




 Q&A

## Innovation in the Marketplace

03 Nov 2016, 09:45 - 11:35

From rethinking material inputs to scaling transformative business models, learn how the circular economy is transforming the marketplace – offering opportunities to eliminate waste while enhancing competitiveness.

<b>213</b> Participants 	<b>71</b> Questions 	<b>574</b> Total votes	<b>54</b> Highest vote 
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### 71 Questions

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**54**  
VOTES

Anonymous • 03 Nov 2016 10:45 • ✓ ANSWERED

In-flight luggage tag: \$48. Why is "green" so expensive? #looptworks

**2 Comments:**

Anonymous • 03 Nov 2016 11:00 • 4 ^

Yes but \$10 t-shirts!

Anonymous • 03 Nov 2016 11:11 • 4 ^

Fast fashion is cheap because it is unethical and pays its manufactureres and workers poorly, sourced mainly from third world countries. Sustainably sourced and ethically made fashion generally cost more as you must pay people more. Great film to explain would be The True Cost.

**47** VOTES Callahan • 03 Nov 2016 10:36 • ✓ ANSWERED  
Is HP planning on taking back printers when they've reached the end of their lifecycle. Using these printers as a material source for future printers and parts.

**1 Comment:**

Brook lotzkar • 03 Nov 2016 10:58  
Printers should be covered under the EPRA for recycling

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**41** VOTES Anonymous • 03 Nov 2016 10:48 • ✓ ANSWERED  
Once the life of a Looptwork product is over, how do you ensure these items won't ultimately end up in the landfill?

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**37** VOTES Anonymous • 03 Nov 2016 10:25 • ✓ ANSWERED  
You say you are encouraging Lego owners pass on used toys. Are you actually implementing this in any way? i.e. Host or orchestrate second hand Lego swapping? #TO

**2 Comments:**

Karen mason-bennett • 03 Nov 2016 10:40 • 1 ^  
I've handed down my legs from when I wasn't a kid. No pink stuff. Also my vacuum is full of batmans handcuffs, flashlights and coffee cups. Just an observation. :-)

Karen mason-bennett • 03 Nov 2016 10:40 • 1 ^  
Lol \*lego. I still have my legs.

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**34** VOTES Anonymous • 03 Nov 2016 10:42 • ✓ ANSWERED  
Does Metro have any plans to introduce textiles recycling?

**2 Comments:**

Anonymous • 03 Nov 2016 10:58 • 2 ^  
They're talking about a plan for textiles...consultation will start next year

Anonymous • 03 Nov 2016 11:15  
In response to the last comment: how can the public get involved in this conversation/initiative?

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**32** VOTES Anonymous • 03 Nov 2016 10:20 • ✓ ANSWERED  
The idea that "technology will save us" can reinforce consumer apathy/disengagement. How do you counteract this even while you push forward new technology and infrastructures?

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27  
VOTES

Anonymous • 03 Nov 2016 10:26

Mushroom compost is typically created by sterilization of manures and typically produce methane with a 22x co2e, how does your process address this concern?

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27  
VOTES

Daniel • 03 Nov 2016 10:34

@LEGO: Will I ever be able to 3D print my own Lego blocks using old, broken Lego blocks?

**3 Comments:**

Sue ellen fast • 03 Nov 2016 10:56 • 3 ^

I have never seen a broken lego piece, honestly

Anonymous • 03 Nov 2016 11:10

I've also never seen a broken lego piece either. - also, it would require you to send the broken pieces for processing. Would it not be more efficient to reuse them at or near the processing site oppose to everyone having a 3D printer?

Callahan • 03 Nov 2016 11:20

Take a look at this project by Design Academy Eindhoven Alumni. It's a DIY plastic recycling project. <https://davehakkens.nl>

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24  
VOTES

Anonymous • 03 Nov 2016 10:39

Does this mean that HP and other printer manufacturers are going to abandon the common practice of using non-refillable ink cartridges and not supporting refillable third-party cartridges?

