



# RRS ◊ VIRTUAL

## Regional Approaches to Fuel Local Circular Economies: Great Lakes Region

June 18, 2020, 11:00am – 12:00p ET

Registration Link: [https://recycle.zoom.us/webinar/register/WN\\_zb-EkJAoSXayMlqZ5gU0Vg](https://recycle.zoom.us/webinar/register/WN_zb-EkJAoSXayMlqZ5gU0Vg)

Leaders in cities, regions and private companies are interested in implementing circular economy concepts, but how do you begin to change linear systems of production to close the loop? Join us for a discussion of how to use data and best practices to engage key stakeholders and implement a collective action plan to make the push toward a circular reality.

### Speakers:

Mark Fisher, CEO of The Council of the Great Lakes Region (CGLR), will explore what is happening in the Great Lakes region in terms of waste flow trends, value capture efforts, barriers to circularity, and what is needed to drive change within a major economic region of North America.

Walter Willis, executive director of the Solid Waste Agency of Lake County, IL (SWALCO), will speak about the multi-municipal authority, its recycling progress, and circular economy planning process.

Susan Graff, vice president of global corporate sustainability at RRS, will share data-driven approaches to take circular economy theory to practice, leveraging value chain partnerships to drive local recycling improvement and end market development for recycled material.

### About CGLR

Established in 2013, The Council of the Great Lakes Region (CGLR) is a binational, member-driven, non-profit corporation that is dedicated to deepening the United States-Canada relationship in the Great Lakes economic region. It focuses on creating stronger, more dynamic cross-border collaborations through connecting regional leaders, policy research, and advocacy in order to find new ways of harnessing the region's economic strengths and assets, improving the well-being and prosperity of the region's citizens, and protecting the Great Lakes watershed for future generations. [www.councilgreatlakesregion.org](http://www.councilgreatlakesregion.org)

### About SWALCO

The Solid Waste Agency of Lake County, IL (SWALCO) was formed in 1991 to implement a regional approach to solid waste management that addresses the economic, political, and environmental issues in Lake County. It is comprised of 43 municipalities and the County of Lake representing approximately 85% of the county's population. Lake County is currently recycling 39% of its municipal waste with the goal to divert as much material from final disposal as possible. [www.swalco.org](http://www.swalco.org)

### About RRS

Founded in 1986 and headquartered in Ann Arbor, Michigan, RRS is a sustainability and recycling consulting firm that strives to create a world where resources are managed to maximize economic and social benefit while minimizing environmental harm. The firm has industry professionals, engineers, economists, technical analysts, and communication specialists who share this vision and possess core strengths in materials and recovery, life cycle management, applied sustainable design, and collaborative action development. [www.recycle.com](http://www.recycle.com)