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Waste to Worth (W2W)

Innovating to Solve Solid Waste Challenge



October 2012



P&G's Long-term Sustainability Vision

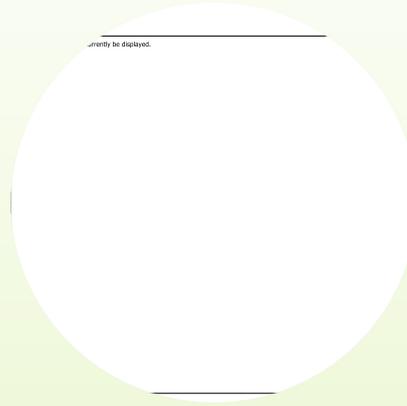
Make consumption sustainable.



**Using 100%
renewable materials
or recycle for
all our products
and packaging**



**Powering our
plants with 100%
renewable energy**



**Designing
products that
delight
consumers while
maximizing the
conservation of
resources**



**Having zero
consumer
or manufacturing
waste go to landfills**



Additional (2010 – 2020) 10-Year Goals for Products

Replace Petroleum-Based Materials with
Sustainably Sourced Renewable Materials

25%*

Cold Water Washing

70% of total washing machine loads

Packaging Reduction

20% (per consumer use)*

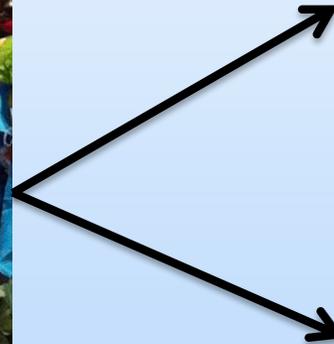
Consumer solid waste

Pilot studies in both developed and developing
markets to understand how to eliminate
landfilled/dumped consumer solid waste

