

CIRCULAR ECONOMY: THE NEW ECONOMIC MODEL ENSURING SUSTAINABILITY AND CLIMATE NEUTRALITY

American Hellenic Chamber of commerce

02 June 2021



EEB

European
Environmental
Bureau

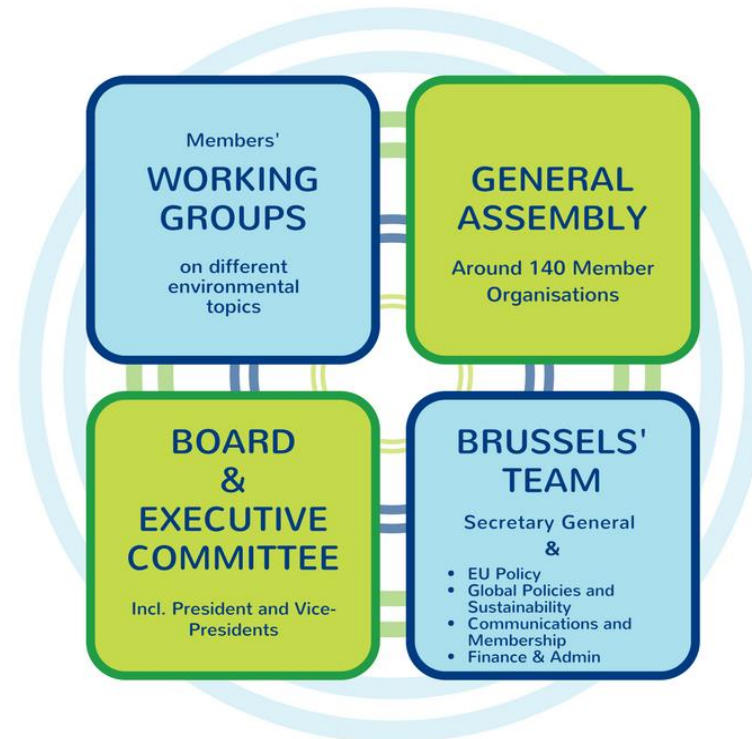


EEB: WHO WE ARE

Europe's largest network of environmental citizens' organisations

- **160 civil society organisations**, from
- **30 European countries, all 28 EU MS**
- **Representing 30m EU citizens**

Over 40 years of env. policy expertise



EEB tackles Europe's most pressing environmental problems

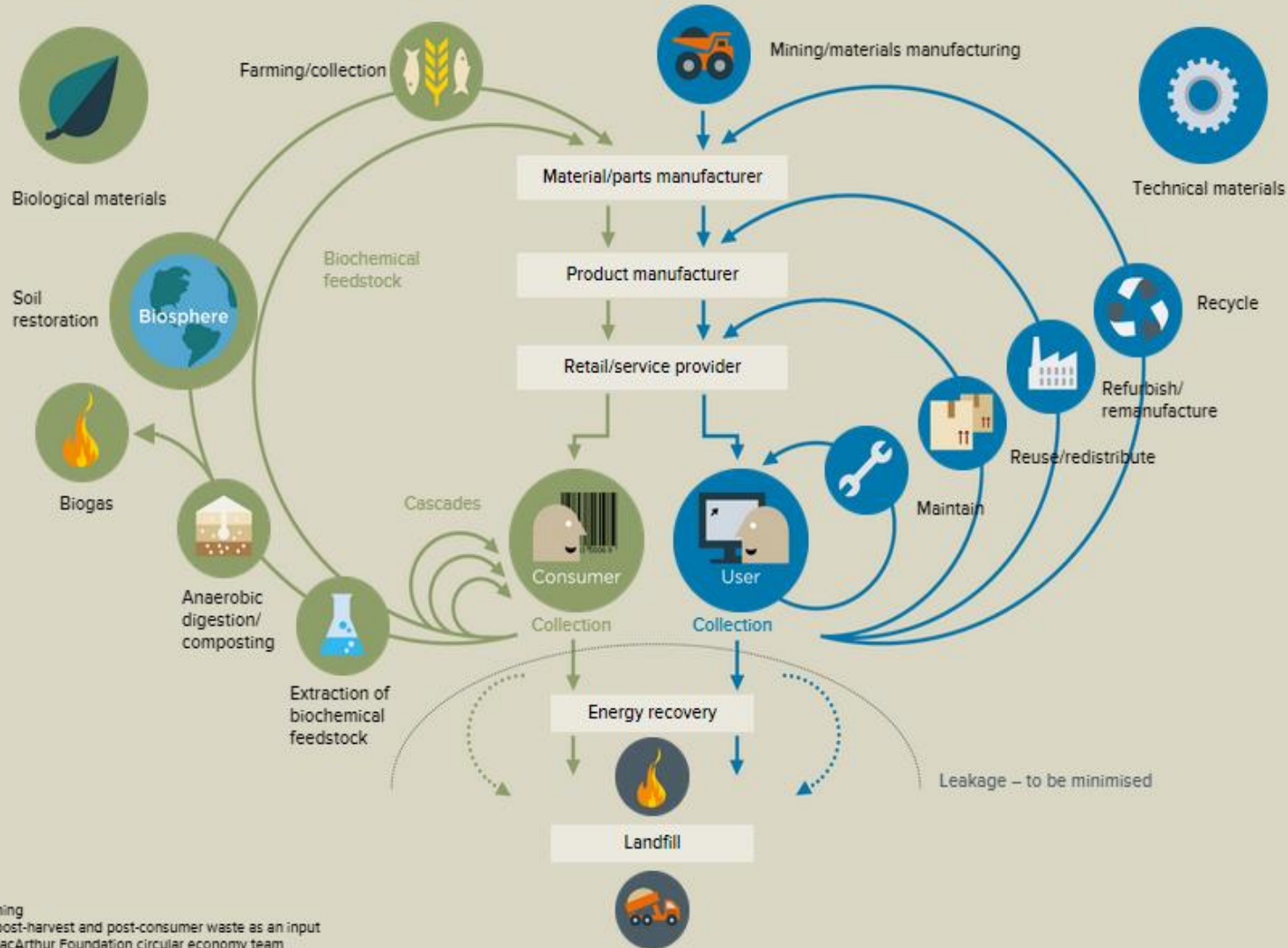
Overarching issues: sustainable development, good governance, participatory democracy & the rule of law

