



ELLEN MACARTHUR FOUNDATION

BlackRock



Eric & Wendy Schmidt Fund for
STRATEGIC INNOVATION



GRUPE RENAULT

H&M Group



INTESA  SANPAOLO



NYC Mayor's Office of
Sustainability

PHILIPS



SUN Institute
Environment & Sustainability
Initiated by Deutsche Post Foundation





Today

1. What the circular economy is and why it is important.
2. How other cities and local communities support the circular economy.
3. What can Lancaster West do?

Question 1:

What percentage of its life is a car used for driving?

8% 25%, 52%

Question 2:

On average how many minutes is a power drill used for in its lifetime?

18, 65, 223

Question 3:

What percentage of electronic and electrical equipment taken to UK tips could be resold as is or viably repaired and resold?

23% 34%, 50%



Our current economic model is **linear**



85%

of global GDP generation

75%

of global resource consumption

60-85%

of global GHG emissions

50%

of global solid waste production

A CIRCULAR ECONOMY IS BASED ON THREE PRINCIPLES DRIVEN BY DESIGN



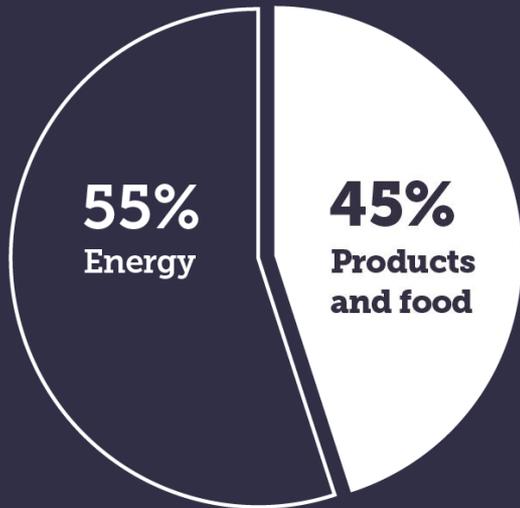
**Eliminate
waste &
pollution**

**Keep
products &
materials in
use**

**Regenerate
natural
systems**

It is a bigger idea, for better growth, that tackles glocal challenges

TOTAL CURRENT GLOBAL
GREENHOUSE GAS EMISSIONS



HOW THE CIRCULAR ECONOMY
HELPS TACKLE CLIMATE CHANGE



Design out waste and pollution
to reduce GHG emissions
across the value chain



Keep products and materials in use
to retain the energy embodied
within them



Regenerate natural systems
to sequester carbon
in soil and products

What makes it circular? The value of the waste bread is captured and cascaded as an ingredient. The use of the bread also reduces the need for up to a third of malted grain in the brewing process.



Eliminate
waste &
pollution



Keep
products
&
materials
in use

What makes it circular?

Published repair guides, run repair workshops, encourage buying pre-worn clothes through their 'worn wear' resale platform.

Venlo City Hall - Cradle to Cradle Building

What makes it circular? Healthy material choices, design for disassembly and the building has been designed in a way that it is able to purify air quality in a radius of 500m. It also generates renewable energy, filters and filtrates water.



