



Annual Activity Report

2019

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I. Executive summary

- The European Circular Economy Stakeholder Platform (ECESP), established in 2017 by the European Economic and Social Committee (EESC) and the European Commission, contributes to accelerating the circular economy transition in Europe. ECESP supports civil society organisations and public authorities accelerating the transition to a circular economy across Europe by fostering dialogue, sharing knowledge and exchanging good practices with a website, annual conference and support for various circular economy projects.
- The ECESP Coordination Group (CG) consists of 24 leading organisations from across the civil society spectrum encompassing European business and trade union associations, environmental groups, national circular economy hubs, waste management, environmental research, and recycling platforms, think tanks, research institutes, and public authorities. Its members come from 13 countries, and drive the conversation on circular economy across Europe. At its second annual meeting in October 2018, the CG elected Ladeja Godina Košir, Founder and President of Circular Change, as Chair for 2019. Through its members, the CG covers a wide range of activities aiming at fostering circular activities and approaches across Europe.
- The 2019 edition of the ECESP Annual Conference, held on 6 and 7 March, remained the flagship policy and networking event on the circular economy in Europe. 10 CG members shaped the eight thematic workshops during the second day. Overall, the 2019 conference received 1300 registrations, welcoming 600 participants on Day 1 and 350 on Day 2.
- The virtual platform (circulareconomy.europa.eu) has continued to grow into a digital one-stop shop on the circular economy, becoming the reference in Europe. Starting from a few good practices in November 2017, the ECESP website now features over 500+ pioneering circular initiatives, policies and guidebooks. An ECESP Twitter account (@CEStakeholderEU) has passed the 1000-follower mark since its October 2018 launch, and widens the reach of a specialised community on a daily basis.
- With ECESP being fully operational, the third Coordination Group meeting provides an opportunity to review the Platform's successes and lessons learned, and prepare activities for the final year of its 2017 – 2020 mandate. To ensure further activities remain aligned with stakeholder needs in a changing policy landscape, this Coordination Group can also shepherd the Platform's further development.

II. Developing ECESP (2017 – 2018)

European civil society, business and public authorities are committed to a circular economy (CE). To accelerate this transition, the European Commission and European Economic and Social Committee (EESC) established the European Circular Economy Stakeholder Platform (ECESP) in March 2017.

1. Background

The EU is strongly committed to a circular economy and the corresponding more resource-efficient management of all material flows. With its Circular Economy Action Plan (CEAP), the European Commission kick-started Europe's transition towards circularity in December 2015; its 54 actions ranging from consumption to production, from waste management to innovation and investment are now all completed or ongoing. Simultaneously, the European Economic and Social Committee has worked on both the policy level (by adopting opinions on various themes related to the circular economy) as well as the practical level by providing the Platform's Secretariat to manage stakeholder requests and events.

These institutions jointly launched the European Circular Economy Stakeholder Platform (ECESP) at the March 2017 CE stakeholder conference, where participants helped shape this Platform to reflect stakeholder expectations and requirements. The 24-member group of circular economy stakeholders representing leading European organisations was selected in October 2017 by the EESC and European Commission while ensuring geographical and sectoral balance.¹

The 2017 – 2018 Annual Activity Report² provides further detail about the EESC, European Commission and Coordination Group efforts to establish the ECESP during those years and develop this platform into continuous and dynamic stakeholder engagement on the circular economy.

2. Structure

The ECESP is an open platform with three pillars:

- annual **two-day conference on circular economy**, and **external meetings** raising awareness
- 24-member **Coordination Group**, with a **Workplan** to augment their contribution, and **Secretariat** provided by the EESC
- a **website** that is the reference on CE in Europe, and a consistent **brand**.

¹ <https://circulareconomy.europa.eu/platform/en/dialogue/cg-names-contacts>

² https://circulareconomy.europa.eu/platform/sites/default/files/ecesp_annual_report_2018.pdf

III. Delivering ECESP (2018-2019)

From the formal establishment of the European Circular Economy Stakeholder Platform in 2017 up to the third meeting of its Coordination Group in October 2019, efforts have focused on the 2019 stakeholder conference, further awareness raising, CG projects, dedicated research and the virtual platform, which is developing into a digital reference on European circular economy. During this year, CG and EESC members alongside representatives of the European Commission also shared the European circular economy vision and ECESP at several events across Europe.

Participation in, and organisation of, supporting and complementary events has been scheduled until the end of 2019, with awareness of the Platform having gone beyond Europe, as requests to communicate the European vision on circular economy have reached ECESP from interested stakeholders in Asia, America, Australia and Africa.

a. 2019 Circular Economy Stakeholder Conference

Following the resounding success of the 2017 conference,³ the European Commission, EESC and CG members hosted a more focused discussion on the practical delivery of *Closing the Loop* in February 2018.⁴

The 2019 conference, *Success stories and new challenges*, replicated this success in 2019, drawing more than 1300 registrations. Day 1 welcomed 550 participants on Day 1 and 350 on Day 2. Whereas the first day provided an avenue for high-level policy discussion, in particular the implementation of the Circular Economy Action Plan and new horizons, the second day allowed for the gathering of observations from civil society organisations.

The overall outcome of the annual conference was very positive. The two days were one seamless event, highlighting the good cooperation between EESC and Commission. To reflect the conference's growing importance, specialized circular economy press covered the event, as detailed below:

- Renewable Matter, May – June 2019, special issue covering the 2019 stakeholder conference
- Efimerida ton Syntakon, 6 April 2019, "The Renaissance of the Economy"
- Recycling Magazin, 27 March 2019, "Politics needs to provide the framework"

³ <https://www.eesc.europa.eu/en/agenda/our-events/events/circular-economy-one-year-after-adoption-working-together-future>

⁴ <https://circulareconomy.europa.eu/platform/en/node/105>

Applications exceeded maximum capacity, requiring the organisers to shortlist participants according to geographical and sectoral criteria. Of the CG members, 22 out of 24 participated in the event, with 10 members leading 8 participatory workshops on Day 2.

