

# RECYCLING PLUS

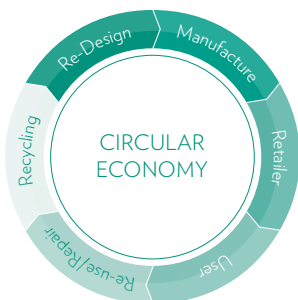


91%

of all plastic is not recycled.

80%

of the consumed products and materials currently end up in incineration, landfills, and wastewater.



The concept of the circular economy.

Recycling involves collecting products that have reached the end of their life cycle and either disposing of them in an environmentally sustainable way or processing them for reuse. In a so-called circular economy, the design, the production, and the budget of a product need to consider recycled resources in all stages of the economic process. Only then does this process actually become circular.

Consequently, a circular economy reduces pollutants and naturally preserves resources by recovering secondary materials. This is important because pollutants cause considerable damage to our environment. A plastic bag, for example, will spend ten to twenty years floating in the sea before fully breaking down. A PET bottle takes 450 years to degrade, and a fishing line even lasts 600 years. Recovering secondary materials means recycling materials of high value in reuse. This can be copper from refrigerators or rare materials from mobile phones, as just two examples of many.

## Our commitment

As a grant foundation we support organisations with approaches to recycling that are not only innovative, but also make good business sense. We back projects that go beyond clean disposal and actively strive to be part of the movement accelerating the transition to a circular economy. We focus on innovative projects that repurpose resources while incorporating recycled materials from the very start of their production chain. This is the 'PLUS' we add to simple recycling.

Our partners present business models designed to meet the demands of the circular economy in every production step. They demonstrate entrepreneurial flair and innovative methods in repurposing products in an environmentally friendly way. We partner with non-profit organisations and, in exceptional cases, welfare organisations that are on this mission together with us.



# 1965

The Julius Baer Foundation has been dedicated to making meaningful and impactful contributions to society for more than fifty years.

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#### Core areas

- Vocational Training
- Recycling PLUS
- Wealth Inequality

#### Julius Baer Foundation

For more than fifty years, the Julius Baer Foundation has dedicated itself to making meaningful and impactful contributions to society. The grant foundation of the Julius Baer Group was founded in 1965 by Walter J. Bär to support all forms of art and culture, various sciences and carefully selected charitable causes within Switzerland. The Foundation's reach has extended along with the growth of the Group, and, today it collaborates with partner organisations worldwide in the core areas of Vocational Training, Recycling PLUS and Wealth Inequality. Additionally, the foundation matches the money collected by the Julius Baer employee organisation, Julius Baer Cares, for various good causes and donates existing art awards.

The Julius Baer Foundation envisions a society, in which youths and young adults have motivating vocational training and promising perspectives, resources are used sustainably, and the various social classes demonstrate mutual support and respect for one another.

#### How you can contribute

Clients and employees of Julius Baer can support the Foundation. Your donation will be used specifically for the core area of your wish.

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“If it cannot be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled or composted, then it should be restricted, redesigned or removed from production.”

Pete Seeger, singer and social activist

#### Our project partners in the core area of Recycling PLUS



#### Contact

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