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# Waste to Worth (W2W)

## Innovating to Solve Solid Waste Challenge



October 2012



# P&G's Long-term Sustainability Vision

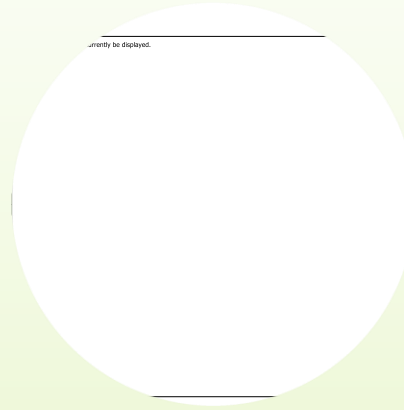
Make consumption sustainable.



**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

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Replace Petroleum-Based Materials with  
Sustainably Sourced Renewable Materials

25%\*

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Cold Water Washing

70% of total washing machine loads

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Packaging Reduction

20% (per consumer use)\*

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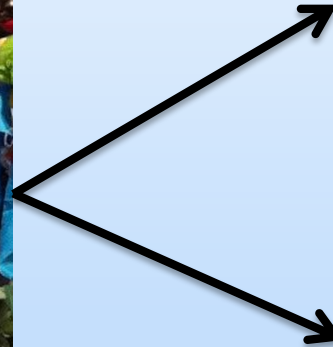
Consumer solid waste