Day 1

Day 1 of this conference, organised by the European Commission in the Charlemagne building on 6 March 2019, featured plenaries and roundtables on the following topics:

- Circular Economy Action Plan – A solid foundation for our present and future
- Towards circular industrial value creation networks
- A restorative circular economy – how to protect our natural capital
- A fair circular economy – how to inform, empower and protect citizens
- Global leaders in a circular economy
- Investing in the circular transition
- What is industry doing to achieve a circular plastics economy?
- The circular economy – an enabler to achieve the 2030 agenda

Participants gave a broad overview of current and upcoming challenges for the circular economy in Europe, with expert pioneers sharing their experience and expressing their views on how policy can help amplify the transition. High-level keynotes included First Vice-President Frans Timmermans, Vice-President Jyrki Katainen, Commissioner Karmenu Vella, and EESC President Luca Jahier. All plenary sessions and roundtables remain available to view online.⁵

Day 2

On 7 March 2019, the EESC welcomed 350 participants to its Jacques Delors building. On this second day of the annual conference, the Coordination Group attracted participants from 45 countries in 8 workshops featuring 57 speakers overall. During these workshops, 300 stakeholders shared good practices on the following topics:

CG lead	Workshop title	Input from	Follow-up
ENEA IRCEM	Mapping Circular Economy Strategies	Circular Change INEC	<ul style="list-style-type: none">• EESC published a study on CE strategies• IRCEM leading the development of a Romanian circular economy strategy

⁵ <https://webcast.ec.europa.eu/circular-economy-stakeholder-conference>

CSCP	Consumers in the Circular Economy	Sitra EEB	<ul style="list-style-type: none"> CSCP / SITRA set up a Consumer Insight Action Panel
IndustriAll INEC	Social Dimension of the Circular Economy		<ul style="list-style-type: none"> Report: Identifying the Impact of the Circular Economy on the Fast-Moving Consumer Goods (FMCG) industry
EUROCITIES	Circular Cities for Climate Mitigation	Circle Economy	
ACR+	Circular Public Procurement	OVAM EEB INEC	<ul style="list-style-type: none"> INEC launched a Green Deal in FR OVAM continued Green Deal Procurement in Flanders ACR+ hosting Circular Procurement Portal within its Circular Europe Network
RREUSE	Tools for Measuring Circular Transition	Circle Economy Ecopreneur OVAM	<ul style="list-style-type: none"> Circle Economy continues Circular City Scans, eg Prague in May 2019 WBCSD completing Circular Transition Indicators project Ecopreneur.eu made Circularity Check available for use
Circular Change	Innovation in the Circular Economy	Ecoembes Ellen MacArthur Foundation	<ul style="list-style-type: none"> Circular Change completed Creative & Circular project with award ceremony at Museum of Architecture & Design in May 2019
Copa-Cogeca	Bio-circular Villages		<ul style="list-style-type: none"> Copa-Cogeca continues "GrownNotThrown" campaign

A pre-event factsheet and post-event report prepared for each workshops remain available online⁶. CG members continue to build on the momentum generated in these workshops to further their ongoing projects, for example, Circular Change completing the Circular Design Competition it spearheaded with the showcases it presented on Day 2, or Copa-Cogeca continuing to communicate the circular agri-food innovation by its members with the "Grown not Thrown" campaign.

In addition to the workshops, Day 2 hosted a Networking Village for the circular economy community to come together, show their projects, build contacts and develop networks. This "Village" consisted of two elements - 7 networking tables, for projects seeking partners; and 11 stands – for organisations showcasing projects. Organisations that participated in the Networking Village are detailed in the tables below.

⁶ <https://circulareconomy.europa.eu/platform/en/node/1301/>

Networking Tables

Organisation Name	Table Host	Project Name
Ecopreneur.eu, European Sustainable Business Federation	Arthur ten Wolde	Finding new green business organisations representing SMEs
CSCP	Raymond Slaughter	R2Pi - The Route to Circular Economy
Waste Management and Recycling Cluster	Joanna Kulczycka	Tools for promoting industrial symbiosis for raw materials recovery
ENEA	Claudia Brunori	CICERONE - Circular Economy platform for European priorities strategic agenda
RREUSE	Jana Zurkova	Collaboration opportunities with social enterprises
Urban Agenda Partnership on Circular Economy (EUROCITIES)	Håkon Sandven Jentoft	Legislation in a circular economy – need for changes? Barriers and solutions in water, waste and bio-fertiliser legislation identified by the Urban Agenda partnership on circular economy.
CSCP	Mariana Nicolau	Academy of Change

Networking/Poster Stands

Name	Organisation
Ladeja Godina Košir	CIRCULAR CHANGE
Oana Neagu	Copa Cogeca
Philippe Micheaux Naudet	ACR+
Elena Simina Lakatos	IRCEM
Laurent Zibell	industriAll European trade union
Maja Johannessen	Ellen MacArthur Foundation
Jean-Pierre Schweitzer	EEB
Emanuele Bompan	Renewable Matter
Colm Walsh	3sixtyhome
Chloe d'Arditzsky	European Resource Efficiency Knowledge Centre
Sophie Birmann, Vitus van Rij	European Circular Economy Stakeholder Platform

b. Outreach

Members of the ECESP Coordination Group and the EESC have raised awareness of the Platform's activities through participation in 20+ events across Europe and beyond. Representatives of the European Commission also raised awareness on ECESP continuously as part of wider ongoing policy dialogues. Events hosted by or with the participation of the ECESP Coordination Group within the framework of this Platform include, among others:

Event	Location	Date
SCREEN closing conference	Rome, IT	19 October 2018
XI International Environmental Congress	Bogotá, Colombia	23-24 October 2018
Consumers in the Circular Economy	EESC	25 October 2018
From Linear to Circular	Copenhagen, DK	25 September 2018
Scotland Circular Economy Hotspot	Glasgow, UK	30 October – 1 November 2018
RREUSE 2nd International conference	Nijmegen, NL	22-23 November 2018
Premature Obsolescence	EESC	30 November 2018
Launch of Italian Platform	Rome, IT	3 December 2018
CEO Meeting Buildings in the Circular Economy	EESC	17 December 2018
World Resources Forum 2019	Antwerp, BE	24 – 27 February 2019
Circular Economy and Resource Efficiency Conference	Vienna, AT	5 March 2019
Circular Economy Competences: Making the case for lifelong learning	Brussels, BE	19 February 2019
EuRIC Annual Conference	Brussels, BE	13 March 2019
From Setting Recycling Targets to Achieving Them	Brussels, BE	2 April 2019
BusinessEurope workshop on consumer engagement for circular economy	Brussels, BE	4 April 2019
URBANWASTE final conference - <i>Waste management in tourism: does it even matter?</i>	Brussels, BE	7 May 2019
Mapping circular economy networks in Europe	Paris, FR	9 May 2019

