

My Platinum Footprint: *How do we choose what to recycle*

Mark Jones

Executive External Strategy and Communications Fellow
The Dow Chemical Company

27 April 2016





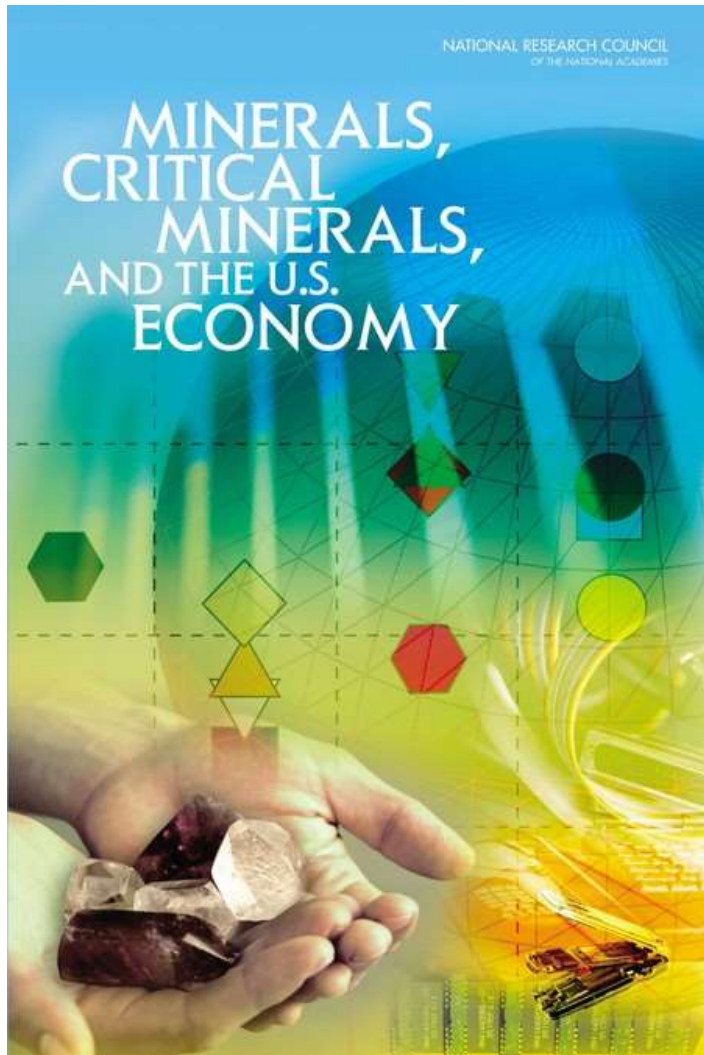
platinum

78

Pt

195.08

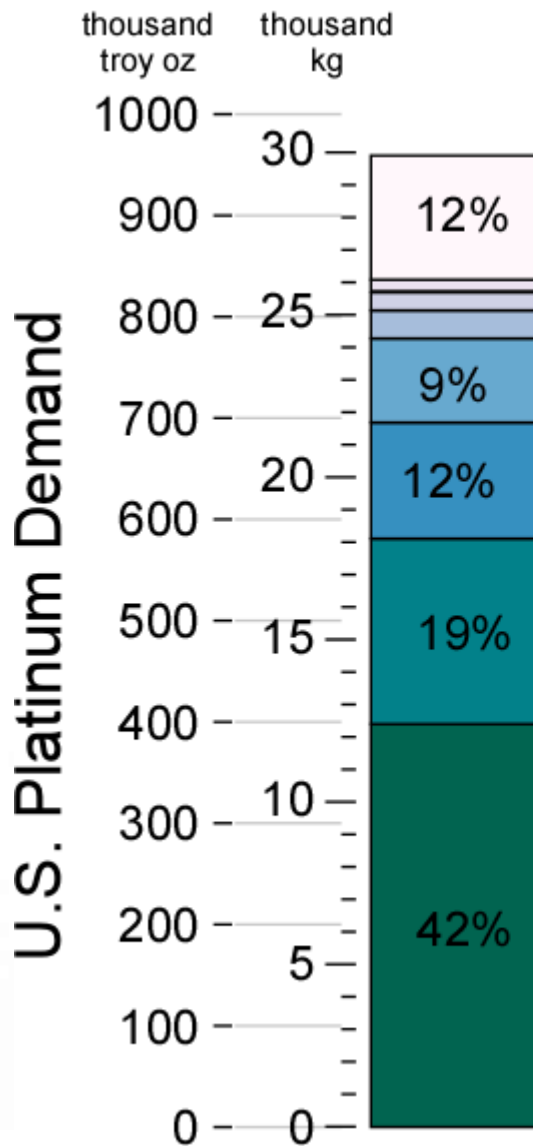