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

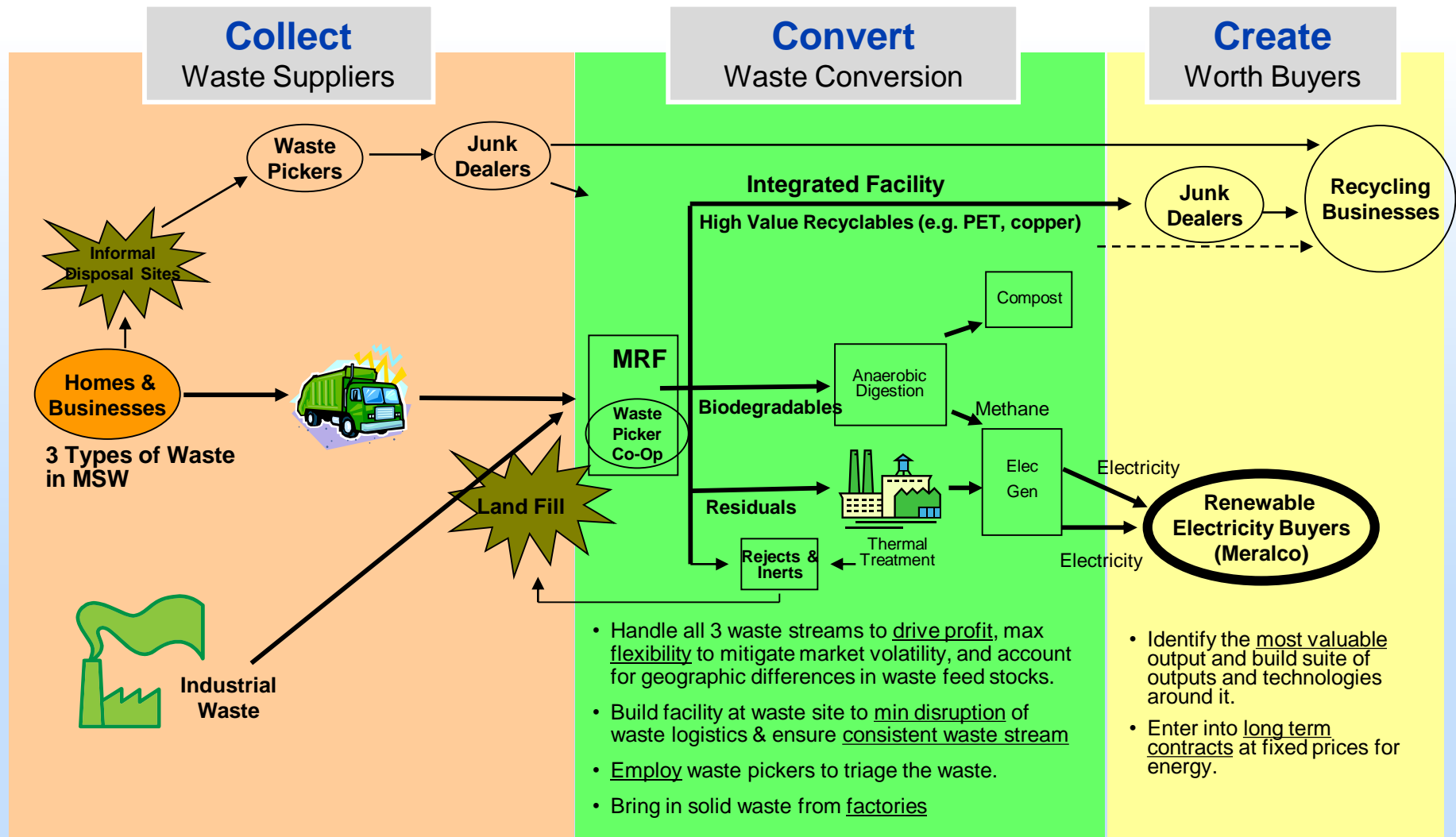
\* vs. 2010 baseline

# Waste 2 Worth

Eliminating municipal solid waste going to landfills through economic development.



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



**Enable**

Technology Providers

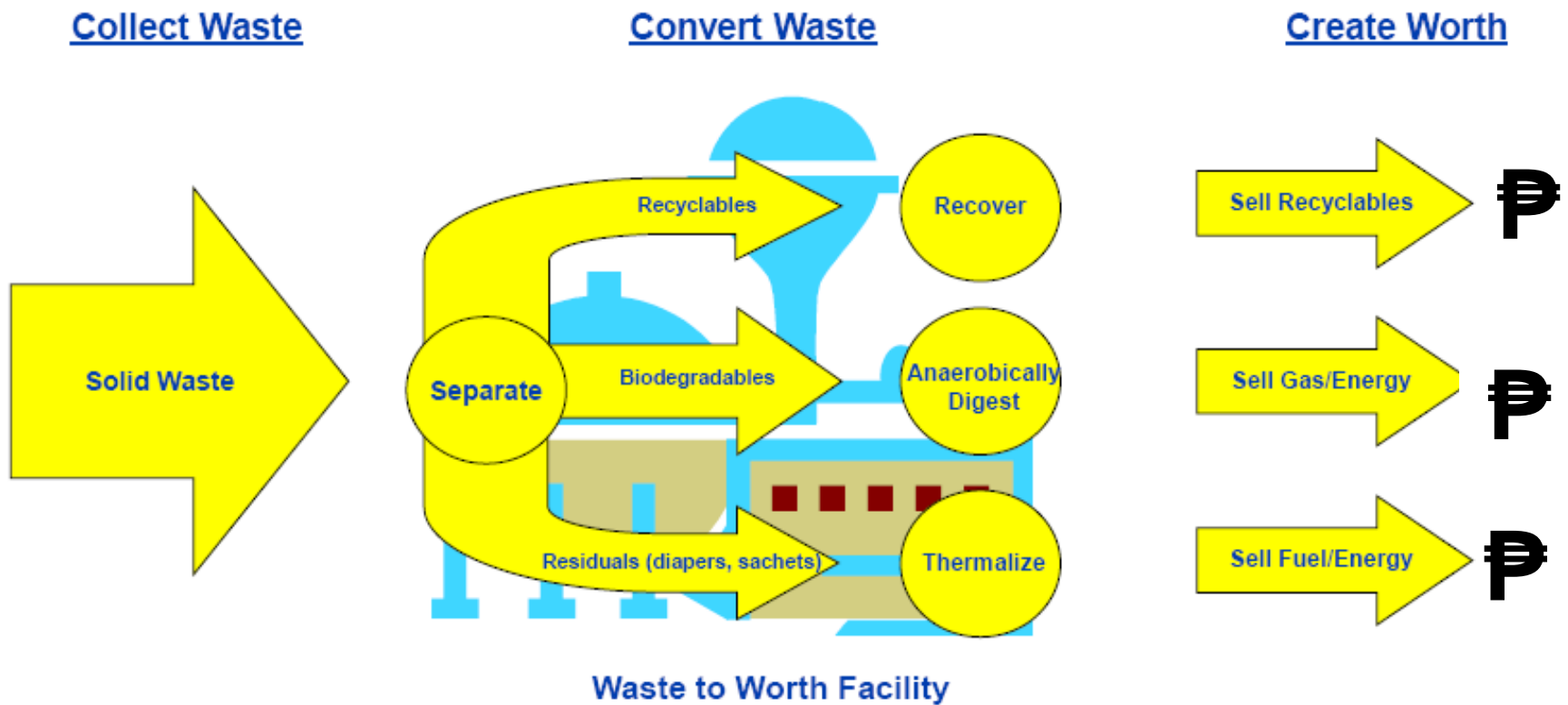
Investors fund pilot and  
Replication & Technology  
House to catalyze Leapfrog  
potential

