



2024 CUWP Fall Seminar



Mark Huber
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Abstract: In today's global push for sustainability, plastics recycling presents both significant challenges and opportunities. This presentation will delve into the practical barriers that limit plastics recycling at scale in the U.S., with a focus on real-world constraints such as feedstock quality, supply chain logistics, and economic factors. Representing iSustain, a leader in recycling and waste management, I will provide an overview of our work in sourcing and managing materials for plastic recycling technologies, including mechanical and chemical recycling solutions.

We will explore how iSustain navigates the complexities of commercial-scale plastics recycling, touching on the challenges posed by feedstock availability and contamination, as well as the systems-level considerations required for success—

supply chain optimization, economic feasibility, and implementation of circularity solutions. For students and researchers familiar with lab-scale research, this talk will offer insights into the broader, industry-level hurdles that must be overcome to make plastics recycling viable on a large scale. The discussion will also highlight how companies like iSustain work to integrate innovative recycling technologies with practical, scalable solutions that meet both environmental and economic demands.

Bio: Mark Huber is a distinguished business development executive and award-winning expert in waste and plastic recycling management. With a rare blend of corporate strategy and deep technical expertise, Mark holds both a master's in business and a degree in Chemical Engineering. Currently, as Business Development Executive at **iSustain**, based in Tennessee, he leads initiatives that help global clients achieve sustainable growth. Specializing in plastic recycling, Mark spearheads iSustain's cutting-edge circularity programs, which utilize state-of-the-art technologies in both mechanical and advanced recycling. Under his leadership, iSustain processes over **276 million pounds of recyclables annually**, with millions of pounds of plastic waste being funneled into advanced solutions like **pyrolysis** and **methanolysis** each month. These innovations create sustainable pathways for materials that would otherwise end up in landfills. Mark's career, spanning over two decades, is marked by his ability to integrate complex recycling solutions with pragmatic business strategies. He is known for forging strategic partnerships that not only reduce environmental footprints but also drive operational efficiency for clients. His approach is collaborative and rooted in practical solutions that benefit both businesses and the planet. A hands-on environmental advocate, you can often find Mark knee-deep in a Southern stream, leading clean-up efforts with his team. His passion for protecting the environment isn't just theoretical—it's something he lives every day. Mark's guiding philosophy is clear: "Outdated environmental policies must evolve if we are to improve our communities' ecosystems." This belief fuels his commitment to transforming waste management and recycling practices, making a tangible difference in both business and environmental landscapes.

October 7th, 2024

Seminar at 4:00pm CST