

The Secret formula to win the “war on waste” (An industry perspective)

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THE SECRET FORMULA



TOP SECRET



$\Delta x = x_f - x_i$ $\Delta v = v_f - v_i$
 $\bar{v} = \frac{\Delta \vec{r}}{\Delta t}$ $\bar{a} = \frac{\Delta \vec{v}}{\Delta t}$
 $v = v_0 + at$
 $x = x_0 + v_0 t + at^2/2$
 $v^2 - v_0^2 = 2a(x - x_0)$
 $\bar{v} = \frac{v_f + v_i}{2}$ $\Delta x = \bar{v} \Delta t$
 $\vec{v} = v \cos(\theta)$
 $v = \sqrt{v_x^2 + v_y^2}$
 $\theta = \tan^{-1}(\frac{v_y}{v_x})$
 $\theta = \cos^{-1}(\frac{v_x}{v})$
 $\theta = \sin^{-1}(\frac{v_y}{v})$
 $x = r \cos \theta$
 $y = r \sin \theta$
 $r = \sqrt{x^2 + y^2}$
 $\theta = \tan^{-1}(\frac{y}{x})$
 $v = \omega r$
 $a = \alpha r$
 $I = \sum m_i r_i^2$
 $\theta = \theta_0 + \omega_0 t + \frac{1}{2} \alpha t^2$
 $\omega^2 - \omega_0^2 = 2\alpha(\theta - \theta_0)$
 $L = r_{\perp} p = mvr_{\perp}$
 $L = I\omega$
 $\tau = r_{\perp} F = rF_{\perp}$
 $\tau = I\alpha$
 $\frac{1}{2} I \omega^2$
 $\sum \vec{F}_i = 0$ $\sum \vec{\tau}_i = 0$
 $\Delta S \geq 0$
 $\Delta Q = I \Delta(\text{quant.})$ $PV = nRT$
 $e = \frac{\Delta W}{\Delta Q}$ $e = 1 - \frac{T_L}{T_H}$ $P = \frac{F}{A}$
 $M = \rho V$ $P_1 = P_2$
 $\Delta P = \rho g \Delta h$
 $B = \rho_{\text{liq}} V_{\text{disp}} g$
 $A_1 v_1 = A_2 v_2$
 $P + \frac{1}{2} \rho v^2 = \text{const.}$

the right combination of government and industry co-operation



Key to the success of this plan is Alignment and
creating Value

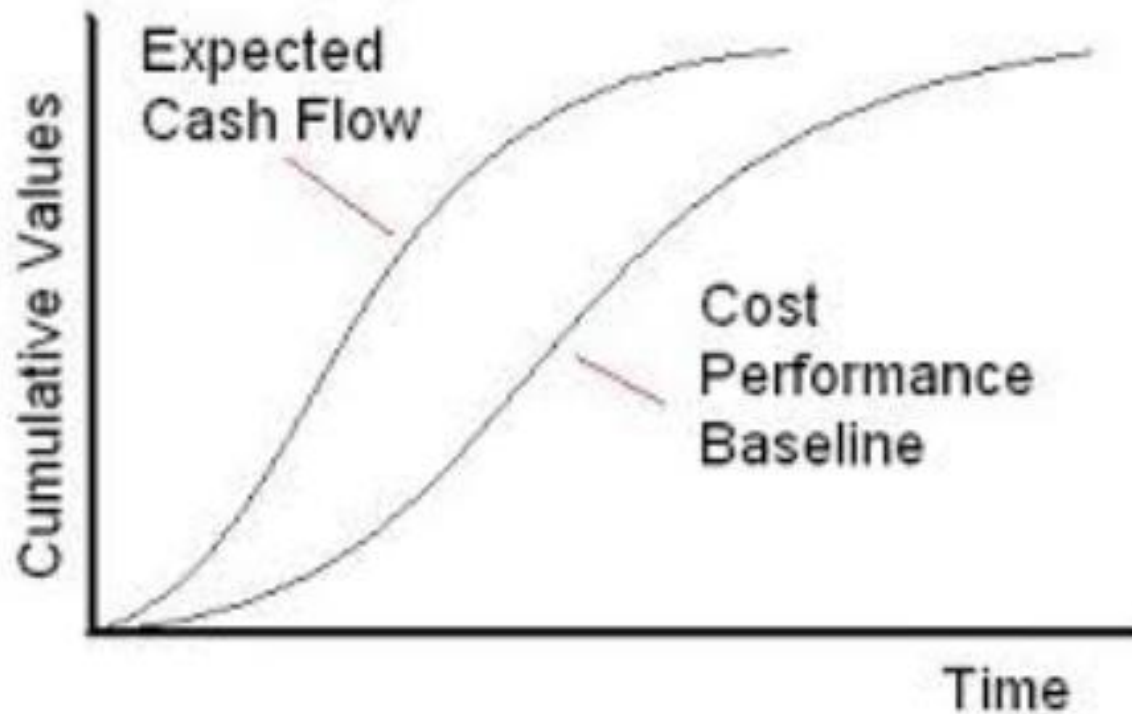


The choice of instrument must be determined by where the market failure lies



We will need the right mix of changing behavior and raising money to realize the objectives

Industry must be entitled to take an active role in fulfilling these obligations and in controlling compliance costs and performance



Industry is in full support of a radical
waste revolution



Industry wants to encourage the funding of recycling through producer-managed levies where applicable.



Billionaire



A total of 37,000 tons of food grade recycled
PET resin will be re-used in new plastic
bottles per year



Packaging taxes can be very effective in its sanction against “free-riders”