Gov't and NGOs

Highly Restricted



## Proposed Business Model **Philippines**



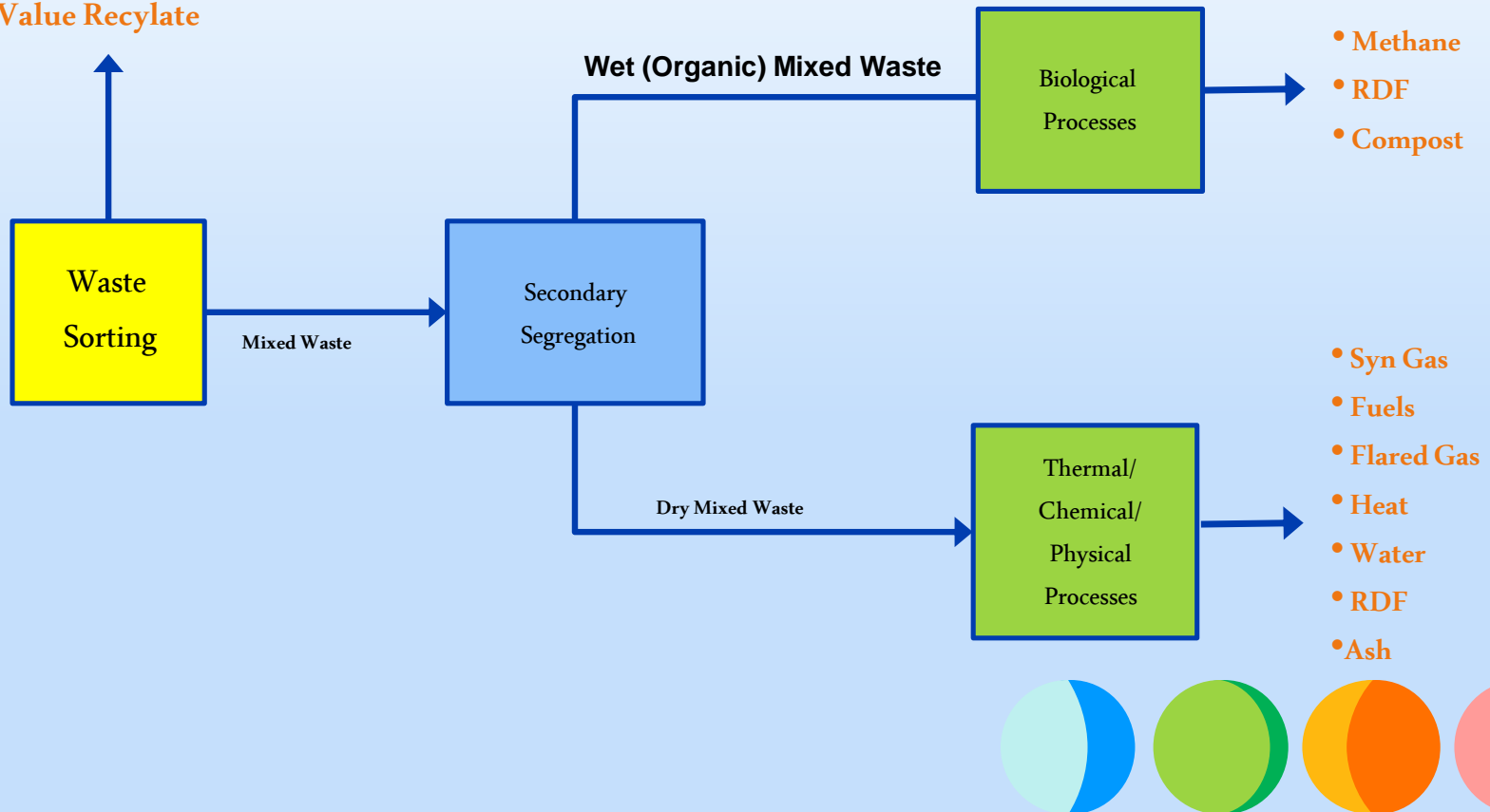
# Waste 2 Worth Lessons Learned

*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 Recylate



## 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**

