

Walk the Talk: Circular Economy in Action





Business

Business-led collaboration & disruptive innovation are key to building a circular economy



Learning

The transition to a circular economy requires us to transform the way we create products, services, and systems, and is dependent on how we learn



Systemic Initiatives

Transforming key material flows to scale the circular economy globally



Institutions, Governments & Cities

Create the enabling conditions for a circular economy, set direction, and drive innovation and investment.

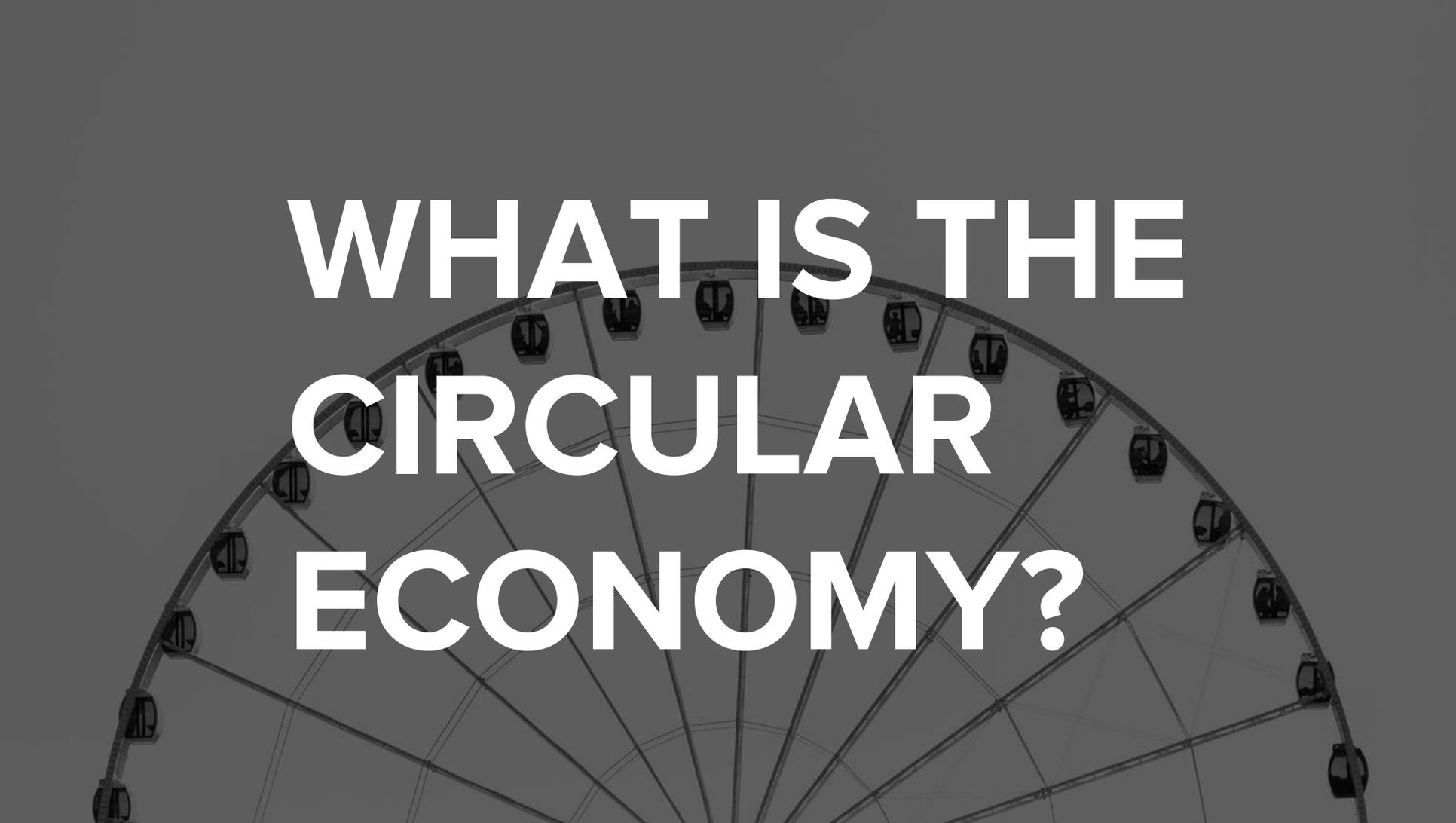
Insight & Analysis

We provide robust evidence on the benefits of a circular economy, showcasing the implementation of circular economy principles



