

CREATIVE INNOVATION FOR A CIRCULAR ECONOMY – WORKSHOP REPORT

Gathering more than 150 participants in JDE62 (EESC Building) during the second session of workshops the purpose of the workshop on Creative Innovation, led by ECESP Coordination Group Chair Ladeja Godina Kosir, was to propose and discuss innovative opportunities for developing the circular economy. Its objectives were to:

- underline the importance of creative thinking in developing innovative circular solutions
- share a [circular design guide](#) as a practical and fun tool to inspire creative thinking towards circularity
- tackle practical cases to showcase the key role human creativity plays in facing and overcoming challenges



Success Stories

In his [keynote speech](#), Douwe Jan Joustra of the C & A Foundation set the tone of the workshop by asking: What is needed to transform circular ideas into market-proof solutions?

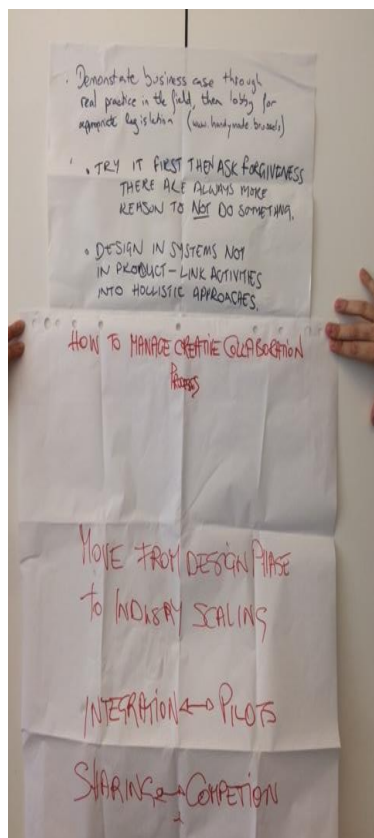


This was followed by a showcase of [8 success stories](#):

- **Tania Košak Koren**: jewellery-making best practice
- **Matej Feguš**: furniture: how to promote re-use of waste in new products
- **Eva Garibaldi**: creating paper/cardboard toys for kids: how to promote the circular economy in schools and kindergartens
- **Romina Giovanetti**, [Ecoembes: Upcycling the Oceans](#): tackling waste in the sea; raising awareness among fishermen; using waste as a resource;
- **Emanuele Bompan**, [Renewable matter](#): better communicating the Circular Economy; communication strategies
- **Karin Huber-Heim**, corporate social responsibility and communication and education: training programmes; foster working together to accelerate SD; interdisciplinary knowledge share; creative collaboration
- **Raymond Slaughter**, [CSCP](#): creating circular businesses models;
- **Marjolein Brasz**, [Amsterdam Economic Board](#): incineration of diapers – promoting partnerships from public/private organisation – role of institutions

New Challenges

The break-out sessions identified the following challenges:



- There is still a lack of commitment from companies to introduce circular models
- companies often only copy good practices from others, without really believing in them and creating ownership
- Genuine collaboration and ownership need to be promoted
- Implementation problems: companies do not understand how to implement circular practices
- There is no feeling of ownership regarding the projects that companies are being proposed to carry out; there is the need to work more as a facilitator for change
- New governance is needed to empower the circular economy – the current version is based on the linear system (diminishing damage) – which is a big challenge for governments.
- Need to shift from 'products as a service' (PAAS) to 'lifestyle as a service' (LAAS), thus creating a new business model; people should be encouraged to make changes in their lifestyle.
- Issue to be considered: is it that we need to consume less? Or should we focus on different consumption models (e.g. consuming data is not the same as consuming physical materials)?
- The emergence of new consumption behaviours, e.g. sharing (millennials are more used to sharing products, such as clothes).
- All stakeholders involved should share responsibilities. Several issues need to be addressed in a comprehensive manner: working conditions, environmental protection.
- Innovation is needed, particularly in circular fashion.

What's Next?

- Keep an eye out for the Circular Economy Stakeholder Conference edition of **Renewable Matter**
- Be inspired by [Fashion for good](#); [Materiom](#) (Nature's Recipe Book) and [Circular design guide](#)
- The 4th **Circular Change** Conference will take place in Maribor, Slovenia in May of this year
- The 2019 **World Circular Economy Forum** in Helsinki this June will have innovation as one of its four tracks, providing the opportunity for discussions on new business activities, future technologies and required investments for scaling up

Want to keep the conversation going? Contribute your good practice on circulareconomy.europa.eu, join the online forum or drop us a line: CEStakeholderEU@eesc.europa.eu

