THE CIRCULAR ECONOMY
100
Rob Kaplan
Walmart
To create zero waste

To be supplied 100% by renewable energy

To sell products that sustain people and the environment
Our Role? Catalyze a Market-Based Strategy to Optimize the System

• **Demand:**
  1. Grow Markets by Increasing Recycled Content in Packaging and Products

• **Supply:**
  2. Improve recyclability to increase available materials and clean the stream
  3. Partner with cities / industry to increase recycling and supply of plastic
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Thank you!

@robbyk