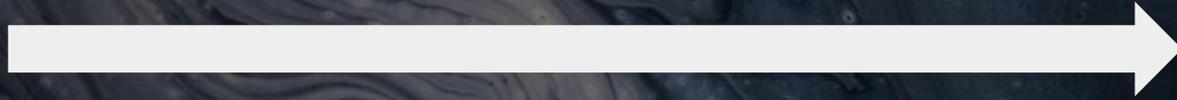
“There is no company whose business model won’t be profoundly affected by the transition to a net-zero economy.”

By BlackRock CEO Larry Fink

A grayscale image of a Ferris wheel, viewed from a low angle looking up. The wheel's structure, including its spokes and passenger cars, is visible against a dark background. Overlaid on the center of the wheel is the text "WHAT IS THE CIRCULAR ECONOMY?" in a large, bold, white, sans-serif font.

WHAT IS THE CIRCULAR ECONOMY?

THE LINEAR ECONOMY



Take - make - waste

A scenic view of cherry blossoms in full bloom, with white and pink flowers hanging from dark branches. In the background, a calm river reflects the sky and the blossoms. A concrete bridge is visible in the distance. In the foreground, a rocky riverbank is visible, with several people standing and looking towards the water. The overall atmosphere is peaceful and beautiful.

DESIGN OUT WASTE AND POLLUTION

ECOVATIVE

WE GREW
WITH THIS
HEADLINE

A glowing orange fiber optic cable bundle is shown inside a circular device. The device has a blue segment at the top and a yellow segment at the bottom. The background is dark.

**KEEP
PRODUCTS &
MATERIALS
IN USE**

PATAGONIA

REPAIR IS A



RADICAL ACT

An aerial photograph of a river delta, showing a complex network of channels and distributaries. The water is a mix of deep blue and light turquoise, indicating sediment transport. The surrounding land is lush green, with some brownish patches. The text "REGENERATE NATURAL SYSTEMS" is overlaid in white, bold, sans-serif font on the left side of the image.

**REGENERATE
NATURAL
SYSTEMS**

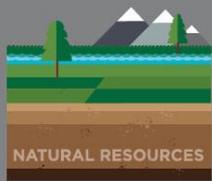


Common misconceptions

It's all about making better use of waste

It's only about recycling more

It's all about resource efficiency



NATURAL RESOURCES



TAKE



MAKE

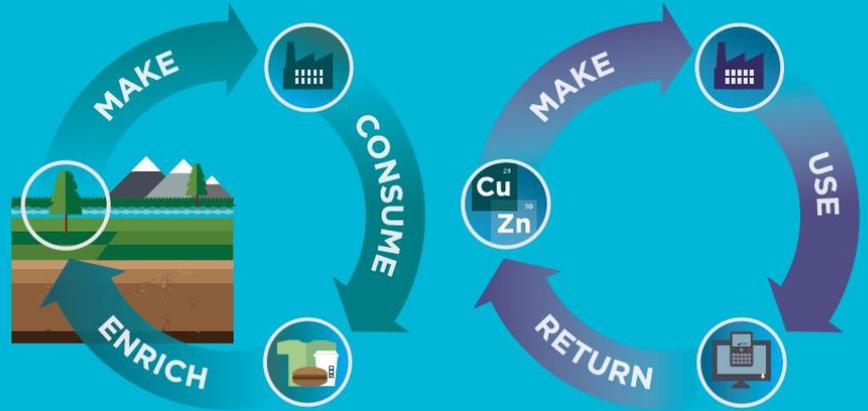


DISPOSE

WASTE
WASTE
WASTE

TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES



BIOLOGICAL MATERIALS

TECHNICAL MATERIALS

ENERGY FROM RENEWABLE SOURCES

Gerrard Street - A more circular music experience

What makes it circular? The design of the headphones products is modular and no glue is used so they are easy to disassemble, repair or add new hardware. The components are durable and standardised, so that up to 85% of can be reused by being looped into new models.