European Green Week - <i>Take the Initiative</i>	European Commission	13-17 May 2019
The role of families in achieving a circular economy	EESC	14 May 2019
4th Annual Circular Change Conference	Maribor, SI	16-17 May 2019
CE & Packaging, Logistics, etc.	Timisoara, RO	20 May 2019
A Roadmap for developing a circular economy strategy for Romania	Bucharest, RO	11 June 2019
Advanced production technologies as key enablers of circular manufacturing	Brussels, BE	23 May 2019
World Circular Economy Forum 2019	Helsinki, FI	3-5 June 2019
Circular Economy – Rational Use of Raw Materials	Račławice, PL	2-3 July 2019
1st OECD Roundtable on the Circular Economy in Cities and Regions	Paris, FR	4 July 2019
Oto-GOZ development of circular economy indicators for Poland	Warsaw, PL	23 September 2019
CIRTOINNO	Gdańsk, PL	10 October 2019
Workshop on Circular Procurement for Textiles	Brussels, BE	10 October 2019

c. Studies

The EESC commissioned two studies: one mapping circular economy policy in Europe and another reviewing the impact of CE on the fast-moving consumer industry in 2018 to support the CG workplan on the request of, and in consultation with, Coordination Group members. The consultants executing these research projects, Spatial4Sight (LU) and CEPS (BE) respectively, also consistently sought input from the Coordination Group members to ensure deliverables align with the requests provided. The EESC has since published the following studies in 2019:

"Circular Economy Roadmaps: Identifying synergies and the potential for cooperation and alliance-building"

Numerous public authorities have published national, local and regional Circular Economy (CE) strategies, or roadmaps, determining how they must and can transition to a more sustainable, circular

economic model.⁷ For this study, Spatial4Sight conducted a review of European circular economy policies, and identified the common threads that weave between each other with a view to determine the synergies and the potential for co-operation and alliance building.

The EESC published this study in May 2019⁸. Several platforms seeking to develop national roadmaps in Germany, Norway and Austria have already used this research as well, and the study can also feed in to ongoing reflection on how to improve the effectiveness of ECESP and wider circular economy networks, for example, through improved communication channels and links to different knowledge areas.

"Identifying the Impact of the Circular Economy on the Fast-Moving Consumer Goods (FMCG) industry"

This study⁹, conducted by the Centre for Economic Policy Studies (CEPS), aims to determine the opportunities, challenges and impact that a transition to circular economy may experience in the Fast Moving Consumer Electronics sector. By reviewing the mobile phone industry as a case study, this research assesses how the labour market, supply chains and consumer behaviour would change in a circular economy. This study, published in October 2019, serves, in particular, to overcome the lack of empirical knowledge on labour market impact.

d. Coordination Group activities 2019

The Commission and the EESC provided a framework to structure the CG's contribution to the activities of the Platform. The CG developed its themes, structure and content further at an informal meeting following the February 2018 annual conference. This Workplan aims to identify where CG members can develop synergies with fellow members, take inspiration from others, or replicate successes.¹⁰

This Workplan totals 31 activities for 2018 and 2019, structured according to their wider thematic goal reflecting the Platform's objectives: exchanging good practices, fostering dialogue, providing knowledge and identifying barriers. At the October 2018 CG meeting, a review found 9 of the ECESP workplan items to be completed, with another 10 in progress.

⁷ See <https://circulareconomy.europa.eu/platform/en/strategies>

⁸ <https://www.eesc.europa.eu/en/our-work/publications-other-work/publications/circular-economy-strategies-and-roadmaps-europe-study>

⁹ <https://www.eesc.europa.eu/en/our-work/publications-other-work/publications/identifying-impact-circular-economy-fast-moving-consumer-goods-fmkg-industry-opportunities-and-challenges-businesses>

¹⁰ https://circulareconomy.europa.eu/platform/sites/default/files/ecesp_workplan.pdf

As of September 2019, 22 out of 31 actions in the workplan have been completed, with another 5 ongoing. Annex 2 provides a full review of implementation, while the table below shows an overview according to thematic cluster:

Status	Exchanging GPs	Fostering dialogue	Sharing knowledge	Total	%
Completed	8	12	2	22	71
Ongoing	3	1	1	5	16
Not started					
Unknown		2	1	3	13

Highlights from 2019, where the Platform collaborated closely internally and with other partners, include:



Consumer Insights in the Circular Economy
CSCP, 25 October 2018, Brussels (BE)



4th Circular Change Conference
16 – 17 May 2019, Maribor (SI)



Mapping circular economy networks
INEC, 9 May 2019, Paris (FR)



Conference on Romanian Circular Economy
Roadmap 2020 – 2030
IRCEM, 11 June 2019, Bucharest (RO)

In addition to completing the Workplan, CG members also shared their observations regarding circular economy for the EESC Opinion on the March 2019 CEAP Implementation Report.¹¹

¹¹ <https://www.eesc.europa.eu/en/our-work/opinions-information-reports/opinions/delivering-circular-economy-action-plan>

e. Website

The website is a continuously growing digital library for inspiration, knowledge and dialogue on the circular economy in Europe. With the necessary structures to function as an interactive discussion hub, the ECESP website contains a database of good practices, strategies, knowledge, commitments, networks and contacts.

Whereas the first version of the website already gathered strategies, knowledge and good practices, a subsequent update in February 2018 enabled stakeholders to submit content directly. This update also introduced a section on voluntary commitments. To facilitate digital interaction for a European circular economy, the website also features a forum, launched in October 2018.

Developments

With three iterations of development completed, the ECESP website has extensive features ranging from a searchable database and map showing where the circular transition is taking place to message board and directory of contacts. Taking into account CG and contractor feedback to improve the quality of website content and share existing resources, limited website development took place in 2019.