Regenerate
natural
systems

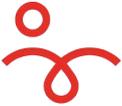
€ 1, 800, 000, 000, 000*

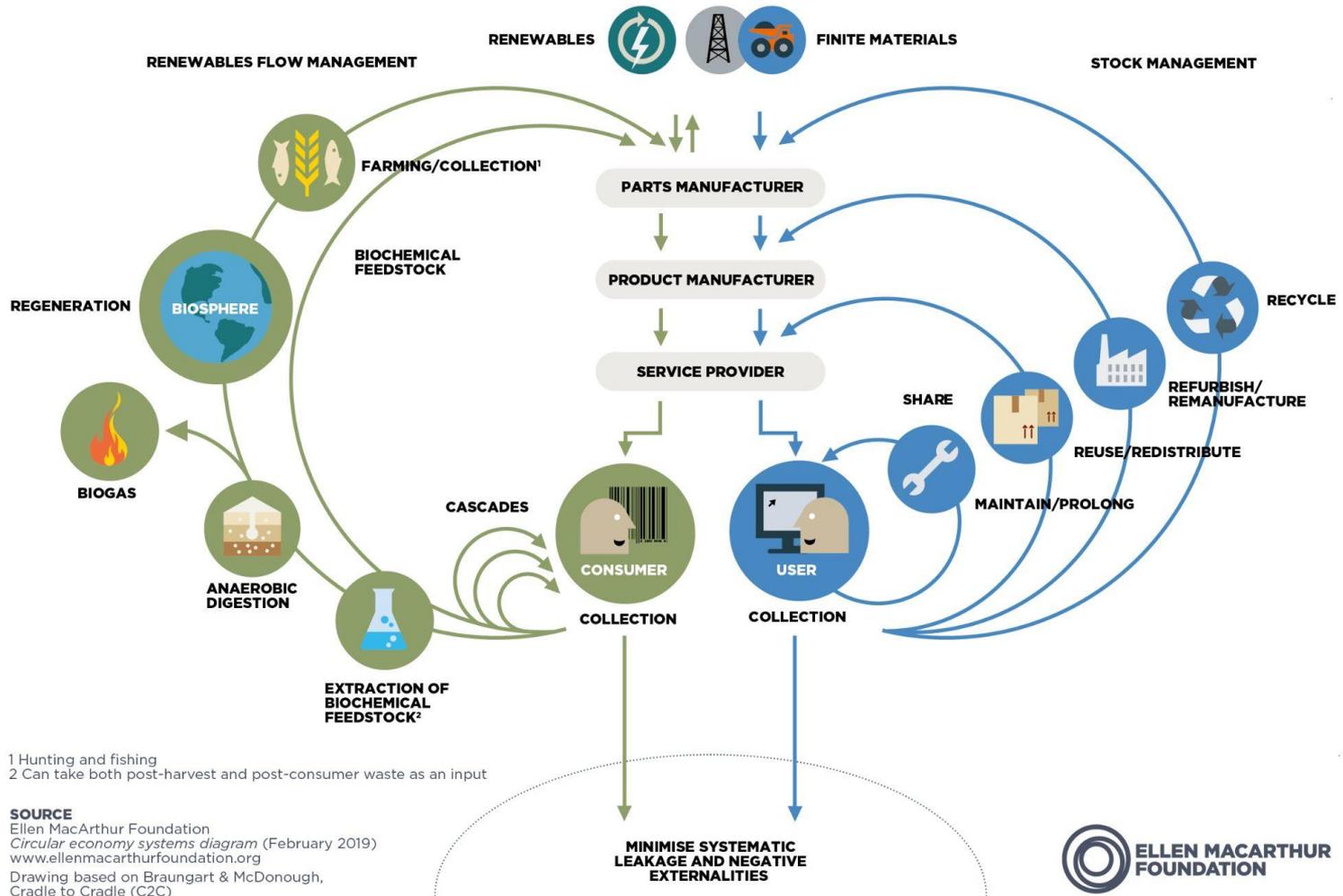
*** in Europe alone**



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BROAD RANGE OF COMMUNITY BENEFITS

CATEGORY	EXAMPLES
 ECONOMIC PRODUCTIVITY	Reducing public spending The electrification of Shenzhen's 16,000 buses resulted in 70% savings in fuel costs .
 JOBS, SKILLS & INNOVATION	Creating jobs in electronics refurbishment Refurbishing 1,000 tonnes of electronics creates 13 times more jobs than recycling the same amount.
 HEALTH & ENVIRONMENT	Decreasing emissions from compact growth Barcelona and Atlanta have similar income levels and populations, however due to high urban density Barcelona has 26 times smaller urban transport area and 10 times lower CO2 emissions .
 COMMUNITY & SOCIAL PROSPERITY	Reducing crime In Kansas City, crime in Kessler Park dropped by 74% the year that 2.6 miles around it were turned car-free on weekends.
 RESOURCE USE	Reducing need for new products by renting clothing Per renter per year, online rental of clothes can result in 14 fewer garments being produced and disposed of, equivalent to net water savings of 37 m3 and net material savings of USD 38.