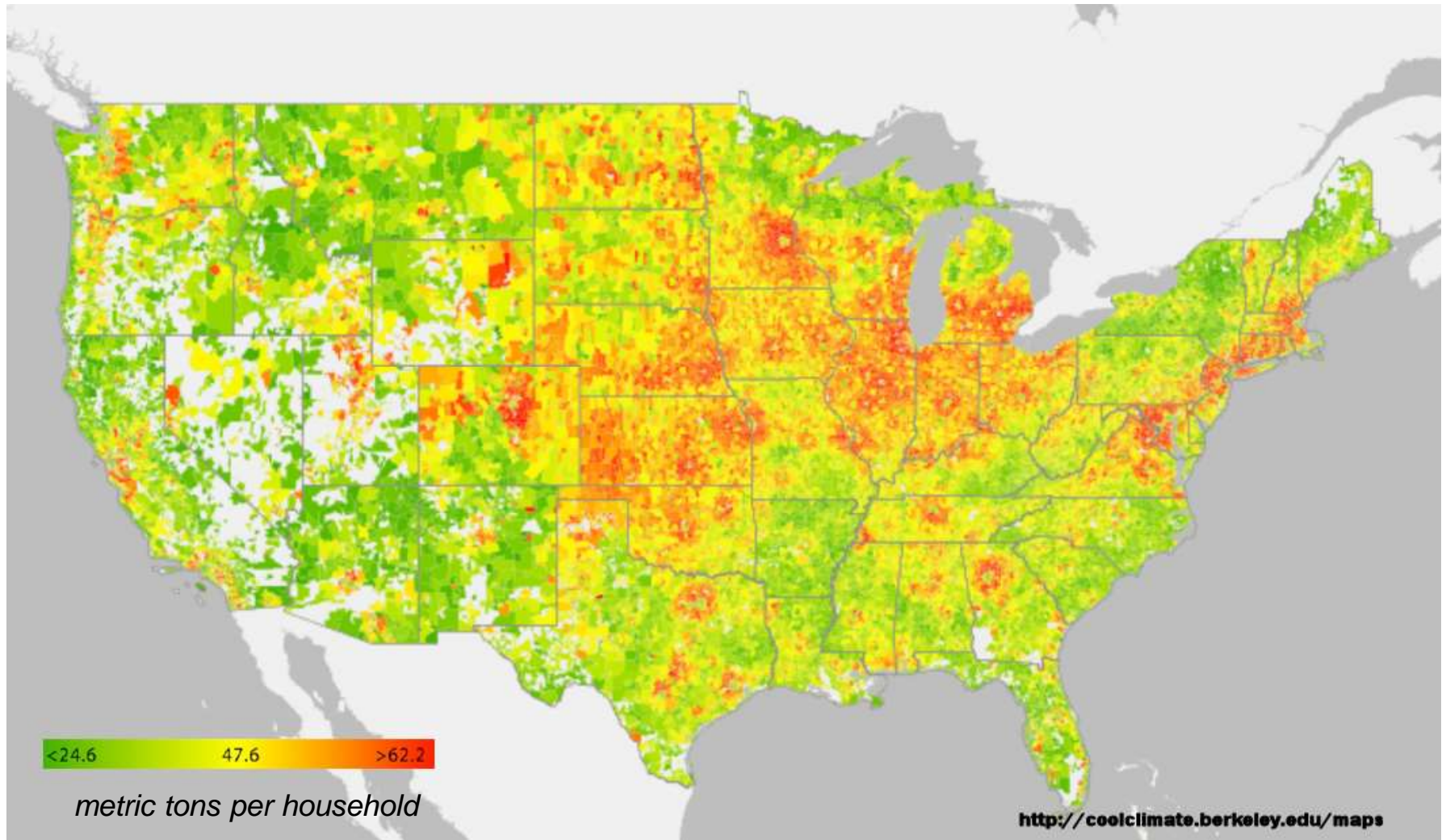
Metal Price



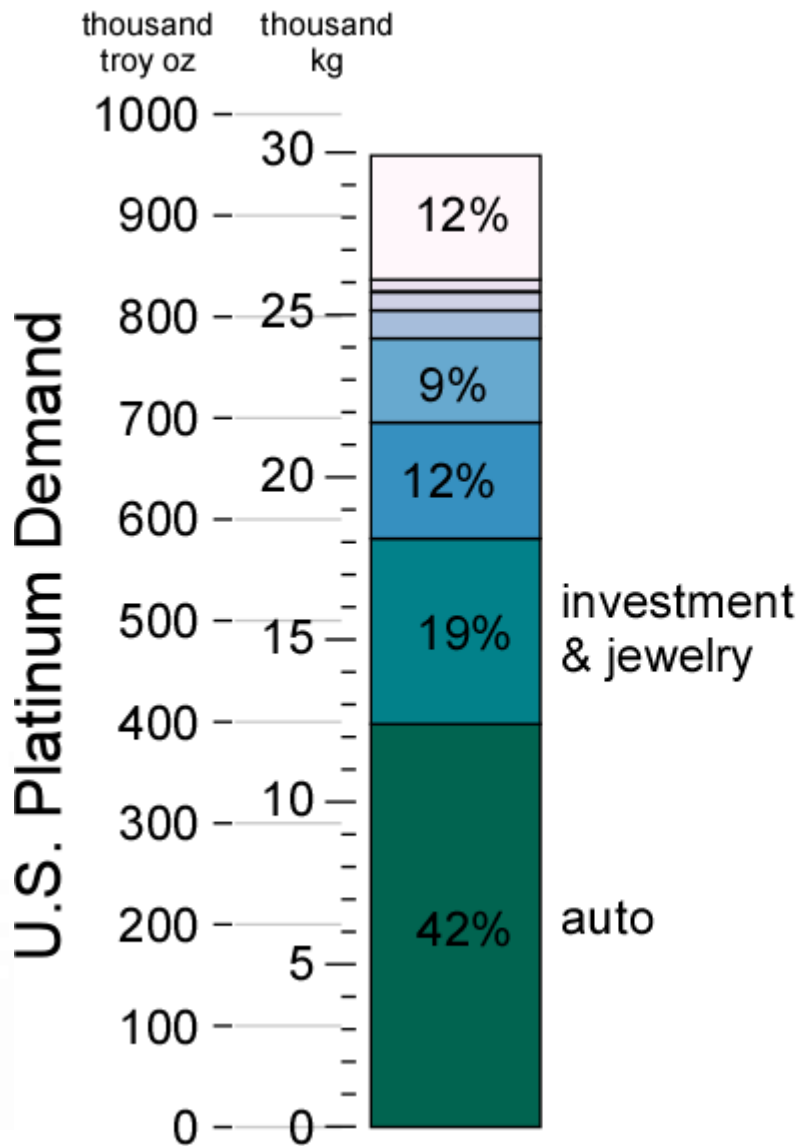
What is my Pt footprint?