To highlight stakeholder commitment, the website's Commitments section was expanded with the *Pledges for the uptake of recycled plastics*. Published in May 2019, this section provides the contribution industry partners and value chains are making to the Plastics Strategy's pledging exercise¹². In September 2019, 46 pledges were online.¹³

Content

The ECESP website contains a variety of content types:

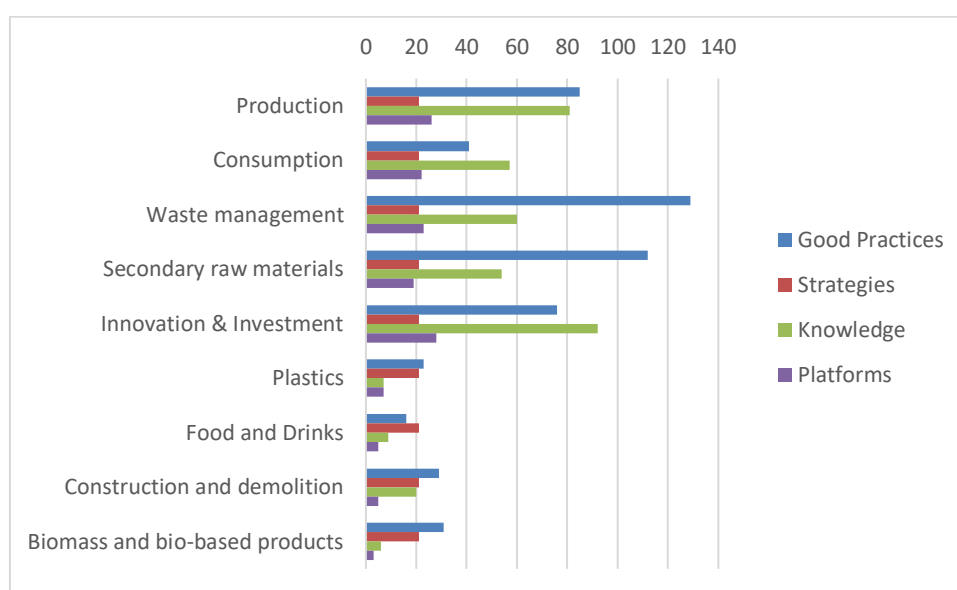
Type	Description	Total	Countries
Good practices	Circular business models, outreach campaigns	271	22
Knowledge	Reports, papers and studies advancing the circular economy.	143	12
Strategies	Public policies committing to a circular transition	28	7
Commitments	Private and public voluntary actions with specific targets	4	2
Pledges	Company and value chain commitments to use recycled plastic	46	

¹² https://ec.europa.eu/growth/content/european-strategy-plastics-voluntary-pledges_en

¹³ <https://circulareconomy.europa.eu/platform/en/commitments/pledges>

Networks	Circular economy platforms for a specific geography or sector; civil society networks	59	14
News	Updates for the specialised circular economy community	158	14
Events, <i>upcoming as of 15 October 2019</i>	Conferences, workshops and (virtual) seminar with a circular dimension.	39	15
CG Activities	Coordination Group activities from the 2018 – 2020 workplan.	26	10

The number of items published in the Good Practices, Knowledge and Strategies categories on the virtual platform as of September 2019 are visible below according to priority sector of the CEAP.



The ECESP website steadily increased the number of good practices, reports and strategies made available to Europe's CE community in the year up to October 2019, while the number of commitments on this website has stagnated.

The website receives submissions regularly, but few of these are published, due to a lack of relevance, completeness or clarity.

Type	Published		Submissions (10/2018 – 09/2019)		
	08/2019	Since 10/2018	Received	Published	% published
Good Practices	263	97	150	73	48.7
Strategies	28	15	5	3	60
Commitments	4	1	2	2	100

Pledges	46	/	46	46	100
Knowledge	143	85	50	43	86
Networks	59	42	2	2	100
Events	240	164	124	54	43.6%

Despite 161 registered users since October 2018, there have been only 8 organic posts in the forum. Details are provided in the table adjacent.

Forum	Total	Organic
Threads	19	5
Comments	7	3
Users	174	/

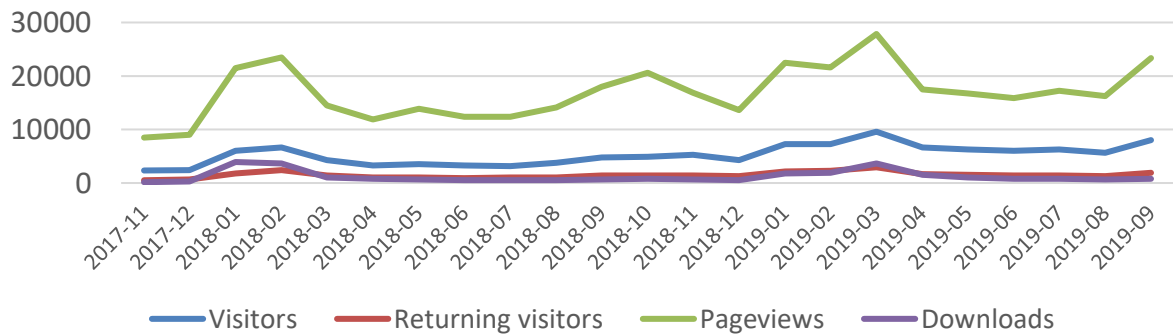
Visitors

Since its launch in November 2017, the ECESP website has received 161,282 visitors and 390,532 unique pageviews. In August 2019, this website had 5,647 unique visitors and 16,202 individual page views. For 2019, this website averaged 7,000 visitors and 19,875 page views monthly. Further detail about website use during the past year is provided below.