1 Hunting and fishing
 2 Can take both post-harvest and post-consumer waste as an input

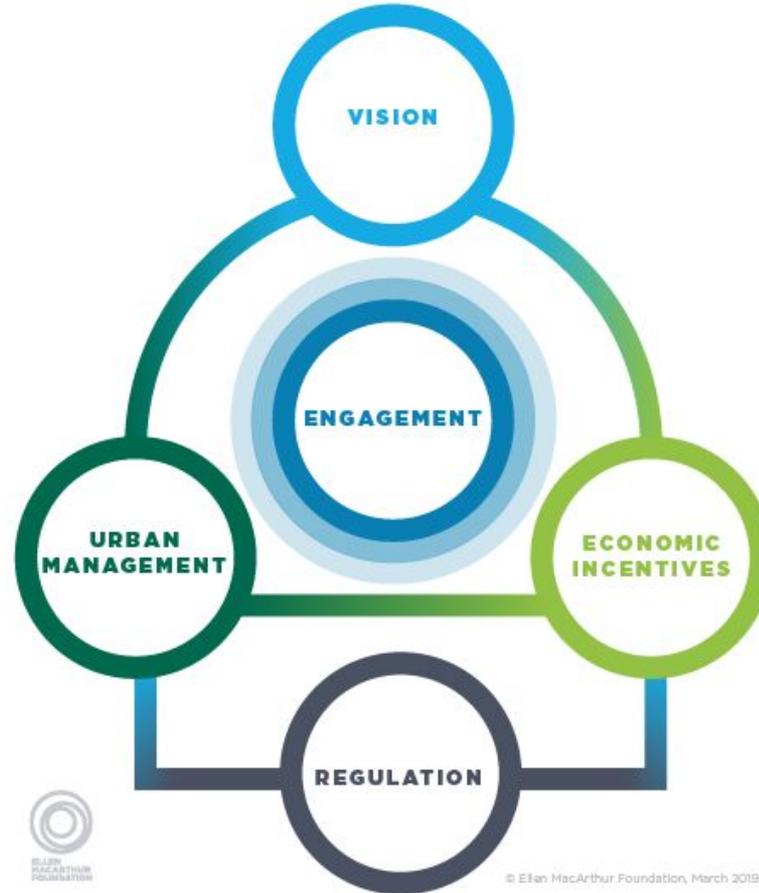
SOURCE
 Ellen MacArthur Foundation
 Circular economy systems diagram (February 2019)
 www.ellenmacarthurfoundation.org
 Drawing based on Braungart & McDonough,
 Cradle to Cradle (C2C)



COMMUNITY LEVERS FOR CHANGE



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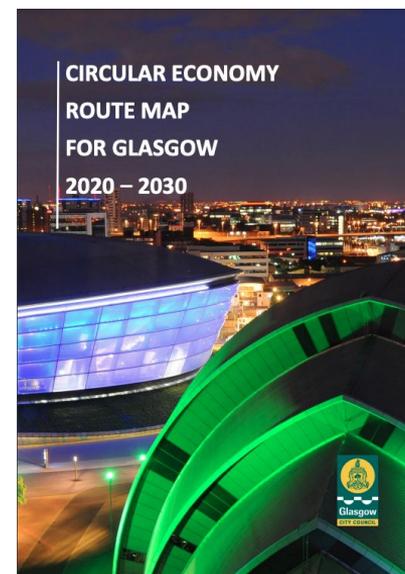
© Ellen MacArthur Foundation, March 2019



SET A VISION



ROADMAPS AND STRATEGIES



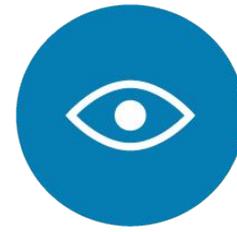


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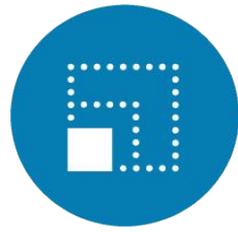
ENGAGE



CONVENING AND
PARTNERING



AWARENESS
RAISING



CAPACITY
BUILDING



NEW
YORKERS
CAN SAVE
200
MILLION
POUNDS OF
CLOTHES
FROM
LANDFILL
THIS YEAR.

