1/7 11am with Tim Parker https://www.circularcity.asia/

- Circular city asia initially focused on recycling, rewarding people app
- Recycling expensive to wash, sort
- Redeem points at local coffee shops, retailers
- Covid disrupted the launch, recycling unclean
- Plastics low value, unprofitable
- Inspired the Gov 6 recycling points??
- Recycling lowest run
    - Reduce, Reuse, Recycle is in that order for a reason!
- Changed focus to how resources can be reused
- Reusable systems of packaging, borrow and return coffee cups
- Digital tracking platform, businesses lend out packaging
- TaiKoo Place muse, bcubed, foodpanda
- Universities
- Where things go, how things can be reused
- Fashion (e.g. uniqlo)
- Issue of recycling is energy consumption, reprocess by collecting, taking to factory, shipping, shred, melt, turn to pellets, turn to new products, by products waste (dust)
- Globalization, made in one side of planet, shipped to other, doesn't make sense to ship back, recycling locally is more viable
- Flexible plastics are hard to reuse
- Waste pyramid,rethink, reduce, refuse, reuse, compost, recycle, waste to energy, landfill https://powerknot.com/2021/08/04/the-food-waste-hierarchy-how-to-apply-the-framework -to-your-sustainability-goals/
- Harmful additives in plastic, cannot be used as recycled packaging
- Blockchain to trace plastic, unrealistic
- Reuse and returns infrastructure offers much more benefits, reduce waste at source
- Consider energy, how realistic
- Focus on appropriate use of resources, overconsumption, brands and marketing
- Cherry economy, subscription services, borrow equipments, washing
- Maximize products, assets, use them as many times as possible across many people
- Uber maximizes the products, cars used effectively not just sitting there most of the time, cars can then used to transport people
- Must focus on both sustainability side and business side, NGO funding from Gov
- Coffee cup return sounds great, how to simplify, don't need to download app, policy that forces people into it,
- sensitivity to hygiene in HK relatively higher, services might not be used as much
- Things you're already doing habits are done unconsciously,
- Barriers, behavior change, people's perception, people believe single use are sterile in comparison to reused packaging
- When was single use last washed? Getting people to rethink their habits
- If businesses involve a lot of behavior change, requires lots of marketing

- Massive inbound legislation single use ban, single use packaging, regulation inline with what the business solution is, people forced to adopt solution
- Unspun denim, mills fabrica https://www.themillsfabrica.com/, denim jeans made to order, body scanner, create jeans exactly to fit body, reducing mass produced set sizes
- 3D printing shoes, what if you could 3D print shoes, then design to make it unique, 3D printing not fast, minimizing waste of shoes that won't sell
- Sustainability startups have undergone major shift, uprise past few years
- Can't be in denial that climate change is a major problem
- 50% of UK citizens consider climate change as the largest problem
- Large companies models are already set up, hard to change, big changes like banning single use not feasible
- Product based to service based, rent out products on subscription, responsible to selling and recapturing, sell to many customers
- Phillips lighting charge by lumens, energy used, leasing to company
- Leasing subscription models, rolls royce engines lent out to planes, heat ventilation
- capax to oppex
- Policy and regulation, behavior change
- Genai how much they can do, but energy usage is not really studied and explored
- Possible AI implementation in some areas of Circular City Asia

Notes in Zoom chat:
- https://www.wastereduction.gov.hk/en-hk/waste-reduction-programme/greencommunity
    - Also MSW/PSB charge
- Reduce, Reuse, Recycle is in that order for a reason!
- If he were chosen as a judge, how would he rate some circular economy ideas?
    - Energy, how realistic
    - Feasibility
- HL group at MIT researches this exact issue: https://olivetti.mit.edu/
- Sharing economy
- Forces of change model (push/pull)
- SW: I was just thinking if there's a way we can minimize the mass production in the first place, but that kinda is not align with big company's benefits
- SW: yeah to sum up what we've talk about so far I think the most important aspect is this idea must be "marketable", as in interesting enough for people/company to try, easy to follow, not hurting their interest, giving them some terms of returns etc. Cuz if you have a brilliant idea but no one is following then that's no effect at all

Some Examples of Firms Often Characterized as Part of the "Sharing Economy" or "Collaborative Consumption"

- Goods:
  - Pre-owned: eBay, craigslist (peer-to-peer supplied); thredUP (firm-owned inventory).
  - Loaner products: Zilok (peer-to-peer supplied); Rent the Runway, Chegg (firm-owned inventory).
  - Custom products: Etsy, CustomMade.
- Services:
  - Professional services: Upwork, crowdSPRING.
  - Personal services: Angie's List, Handy, TaskRabbit.
  - Delivery: DoorDash, Grubhub, Instacart, Postmates (self-employed drivers for restaurant or grocery delivery), Drizly (drivers and alcohol inventory owned by suppliers).
- Transportation:

  - Transportation services: Uber, Lyft, Didi (cars supplied by drivers).
  - Loaner vehicles: Turo (peer-to-peer supplied), Zipcar (firm-owned inventory).
- Places to Stay:
  - Office space: LiquidSpace, ShareDesk (peer-to-peer supplied inventory).
  - Places to stay: Airbnb, HomeAway, Couchsurfing (peer-to-peer supplied inventory).
- Money and finance:
  - Money lending: LendingClub, Kiva, Prosper (peer-to-peer loans).
  - Crowdfunding: Kickstarter, GoFundMe, Indiegogo (peer-to-peer capital).