Month in 2019	Unique visitors	Individual page views
January	7,267	22,520
February	7,271	21,606
March	9,592	27,850
April	6,644	17,517
May	6,274	16,741
June	5,993	15,884
July	6,283	17,248
August	5,647	16,202
September	8,028	23,304
AVERAGE	7,000	19,875

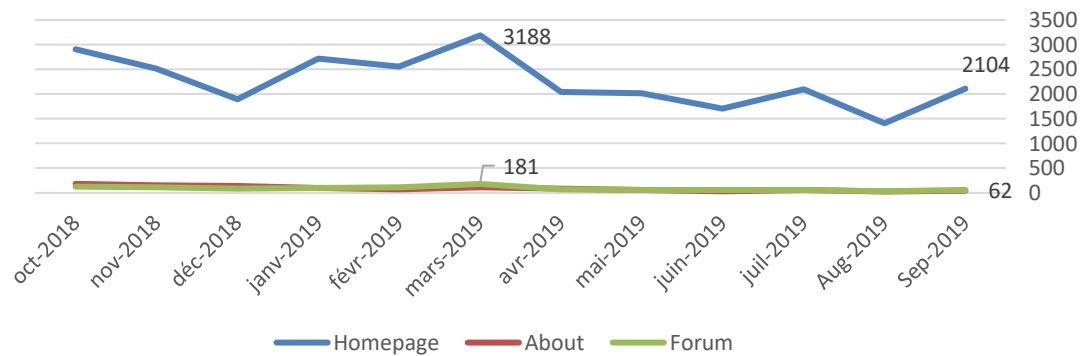
The graph below shows that interest in the virtual platform has steadily increased since launch, with spikes in the periods around the annual conference.

ECESP website: key statistics



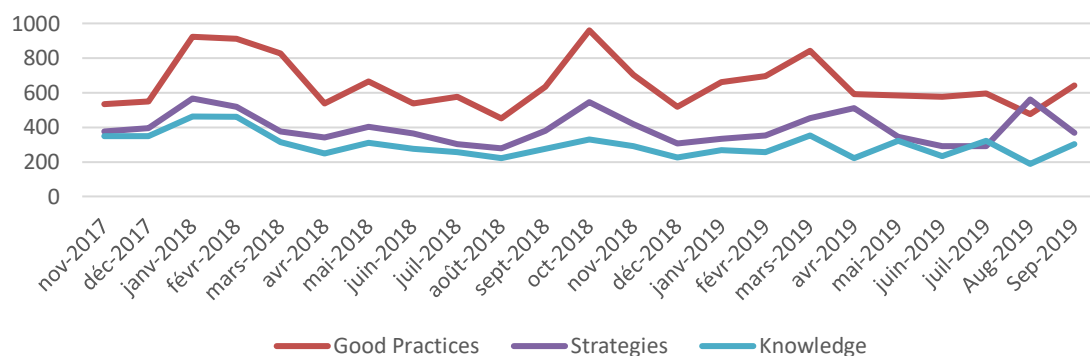
Regardless, the homepage appears to be visited less frequently, while the about page and discussion board also do not receive many visitors:

Unique pageviews: homepage, about, forum

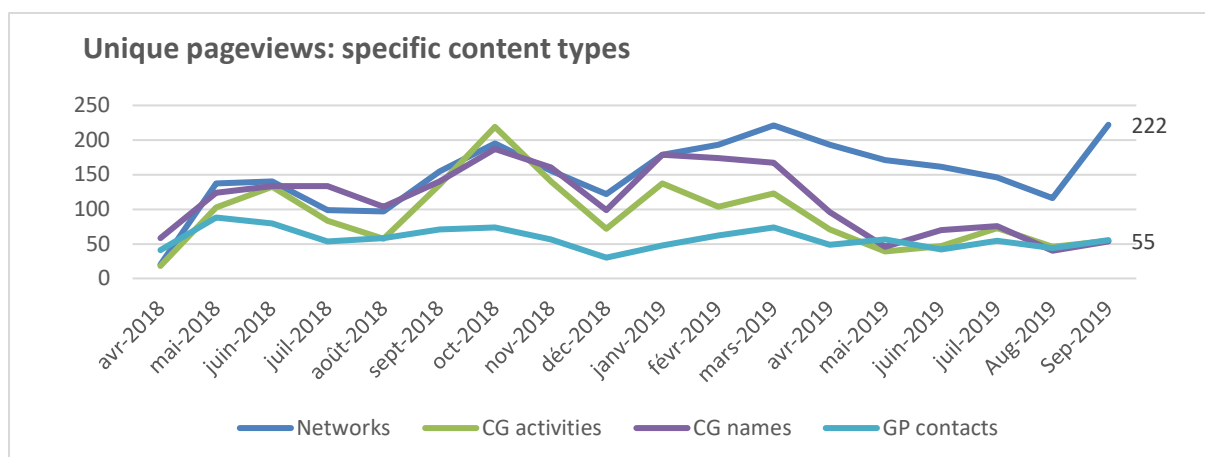


Good Practices, Strategies and Knowledge remain the most popular content types, but their landing pages are not experiencing substantial growth, as shown below:

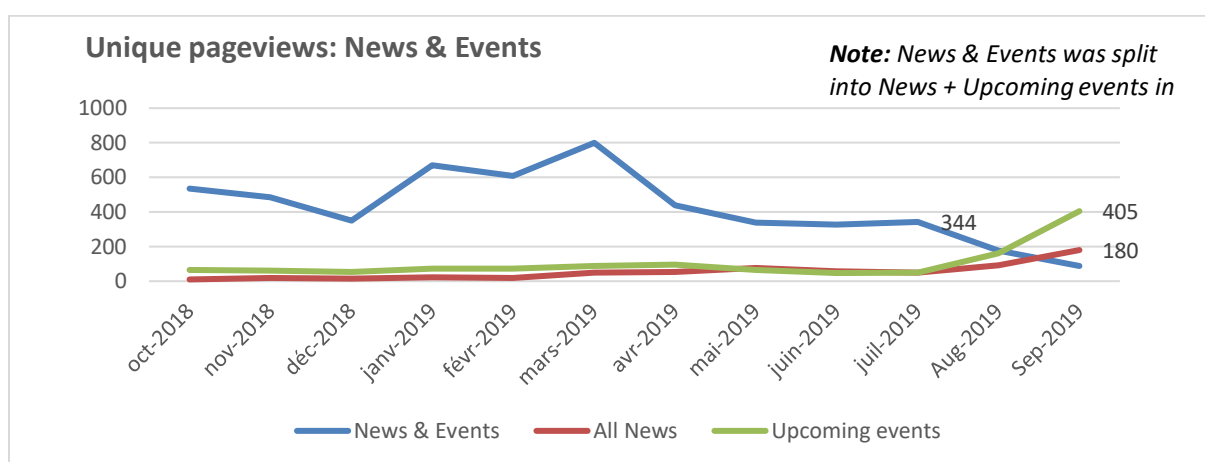
Unique pageviews: main content type landing pages



Specific content types, for example the contacts directory or CG activities, rarely average more than 200 total visitors a month:



The News & Events section, split into two in July 2019, has experienced growth recently:



A full overview of key statistics and pageviews for the ECESP website is provided in Annex II.

