**Essity Tork PaperCircle Meeting 11-02-22**

Attendance: Pete Varney, Michael Kapalko, Bryan Maciukiewicz, Molly Walner, Zach Hansen, Eric Deyerler, Macie Sinn

Overview of the process in Europe:

* In Europe, use stickers and signage, collected in bin
* Very focused on employee safety - ask the cleaners in Europe to look for contamination (human waste - feminine hygiene, diapers) - visual inspection. As long as it looks like brown or white used towels, then it moves to the next stage
* Goes into bigger bin, picked up by waste hauler, or put into a baler like you would corrugate
* Preference is to get it in baled form, condensed, easier to ship, relates to their employee safety. Keeps separation between employee and materials
* Essity doesn’t own trailers, work with logistic providers
* Seeing what we produce and how much, that would help us understand an estimate of product (will still go to the landfill for now). Essity estimates then 80% or less will be diverted (mis-sorting)

Questions:

* How is Europe marketing which waste basket takes the paper towels? How do you avoid confusion? How is it communicated on the receptacle?
  + English, bi- and tri-lingual graphics as needed. In Europe they add a separate collection bin which says “paper towels” with a graphic of paper towels/hands crumpling it up.
* Essity provides materials for the cleaners. Turnover is high, so they provide training for employees on how to collect and maintain the program
* Essity aims for 98% purity (2% contamination rate), they send in someone to check this and then adjust for graphics (called nudging) and can modify branding as needed if there is a bad contamination rate
* Goes into fiber supply stream, but the yields are really high, and it goes into various products afterwards. If 80 lbs of towels, then 70-75 lbs of the used towels go back into remade towels
* Re-evaluting the savings of the customer. Facilities typically divert 20% of waste (paper towels) from this program. This was around pandemic time, so it may be different but they are optimistic that the diversion will still be good.
* Reporting looks like? Impact reports shared with customers. Quarterly or annually show tonnage to show
* Stadiums, commerce bank in Germany, universities in sweden, office buildings, best customers are facility service contracts (clean hundreds of offices in a particular area), airports (hesistant in airports in north america), mall of america equivalent in Europe, don’t do food service (don’t have the volumes), not working with healthcare (extra concerns with human contamination), may try in hospital washrooms vs surgical rooms
* Dining halls? Something for the future

Next steps:

* Determine how many paper towels we can collect from high our traffic buildings.
* Michael: examples of how things are staged, so pete macie and daphne know how things are set up
* Mid to late january to figure it out on UIUC end