Service-based model





ELLEN
MACARTHUR
FOUNDATION

**Are reusable cups an
example of a circular
solution?**

OR

**Is it just another extractive
linear business model take-
make-dispose?**

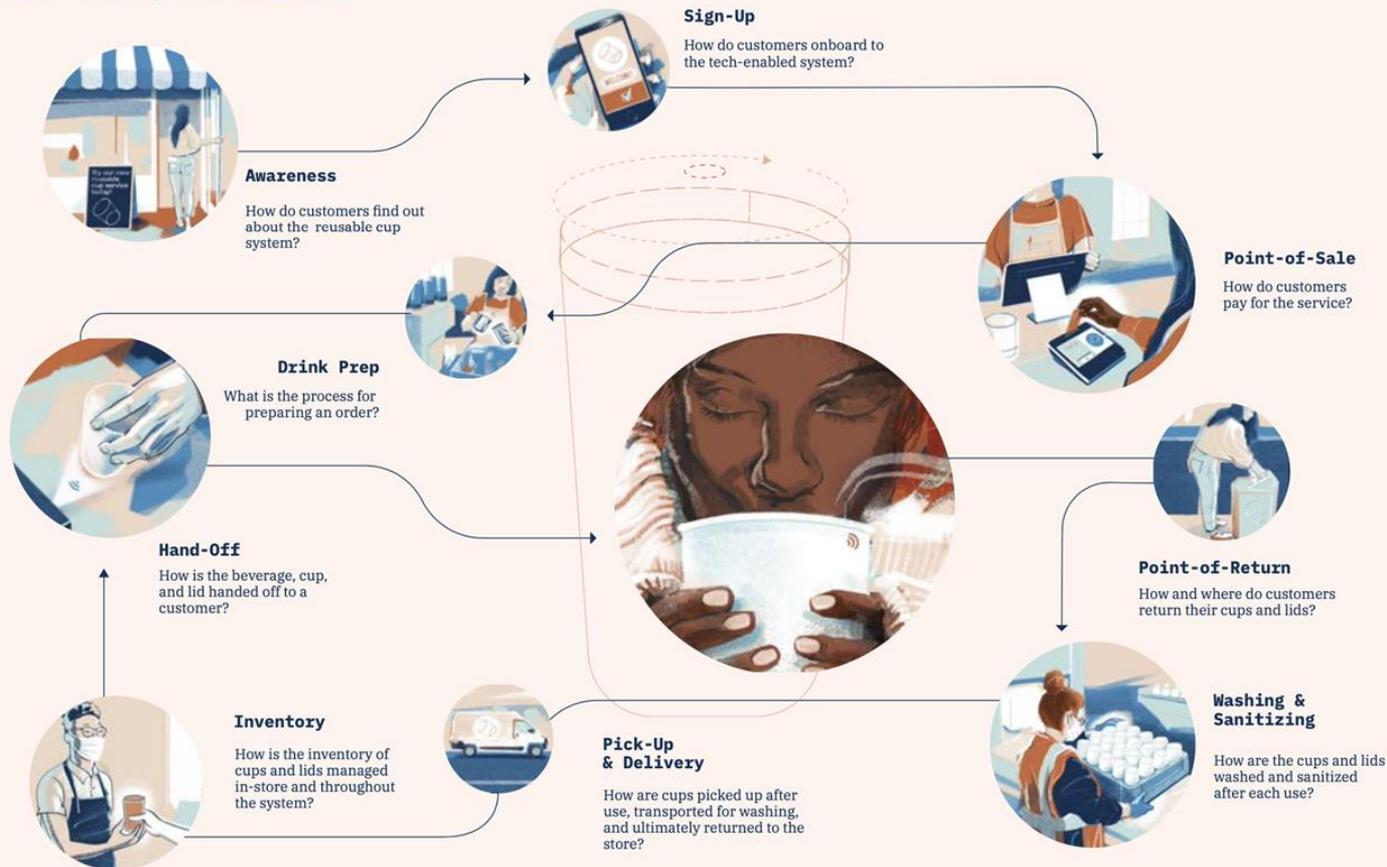




ELLEN
MACARTHUR
FOUNDATION

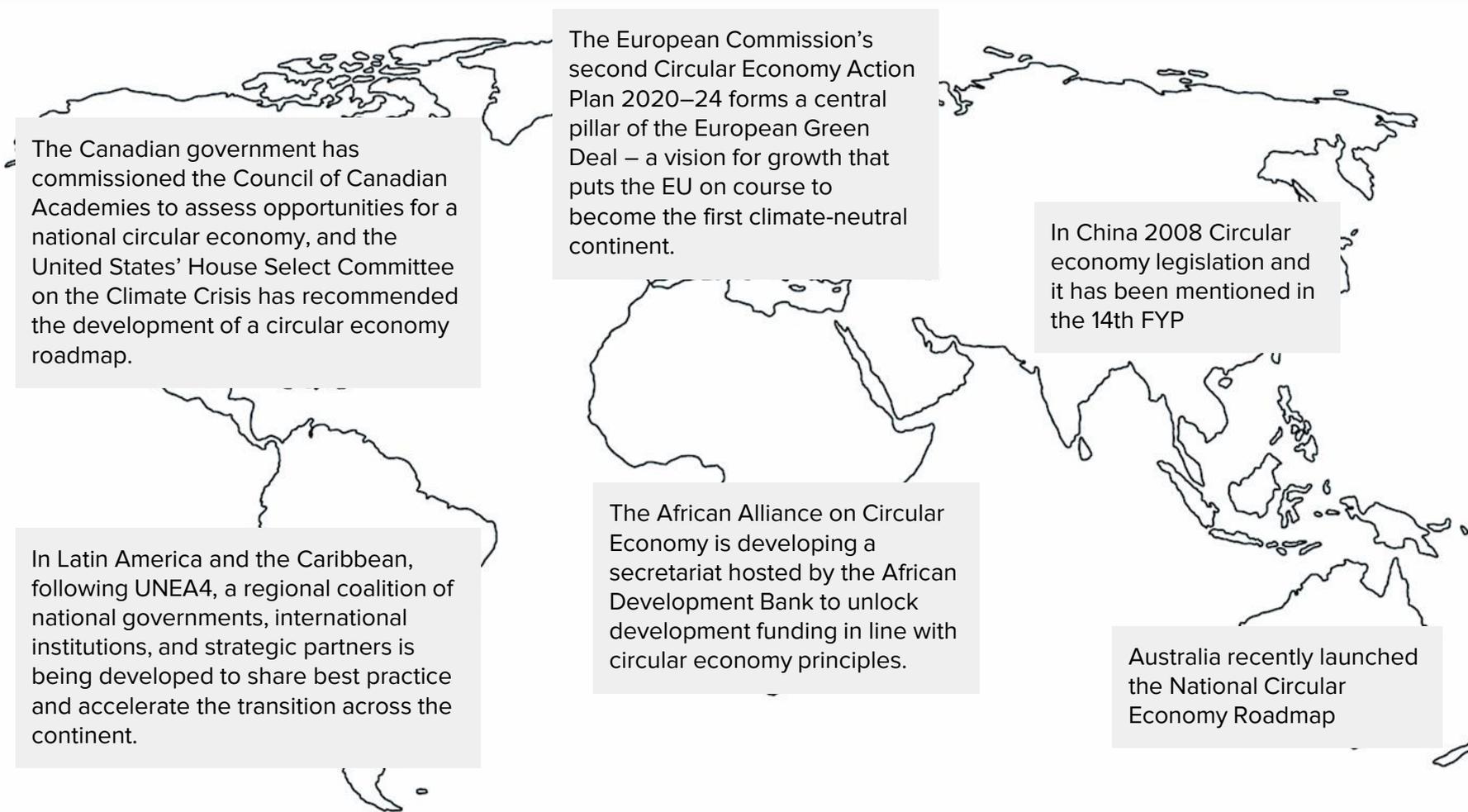
THE JOURNEY OF A REUSABLE CUP

A Multi-Step Journey





A SYSTEM THAT WORKS



The Canadian government has commissioned the Council of Canadian Academies to assess opportunities for a national circular economy, and the United States' House Select Committee