

## “Circular Economy makes good business sense”

The traditional economy is being challenged by climate change and in fact it could be said that it is bad for climate, biodiversity, and society as a whole. The circular economy on the other hand, can be seen as a key part in dealing with climate change and the respective socio and economic outcomes.

Dealing with our waste streams has become more problematic, and it is only in recent times that waste has been seen as a valuable resource. The circular economy can provide this resource.

This workshop will provide insight into how the circular economy provides tangible benefits to business. We will start with insight from one of Australia’s leading Australian Research Council (ARC) Laureate Professor, Veena Sahajwalla, an internationally recognised materials scientist, engineer, and inventor who is revolutionising recycling science. Veena will speak on her MICROfactorie™ journey covering “microrecycling” and the future of recycling.



This will be followed by two speakers from the University of Newcastle. Professor Alan Broadfoot, Executive Director of the Newcastle Institute for Energy and Resources (NIER) will speak on the topic: “Research to Market” to introduce a UNSW and University of Newcastle collaboration to create an advanced innovation ecosystem for recycling and clean energy set to revolutionise the industry. Professor Paul Dastoor will provide a talk on “Advanced Technology at NIER delivering real-world impact”, which will



include current progress in developing an extraordinarily lightweight, flexible and fully recyclable next-generation solar energy technology manufactured using roll-to-roll printing, offering the first truly sustainable renewable energy generation for industry.

Following these presentations, we will have three local industry case studies to share with you that will highlight circular economy in action on the Central Coast.

- Mark Harry, R&D Manager at Mars Food Australia will talk about how Mars are dealing with soft plastics.
- Chloe Hyde, Sustainable Development & Public Relations at TrendPac will take us through TrendPac’s sustainability journey and their future.
- Graham Knowles, group General Manager and Chief Operating Officer at iQRenew will speak on the infrastructure that iQRenew are investing in to process soft plastics and glass.



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The event will end with a panel discussion involving all speakers where the audience have the opportunity to ask questions.

**This is a free event.** Tea and coffee will be provided. Spaces are limited.

**When: 26<sup>th</sup> August 2022**

**Where: Mingara Recreational Club – Tasman Room  
12-14 Mingara Drive, Tumbi Umbi NSW**

**Time: 12.30 pm to 4.00 pm**

[Register Here](#)

### About our speakers

#### Professor Veena Sahajwalla



Professor Veena Sahajwalla is an internationally recognised materials scientist, engineer, and inventor revolutionising recycling science. She is renowned for pioneering the high temperature transformation of waste in the production of a new generation of ‘green materials’ at the [UNSW Sustainable Materials Research and Technology \(SMaRT\) Centre](#), where she is Founding Director. Professor Veena is the inventor of polymer injection technology, known as green steel, an eco-friendly process for using recycled tyres in steel production.

In 2018, Veena launched the world's first e-waste MICROfactorie™ and in 2019 she launched her plastics and Green Ceramics MICROfactories™, a recycling technology breakthrough. Veena is the director of the ARC Industrial Transformation Research Hub for ‘microrecycling’, a leading national research centre that works in collaboration with industry to ensure new recycling science is translated into real world environmental and economic benefits. Professor Veena has also been appointed hub leader of the national NESP Sustainable Communities and Waste Hub. In 2021, Professor Veena featured in the [ABC's Australian Story](#) and named the [2022 NSW Australian of the Year](#).

#### Professor Alan Broadfoot

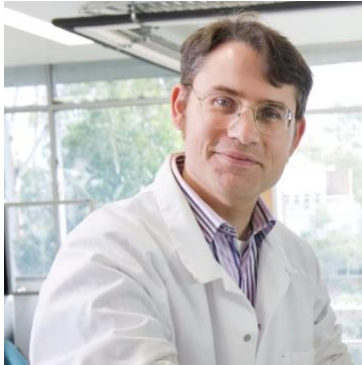


Professor Alan Broadfoot has been the Executive Director of the Newcastle Institute for Energy and Resources (NIER) at the University of Newcastle since 2010. At NIER, Alan leads an ambitious agenda linking industry and academia for transformational research in energy, resources, food and water. Alan holds a Doctor of Philosophy, Master of Engineering and Bachelor of Electrical Engineering (Honours) from the University of Newcastle. An Electrical Engineer in various roles from 1985, Alan joined electrical design and manufacturing company, Ampcontrol in 1991 and held senior management positions, including Managing Director and CEO from 2005–2010.

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He is a Fellow of the Institution of Engineers Australia and was Chair of the Australian Industry Group Hunter Manufacturing Council from 2004 –2009. He is a Graduate of the Australian Institute of Company Directors, a Fellow of The Royal Society of NSW, Chair of the NSW Energy and Resources Knowledge Hub and Board member of TUNRA and CRC CARE.

### **Professor P.C. Dastoor MA PhD (Cambridge)**



Professor Paul Dastoor is Professor of Physics at the University of Newcastle in Australia. He received his B.A. degree in Natural Sciences and his PhD in Surface Physics from the University of Cambridge. He has been Visiting Research Fellow at Fitzwilliam College, Cambridge, UK, at the Daresbury Laboratory, Cheshire, UK at Nanyang Technological University and Leverhulme Visiting Professor at the University of Cambridge. He is Director of the Centre for Organic Electronics, which he established in 2007.

Prof Dastoor is the UON Node Director for the ANFF Materials Node, which is responsible for delivering advanced fabrication and characterisation facilities to academic and industrial researchers across Australia and overseas. He is also the Ambassador for the NSW Smart Sensing Network (NSSN), which brings together smart sensing expertise in academia, industry and government to develop a strong, collaborative and innovative network that will deliver economic and social benefits for New South Wales.

His research interests encompass the growth and properties of thin films, neutral atom microscopy and organic electronic devices based on semi-conducting polymers. These exciting materials offer the tantalising prospect of paints that generate electricity directly from sunlight and sensors that can be printed as flexible arrays. Prof Dastoor has a strong track record in research translation and commercialisation, with a substantial number of patents granted in the US and Europe (as well as in Australia). He has spun out five companies including his glucose biosensor technology (GBS Inc) which listed on the NASDAQ in 2020.

### **Mark Harry- R&D Divisional head – Mars Food Australia**



Mark is a career Martian, having spent time in both the MARS Petcare and MARS food businesses in various roles from Brand management through to all aspects of Research & Development.

He has found his true passion however in packaging sustainability and the role that a large-scale manufacturer can have on the environment and creating a true circular economy within Australia.

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### **Chloe Hyde - Sustainable Development & Public Relations**



As TrendPac's Sustainability Officer, Chloe develops and implements strategies, policies, and processes for sustainable business development across all areas and levels of the organisation. This includes creating waste reduction targets, optimising utility usage to reduce the carbon emissions associated with TrendPac's manufacturing operations and offices.

Chloe also collaborates with customers and the Business Development team to design packaging optimised for recycling and material efficiency, enabling TrendPac to contribute to a local circular economy.

### **Graham Knowles - Group GM and COO of IQ Renew**



Graham has built a career over 35 years in growing companies and maximising returns for investors. His career includes roles as; Managing Director, Chief Operating Officer, Group General Manager, Lecturer, International Consultant and New Business Development Executive and has worked in Australia, the US and United Kingdom.

Graham has taken a small start-up company through to a respected multinational company and his intellectual property is now used in the UK and the US by fortune 500 companies.

Graham serves on the board of Directors for WCRA (Waste Contractors and Recyclers Association) and on the NSW Executive of WMRR (Waste Management and Resource Recovery Association, Australia).