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23  
VOTES

City of toronto • 03 Nov 2016 10:27 • ✓ ANSWERED

#TO how can Lego use its influence to change the behaviour of other producers of play products? What changes are you asking of your suppliers?

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21  
VOTES

Anonymous • 03 Nov 2016 10:28 • ✓ ANSWERED

Could not a rent/lease model not be part of Lego's sustainability ambitions? You rent/lease the lego and then give it back to Lego so that they have more control over their materials?

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20  
VOTES

Anonymous • 03 Nov 2016 10:28

What role has the regulatory environment played in innovating and movement towards a circular economy? Incentives/barriers?

**1 Comment:**

Gabriela • 03 Nov 2016 10:56

for example will the Extended Producer Responsibility Standard for textiles be implemented

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**18** VOTES Coro strandberg • 03 Nov 2016 10:33  
It is one thing to have a vision for sustainable materials but not so easy to implement. What are your biggest barriers and how to overcome them?

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**13** VOTES Anonymous • 03 Nov 2016 10:49  
Please end the notion that a new printer is cheaper than replacing ink cartridges. Is there a possibility of creating printers with upgradable components or another way to repurpose them?

**1 Comment:**

Anonymous • 03 Nov 2016 11:09  
Talk about a circular economy. The revolving door of consumerism

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**10** VOTES Anonymous • 03 Nov 2016 10:50  
How does Looptworks manage end of life for its upcycled products?

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**9** VOTES Anonymous • 03 Nov 2016 10:31  
Lego would play a strong leadership role by sourcing recycled plastic for its products. Is there any move in this direction?

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**9** VOTES Anonymous • 03 Nov 2016 10:33  
ECOACTIVE: How do you source your mycelium ? Some varieties of mushrooms can be quite energy energy during the production phase.

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**9** VOTES Anonymous • 03 Nov 2016 10:39  
#TO How much is the constant reinvention of products part of the problem?

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**8** VOTES Anonymous • 03 Nov 2016 10:32  
@Lego, what type of bio-materials do you think will be incorporated into Lego material in the future?

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**8** VOTES Anonymous • 03 Nov 2016 10:46  
One of the goals of EPR is to spur the circular economy by shifting the financial burden of end-of-life management. Is EPR influencing businesses to innovate? Examples?

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**8** VOTES Andrea m • 03 Nov 2016 10:47  
For Looptworks-what happens to the product you create at the end of their useful life/when consumers tire of them? Do you have systems in place to keep them out of landfill also at this stage?

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**7**  
VOTES Anonymous • 03 Nov 2016 10:45  
When new products like mushroom packaging are launched, how can they be distinguished from conventional products by so that they can be properly recycled or composted?

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**6**  
VOTES Anonymous • 03 Nov 2016 10:35  
Does the instant ink includes cartridge return? If not, how do you achieve circular economy?

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**6**  
VOTES Anonymous • 03 Nov 2016 10:51  
LoopTWorks, have you looked at second life solutions for pervasive single-use products such as plastic bags and coffee cups or is your focus on textiles?

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**5**  
VOTES Anonymous • 03 Nov 2016 10:26  
What has been the economic driver or justification for innovating towards the circular economy in your respective companies?

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**5**  
VOTES Jacky • 03 Nov 2016 10:34  
What is Lego's future packaging strategy? With the advent of interactive technologies Is there a direction to reduce or eliminate packaging all together?

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**4**  
VOTES Anonymous • 03 Nov 2016 10:27  
What sort of end products does Ecovative create?

**1 Comment:**

Anonymous • 03 Nov 2016 10:29  
#to

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**4**  
VOTES Anonymous • 03 Nov 2016 10:42  
For HP Elite X3, how do you make sure that the processor is also able to carry all the upgrades to the system, and prevent the device to get outdated.

