

Green to gold

waste prevention, recycling and
re-use in urban areas

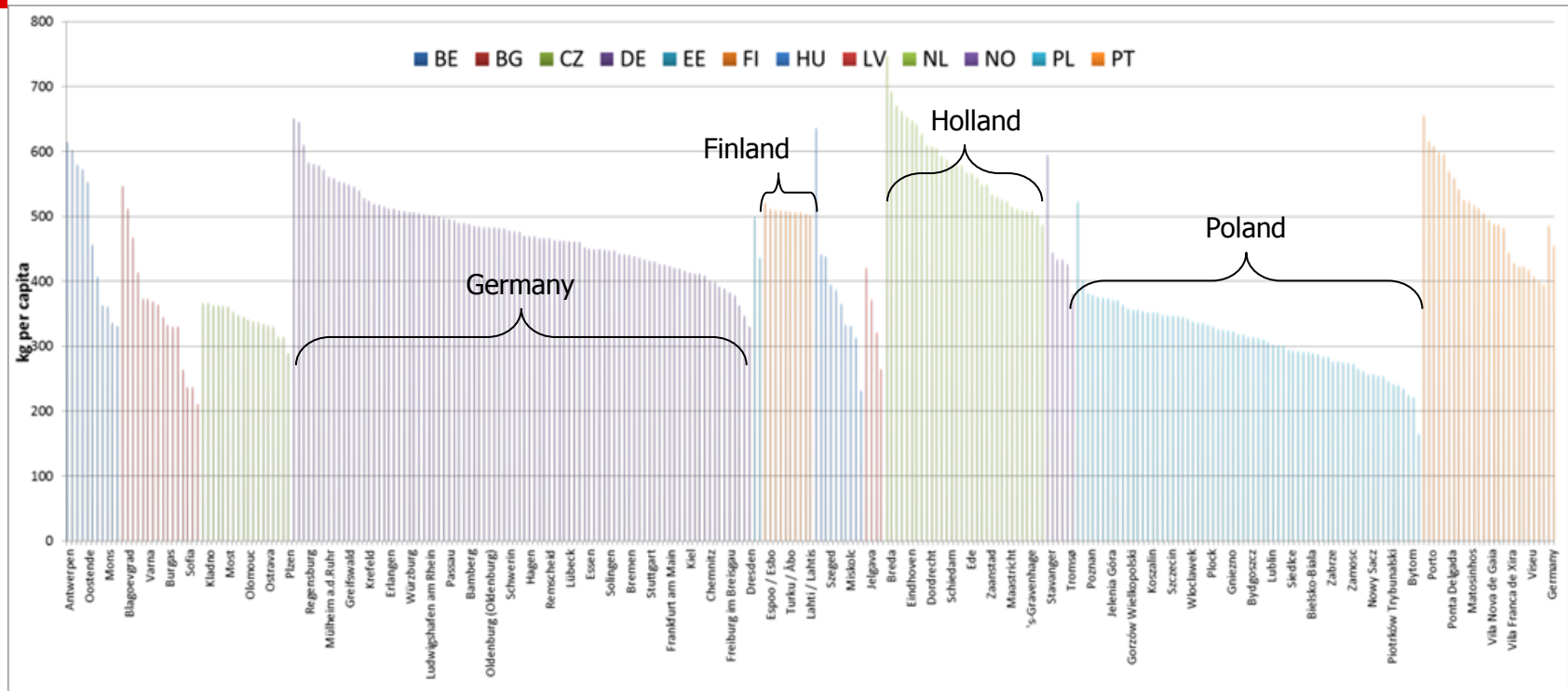


From a problem to a potential...

- Waste is not just a problem to be addressed:
- It's also a potential to be exploited:
 - Not just the waste that is produced...
 - ...but also by preventing waste from happening.



Waste generation in urban areas

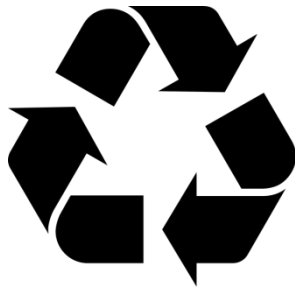


Very varied generation of waste per capita...

...but still very high waste density

Urban Benefits...

- High waste density:
 - Economies of scale for waste treatment
 - Less expensive waste collection
 - *Critical mass for waste-focused initiatives*



Recycling



Waste prevention and re-use



Recycling - WEEE



- Clean and large waste streams from cities
- Commodities for world market and provide secure supply of critical materials

The EU lost approx. €1.6 BILLION worth of rare and critical metals contained in WEEE in 2010.



Re-use and waste prevention

- Preventing waste is best from all perspectives:
 - Create jobs, secure environment, reduce demands on waste management systems
- Perfectly suited to urban areas:
 - High population density = low transaction costs



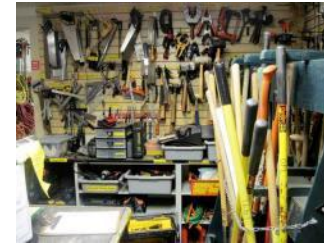
Re-use at end of life...

- Re-using old items:
 - Refurbishment
 - Formal re-sale
 - Informal resale:
 - Network based (local and open)
 - Flee markets



...a lifetime of re-use

- Building re-use into business models:
 - Product service systems
 - Hire of products
 - Libraries
 - Communal ownership
- Keep products in use:
 - Better quality demanded
 - Longer life through repair
 - **LESS WASTE!**





Thank you for your attention

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www.cri.dk