[REDACTED]

From: STEWART, Rory [REDACTED]
Sent: 22 March 2016 19:04
To: PS/Rory Stewart
Subject: FW: Waste Bond Equity
[REDACTED]

Rory Stewart
MP for Penrith and the Border
Tel: [REDACTED]

From: [REDACTED]
Sent: 19 March 2016 15:24
To: STEWART, Rory [REDACTED]
Subject: Waste Bond Equity

Dear Rory,

First of all must I congratulate you on your attempt to tax paper cups. I think that we could look at it in another way which is to see the thrown away cups as a value. Suppose we looked at the totally consumed product, then in this perspective the wasted cups represent a percentage of this. We could see it in terms of Demings' quality control whereby total production is say ten bottles with two breakages. Here by reducing the breakage by one you can make a ten percent profit still without increasing production. We can use Pareto's principle with regard to wasteful practices (i.e. the 80/20 ratio). I this instance if we see the reduction/recycling of paper cups as 20% - we can use the house price model to look at the consumption we have 80% of a potential 100 percent (price of house bought, current/future value) which gives an equity of 20%. What I propose is that the equity be called waste equity - a considerable sum. If we use 5% of that WE and borrow against it, we can use it to invest in means of effectively reducing the waste by 10 %. By monetising the waste reduction we can use positive means to accomplish change. I had earlier proposed that there be a waste equity bond system see below . There is potential for investment in new industries and services connected to this project.

Yours,

[REDACTED]