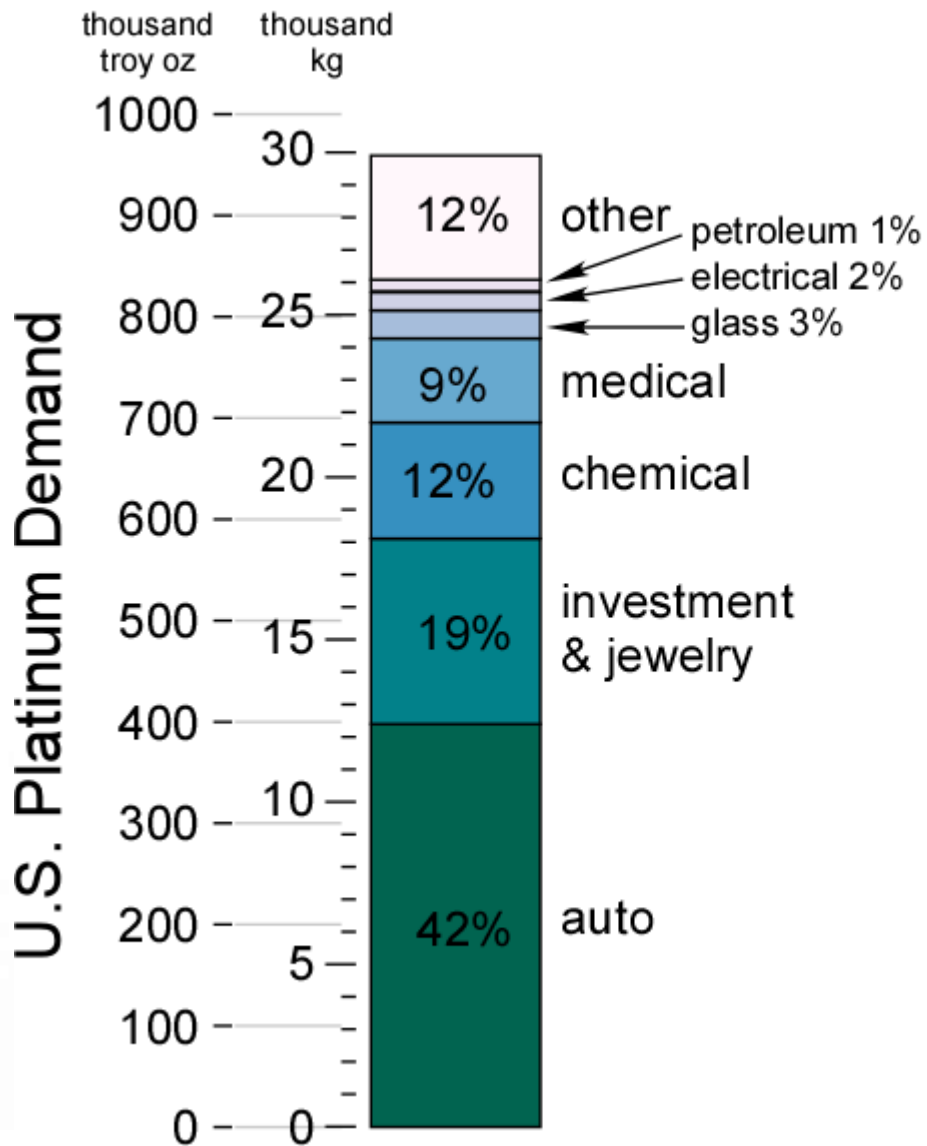
GHG Footprint – by Zipcode



What is my Pt footprint?



