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***Session: Optimizing Resource Efficiency  
and Waste Management in Today's  
Circular Economy***

Q1) What's the largest challenge when moving away from the take, make, dispose linear approach to a more circular economy?

**Moving toward a genuine circular economy framework will require us to address and overcome practical economic and social realities. This includes material recovery challenges in the short term, longer-term challenges around new material innovation, and consumer's lack of interest and commitment towards environmental products and practices.**

Q2) How can a circular economy framework advance sustainable business practices?

**In the past few decades, industry and communities have focused on eradicating waste from our systems, via such practices as recycling. That's important, but alone it is not enough. A circular economy that gets it right also focuses on securing access to renewable materials.**

Q3) How do brands evolve waste management practices and use of renewable materials in ways that consumers accept and understand and that encourage brand preference?

**Consumers are increasingly becoming aware of the issue of resource scarcity, especially in light of water shortages on the west coast. Brands that are responsive to this and adapt the materials used in their products or packaging will enjoy preference and consumer loyalty. But the key will be to ensure that new innovation and use of new renewable materials does not compromise performance. Consumers are savvy about that and at the end of the day, that must be a primary consideration.**

Q4) What is the role of policymakers in encouraging a circular economy?

**Eco-innovation is highly dynamic and can best advance with autonomy that doesn't restrict. Policies that stimulate and boost investments will help promote our transition to an effective circular economy.**