



Responsible recycling

Jöns-Petter Svensson - CEO





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Linear economy



Circular economy



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TWO

LINCOLN

JACKSON

JACKSON

JACKSON

SERIES
1996

Secretary of the United States



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Rethink, React, Recycle

Why is recycling so important?

- Recycled aluminium uses 95% less energy than new metal made from ore
- It reduces CO² emissions and protects the environment
- Recycling provides new raw materials
- Recycling iron and steel saves 74% energy
- Recycled materials lower production costs

95% recycled aluminium



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How can we do it?

we need:

- Political willingness
- A healthy market
- International collaboration
- People to understand it's profitable in many different ways
- There are huge energy savings to be made from using recycled metal



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What are the other rewards?

- Recycling creates a win-win situation
- Sustainability (economic and environmental)
- Corporate Social Responsibility
- Scrap metal is a significant energy resource



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What does it take to recycle?

- Matchmaking
- Analysis
- Handling the bureaucracy
- Transportation
- Knowledge and experience



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The process of successful recycling



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What do we
have to do in
the future?



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Rethink

React

Recycle



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