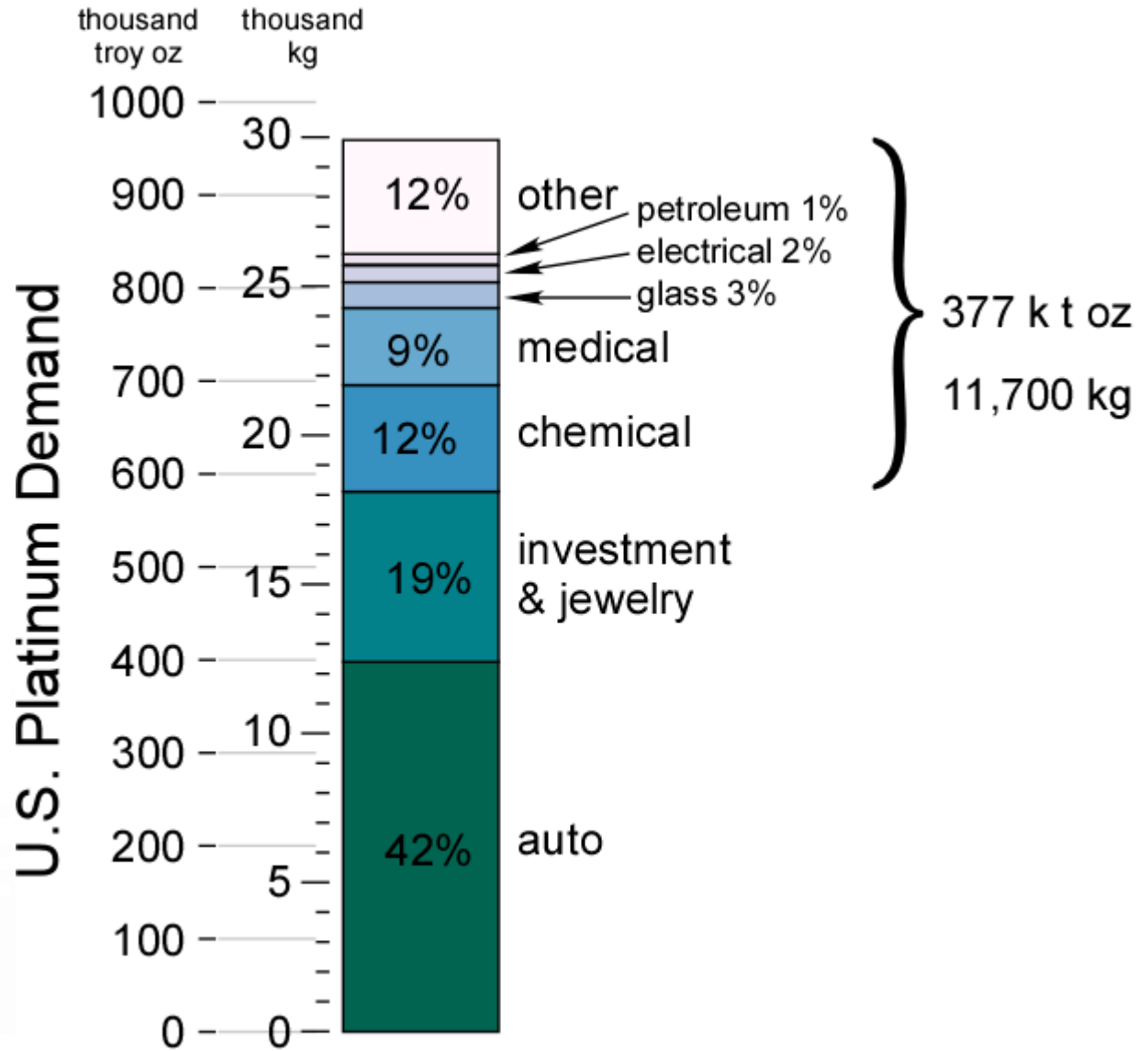
What is my Pt footprint?



Platinum



What is my Pt footprint?