Social media

A Communication toolkit was created for CG Members, and a Twitter account (@CEstakeholderEU) was launched in October 2018 to increase the reach of CG activities (see examples overleaf). This account has since passed the 1300-follower mark, and receives positive feedback about the Platform, its website and projects.

Circular City Week @CircularWeek · Jul 18

To create a [#digital](#) [#circular](#) economy we must 1) think systemically 2) provide an adequate governance framework + economic incentives 3) encourage collaboration. Read the paper to learn more. And HUGE shout out to the amazing knowledge database that [@CEStakeholderEU](#) has built.

EU circular economy stakeholder platform @CEStakehold... · Jul 16

Tracking resources all along the value chain, sharing information, building networks and partnerships... all the things that [#digital](#) can do!

Just published: [@epc_eu](#) 'Creating a Digital Roadmap for a [#circulareconomy](#)' [europa.eu/jy84yu](#)

Galactica foundation @Galacticafound · Jul 8

Replying to [@EU_ENV](#) and [@CEStakeholderEU](#)

[Leila Niamir](#) @LeilaNiamir · Jul 8

A great and interactive platform on [#CircularEconomy](#).

[circulareconomy.europa.eu/platform/en](#)

[@CEStakeholderEU](#) [@EU_ENV](#) [#EU](#)

Giuseppe Lanzi @lanzigiuseppe · May 29

[#FraSoleAssisi](#) has been included in the European [#CircularEconomy](#) Stakeholder Platform by the [#EU](#) through [@CEStakeholderEU](#) joint initiative [@EU_Commission](#) [@EU_EESC](#) to enhance the virtuous projects [#CEStakeholderEU](#) [#assisi](#) [@cittadiassisi](#) Read the news! [frasole.org/en/tra-sole-in...](#)



Search a Good practice

Area: Any

Name: Any

Country: Any

Type of organization or company: Any

Type of funding: Any

Keywords: Any

Saint Francis of Assisi: rendering a religious community sustainable and circular

Description: The Saint Francis of Assisi project involves the restoration of the complex of Saint Francis of Assisi and its nearby forests, olive groves and vegetable gardens. The project has gained the support and involvement of various bodies in the Italian circular economy and ethical finance sectors in order to:

- highlight the economic impact of the religious community and of the projects within the city, with total decarbonization of the complex as an aim.

Catia Bastioli and 9 others

Foretica @foretica · Jul 23

Nuestro informe "La medición de la economía circular. Marcos, indicadores e impacto en la gestión empresarial" del [#GrupoAccionEconomiaCircular](#) en la plataforma europea [@CEStakeholderEU](#) [bit.ly/32Mo679](#)



La medición de la economía circular. Marcos, Indicadores e Impacto en la Gestión Empresarial

[https://foretica.org/esp/contenidos/publicados/informe_medida_economia_circular_foretica...](#)

Measuring the circular economy. Frameworks, Indicators and Impact Management

Types: Report

Publishing Organization or Company: Foretica

Authors: Elena Ruiz, Raquel Canales, Verónica García

Publication Date: 07/2019

Country: Spain

Language for original content: Spanish

Key Areas: ...

Foretica and the Task Force on Circular Economy", which coordinates with 11 large Spanish companies, presented on 11 July 2019 the report "Measuring the circular economy: Frameworks, indicators and impact management".

The document analyzes the business opportunities in measuring circular economy in business management and contains a roadmap to support companies in this measurement.

This report identifies how to measure circularity in business using three different scopes:

- the measurement of the physical flows,
- the positive impact for companies from resources efficiency
- impact on Sustainable Development Goals.

The report stresses the importance of carrying out a specific

Elena Ruiz and Raquel Canales

Annex I – workplan review

Key:

G = exchanging good practices

K = increasing knowledge

F = fostering dialogue

Title	Type	Status	Lead CG	Partners (CG & others)	Objective	Output
Italian Circular Economy Platform	G	completed	ENEA		Launch an Italian mirror platform aiming to represent, in coordinated way, Italy in Europe and to bring the “Italian way for circular economy”	<ul style="list-style-type: none"> - ICESP launched 30 May 2018 - Formal launch at the Italian Senate 3 Dec 2018 - 6 Working Groups activated in 2019: Research & Innovation, Policy and Governance, Indicators, Sustainable Systems, Cities, Good Practices -Conference on financing tools November 2019
Sharing agri-food best practices for the circular economy	G	completed	Copa-Cogeca		Collecting and sharing of best practices on prevention and reduction of food losses and food waste in the agri-food sector.	<ul style="list-style-type: none"> - #GrownNotThrown campaign launched December 2018 - Best practices featured in 2019 stakeholder conference - Selected best practices showcased on ECESP website
Learning from Peers – Municipalities Making the Move to Waste Prevention and Recycling	G	completed	MWE	EEB	Organisation of Peer2Peer projects between municipalities focusing on efforts on prevention and recycling, and moving away from landfill	<ul style="list-style-type: none"> - MWE organised study visit using TAIEX-EIR P2P for Danish local officials with BXL env in Sep 2018
Organisation of a thematic seminar	G	completed	ACR+	INTHERWASTE project	Thematic seminar on waste minimisation in Cordoba, which will explore the principles of reuse,	<ul style="list-style-type: none"> - ACR organised seminar on minimizing waste in heritage areas in Cordoba 13 Jun 2018