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**4**  
VOTES Anonymous • 03 Nov 2016 10:44  
What is the role of government? Of the consumer? In supporting business innovation...

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**4**  
VOTES Anonymous • 03 Nov 2016 10:50  
How do we reduce the "excess" in the first place?

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**4** VOTES Anonymous • 03 Nov 2016 10:54  
Textile recycling is still a technical challenge. What's Looptworks approach to deal with materials when they reach end-of-life? For how long can they be kept in the loop for making new products?

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**3** VOTES Sam baker • 03 Nov 2016 10:39  
How has the X3 been designed for end of life?

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**3** VOTES Callahan • 03 Nov 2016 10:42  
@looptworks. What was the largest issue in upscaling st scale?

**1 Comment:**

Anonymous • 03 Nov 2016 11:02  
Upcycling\* not upscaling.

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**3** VOTES Anonymous • 03 Nov 2016 10:48  
Question for looptworks. How much pre or post consumer material required to make the project Viable?

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**2** VOTES Anonymous • 03 Nov 2016 10:33  
Why don't you partner with Nero Oxman's team to develop sustainable products?

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**2** VOTES Anonymous • 03 Nov 2016 10:37  
With 3d printing, how can we support the regulation and identification of materials so that they can be recycled?

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**2** VOTES City of toronto • 03 Nov 2016 10:40  
#TO change takes time - re:HP how long do you think the change will take to multi purpose our home tech? Will new models of these products still be created every year creating more waste?

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**2** VOTES Anonymous • 03 Nov 2016 10:40  
Can HP please explain their instant ink program? Is it refillable cartridges that get sent back to HP and refilled?

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**2** VOTES Anonymous • 03 Nov 2016 10:42  
What innovation do we need to change the marketplace now to have a circular economy in 50 years? Where do you see most immediate opportunity?

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**2**  
VOTES Anonymous • 03 Nov 2016 10:56  
Are circular economy practises good or bad for the financial bottom line?

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**2**  
VOTES Mary melissa forbes • 03 Nov 2016 11:01  
Does Looptworks work with an equivalent to the Canadian Diabetes Association collection system to increase consumer textile recycling of things like single socks or old sheets that are not resaleable?

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**2**  
VOTES Anonymous • 03 Nov 2016 11:03  
At some point, won't the market be saturated with lego to the point that no additional manufacture is needed, especially given the widespread sharing/attachment already taking place.

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**2**  
VOTES Anonymous • 03 Nov 2016 11:06  
After seeing Neri Oxman's presentation she mentioned needing industry to step forward to make the mind shift to launch materials ecology, is HP or Lego willing to step forward?

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**2**  
VOTES Anonymous • 03 Nov 2016 11:10  
How do you influence consumers to take responsibility for their purchasing decisions? Scaling these efforts requires that consumers consider and understand the life cycle of items they purchase.

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**2**  
VOTES Anonymous • 03 Nov 2016 11:12  
Manufacturing is essential for most businesses, most turn to countries like China. This Causes a larger carbon footprint. How can we encourage government to make manufacturing affordable in Canada?

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**1**  
VOTE Anonymous • 03 Nov 2016 10:22  
Do these products generate greenhouse gases at the end of life?

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**1**  
VOTE Anonymous • 03 Nov 2016 10:23 • Hidden  
Of course nature is most advanced designer .. world is billions of years old .. humans have only been around for 100-200 thousand years .. and we've been distracted by items like religion & politics

**1 Comment:**

Anonymous • 03 Nov 2016 10:27  
Question or comment?

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1  
VOTE Anonymous • 03 Nov 2016 10:28  
Lego could reduce box size significantly and still look good on a shelf by making the box right-sized with a larger backing. Not transformative, but box size is way too big.

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1  
VOTE Anonymous • 03 Nov 2016 10:32  
Do we overcomplicate the switch to sustainable materials to justify doing it partway?

