

CSR Multi-Stakeholder Forum, Brussels, 3 -4 February 2015

Circular Economy for more jobs and true prosperity



De Groene

Zaak

ondernemers voor een duurzame economie

Sustainable Business Association De Groene Zaak

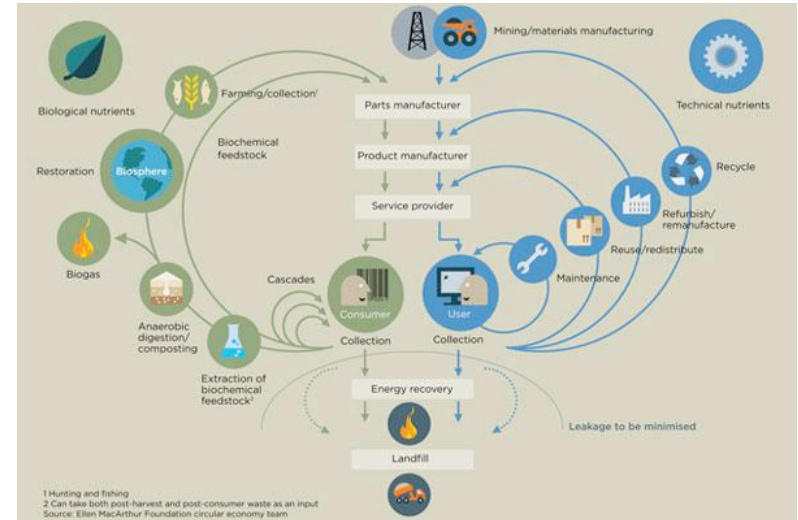
- De Groene Zaak represents over 200 frontrunning companies – from multinationals to SMEs – from all sectors with a strategy based on sustainable business models
- Dutch Chapter of the World Business Council for Sustainable Development
- De Groene Zaak cooperates with several Dutch organisations including CLICKNL|DESIGN, Acceleratio and MVO Nederland to accelerate the realisation of a circular economy
- Aim: make the Netherlands a circular hotspot in Europe, and Europe in the world



Chairman Stef
Kranendijk

What is a Circular Economy?

We embrace the Ellen MacArthur Foundation's view of a circular economy as "an industrial system that is restorative or regenerative by intention and design. It replaces the 'end-of-life' concept with restoration, shifts towards the use of renewable energy, eliminates the use of toxic chemicals, which impair reuse, and aims for the elimination of waste through the superior design of materials, products, systems, and, within this, business models." (EMF, 2012).



Source: EMF, 2012

Why a Circular Economy?

- Huge business opportunities: € 290 – 485 billion per year in the EU
- 2 million jobs
- Innovation by new business models
- Resilience to resource scarcity
- Waste reduction



What we are doing to accelerate the circular economy (1)

- Circular business by our partner companies ☺
- A letter by De Groene Zaak to Vice-President Timmermans to express our concerns about striking the Circular Economy Package (November 2014)
- A report on sustainable purchasing in the Netherlands (January 2015)
- 'Governments going circular', a Global Scan of Government Best Practices by De Groene Zaak in cooperation with Accenture, EY, IMSA and Royal HaskoningDHV (to be launched on 12 February 2015)



What we are doing to accelerate the circular economy (2)

- Publication by Acceleratio of a report 'Barriers & Drivers towards a Circular Economy' (to be published)
- Position Paper by De Groene Zaak (to be published)
- Preparation for pilots for a prototype Materials Information System
- Active cooperation with MVO Nederland and other partners



The need for government policies (1)

- Circular economy offers a new model for CSR: Create new jobs, save resources and bring true prosperity by improving the 'rules of the game' of our economy
- Companies are in the lead but experience many obstacles to doing circular business
- Government policies are needed to remove these obstacles and thus accelerate and scale up the circular economy



Obstacles for circular business

- General: Linear lock-ins, material complexity, geographic dispersion (EMF, 2014), lack of awareness, hampering legislation
- Lack of distinguishing market advantage, especially with governments (purchasing)
- Costs for sustainable certification and integral reporting
- Lacking infrastructure for required transparency
- Mismatch of quality reusable materials, products and parts
- Lack of research, development, dissemination and education
- Lack of standardisation and norms for recyclable plastics, end-of-waste criteria
- Global supply chains filled with partners with a linear agenda



The need for government policies (2)

- We ask for **economic incentives** for companies to implement circular business models
- Enhance circular design, marketing, maintenance, repair, reuse, sharing, refurbishment, cascading and recycling
- Implement policies for extended producer responsibility (polluter pays)
- Role for EU next to national, regions and cities to accelerate circularity in companies, clusters, chains and cross sector



To accelerate the circular economy, we ask the EU to:

1. Implement a strengthened Circular Economy Package
2. Require National Action Plans for accelerating the circular economy

(see next slides)



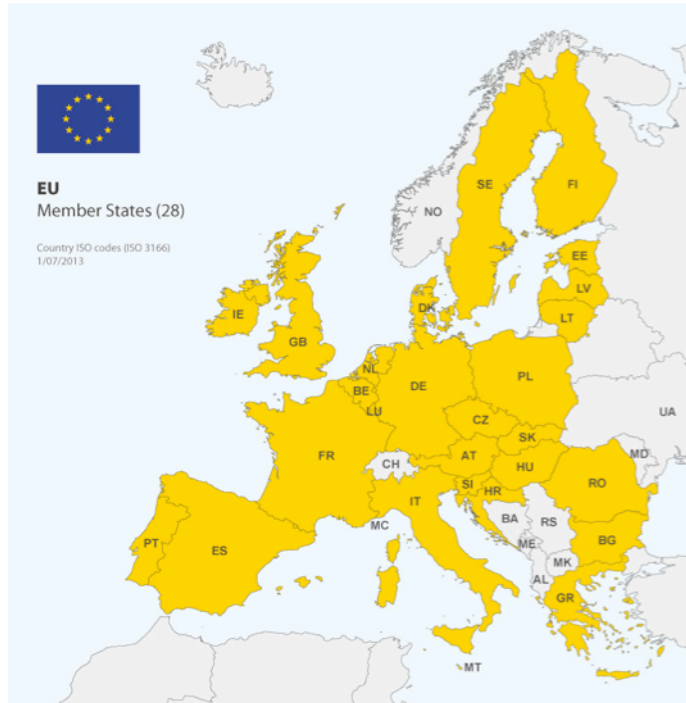
1. Implement a strengthened Circular Economy Package

This includes:

- Economic incentives, starting with a feasibility studies and pilots
- Binding targets for all circular economy aspects
- Integration of design, maintenance, etc. in the EU Waste Hierarchy
- Accelerated implementation of end-of-waste criteria
- Horizon 2020 calls
- An EU Directive for Design for Recycling and Waste prevention
- An EU raw materials strategy
- The Raw Material Consumption (RMC)/GDP or capita as resource productivity indicator



2. Require National Action Plans for accelerating the circular economy



2015 Wish list

- Launch a strengthened circular economy package including the full cycle, such as design and repair
- Extension of the existing EU directive for Ecodesign into one for Design for Recycling and Waste prevention
- Realisation of Circular Green Deals at the EU level



Colophon

This is a presentation of Sustainable Business Association De Groene Zaak together with CLICKNL|DESIGN and Acceleratio



Thank you

For more information please contact:

Arthur ten Wolde
arthur.ten.wolde@degroenezaak.com
De Groene Zaak
Spaces Den Haag / Rode Olifant
Zuid-Hollandlaan 7
2596 AL THE HAGUE
THE NETHERLANDS

