



MIT Center for  
Transportation & Logistics

**Towards Circularity in the Supply Chain**  
***An invitation-only MIT CTL roundtable event***  
**Wednesday, December 4, 2019**

Recycling systems around the world have been disrupted following China's 2018 ban on the import of plastic waste. However, what has arguably created a global waste crisis can also be seen as an opportunity to re-invent inefficient or ineffective systems that generate unhandled waste streams, with the potential to advance society towards broader goals of waste reduction. Companies from every sector face this challenge, creating a unique opportunity to develop shared, collaborative solutions that rethink what it means to reduce, reuse, and recycle in the context of Industry 4.0 and the U.N. Sustainable Development Goals.

In this dynamic roundtable, industry professionals will come together under Chatham House rules to discuss the challenges that must be addressed if companies are to move from classic linear to circular supply chains. Circular supply chain management has been defined as the integration of circular thinking into the management of the supply chain. A primary goal is to realize a zero-waste vision, through system-wide innovation in business models and supply chain functions from product/service design to end-of-life and waste management, involving all relevant stakeholders.

The roundtable will be divided into five segments: managing product end of life, business and government ecosystems, the role of e-commerce, a solution brainstorming, and the future of circular supply chains. For each segment, a roundtable facilitator supported by a moderator will stimulate discussion by bringing insights and learnings from real-world experiences and projects to the table. Participants will have the opportunity to network with their peers and gain ideas for embedding circular approaches in their supply chains.

**Tuesday, December 3**

**5:30 – 7:00 PM Welcome Happy Hour @ Champions**

50 Broadway, Cambridge, MA 02142

**Wednesday, December 4**

**8:00 *Registration & Continental Breakfast***

**8:30 *Introductions, Ground Rules***



### **9:00 Session I: Managing Product End of Life: Current Practice and Outlook**

*Kick-off speaker: Benny Andrade, Dr. Bronner's*

*MIT Moderator: Alexis Bateman*

There is increasing pressure on companies to deal with end-of-life products ranging from discarded plastic containers to spent apparel. How do companies manage these processes within their supply chains, what innovative systems are in place or under development, and what is the outlook for these pressures?

### **10:00 Session II: The Business and Government Ecosystems Necessary to Enable Circular Supply Chains**

*Kick-off speaker: Jane Franch, Numi Tea*

*MIT Moderator: Eva Ponce*

A critical challenge is how to engage multiple stakeholders including manufacturers, customers, reverse logistics providers, public and commercial recyclers, and regulators to design systems and create incentives that make circular supply chains work. We will discuss some best practices, barriers, and opportunities in this space.

### **11:00 Break**

### **11:30 Session III: Leveraging New Consumer Channels to Drive Product Recycling and Reuse**

*Kick-off speaker: Kick-off speaker TBD*

*MIT Moderator: Eva Ponce*

Click-and-mortar operations are redefining how companies engage with consumer markets. This shift provides an opportunity to leverage takeback strategies in new ways. In this session, participants will discuss how existing, emerging, and future e-commerce models can enable the reuse and recycling of products and associated packaging as well as what are the other opportunities across different channels.

### **12:30 Lunch**

### **1:45 Session IV: Solutions Brainstorming Session: Short- and Long-Term Practices Needed to Build Circular Supply Chains**

*MIT Moderator: Inma Borrella*

In this fourth session, we will break into small groups and brainstorm practices that can be implemented now and over the long term to enable circular supply chains.

### **2:45 Break**

### **3:15 Session V: The Future of Circular Supply Chains**

*Kick-off speaker: Katie Schindall, Cisco*

*MIT Moderator: Alexis Bateman*

The final session will bring together the solutions generated by each breakout team and revisit learnings from throughout the day, with the goal of providing key insights on the future of circular supply chains and how to make it a priority in your company.

### **4:30 Adjourn**