

**DON'T MUD
THE WATER**

(if you are not circular better
stay silent)

TRAIN THE MEDIA

(journalist know nothing
about the CE)

SUPPORT DEDICATE MEDIA

(everybody wants visibility,
without paying)

European Circular Economy Stakeholder Platform



European Economic and Social Committee

#CEStakeholderEU

Accelerating the transition towards a circular economy in Europe: European Circular Economy Stakeholder Platform

Paper + Bioplastics
Eva Garibaldi

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What I do?

Unrecyclable paper + bioplastic = new material

DIY method

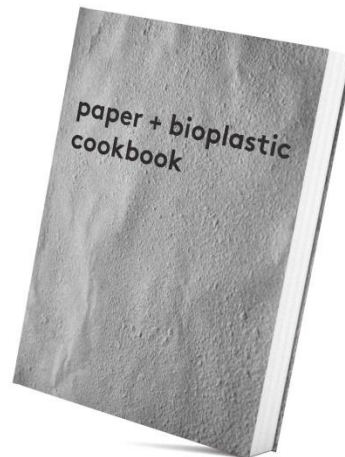
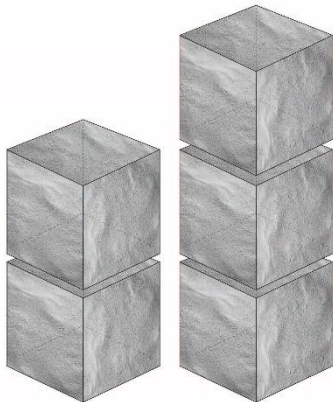
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Potentials / effects / new perspectives:



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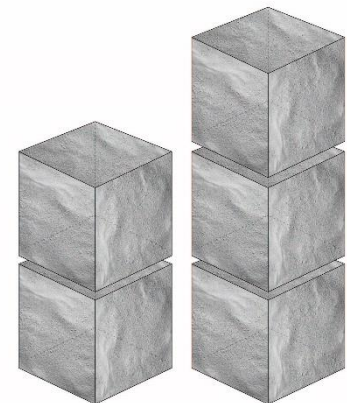


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Challenge:

How might we present this project to educational institutions?

How can we educate people about circular economy?



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Creative Collaboration Challenges

Karin Huber-Heim
BCSSS, Vienna

European Circular Economy Stakeholder Platform



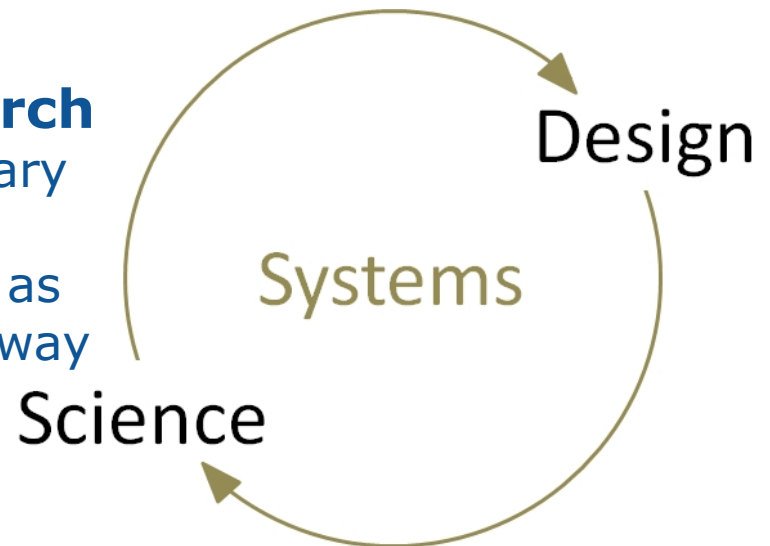
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Bertalanffy Center for the Study of Systems Science

Circular Economy Systems Research

to explore and advance the interdisciplinary theoretical foundations of a Circular Economy in relation to systems research as well as the various applications of a pathway towards it



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What we are looking for

Transdisciplinary problem solving and **solution-driven research** to advance the current status quo of Circular Economy research and applications, and the development of curricula

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How do we work

The basis for our research:

The economic systems can work like organisms, processing “nutrients” that can be fed back into cycles— with a focus on the technical branch and behavioural sciences

→ What kind of collaboration we encourage to make a circular transition happen:

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Creative Collaboration for Circularity

creative professionals and stakeholders take a circular project from concept to completion, via multiple rounds of iteration and feedback

- Designers
- R&D, Scientists
- Corporates
- Start-ups
- NGO & GOs
- Advocacy organizations

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Challenge

***How to effectively manage creative
collaboration processes ?***

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Thank you for your attention!