#WearNext

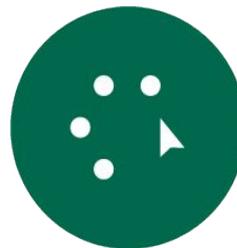


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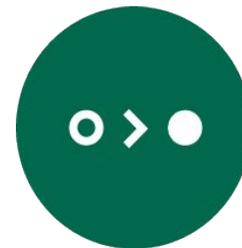
URBAN MANAGEMENT



(URBAN)
PLANNING



ASSET MGT



PUBLIC
PROCUREMENT

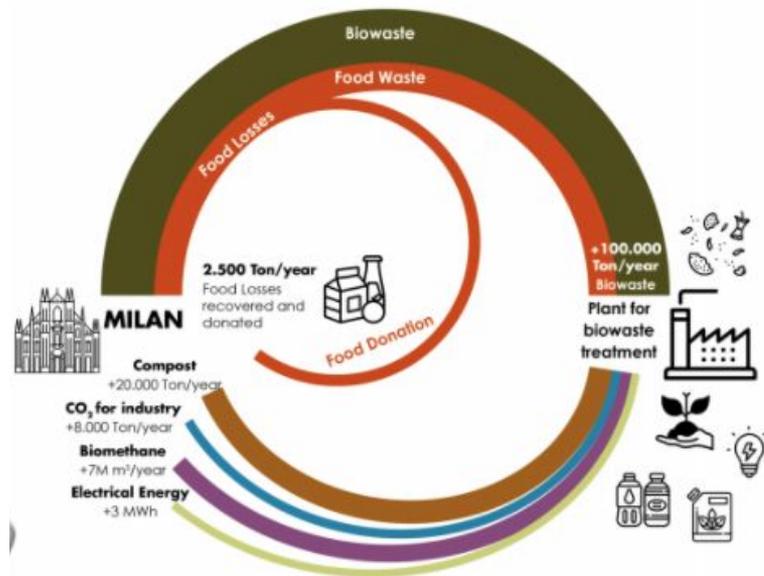
Join the Circular Economy in Austin

The Austin Materials Marketplace connects businesses and organizations to develop and scale new reuse and recycling market opportunities.

manufacturers: find new solutions for challenging waste and by-product materials

recyclers: amplify the good work you're already doing; find new customers and new buyers

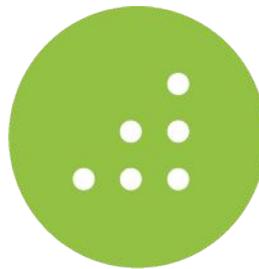
entrepreneurs: find suitable materials and innovate to build new reuse and recycling businesses





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INCENTIVISE



**FINANCIAL
SUPPORT**



**FISCAL
MEASURES**

NOW ACCEPTING APPLICATIONS!

**CIRCULAR
CLEVELAND
AMBASSADOR**



ReLondon

Making the circular economy
everyone's business

Empowering you to embrace circularity, transforming the way you work and creating long-term sustainable value and growth.



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REGULATE



LEGISLATION AND REGULATION

SOCIETY

Ban on foam food containers in New York City takes effect

 By Eyewitness News

Tuesday, January 1, 2019

NEW YORK (WABC) -- New York City's ban on single-use foam products took effect on New Year's Day.

Restaurants, stores and manufacturers are no longer allowed to use the foam products to package food or fill packaging.

The city will not start fining vendors until July 1. Until then, businesses who still use the plastic foam packaging will receive warnings.

The city has been trying to ban plastic foam containers since 2013. As a promise to take care of the planet, Mayor Bill de Blasio launched the new measure.





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