& **thematic issues:**

- Climate and Energy
- Nature, Water and Sustainable Agriculture
- Industry, Chemicals and Health
- **Circular Economy, Product Policy, Waste & Resource Efficiency**
- Sustainability and Governance
- Global and Regional Policies (inc. global env justice)

WHAT IS CIRCULAR ECONOMY

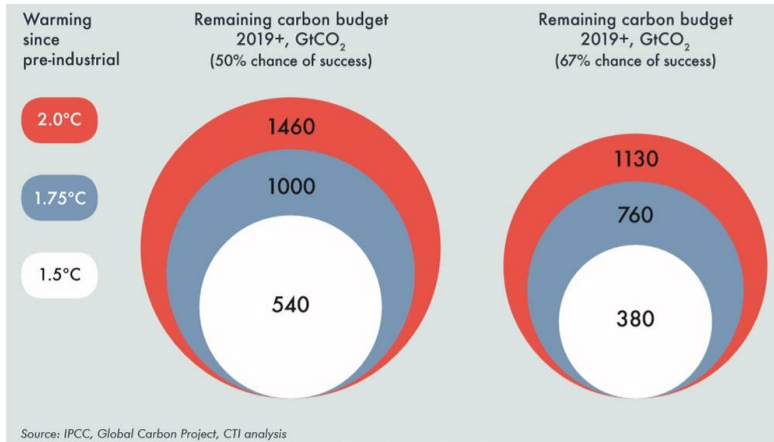
THE CIRCULAR ECONOMY AN INDUSTRIAL SYSTEM THAT IS RESTORATIVE BY DESIGN



1 Hunting and fishing
2 Can take both post-harvest and post-consumer waste as an input
SOURCE: Ellen MacArthur Foundation circular economy team

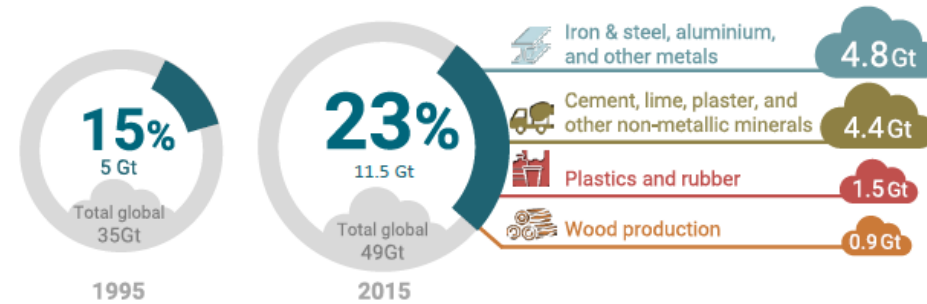
IT'S AN EMERGENCY

Carbon budget is shrinking



Increasing GHG linked to material extraction & manufacturing

Figure 1. Emissions caused by material production as a share of total global emissions 1995 vrs. 2015