on waste minimisation					repair and prevention measures as essential elements of a circular economy.	
Identifying Best Practices in Circular Economy in Romania	G	completed	IRCEM	IRES , ADR, CCI	Organizing a common working session between IRCEM + ADRs (Development Agencies) & CCI (Chambers of Commerce and Industry) to identify best practice in circular economy in Romania's regions, and map business practices	<ul style="list-style-type: none"> - IRCEM identified best practices in Romanian circular economy - Selected good practices shared by IRCEM published on ECESP website
Sharing of case studies relevant for the circular economy by the Ellen MacArthur Foundation	G	completed	EMF		Case study development and dissemination	<ul style="list-style-type: none"> - EMF shared case studies on ECESP website - EMF launched Circular Economy for Cities portal, dissemination includes ECESP
Roadmap for the Built Environment	G	completed	WBCSD	Circle Economy	Roadmap for the Built Environment – the World Business Council for Sustainable Development in partnership with Circle Economy and member companies is developing a road map for circularity for the built environment. This will detail the opportunities, risks, and activities along the value chain that will help companies in this sector move towards circularity, as well as share case studies and best practices.	<ul style="list-style-type: none"> - WBCSD and Circle Economy published 'Scaling the built environment' Dec 2018 - Publication featured on ECESP website
Sharing Best Practices – Circular Metrics	G	ongoing	WBCSD	Several organizations are included in the process (EMF, Circle Economy, etc.)	The WBCSD is collaborating with companies and partners to develop a framework for how companies can measure and report on their circularity. Existing approaches will be leveraged, as well as consideration for reporting framework guidelines. The Framework is expected to be delivered by the end of 2018.	<ul style="list-style-type: none"> - WBCSD nearing completion (set for late 2019) in developing circular indicator toolkit for corporations, in partnership with KPMG - Continuous dissemination on ECESP website
Streamlining Circular Economy Websites	G	ongoing	BusinessEurope; INEC	International Centre Resources and Innovation for Sustainable	Streamline websites with good practices on circular economy, so that they can be better integrated into the Circular Economy Stakeholder Platform.	<ul style="list-style-type: none"> - INEC + BusinessEurope shared proposals to simplify ECESP good practice database - ECESP Secretariat making website more user-friendly to increase submissions and build on existing resources

				Development (CIRIDD)		
Submission of examples of good practices on the circular economy implemented by cities, in cooperation with the EU Urban Partnership on Circular Economy	G	ongoing	OVAM	Participants of Urban Partnership	This includes the mapping of cities' needs to be able set up circular economy strategies and existing information on circular cities.	<ul style="list-style-type: none"> - OVAM and ECESP Secretariat held a workshop 11 Oct 2018 as EWRC side event to introduce website as resource for city representatives - OVAM and ECESP Secretariat defining how to align urban partnership needs with ECESP website scope
Evaluation of projects on the Circular Economy Industry Platform	G	completed	CEC4Europe	BusinessEurope, Universities of Graz and Leipzig	Scientific review on the current state of research on circular economy, through a Masters thesis "Exploring and evaluating Business Showcases of the Circular Economy Industry Platform"	<ul style="list-style-type: none"> - MA research published in CEC4Europe handbook on Circular Economy - Published on ECESP website
Launch a Circular Green Deal in France	G	completed	INEC	Rijkswaterstaat, BeCircular, CCDRC, European Environmental Bureau	Launch of a Green Deal on circular procurement with the Ministry of Environment in the Netherlands ; in cooperation with all the other Green Deals in Europe (Flanders, Portugal...)	<ul style="list-style-type: none"> - Concrete achievements of circular purchases in France ; - Greater cooperation between European countries on circular public procurement
Organisation of the Circular Change Conference, including the presentation of National Circular Economy Roadmaps	F	completed	Circular Change		Circular Change Conference (with presentation of National Circular Economy Roadmaps).	<ul style="list-style-type: none"> - CC hosted 3rd conference in May 2018, with EESC support and CG members' participation, eg INEC presenting FR circular economy roadmap - CC hosted 4th conference in May 2019, with EESC President and several CG members
Connecting Circular Economy Platforms in Central and Eastern Europe	F	unknown	Circular Change		Connecting circular economy platforms in the Central and Eastern European Region, enabling collaboration and an exchange of knowledge.	

Enabling SMEs to Successfully Transition to Circular Business Models	F	completed	Ecopreneur	UEAPME	Enable more SMEs to successfully transition to circular business models through the identification of barriers and enablers, as well as indicators to help make the transition to a circular economy.	- Ecopreneur completed research into Barriers to CE by publishing CE update report September 2019
Consumer Insights into the Circular Economy	F	completed	CSCP		Circular economy consumer panel with key stakeholders, and to promote dialogue to determine impacts, opportunities and gaps.	- EESC helped CSCP and SITRA host 'Consumer Insights into the Circular Economy' 25 Oct 2018 - CSCP and SITRA organised workshop on consumer behaviour at 2019 conference, launching Consumer Insight Action Panel
Scaling Up Circular Economy Solutions in three Member States	F	completed	BusinessEurope	SITRA, Circular Change, Ecoembes	Holding three circular economy events in Member States for businesses and policymakers on challenges and opportunities for scaling up circular economy solutions.	- BusinessEurope organised 3 events on CE in Brno (CZ), Madrid (ES) and Paris (FR), held October 2018
Austrian Circular Economy Platform	F	completed	EEB	Circular Change; RREUSE; Circle Economy; SITRA	Launch of a Circular Economy Stakeholder Platform in Austria that includes a website as a central information and communication platform, targeted workshops and events to help increase capacity-building for stakeholders, and the coordination of local activities and regional networks.	- EEB launched Circular Futures Austria Sep 2018 - Circular Futures present at 2019 stakeholder conference networking village
Conference on how Separate Waste Collection is Crucial for the Circular Economy	F	completed	ACR+		Hosted by LIPOR and organized by ACR+, the conference entitled "Separate Waste Collection, Crucial for the Circular Economy" will include and a study-visit designed to help raise awareness and share knowledge.	- Conference on separate waste collection held in Porto 29 May 2018 - Featured on ECESP website
Conference on Circular Economy and Sustainable Tourism on Islands	F	completed	ACR+		Conference on circular economy and sustainable tourism on islands, with launch and discussion about a charter of commitment (Blue Islands project)	- ACR+ hosted conf on CE and sustainable tourism in Brussels Apr 2018
Bridging the World Resources Forum 2019 and the ECESP	F	completed	OVAM		www.WRF-antwerp2019.be	- OVAM hosted the 2019 World Resources Forum in Antwerp - OVAM presented key findings at 2019 stakeholder conference

