

Plastic Bank

Enabling Clean Oceans Using Circularity & Financial Empowerment with Blockchain

Business Need:

- Environment Stewardship
- Alleviating Poverty
- Resale & Reuse
- Secure Platform

Solution:

- Plastic Bank partnered with IBM to build a blockchain-enabled banking platform which allows individuals to trade plastic locally. adding value to their digital wallet and accessible by mobile-phone. This concept is transparent and secure, benefiting from the inherent distributed ledger of blockchain technology.

Outcomes:

- 1000s of enabled collectors given access to employment
- 1000s tons of plastic sold back through the supply chain
- Neutralized plastic footprint



Best Buy

Sterling Order Management & Inventory Visibility

Business Need:

- Reduce product disposal resulting from returns or product defects
- Achieve sustainability goals
- Better meet customer inventory demands, especially as impacted by supply chain challenges

Solution:

Best Buy turned to IBM's Sterling Order Management solution to reduce waste, embracing re-commerce to sell open box items. With Sterling, Best Buy realized the value of lost inventory that could be re-sold.

During a time of high demand and low supply, Best Buy was able to capture incremental sales of returned or refurbished electronics, selling them to price-sensitive consumers. This process not only increased sales, but also lengthened the useful life of its products.

Outcomes:

- Reduce carbon footprint and waste
- Reduced disposal and recycling costs, increasing profitability
- Masked inventory shortages by offering greater variety and price range in assortment



Gruppo Hera

Minimize landfill by using more reusable material

Business Need:

- Reduce waste and minimize environmental damage
- Evaluate the potential of AI for waste sorting and developing

flexibility to incorporate and scale it from laboratory to enterprise dimensions

Solution:

- IBM Garage team co-created and released a minimum viable product (MVP) that incorporates AI and Watson Machine Learning technology to generate a specific tool including a machine learning model to recognize the key waste patterns
- This ability to enable Hera identify data and location to optimize its assets and plan
- Team launched Beam IoT with extended smart meter capabilities with additional environmental focused services targeted at its existing customers

Outcomes:

- Supports **greater cost efficiency** in reclaiming waste for other uses
- Achieves **greater reliability and resilience** in a critical system
- Develops machine learning skills that can lead to additional innovation



IBM Global Asset Recovery Services

Connecting Consumers in an End-to-End Supply Chain
for Visibility & Product Life Extension

Business Need:

- Improve Environmental Stewardship and Compliance
- Increase Circularity
- Reduction in waste and costs

Solution:

- IBM established the Global Asset Recovery Services (GARS) organization to provide a single, global focus for managing the disposition of all IBM and non-IBM returned, surplus, and idle hardware inventory.

Outcomes:

- GARS is responsible for all secondary channel sales and wholesale broker activity globally and helped rebrand IBM as a circular company.
- IBM achieved a [97% asset recovery](#) and re-use rate.
- Customer loyalty also increased as a result of this initiative.



Alliance to end Plastic Waste

Improving the management of plastic waste

Business Need:

- Improve the management of plastic waste
- Only 9% of plastics produced get recycled
- Unmanaged plastic leaks into the ocean at a rate of 8 MMT annually
- Reduce landfill litter

Solution:

- IBM designed and delivered a global data platform hosted on IBM Cloud to track plastic waste and recovery. Called “PRISM” (Plastics Recovery Insight & Steering Model), this platform consolidates disparate data sets (over 420) from member organizations into a structure that is verifiable, flexible and actionable.

Outcomes:

- Member companies can now derive actionable insights on the current plastic waste situation and create viable interventions to manage it
- Access to information on approximately **70 KPIs**
- The IBM solution has gained tremendous recognition and AEPW membership is expected to **double** in a year



Mitsui

Enabling Cradle to Grave Sustainability of Materials and Transparent, Circular Networks

Business Need:

- Reduction of Plastic Waste
- Building a circular economy

Solution:

- Mitsui Chemicals and IBM teamed together to create a solution that ensures traceability throughout the resource life cycle, from raw materials like monomers and polymers through to the manufacturing, sales and use of products. This aim applied also to the recycling process thereafter, in which used products are recovered, dismantled, shredded and sorted into raw materials that can be reused to manufacture new products

Outcomes:

- Utilizing blockchain technology for this traceability system has made supply chains more **transparent and circular**, enabling the reuse economy.

