

# Companies call upon the G20 to seize the circular economy momentum – Business Manifesto

Companies including multinationals and 2000 SMEs call upon the G20 to seize the “circular economy” momentum with measures to boost demand and transparency for circular products and services.



Ecopreneur.eu, the European Sustainable Business Federation representing 2000 sustainable companies (mostly SMEs), together with large companies including Tarkett, ROCKWOOL, Interface, Philips Lighting, Werner& Mertz, Alliander, Bugaboo as well as companies Copper8, Black Bear Carbon, Nederlands Hout, Greenplayer and member organizations Dutch Sustainable Business (De Groene Zaak), ECOVE, Grüne Wirtschaft and UnternehmensGrün, calls upon the G20 to seize the current “circular economy” momentum with concrete policy measures. The aim of our coalition is to encourage sustainable business practices, the efficient allocation of resources, and to unlock investments for circular innovation. Our companies have integrated circular economy principles such as the optimization of resource yields into their business strategies spanning the entire value chain in their different industrial sectors. It is the firm conviction of these companies that an essential driver for a thriving global economy is to

move beyond the current "take, make and dispose" economic model to a circular economy which is restorative and regenerative by design. This offers a global opportunity to increase resilience against resource scarcity, create tens of millions of jobs, generate \$4.5 trillion of economic growth, substantially reduce marine litter and CO<sub>2</sub> emissions, and avoid hundreds of millions of tons of waste. Circular business models include pay-per-use, products-as-a-service, sharing, maintenance and repair, upgrading, remanufacturing and recycling. Relying on system-wide innovation, the circular economy aims to redefine products and services to design out waste and virgin raw materials, while minimizing negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

However, the companies have identified limits and barriers to this transition, which deter creation of a supportive business environment and investment climate. We call on the G20 to take measures to **secure access to sustainably sourced raw materials, bio-based materials and biomass** and implement measures to **enhance re-use, recycling and cascading at the end-of-life**; to **boost demand for circular products and services** by training local governments in green public procurement, by extended public responsibility schemes and green fiscal reform aiming at resource efficiency; and to aim for **increasing the uptake of high-quality secondary raw materials**. Policymakers should encourage innovation in services and smarter use of resources as key levers in the creation of a circular economy. Reduction of the raw materials consumption could serve as an overall indicator. The subscribers of this Business Manifesto are ready to build on existing plans, and to work with the G20 to accelerate and broaden the transition to a circular economy.

## **Does your company or business organization support this business manifesto? You are invited to co-sign until July 5!**

If so, please send an email with **your name, organization/company + website URL and logo** (PNG or JPEG). Max file size: 20MB  
**Please send to: [info@ecopreneur.eu](mailto:info@ecopreneur.eu)**

*We reserve the right to select companies on their commitment to sustainability and the circular economy. It may take a day before your name and logo are included on the Manifesto webpage. You will not receive an automated message. Supporting this manifesto does not oblige to any further support of or involvement in our coalition. In case your logo is not included in two working days, please mail to [info@ecopreneur.eu](mailto:info@ecopreneur.eu).*

### **About Ecopreneur.eu**

[Ecopreneur.eu](http://ecopreneur.eu) is the European Sustainable Business Federation of seven national associations whose common aim is a new economic framework in which sustainability is promoted, the environment respected and ecological principles are followed. Ecopreneur.EU represents over 2000 sustainable companies - mostly SMEs. The advocacy work for a circular economy is supported by Tarkett (main funding partner), ROCKWOOL, Werner & Mertz, Alliander and Interface.

### **More information on circular economy policy:**

<http://dutchsustainablebusiness.com/case/project-a/>

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