



Circular Economy Webinar

Session 10 Summary: Mill Mill Paper Cycle – a Circular Business Model for Low-Value Waste Mixed Papers

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Speaker: Harold Yip, Founder of SSID and Mill Mill, Hong Kong

Sustainable & Secure Information Disposal (SSID) positions itself as a city forestry and green partner, aiming to engage the community and promote a zero-waste and green lifestyle. SSID specializes in carbon management and waste reduction consultancy, collaborating with customers to understand their carbon footprint and improve recycling rates.

Key Takeaways

1. **In 2019, SSID established its first and only pulp mill in Hong Kong, named Mill Mill, which has diverted more than 5,000 metric tons of waste from landfills, resulting in reduced carbon emissions.**
2. **Over 600 recycling points, including schools, offices, and restaurants, have been established by SSID across Hong Kong.** Their aim is to increase the number of collection points and emphasize clean recycling practices to build public confidence.
3. **SSID aims to reduce paper waste in landfills by increasing public knowledge and engagement in recycling efforts.** The company actively collaborates with manufacturers, NGOs, startups, and the public to improve recycling, develop innovative products, and promote behavior change towards recycling and waste reduction.
4. **SSID has also created a fiber lab to research and develop high-value products from various plant and forestry fibers.** Explorations include the production of locally made cat litter from wastepaper, broken wooden pallets, and soy meal and beer waste.
5. **SSID has established an education center within their pulp mill to inform the public about the life cycle of beverage cartons and the operation of the pulp mill.** The center has already hosted over 600 organizations/institutions and welcomed more than 12,000 visitors.

[Watch the Recording here.](#)