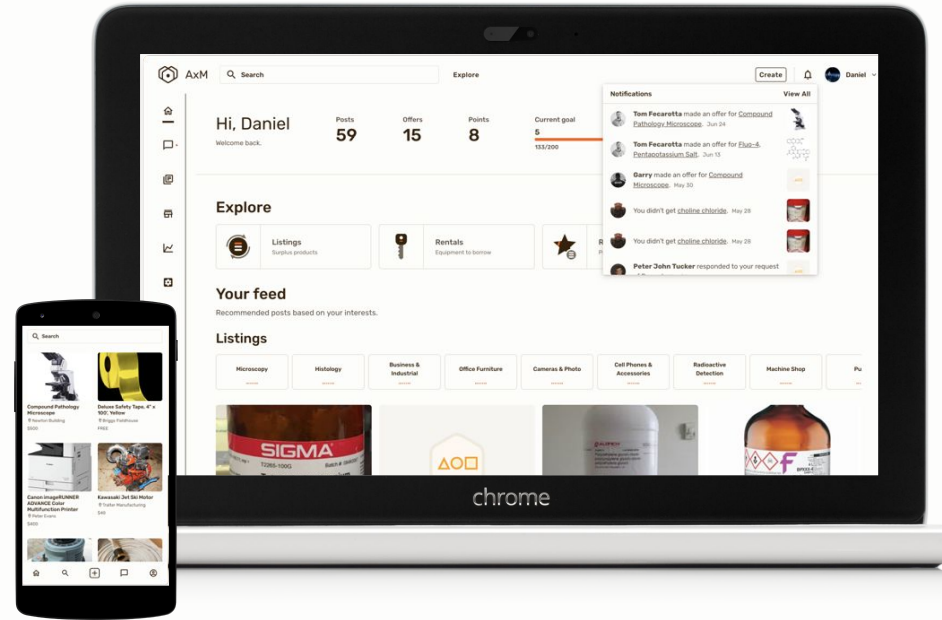


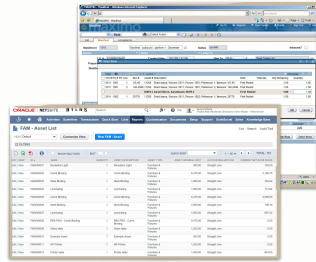


SOLUTION

Circular Asset Management Technology

- **Configurable, flexible system** that is intuitive and easy-to-use
- **Visibility** of what resources are available and their relative value
- **Better purchasing** practices, reducing costs and time
- **Real-time reporting** (in-app) and integration into legacy systems
- **Reducing unnecessary waste**, to help meet sustainability goals

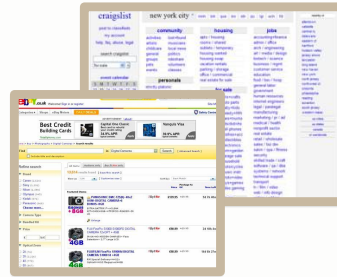




Asset Management Systems

- Asset tracking
- Reporting
- Accounting
- Complicated to use
- Inaccessible
- Limited utility

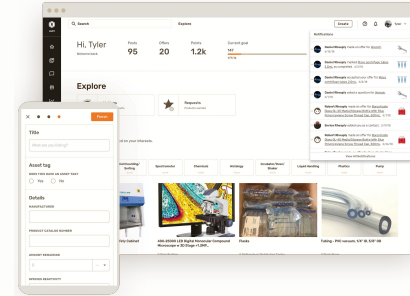
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Online Marketplaces Or Exchanges

- User-friendly
- Accessibility
- Transactional - faster throughput
- Lacks asset tracking solutions
- No central administration
- Lack of reporting/data capture

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Asset Exchange Manager

- Asset tracking
- Reporting
- Accounting
- User-friendly
- Accessibility
- Transactional
- Central administration

SPLC Circular Economy Leadership Award

Sustainability & Circular Innovation Award Winners





Questions?



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