CARE 2004 Report
We are dreamers!

All people dream; but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find it vanity. But the dreamers of the day are dangerous people, for they may act on their dream with open eyes to make it possible.

T. E. Lawrence
Change (or Evolution)

• Keep in mind, “the system *fiercely* resists change, and also troublemakers.”
2004 Annual Report is Released

Critical Observations

- Executive Summary
- Survey Results
- Low Response Rate
- Undercounting Concern
- EPA Response Low
- States Response Low
- Macroeconomic Impacts
- Future Diversion Analysis
- New Opportunities
- Mill Program Updates
Activation Energy (Barrier)

- Reactants
- Products
- Jan 2002
- May 2005
- $E_a$
- $\Delta G^0$

Reaction Coordinate
Benchmarking

- Kodak Single Use Camera: 75%
- Corrugated Containers: 73%
- Aluminum Cans: 63%
- Steel Cans: 58%
- Glass Beverage Containers: 30%
- Scrap Tires: 80%
- Paper & Paper Board: 45%
- Car Batteries: 96%
- Plastic Soft Drink Containers: 35%
Toyota’s Average Landfill Waste per Vehicle Produced

Original FY 2006 goal: 22 pounds
New FY 2006 goal: 15.4 pounds

Waste News, Jan. 3, 2005
Growth in Landfill Diversion

Pounds Diverted from Landfill
(millions)

- **2002**: 57.2
- **2003**: 93.7
- **2004**: 108.2

MOU Goal: +15%

Reported

Years: 2002, 2003, 2004
2004 Numbers

Are we undercounting?
Lessons Learned

Don’t be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, in as much as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid.

John Keats
Macroeconomic Factors

- Crude oil prices
- PI feedstock decreasing
- PI prices rising
- China factor
  - Raw materials
  - Basic infrastructure
- Money to be made!
Inflation Adjusted Crude Oil Prices
1945-2005

www.inflationdata.com

as of 4/4/05
What does the future hold?
Projected Diversion* vs. CARE Goals

CARE MOU Targets

* Note: Totals discounted by 50%

Carpet Industry
Non-Carpet Industry

Annual Increase -> 74% 22% 25% 193% 36% 78%
Diversion Breakdown - 2006

- Entrepreneur, 32%
- Power, 28%
- Carpet Industry, 22%
- Cement Kilns, 18%
Opportunities
Success

Success is perseverance for one more minute.
The dawn of a new industry!