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A Creative Approach Towards Systemic Change

8 March 2019

Marjolein Brasz

Challenge Lead Circular Economy

Amsterdam Economic Board

amsterdam economic board

Use Case: public greenery



amsterdam economic **board**



Question

**How can governmental institutions create
an enabling environment
to empower independent 3rd parties
to realise systemic change?**

amsterdam economic **board**

How it all happens

9 different streams of
reuseable waste



Demand side
purchasing power

amsterdam
economic
board

Upcycling
business &
financing

Supply side
waste from municipalities
and business, legislation,
standardization

Use Case: Diapers



amsterdam economic **board**

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Get in touch

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- Twitter @amecboard

amsterdam economic board



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**WASTE as INDUSTRIAL
MATERIAL of the FUTURE**

DONAR ::



INNOVATION



LOW CARBON



NATURE & CULTURE



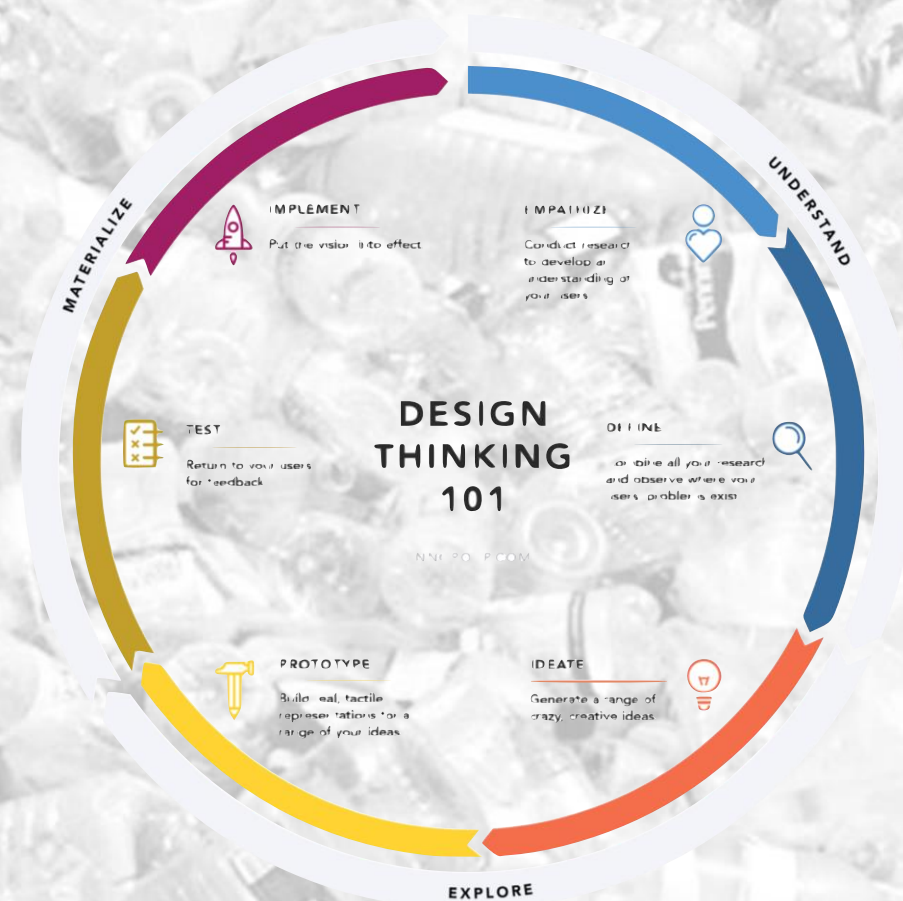
TRANSPORT

Design is not just lines & beauty but foremost about its **SOCIAL IMPACT**

Design as sustainable / long emotional value

EVERYTHING IS DESIGNED, the QUESTION is:
IS IT GOOD or BAD DESIGN ?

