

## WORKSHOP ON CIRCULAR ECONOMY ROADMAPPING: *Pitching of key messages*

### AGENDA FOR TODAY:

1. **STAKEHOLDERS AND PARTICIPATION:** Co-creating the roadmap, how to engage different stakeholders in the process; *Circular Change, Ladeja Godina Košir*
2. **THE SITUATIONAL PICTURE:** A pre-study as the starting point - Circularity Gap Reports; *Circle Economy, Hatty Cooper*
3. **VISION AND GOALS/FOCUS AREAS:** Develop hypothesis and create actions together with stakeholders - Insights from EMF's Systemic Initiatives and Policy Goals; *Ellen MacArthur Foundation, Carsten Wacholz*
4. **EXECUTION AND IMPLEMENTATION:** Showcase how to involve business and related SME support in an aligned way - Circular Acceleration Houses; *Ecopreneur – Siegfried Anton Schmuck*
5. **IMPACT ON REGULATION & REFORMS:** After CE roadmap has been introduced in France, a law relating to the fight against waste and the circular economy has been adopted, mayor reforms will follow; *Institut national de l'économie circulaire - Marline Weber*



## Engaging different stakeholders in the co-creation process

The role of stakeholders engagement in the development of national circular economy roadmaps



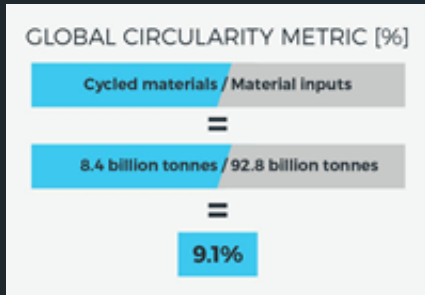
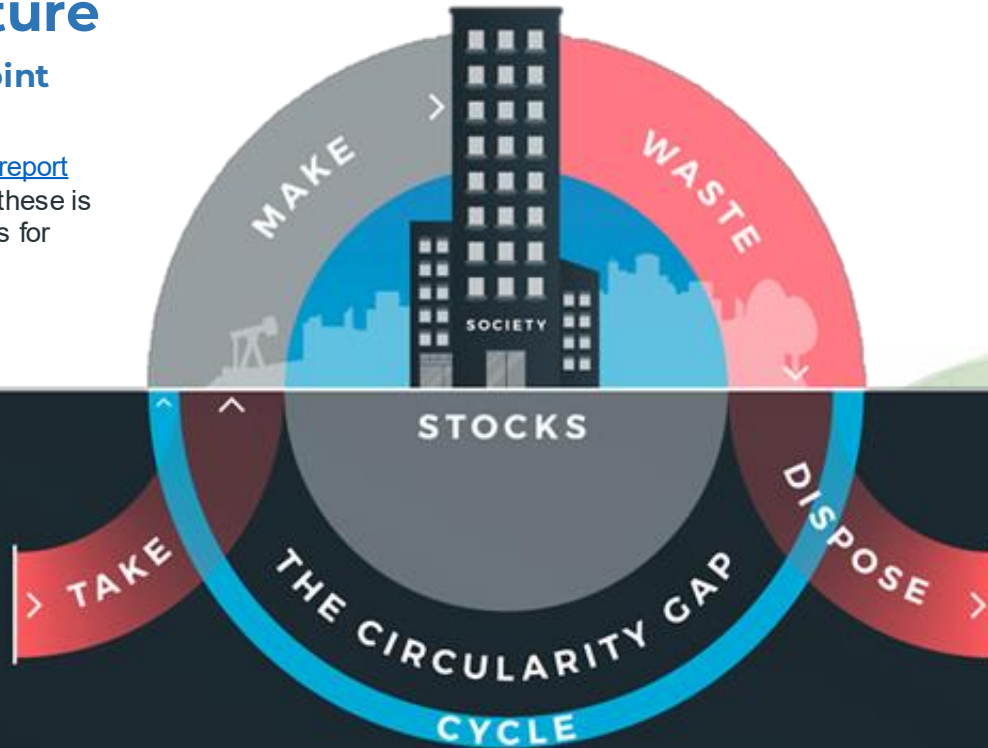
1. **Mapping** - key stakeholders; influence of stakeholders / impact on stakeholders
2. **Motivation & identification** – „What is in it for me?“
3. **Engagement** - willingness to participate pro-actively
4. „**Safe space**“ – based on shared values and trust
5. **Orchestration** – inclusive dialogue, transparency
6. **Feedback** – regular shared updates on the process
7. **Communication** – internal and external
8. **Celebration** – every milestone counts
9. **Shared ownership** – acknowledgements to contributors
10. **Community building** – the project is accomplished, relationships last