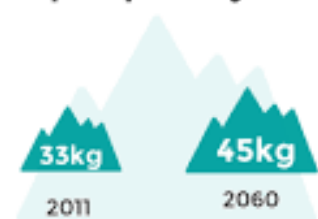


Source: IRP 2020

The world economy is still mostly linear



Materials use per capita per day

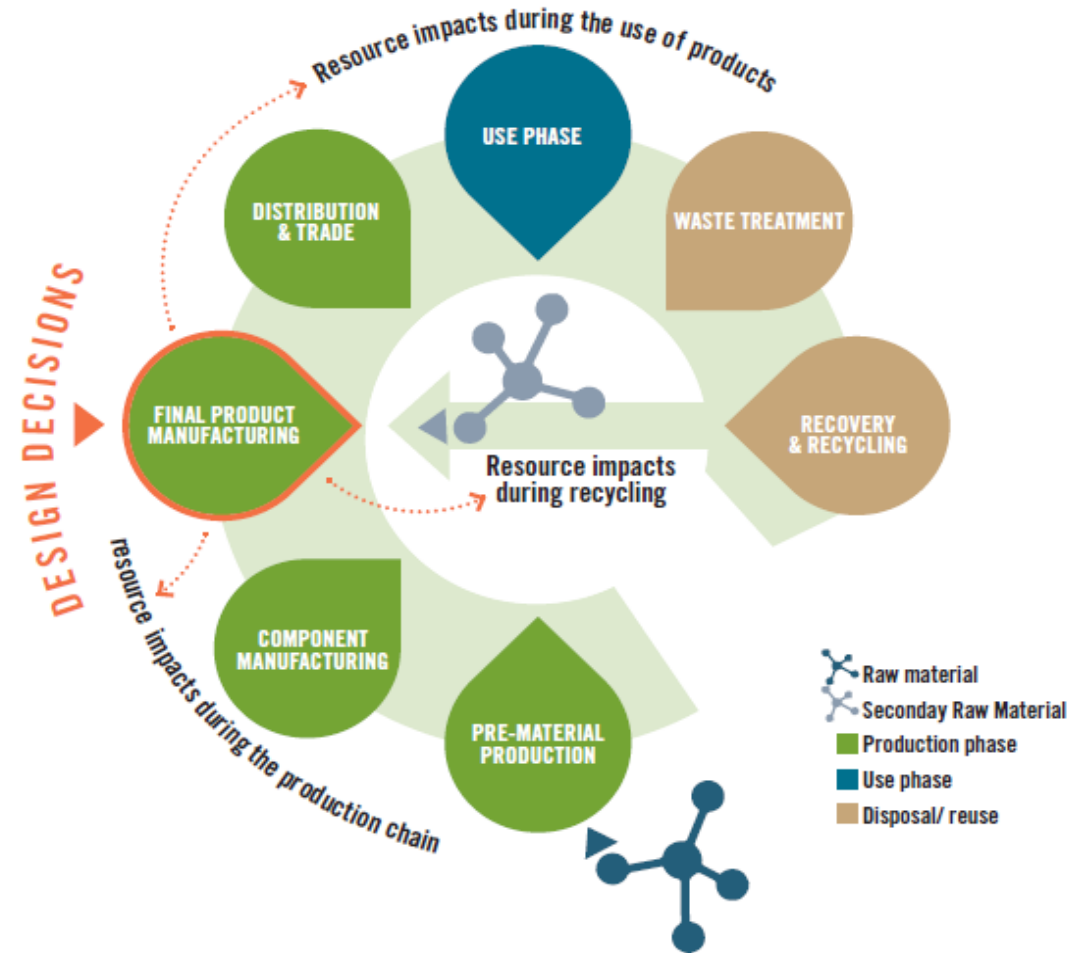


IT ALL STARTS WITH DESIGN OF PRODUCTS/SERVICES/SYSTEMS



Design Out Waste

ECO-DESIGN



80% of a product's environmental & economic impact is determined at design stage

@zerowaste.ie

THE CE LEVERAGES

Figure 1. Mechanisms that contribute to a circular economy



Source: Adapted from (McCarthy, 2018^[1]).
OCDE

WHAT A BUSINESS CAN DO – INTEGRATION IN OPERATIONS

In products design & material selection:

- Disassembly repairability, modularity
- Reuse of parts, components
- Remanufacture, refurbish
- Homogeneous/separable recyclable materials

In procurement:

- Sustainable sourcing
- By-products
- Recycled contents
- Substitutes to substances of concern

In services delivering (business model):

- Product as service
- Adaptable installations
- Reversible installations (decommissioning)



WHAT A BUSINESS CAN DO – CREATING AN ECOSYSTEM



- Value chain integration & due diligence
- Deliver *total value** for customer
- Partners' network (other sectors, authorities, CSOs)
- Engage in progressive policy

=> *Reshape competition rules – Make sustainability & circularity the new norm*

* products that deliver practical benefits like price and quality but that also negate buyer's remorse by providing societal and environmental good and provide "tribal benefits" that help them feel connected to a larger community that shares their values (BBMG Global Scan Sustainability 2012)



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THANK YOU!

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