

# Driving Circularity through Collaboration

**Anna Rajkovic**  
Circular Economy Market Manager

March 7, 2023

# About NOVA Chemicals

We aspire to be the leading sustainable polyethylene producer in North America and are guided by a singular purpose to **reshape plastics for a better, more sustainable world.**

## We'll achieve this by:

- delivering innovative solutions that allow us to reach 1 billion pounds in rPE sales
- being a catalyst for a low emissions, zero plastic waste future
- unlocking the full potential of our people and partnerships

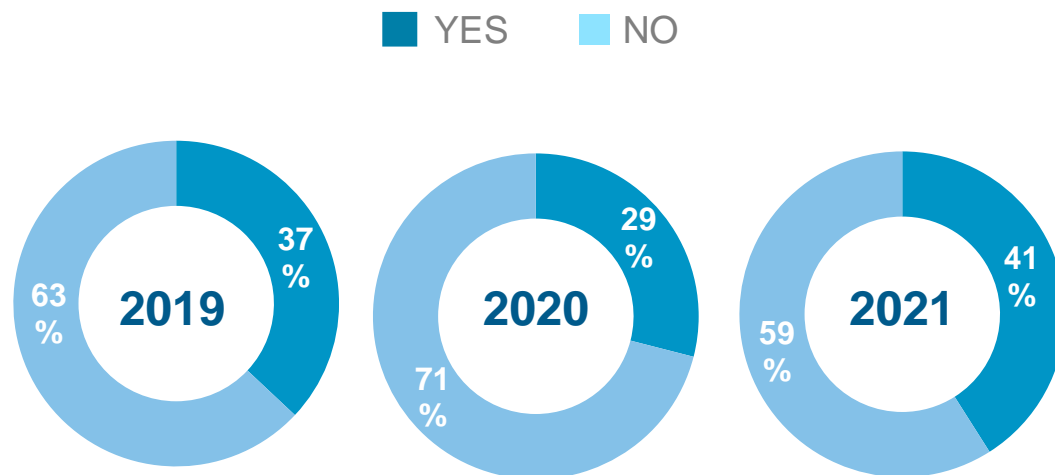


# We All Contribute to a Plastics Circular Economy

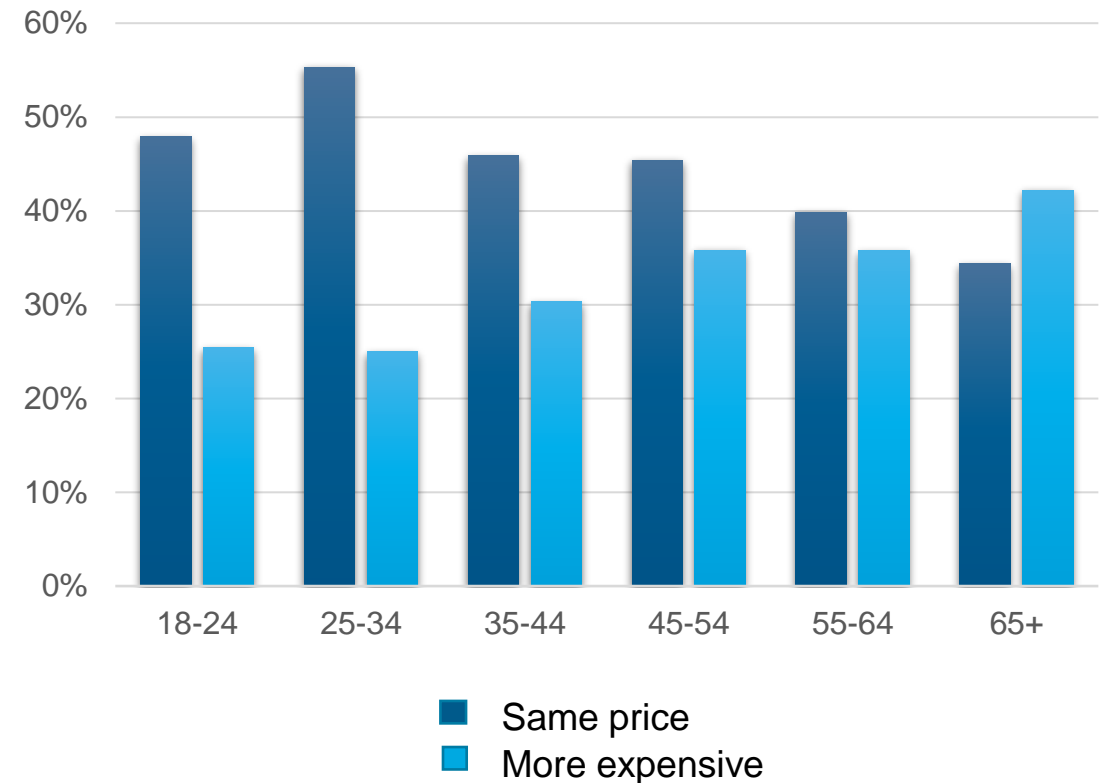
## Consumer Insight Survey

In 2021, 41% of consumers reported purchasing a product specifically because of the “made from recycled materials” label.

