strategic sustainability consulting company

◆ For Municipality of Copenhagen & Waste Service Suppliers

Sorting, reselling and recycling waste

Introduction

most waste produced in europe



28% of waste recycled

2022. goal



- Copenhagen struggle to obtain certain objectives for sustainable waste handling
- Main Objectives:
- Self sufficient
- Local waste sorting
- Recycling (i.e. plast, organic waste, etc.)

Main challenge - Dysfuntional system

- Standardaized pick up
- Expensive recycling system
- Still buring 80% (→ 40% of that waste is organic waste)

DENMARK

- 1 million tons of organic waste
- 80% incinerated → toxic fumes



SWEDEN

- 700 000 tons organic waste imported
- 99% recycled
- 99% non-toxic fumes

Standardized pick up

Citizen (private, business, public)

Propety Tax
Pays for Waste
Service

Municipality → Recycling system



Waste Service Supplier



80% <u>burned</u> → 40% <u>organic waste</u>

Inceneration



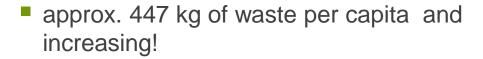
PAIN



- Each year around 1 million tons of organic waste is incinerated. Incineration is an obstacle in Denmark becoming a Carbon-neutral country.
- 80% of waste is being burned to produce heat (40% organic).
- Only 28% of waste currently being recycled. Aim is to achieve 50% by 2022.
- Most organic waste (which is 90% water) ends up in the oven.
- There is a need to incinerate less and recycle more.



NUMBERS



- 80% of waste is incinerated for heat and electricity
- 40% of that waste is organic waste (around 1 million tons per year)
- Only 28% of waste in total is currently being recycled



CURE

- Mediating role
- Consulting
- Finding and creating buyers for waste recycling
- Finding and creating partnerships with SmartBin technology
- Research optimizing waste handling systems
- Help the municipality invest and implement in new technology for a tailored pickup system = reducing costs and leveraging sorting
- Nudge the citizens to sort their waste By marketing our self – promote our self by taking contact, advertising on tv, social media.



BUSINESS MODEL