Bringing the ECESP to the Disruptive Innovation Festival	F	ongoing	EMF		Disruptive Innovation Festival	<ul style="list-style-type: none"> - DIF promoted on ECESP website in 2018 & 2019, including call for speakers - ECESP session on DIF not realised in 2018, most likely not in 2019 either
Establishing the Romanian Institute for Circular Economy	F	completed	IRCEM	T Uni Cluj-Napoca; CPADDD; SNSI M; EPA-Cluj; EWWR	Establishment of the Romanian Institute for Circular Economy, and development of the Romanian Circular Economy Stakeholder Platform – ROCESP. Activities will include a conference on Circular Economy & Green Cities for a Greener Future, and the organization of an entrepreneurship platform for the better management of packaging in the circular economy.	<ul style="list-style-type: none"> - IRCEM relaunched as CE-focused think tank in early 2018
Sustainable Fashion Policy Lab	F	completed	Ecopreneur	C+A Foundation	Hold a conference with key fashion companies of Europe to work through policy and actions for circularity.	<ul style="list-style-type: none"> - EESC supported Ecopreneur.eu in hosting fashion policy lab 30 May 2018
International Champions in the Circular Economy Business	F	unknown	SITRA	International Champions in the Circular Economy Business (ICCEB)	Co-project with relevant stakeholders for establishing a mechanism in order to recognize groundbreaking circular economy businesses in Europe.	
Conference on the Circular Economy and the Rational Use of Raw Materials	F	completed	WRMC	MEERI PAS, International Aid Transparency Initiative (IATI)	Hold a conference to exchange knowledge and experience on effective methods of management in accordance with the rules of the circular economy and their future directions.	<ul style="list-style-type: none"> - WMRC hosted intl conference on CE and raw materials annually in July since 2017 - Ecopreneur + ENEA participated in 2019
Creative industries as important contributors to the Circular Economy	F	completed	Circular Change		Discussion on the role of creative industries for circular transition, job creation, circular business, etc. with a pilot project and a roadmap of activities designed to take in to account the important role of creative industries.	<ul style="list-style-type: none"> - Creative & Circular design competition co-organised with SI Ministry of Architecture and Design; completed May 2019 - Workshop 7 of 2019 ECESP conference fed into this competition
The European Circular Economy Stakeholder	K	ongoing	Ecoembes		Gathering the activities carried out in different Member States (summits, conferences, platforms, etc.), extracting the most relevant outcomes in terms of barriers and opportunities and convert	<ul style="list-style-type: none"> - gathered a small group of national stakeholders to discuss circular economy developments and call for national best practice to be shared through our website

Platform as an Innovation Hub					them into accessible and relevant knowledge to guide the development of timely and appropriate policies at Member State level that accelerate the transition towards circular economy.	- compiled case studies of EPR innovation within a circular economy from Malta, Belgium, the Netherlands, Norway, Canada and Israel
Identify legal barriers to improving recycling rates of bulky waste	K	ongoing	ACR+	URBANREC project	Using the URBANREC Legal Working Group meetings on plastic and textile management to discuss the barriers for increased recycling of bulky waste such as hard plastics, bulky textiles, polyurethane foam, etc.	- URBANREC nearing completion: final conference to be held in BXL 6 Nov 2019 - Published on ECESP website
Create portal for Public Procurement and the Circular Economy	K	completed	ACR+	Circular Europe Network Roadmap on Public Procurement	Publication of guidance material on strategic use of public procurement, focusing on circular procurement, public procurement of innovation in the waste sector and performance based criteria in public procurement for waste management	- Circular Public Procurement Roadmap completed in June 2018, available publicly on ACR+ CE portal
Begin research for a Circular Economy in Romania	K	completed	IRCEM	CESCO; T Uni Cluj-Napoca, EUCRF, National Society of Science and Environmental Engineering	Organise research for Romanian Circular Economy Platform, to include: ecoinnovation, impact of circular green brands on local development, legal work on classification of environmental engineering; strategic use of public procurement	- IRCEM organised 11 workshops and conferences in Spring 2019, morphed into 5 thematic working groups - CG members + EU representatives supported workshop series
Mapping circular economy networks in Europe	K	ongoing	INEC	Orée, Circular Change, Circular Futures, IRCEM	Improve knowledge of European networks in the circular economy	- Study on course to be completed by end 2019

Annex II – website statistics

Key statistics

Date	Visitors	Returning visitors	Pageviews	Downloads	Avg. Visit Duration	Bounce Rate
2017-11	2341	520	8487	156	3 min 48s	50%
2017-12	2446	643	8978	246	3 min 54s	51%
2018-01	6023	1830	21430	3923	5 min 48s	40%
2018-02	6652	2369	23423	3686	5 min 40s	39%
2018-03	4256	1395	14454	1035	4 min 12s	49%
2018-04	3330	1019	11895	747	4 min 9s	51%
2018-05	3582	1000	13865	652	4 min 19s	52%
2018-06	3258	934	12354	527	4 min 43s	51%
2018-07	3156	1004	12412	516	5 min 7s	51%
2018-08	3742	990	14088	510	5 min 46s	52%
2018-09	4781	1451	18036	608	5 min 1s	50%
2018-10	4933	1435	20655	744	4 min 46s	54%
2018-11	5278	1404	16923	669	3 min 25s	57%
2018-12	4235	1264	13663	492	3 min 32s	55%
2019-01	7267	2178	22520	1820	12 min 16s	47%
2019-02	7271	2303	21606	1890	29 min 14s	48%
2019-03	9592	2936	27850	3646	38 min 13s	48%
2019-04	6644	1702	17517	1571	29 min 24s	55%
2019-05	6274	1488	16741	980	28 min 25s	56%
2019-06	5993	1367	15884	793	29 min 50s	56%
2019-07	6283	1465	17248	738	29 min 38s	56%
2019-08	5647	1248	16202	681	29 min 1s	56%