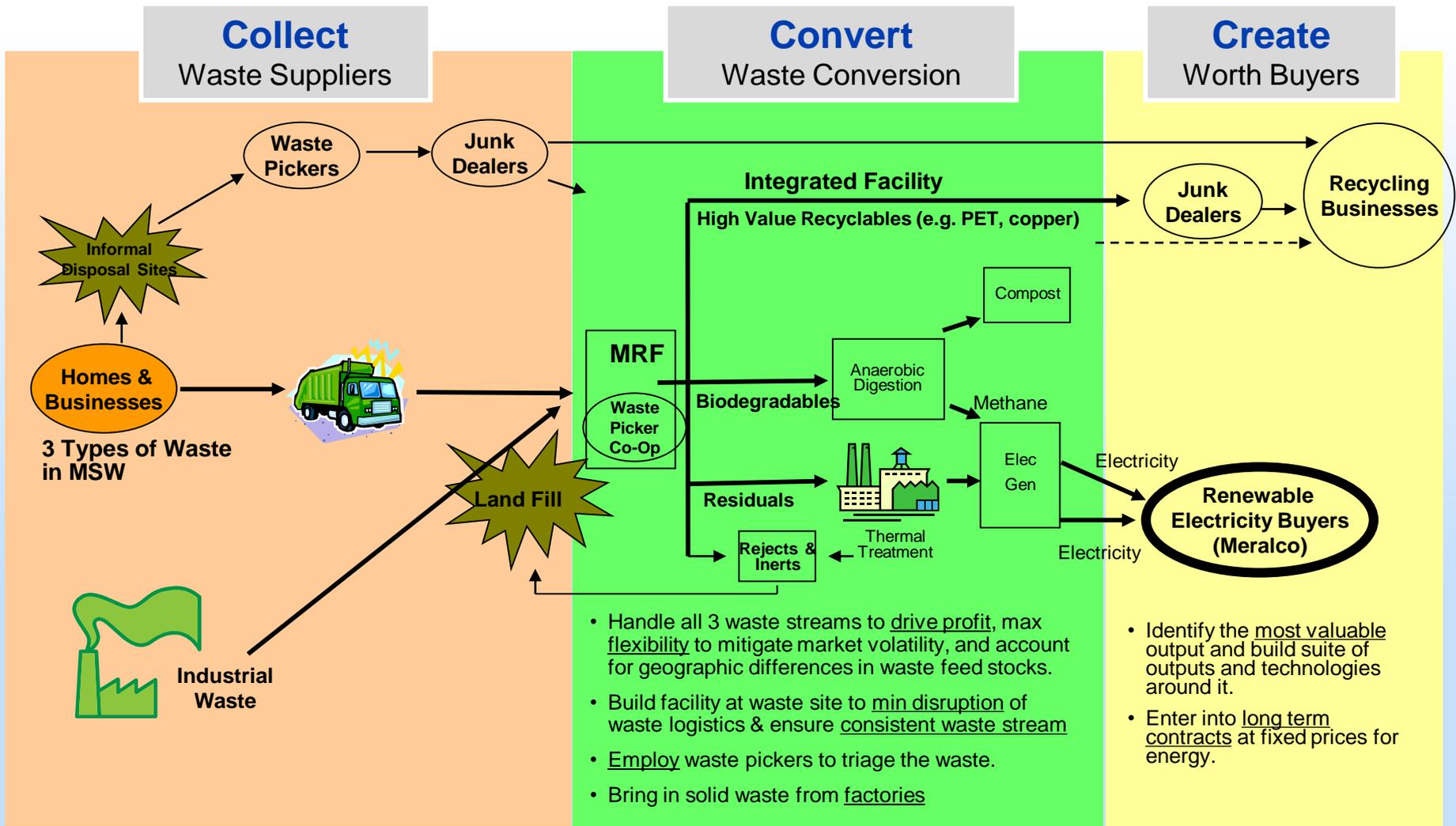
* vs. 2010 baseline

Waste 2 Worth

Eliminating municipal solid waste going to landfills through economic development.



W2W The Breakthrough **Develop like a “product”**



Enable

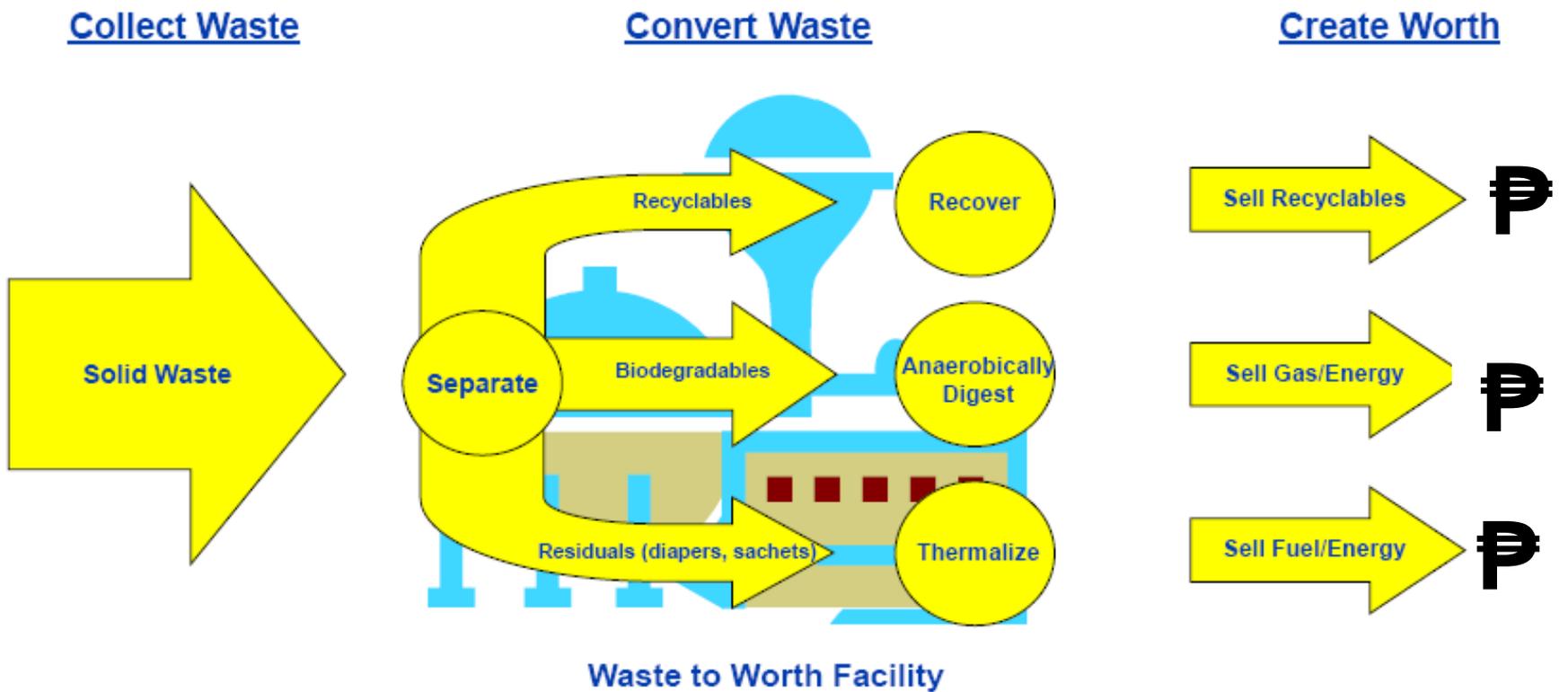
Technology Providers

Investors fund pilot and
Replication & Technology
House to catalyze Leapfrog
potential