on the Climate Crisis has recommended the development of a circular economy roadmap.

The European Commission's second Circular Economy Action Plan 2020–24 forms a central pillar of the European Green Deal – a vision for growth that puts the EU on course to become the first climate-neutral continent.

In China 2008 Circular economy legislation and it has been mentioned in the 14th FYP

In Latin America and the Caribbean, following UNEA4, a regional coalition of national governments, international institutions, and strategic partners is being developed to share best practice and accelerate the transition across the continent.

The African Alliance on Circular Economy is developing a secretariat hosted by the African Development Bank to unlock development funding in line with circular economy principles.

Australia recently launched the National Circular Economy Roadmap

Number of public equity funds with circular economy focus

Source: Analysis carried out by the Ellen MacArthur Foundation

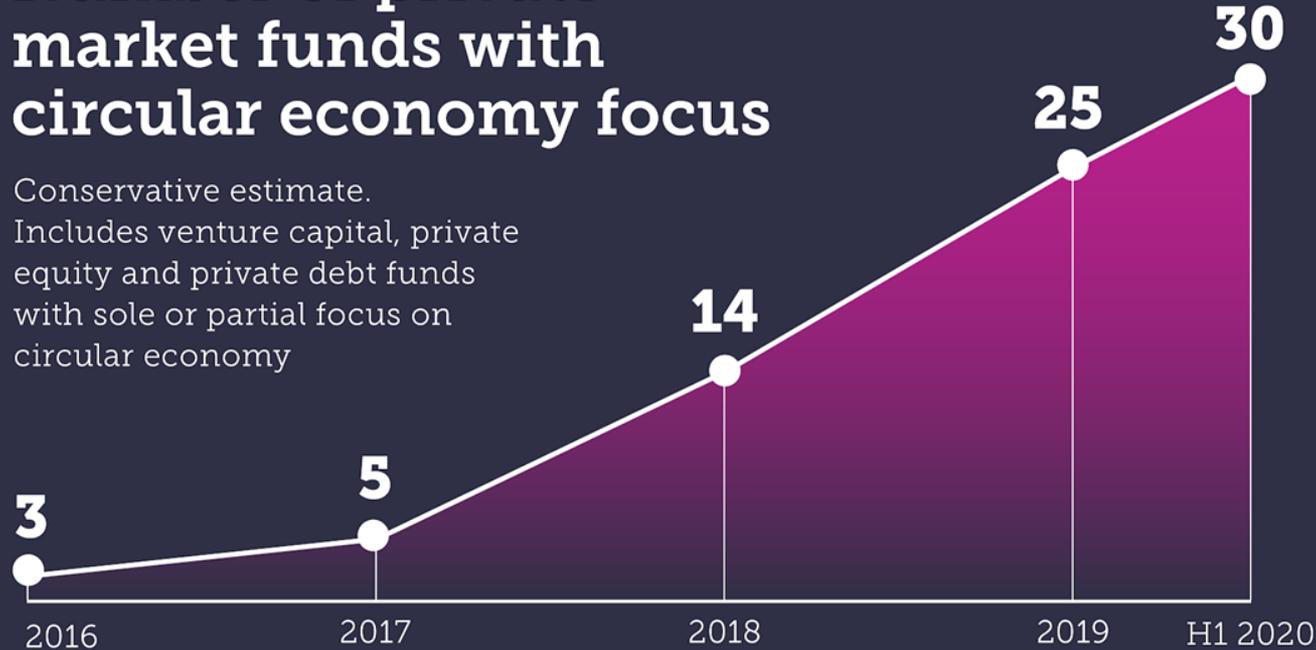
- Sole focus on circular economy
- ▣ Partial focus on circular economy