DESIGN THINKING is CIRCULAR as should be ECONOMY

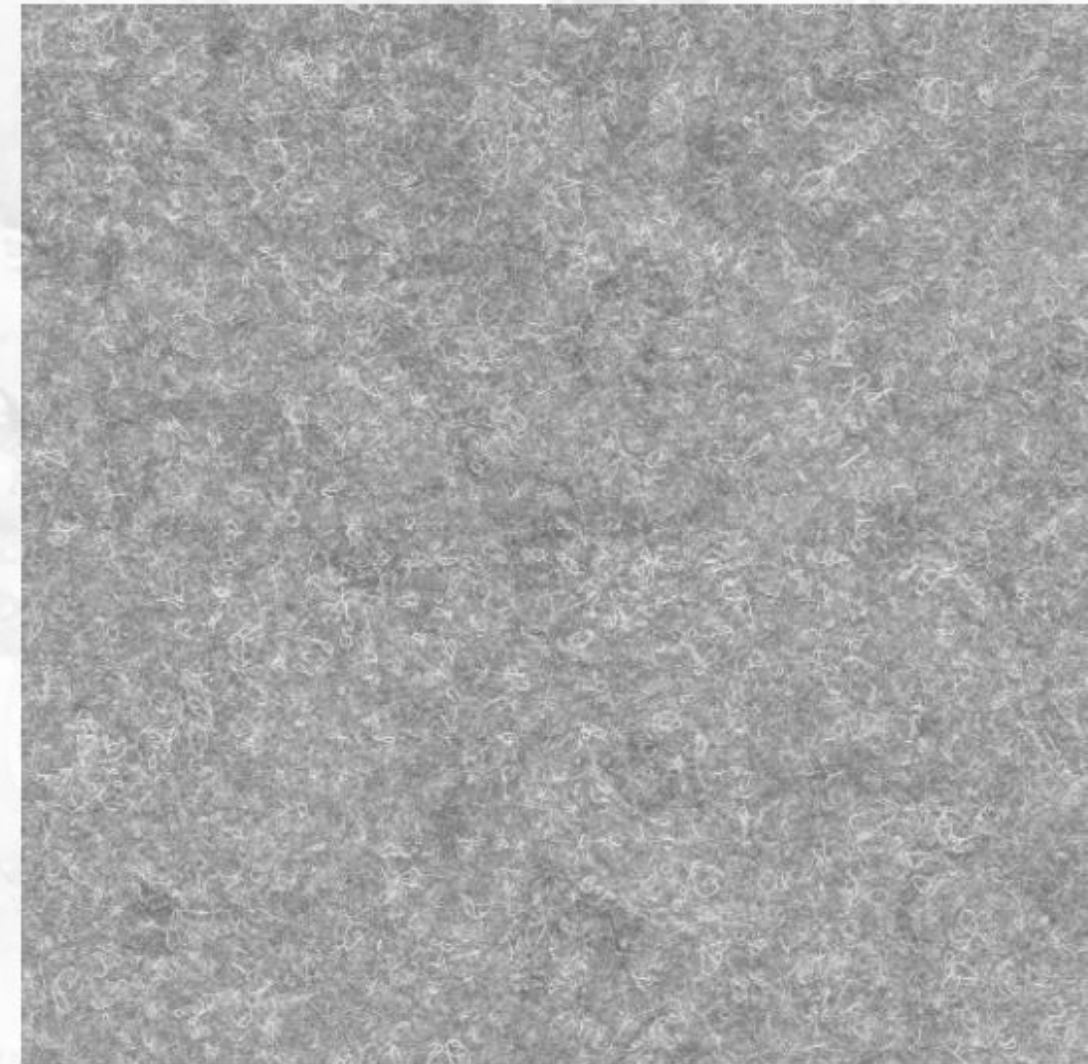


Sustainable Products

Waste as an industrial material of the future.



waste used PET bottles



new material recycled felt



INNOVATION



LOW CARBON



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CHALLENGE:
how to motivate plastic (waste) producers to RE-USE their waste as furniture/products with sustainable/emotional long-lasting value?

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THANK YOU
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 facebook.com/Donar.Chair



INNOVATION



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UPCYCLING THE OCEANS *The challenge*

8 million tonnes of
waste at bottom of
the sea every year



How can stakeholders
come together for
upcycling the
oceans?

The Solution



Upcycling the Oceans



Fishermen

- Integrate waste prevention and management into their everyday life



Ecoembes

- Raise awareness of marine litter prevention and waste as a resource at ports
- Provide means and infrastructure to help collect waste at ports, including PET bottles



Ecoalf

- Turn retrieved PET bottles into new clothes
- Raise consumer awareness as a sustainable fashion brand

Closing the loop



Our achievement



Since 2015, Upcycling the Oceans achieved



190*

Tons of recovered
waste



2.000

Participant fishermen



550

Trawlers



37

Ports - Galicia,
Cataluña, Comunidad
Valenciana, Murcia
Region & Andalucía

* Without taking into account 2018 results

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Raymond Slaughter – CSCP
R2Pi Project



The R2Pi Project:

Analysing & Innovating
Circular Business Models



Integrating
Stakeholder Views



Creating
Business Guidelines



Developing
Policy Packages





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Example Cases



- End of life product take-back
- Closed loop material supply chain

Rolls-Royce



- Product-service system, offering 'turbines-as-a-service' model

Israel Water Sector



- Value chain collaboration to enable water stewardship, efficient use, and regeneration

INDITEX



- Value chain collaboration to create recyclable fibres
- End-of-life product recovery



MUD JEANS

- Subscription/leasing solution enabling 'clothing-as-a-service'

Canon



- Refurbishment and remanufacturing models
- 'Print-as-a-service'

Venlo City Hall



- Circular building design
- Managed building services and end-of-life material recovery

PHILIPS Healthcare



- Lifecycle value enhancement
- Refurbishment and end-of-life recovery

Issues with collaborating
across traditional boundaries,
across lifecycles,
across sectors...



How can we enable
entire value chains to
innovate & implement
circular solutions?





COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

Visit us: <https://www.scp-centre.org>

Visit the project: www.r2piproject.eu

Like us on Facebook: facebook.com/R2PiProject

Follow us on Twitter: <https://twitter.com/R2PiProject>

Contact me: raymond.slaughter@scp-centre.org



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Floios jewelry by nature

- sustainable Jewelry*
- 100% designed by the plants-wearable nature*
- silver recycled from waste -photographic &x-ray pictures*
- handmade in Ljubljana Slovenia*



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Purpose and city jewelry

- We are nature but lost contact
- Awareness of nature
- city jewellery plants from Ljubljana streets transformed into wearable nature



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- *Your ideas for Floios*
- *how can I grow from small creative into movement and use jewelry as environmental awareness tool?*