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1  
VOTE Karen mason-bennett • 03 Nov 2016 10:39 • Hidden  
Oh snap! HP Presentation just turned into a commercial about a NEW product! Hmmm!

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1  
VOTE Anonymous • 03 Nov 2016 10:39  
What happens to returned HP print cartridges?

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1  
VOTE Anonymous • 03 Nov 2016 10:39  
For John Ortiz, what methods does HP use to engage their consumers to enter into the programs?  
Build buy-in

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1  
VOTE Kelly • 03 Nov 2016 10:41  
For Lego: how do your sustainable materials goals connect with promoting non physical brick play such as virtual tools and simulators?

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1  
VOTE Nil singh • 03 Nov 2016 10:42  
What happens to all the end user hardware pc's, laptops, monitors etc. from companies after they have a refresh project completed? Are they re-used or just recycled for the materials inside.  
Thanks!

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1  
VOTE Anonymous • 03 Nov 2016 10:42  
HP, what infrastructure(s) have been put in place for the identification of 3D printing materials, and does your product also recycle and respool the filaments?

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1  
VOTE Anonymous • 03 Nov 2016 10:43  
Hp seems to sell printers for very little money as I presume the business model is based on selling ink cartridges. Do you intend to continue this practice?

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1  
VOTE Anonymous • 03 Nov 2016 10:51  
How are you managing the tiny and micro pieces that come off your cutting table? Is every tiny pre-consumer scrap used into product or is some binned or burned?

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1  
VOTE

Mary melissa forbes • 03 Nov 2016 10:55

Can we add LEGO as an MMBC product in BC? (Multi Materials BC is an extended producer responsibility organization for Packaging and Printed Papers)

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1  
VOTE

Anonymous • 03 Nov 2016 11:02

For IMR, are you recycling drywall from pre 1990?

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1  
VOTE

Anonymous • 03 Nov 2016 11:04

For Lego, why does each new model require a new set.. rather why not start with a base set with multi designs to be built. limiting the types of pieces would make a take back or service possible.

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VOTES

Anonymous • 03 Nov 2016 10:33

For Lego ,. You are selling creative building play materials.. why not incorporate your product into or as the packaging itself.

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VOTES

Anonymous • 03 Nov 2016 10:38

John - for your instant ink do you refill the ink or recycle it? The website just says "recycling included". How do you communicate to the customer what that means?

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VOTES

Karen mason-bennett • 03 Nov 2016 10:48

To the MOE: how can EPR advances be used to bring innovation in stewardship to all residents? ie. clothing/fabric, C&D waste etc.

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VOTES

Rosemary cooper • 03 Nov 2016 10:48

Are their requirements around wage rates, labour conditions etc. to be a B Corp?

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VOTES

Andrea m • 03 Nov 2016 10:56

Can any of the panelists comment on the usefulness of Internet of Things technology for tracking products and ensuring they stay out of landfill?

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VOTES

Anonymous • 03 Nov 2016 10:59

LoopTWorks --keep changing your products depending on byproducts. Doesn't they make it difficult to establish distributor/retailers for your sales?

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VOTES

Anonymous • 03 Nov 2016 11:00

Does drywall in concrete add value (make it a better product) or is material displacement the benefit

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0  
VOTES

Anonymous • 03 Nov 2016 11:03

Level: Plastics researchers have discovered that plastic is impossible to contain & accumulates toxins which then poisons the environment and animals. Plans to transition to a better material?

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VOTES

Anonymous • 03 Nov 2016 11:03

What about a mechanism for 'resorting' those complex kits to reconfigure them back to the original kit for someone else to build?

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VOTES

Nate van beilen • 03 Nov 2016 11:06

#TO Do business models like the gypsum recycling company have embed inefficiencies in the system by necessitating the existence of drywall waste as a key input?

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VOTES

Rosemary cooper • 03 Nov 2016 11:15

Could the price for the luggage tag be less while still providing decent quality jobs if Looptworks had a cooperative business model with profit sharing?

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