

TOMORROW MATTERS NOW



BEYOND RECYCLING

Make the circle bigger

African Marine Waste Conference
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TOMA
NOW

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Unlocking Green.Business.Value

KEY AREAS OF FOCUS

- Data management
- Value chain mapping and development
- Target alignment



USING THE VALUE CHAIN TO DRIVE RECYCLATE CONSUMPTION

Target

- Increase recycled content in selected packaging
- Prevent / limit plastic waste to landfill and within oceans

Needs

- No performance compromise – no negative product impact
- Process transparency for monitoring purposes
- End product simple to disassemble and recycle

Benefits

- Cost savings:
 - Potential savings with recycled raw material.
 - Waste reduction: Improved technical recycled content specs; Improved production processes.
- Carbon footprint reduction, including within supply chain

Activating mechanism

- Transparency on demand for recycled raw material
- Identify critical issues in value chain
- Identify barriers preventing increased recycled content in packaging



KEY INGREDIENTS TO DRIVE A RECYCLING ECONOMY

Continuous improvement

- Effective data management is key.
- Develop a structured and transparent system.
- Set stretch targets.
- Incentivise - Money makes a useful metric (savings & gains).

Strategic approach

- Find new opportunities to manage waste.
- Use data collected to drive operational improvements.
- Work with the supply chain to resolve issues and create opportunities.

Develop talent

- Be open to intrapreneurs.
- Have designated, supported champion(s) to drive waste initiatives.
- Be prepared to take people by the hand at the beginning - guide them and reinforce

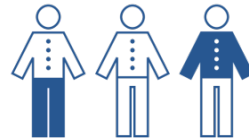
CO-CONSTRUCTING INNOVATIVE PARTNERSHIPS



Governments



Communities



Citizens



Civil society



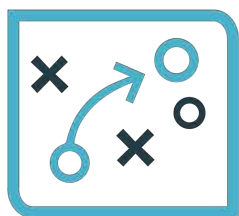
The private sector

CRITICAL FACTORS FOR SUCCESS:

- Community involvement/mobilisation.
- Stakeholder feedback loop:
 - representation of the community's needs,
 - education /exposure to project and product developments.
- Inclusive product design.
- Citizens themselves as early adopters.

THANK YOU

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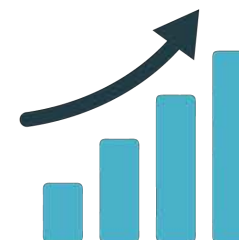
Research, Analyse,
Strategise



Stakeholder
Engagement



Map & Develop
Value Chain



Measure
and Monitor



Tangible
Business Impact



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