

## Open Source Circular Economy Day - Challenge Brief

# “Creating Local Markets for Locally Collected Plastic”

### Challenge Description:

Did you know that putting a plastic container in your recycling bin doesn't necessarily mean that the container gets recycled? The reasons why that container may not get recycled are complex: it can involve logistics, economics and commodities markets and material specifications. The simplest way to describe why plastics aren't always recycled is that there isn't anyone who wants to buy these materials and make something new from them.

To create a local circular economy, we must have local businesses that want the plastics that get collected locally. As a waste management and recycling company, Recycling Alternative is always looking for ways to make sure our materials actually get recycled. This challenge is about creating local markets, and processing capabilities for locally collected plastic.

How do we make the connection between putting plastic in our recycling bins and the plastic products we buy? How do we encourage businesses that make things out of plastic to buy locally sourced plastic? How do we make locally collected plastics accessible to local businesses? These are some of the driving questions behind this challenge.

### What aspect(s) of this challenge needs help? (e.g. marketing, design)

This challenge needs help to:

- identify barriers to creating a local source of recycled plastic
- identify the companies that make things from plastic locally
- identify the material specifications for plastic already being used locally
- identify what kinds of products already being sold locally can be made locally instead of from imports

### Challenge sector: (e.g. textiles, waste management)

Materials, Waste Management, Local Economy

### Where on the circular economy would this challenge be placed? (e.g. design, recycling, distribution)

Collection, Processing, Production, Procurement

Who to contact for additional information on this challenge:

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