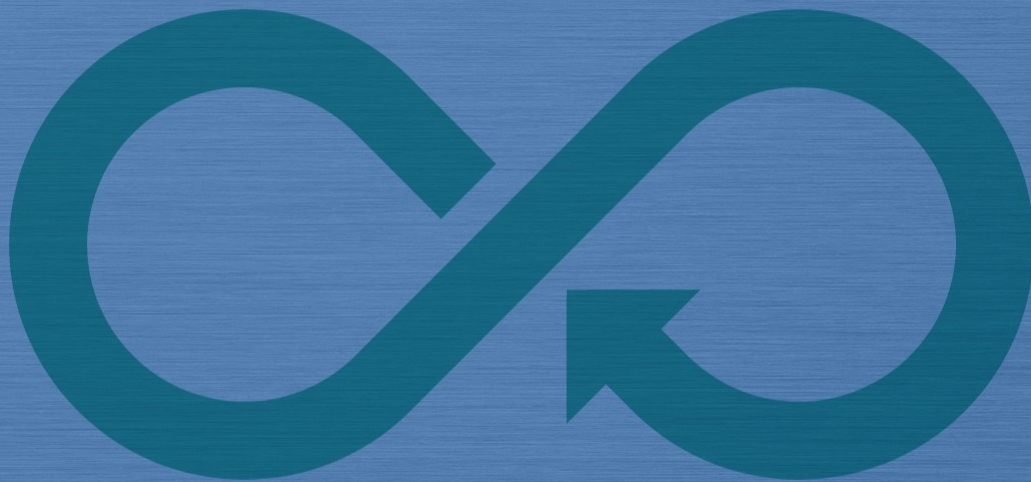


# DEMANDING CIRCULAR

How to change tender requirements  
to drive markets toward circularity



Jean Simard  
President and CEO

# PUBLIC PROCUREMENT: A PILAR OF THE ECONOMY

## Why it's important for us

Well-designed public procurement systems also contribute to achieving pressing policy goals such as environmental protection, innovation, job creation and the development of small and medium enterprises.

*Source: OECD*

**12% of GDP**

is the amount spent in OECD countries on public procurement



The Government of Canada is one of the largest public buyers of goods and services in Canada, purchasing approximately

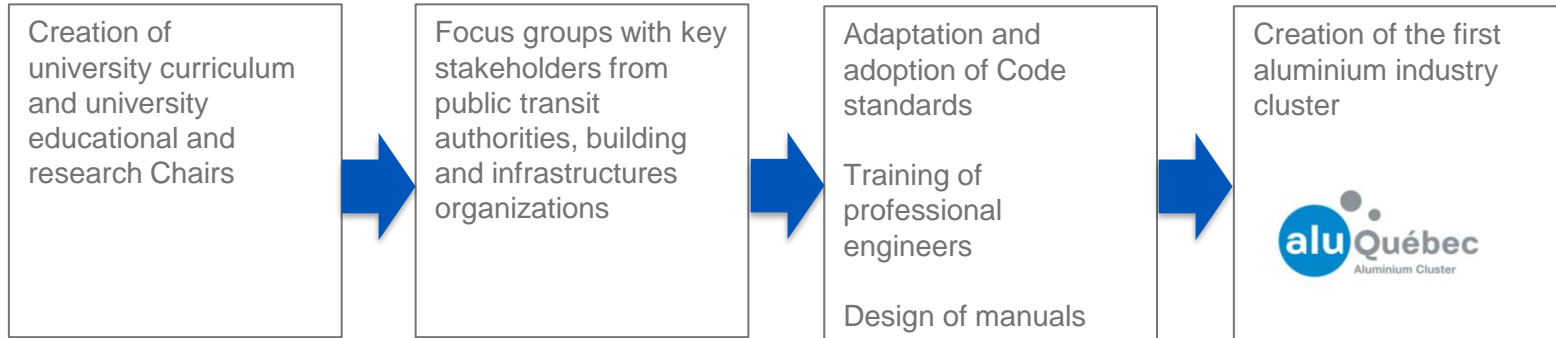
**\$22 billion worth every year**

on behalf of federal departments and agencies.

# A CLEAR POTENTIAL FOR THE ALUMINUM



# SOME KEY STEPS



# FOSTERING AN ALUMINIUM CULTURE

**WHERE IS THE CLIENT?**

# THE CRUX OF THE PUBLIC PROCUREMENT PROBLEM

*Analysis from the International Institute for Sustainable Development*

- › Public procurement decisions are still dominated by the lowest price at the time of purchase, rather than by awarding contracts based on **value-for-money across the life cycle of a solution**.
- › **This is a missed opportunity** for creating society-wide benefits and fostering the transition to sustainable and circular economies
- › **How can we achieve the best value without limiting ourselves to the lowest price and how can circular economy help path the way ?**