Gov't and NGOs

Highly Restricted

Proposed Business Model **Philippines**



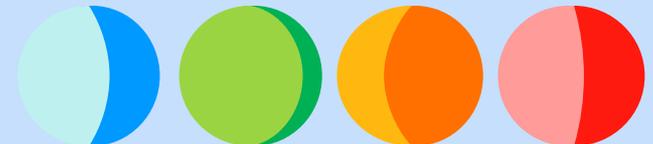
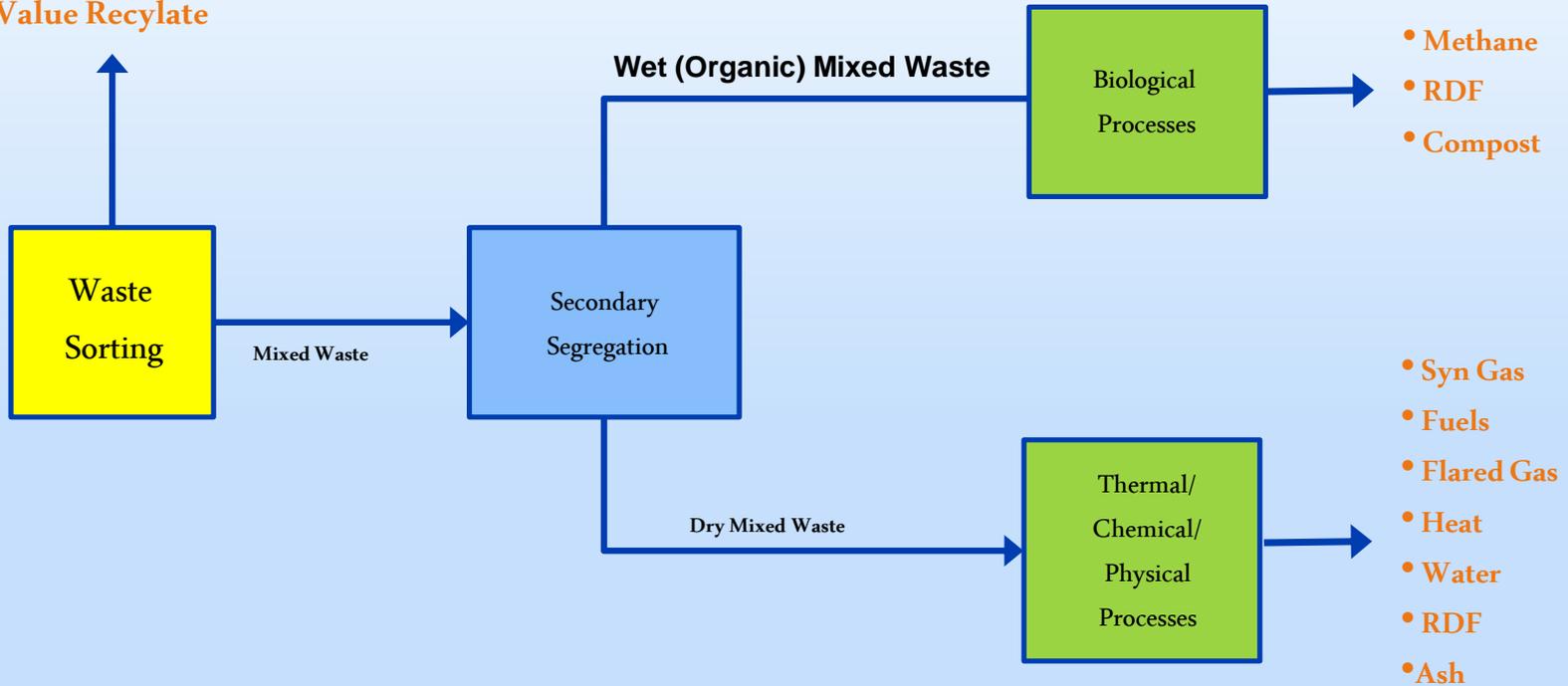
Waste 2 Worth Lessons Learned

THERE IS NO SILVER BULLET WHEN DEALING WITH TRASH!

Key Variables:

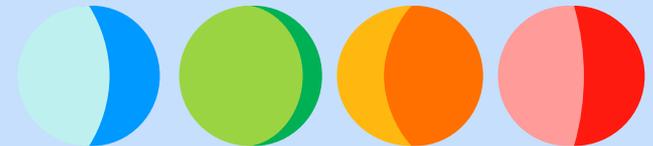
- 1) Composition of the Waste Stream
- 2) Economic value of saleable items

High Value Recyclate



Waste 2 Worth **Milestones Achieved**

- 1) Enterprise Financials completed —
 - Show investment grade IRR without tipping fee for converting solid waste solid waste stream to worth via an integrated approach.
- 2) Waste Characterization completed — Linked to financial model
- 3) City formally presented the project
- 4) The Asian Development Bank is onboard and partnering
- 5) Owner/Operator selected
- 6) Approached by Development Investment group for 10 sites
- 7) Other Industry partners engaged



Waste 2 Worth **What's Next?**

2012 Selection of owner/operator

MRF construction

2013 Completion of funding and purchase of equipment

Secure permits for Integrated Facility

MRF startup

2014 Integrated Facility construction

2015 Integrated Facility startup

Initiating work to spark an Industry

