

Positioning  
Alberta as a world  
leader in plastics  
circularity through  
**reciChain**

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# Meet the Speakers



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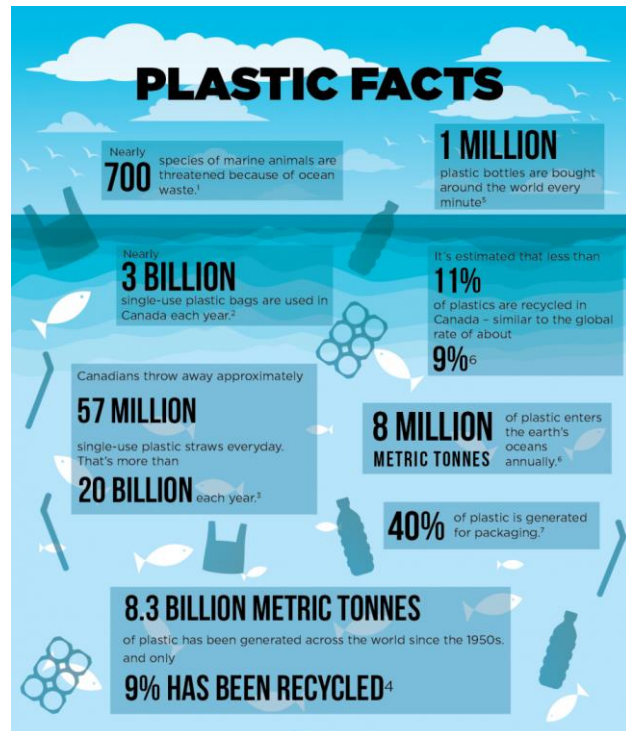


Paul Tas, Director Technical Services, NOVA Chemicals Corp.

reciChain consortium member

# Why was reciChain™ born?

Every year, Canadians throw away 3M tones of plastic waste, **less than 10% of which is recycled**. The rest of the plastic waste produced in Canada ends up in landfills or enters the environment as pollution.



BASF, Cascades, Layfield, London Drugs, Merlin Plastics, NOVA Chemicals, Orion Plastics, [Re] Waste, and Waste & Recycling Services from the cities of Calgary and Edmonton, have joined forces in reciChain Alberta

# What exactly is reciChain™, what are its goals and what are the technologies behind it?

The reciChain™ program is a technology-enabled ecosystem that brings together all the plastic value chain players to enable circularity, tracking and sorting of recycled plastic.

## reciChain goals



Reduce plastic waste by diverting materials to recycling streams



Improve sorting, allowing higher quality - and value- PCR to be sorted



Increase demand for innovative solutions for plastics recyclability



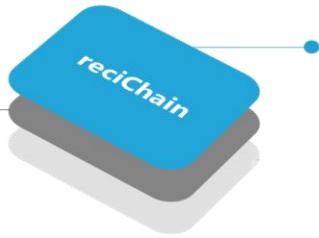
Support auditability of recycled content and Extended Producer Responsibility (EPR) compliance



Shift consumer perspectives on the use of virgin plastics and educate consumers

## reciChain technologies

**Tracer** that identifies and follows plastic attributes



**Blockchain** by Real Items, that creates and translates the digital twin, providing secure, auditable transfer-of-ownership



# Thank you!

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