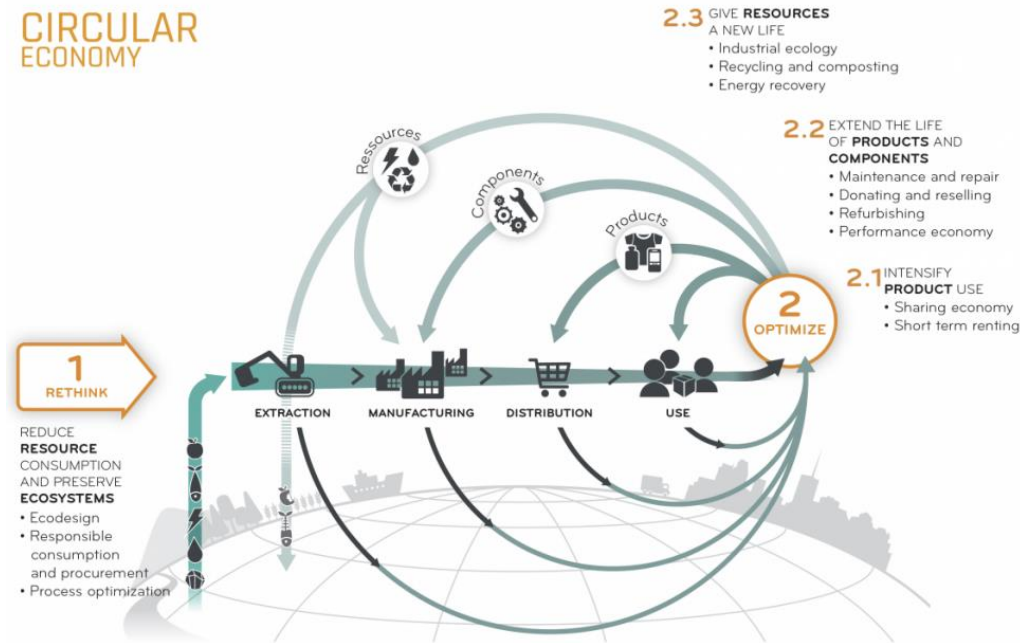


*“ Price is what you pay.  
Value is what you get.”*

W. Buffet

# GO ALL THE WAY! GO CIRCULAR!

## CIRCULAR ECONOMY

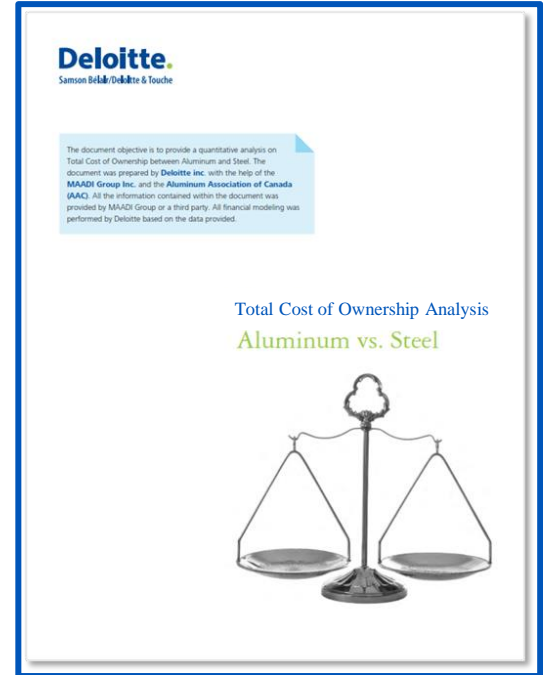


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- › The Diagram From the Institut EDDEC Summarizes the Concept
- › Circularity fully captures the relevance of PBS, TCO and LCA

# TOTAL COST OF OWNERSHIP

One can proceed by using “performance-based” procurement instead of specification, and to the extent they can demonstrate that the new rules are within an overall context of sustainability, or environmentally grounded regulatory framework, use decisional factors based on proven Life Cycle Assessment tools, and Total Cost of Ownership.

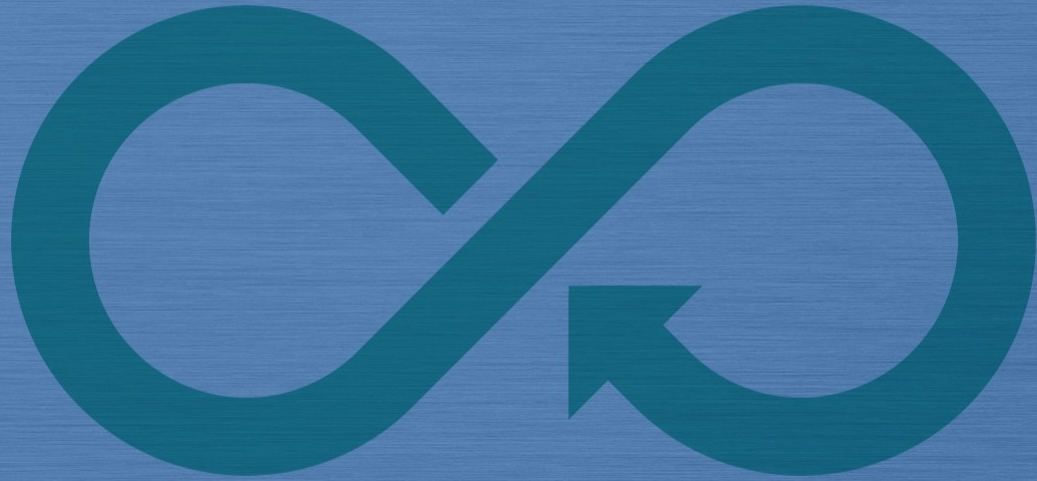




# CAPACITY BUILDING CULTURE SHIFT

## Milestones





Aluminium  
Association  
of Canada



OUR MEMBERS



Alcoa



ALUETTE

RioTinto