BlackRock
BNP Paribas
Candriam
Cornerstone Capital Group
Credit Suisse (2 funds)
Decalia
Goldman Sachs
NN Investment Partners
RobecoSAM

Number of private market funds with circular economy focus

Conservative estimate.
Includes venture capital, private equity and private debt funds with sole or partial focus on circular economy



Source: Analysis carried out by the Ellen MacArthur Foundation

x10

increase in the number of private market funds from 2016 to H1 2020

Assets managed through public equity funds with circular economy focus increased x6 in the first eight months of 2020

1 Jan 2020 - 31 Aug 2020



Source: Analysis carried out by the Ellen MacArthur

**Creating alignment and fostering
collaboration between governments
and business is key**



GOAL ONE

STIMULATE DESIGN FOR
THE CIRCULAR ECONOMY

GOAL TWO

MANAGE RESOURCES
TO PRESERVE VALUE

GOAL THREE

MAKE THE
ECONOMICS WORK

GOAL FOUR

INVEST IN INNOVATION,
INFRASTRUCTURE,
AND SKILLS

GOAL FIVE

COLLABORATE FOR
SYSTEM CHANGE



More to explore

Explore Circular economy show



Kate Kelleher

Amanda Joy Ravenhill

Walter Staehl

Episode: Ebbs and flows: water and the circular economy

Episode: What will it take to transform the economy?

Episode: What will it take to transform the economy?



Valeria Romano

Nigel Topping

Janez Potočnik

Episode: Why circular is the only way forward

Episode: A unique opportunity for a resilient low-carbon economic recovery

Episode: The next circular economy

Join From Linear to Circular



Visit Higher education resources



01. A sandwich, a butterfly and a cake - A circular economy?

02. Materials flows, the big picture

03. Exploring systems dynamics - A simulation



05. Nano Membrane Toilet - Through four lenses of circular design

06. The Circular Economy is in the Cards

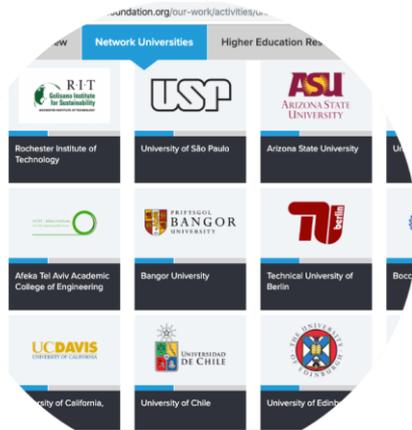
07. Values in a Circular Economy



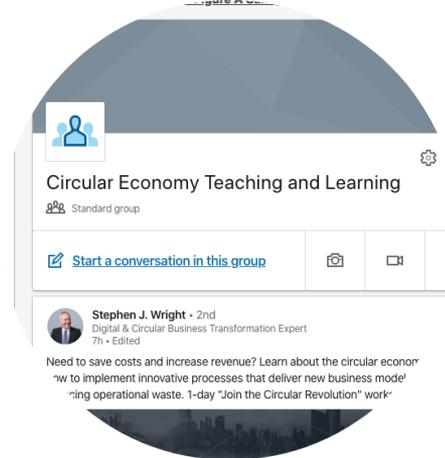
10. Coffee Production and Consumption

How to engage with us?

Become
profiled/member
universities



Join
Linkedin group



Demonstrate
Circular initiative



Thank you!