**Q: Have you deliberately purchased products because of “Made from Recycled Materials” packaging label**

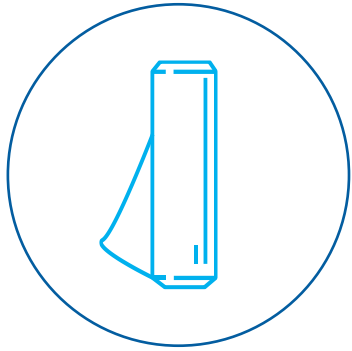


**Q: Have you deliberately purchased products that were more expensive specifically because the plastic packaging was labeled “Recyclable”?**



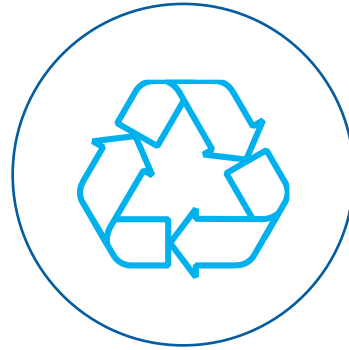


# Driving Circularity



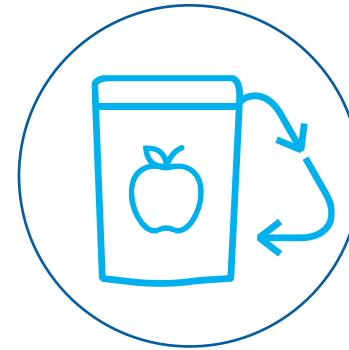
## SOURCE REDUCTION

Downgauging and light-weighting offer a huge opportunity to reduce plastic consumption



## DESIGN FOR RECYCLING

Brand Owners have joined the EMF/CPP targets of **100% Recyclable Plastic Packaging by 2025**

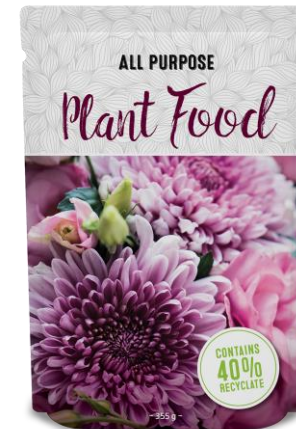


## PCR INCORPORATION

CPGs and Retailers have committed an average of **30% PCR content in plastic packaging by 2025**.



Photos editorial use only  
TWIM container – photo credit Shutterstock  
Stand-cap pouch – photo credit Steve Cukrov / Shutterstock



# Increasing Recycled Resin Supply



## MECHANICAL RECYCLING

### INCREASE POST CONSUMER RESIN (PCR) SUPPLY

This work began in 2020. Today, we have agreements with Merlin Plastics, Revolution, and Circulus to supply NOVA with PCR that we sell to our customers.

### INVESTMENTS IN MECHANICAL RECYCLING

Our ambition will require us to grow our PCR business beyond agreements with others and develop new business models.



## ADVANCED RECYCLING

### COLLABORATION AND INNOVATION

We will evaluate recycled feedstock supply via pyrolysis through commercial arrangements and engineering studies while progressing development of new technology (such as our Joint Development Agreement with Enerkem)



# Collaboration to Enable Circularity

---



+



↓



# SYNDIG<sup>TM</sup>

recycled polyethylene BY NOVA CHEMICALS

## A Plastic with Renewed Purpose

- Reduce overall plastic waste and offer a low-emission, recycled solution that helps protect our planet for future generations.
  - Can be used in a variety of applications from flexible packaging to e-commerce mailers to blow molded bottles.
  - Offer more opportunities for customers and brand owners to incorporate rPE into plastic packaging and products.
  - Includes four resins designed for food and non-food contact applications
- **Food Contact rPE-0860-FC**
    - Sourced from natural rHDPE milk jugs
    - 100% post-consumer content
    - 0.960 density | 0.8 MI
    - B through H
    - All food types





[novachemicals.com](http://novachemicals.com)



© 2020 NOVA Chemicals - All rights reserved.

The information contained herein is provided for general reference purposes only. By providing the information contained herein, NOVA Chemicals makes no guarantee or warranty and does not assume any liability, with respect to the accuracy or completeness of such information, or product results in any specific instance, and hereby expressly disclaims any implied warranties of merchantability or fitness for a particular purpose or any other warranties or representations whatsoever, expressed or implied. Nothing contained herein shall be construed as a license to use the products of NOVA Chemicals in any manner that would infringe any patent. Nothing herein shall be copied, reproduced, distributed or otherwise used without the express written permission of NOVA Chemicals.

NOVA Chemicals' logo is a registered trademark of NOVA Brands Ltd.; authorized use/utilisation autorisée.

Responsible Care® is a registered trademark of the Chemistry Industry Association of Canada (CIAC).