**OUR CROSS-CULTURAL CONTRIBUTION: SLOVENIA / SERBIA / MONTENEGRO / CHILE / ISRAEL / JAPAN**

# The Situational Picture

## A pre-study as the starting point

Circle Economy presented the [Circularity Gap report](#) for the first time in Davos in 2018. The goal of these is to create a measurement framework that allows for uniform goal setting and tracking progress.





## Creating a common direction of travel

The role of policy goals and sector focus in the development of national circular economy roadmaps

1. Alignment around the systemic nature of the change across sectors so that measures do not become locked within a wider linear economic system of incentives and regulations

**Goal 1** - Design it right, from the start

**Goal 2** - Move from managing waste to looping resources

**Goal 3** - Make the economics work

**Goal 4** - Invest in infrastructure, innovation, and skills

**Goal 5** - Breakdown barriers, think in systems

[Delivering the circular economy: a toolkit for policymakers](#)

2. Focus on key sectors based on 'role in national economy' and 'circularity potential', as opportunities, barriers, stakeholders and policy options typically differ significantly by sector.





## The Problem: many barriers for green SMEs

- **Complexity** of circular design
- Access to **funding**
- Lack of **transparency** through the value chain
- **Lack of demand pull** for low-carbon circular products and services
- Regulatory **barriers**
- Lack of price **incentives**, awareness, collaborative networks, national examples of successful circular companies, circular metrics, and of green business advocacy





## (One) Solution: Circular Acceleration Houses, that provide:

- Support to SMEs in **ALL European regions & Member States**
- **Education, information & awareness** (e.g. assistance/ training on circular design)
- **Collaboration & Advocacy Platforms** (e.g. matching demand and supply of circular solutions)
- **Business support & tools** (e.g. advice on regulatory and financial support)
- Collaboration at European level

Differences depending on culture, current status and leadership



## Best practice from the Netherlands:

The “Versnellingshuis” (Acceleration House):

Public Private Partnership of many organisations

<https://versnellingshuisce.nl/>



- Broad support from Dutch stakeholders including VNO-NCW
- 2013 Green Deal Circular Procurement 1.0
- 2016 Government Roadmap Circular Economy (-50% virgin material by 2030)
- 2018 Dutch Resources Accord between 200+ stakeholders

Differences depending on culture, current status and leadership



European  
Commission



European Union  
and Social Legislation



## Impact on regulation and reforms: The France's example



- ⇒ Circular Economy Roadmap, April 2018
- ⇒ Law on fight against waste and the circular economy, February 2020



Getting out of disposable plastic (2040)



Better inform consumers



Fight against waste (banning) and for solidarity-based



reuse Extended producer responsibility scale reform



A controversial deposit-return system



**To be continued : implementation decrees, Recovery plan and Finance Act for 2021**



# CIRCULAR ECONOMY

Together for a cleaner and more competitive Europe

STAKEHOLDER CONFERENCE

3-4 November 2020

#CircularEconomy

#CEstakeholderEU



European  
Commission



European Economic  
and Social Committee

# THANK YOU!

## The „screen“ is yours