Number Comparison



~92 million



~2.7 billion

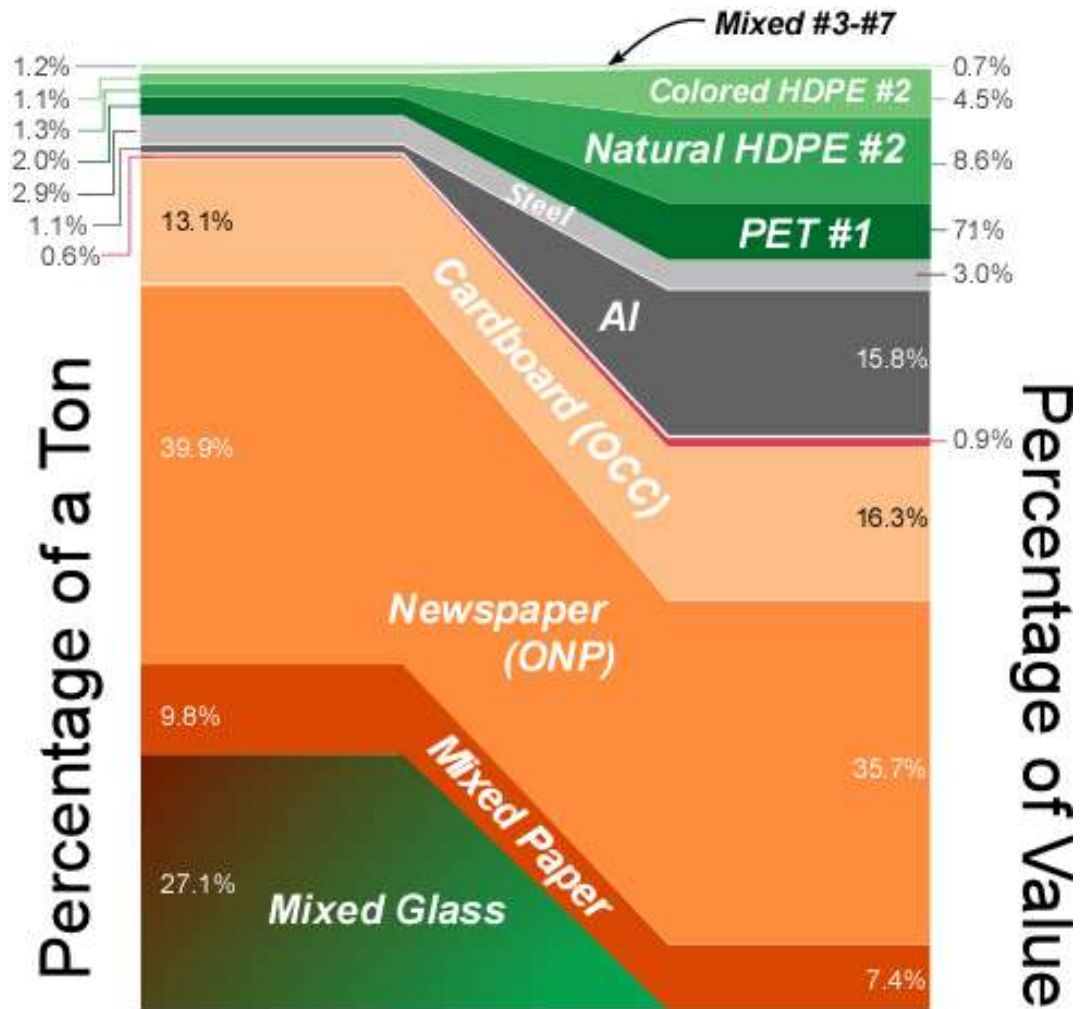
~30 times more corks

for US

I Waste Time and Money At Home



Value of Recycled Materials



source: RRS from recycling.com and published in November 2015 Resource Recycling



Price?



1.6¢

Price?



4.2¢



1.6¢

Price?

0.61¢



0.01¢



4.2¢



0.22¢



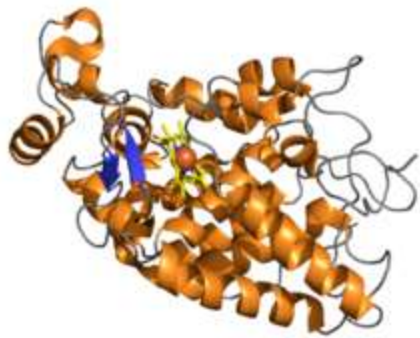
0.20¢



1.6¢



Peroxide Decomposition



Waste Reduction Hierarchy



