

European Circular Economy Stakeholder Platform



European Circular Economy Stakeholder Platform (ECESP) Coordination Group

Inspirational Guidelines for CE Roadmapping Process

Stakeholders' contribution to the implementation of
the European Green Deal & Green Recovery

Leadership Group
Initial Guidelines

Lead: Circular Change, Ecopreneur

July 2020

Description

What: Inspirational guidelines for the paradigm shift towards recovery - addressing the symptoms of the pandemic by encouraging the collaboration between EU & national policy makers and stakeholders.

Key source: The Report – working title: *“From Recovery to Reform” – Seizing this moment to build a systemic European Green Deal* (by Systemiq and The Club of Rome) and inputs of the members of the ECESP Coordination Group

Objectives: To inspire, engage, enable and impact different stakeholders for successful circular transition basing on a systemic approach (including the "Circular Triangle" model by Circular Change), contributing to the Green Recovery – CE roadmaps as an effective tool for navigating sustainable, green and circular transition.

Outcome: An overview of inspirational guidelines for circular change-makers covering steps from idea to impact – accelerating transition towards a new human-ecological system. Identification of system change leaders that can - empowered by EU Commission - together show us the way by building a new social contract based on SDGs¹.

Harmonisation with CG goals: the project support Pillar 3 of the Platform’s structure – to facilitate knowledge, best practices and national strategies². Aligned with the CG mandate, it will foster European debate on CE, build capacities for stakeholder collaboration and share good practices.

The Group for CE Roadmaps will, together with the participants of the workshop (ECESP Conference 2020), design an inspirational “tool box” with guidelines for CE roadmapping processes that can support the green recovery programme (on national or city level).

The Group will introduce roadmapping³ as a process-based initiative for encouraging individuals and

organisations to start designing the transition to a circular economy. The “tool kit” will complement the EESC study on Circular Economy Strategies and Roadmaps in Europe (2019) and will not be focused on the methodological issues behind drafting CE strategies and roadmaps, but will rather cover the process “from idea to impact” by briefly presenting a step-by-step process covering topics, such as leadership, stakeholder engagement, spreading the transformational mind-set and promoting circular culture.

It shall draw from the wealth of experiences from European countries, who have already drafted a CE strategy/roadmap, but have gone on this journey by following very different paths, and from individuals who have acted as pioneers in their local environments. CG members will be asked to share their experience to supplement the research.

The final report will be presented as a shared output of ECESP/EESC, Circular Change, Ecopreneur and other ECESP CG contributors. It will be uploaded on the ECESP website and promoted on various channels with the help of CG members. The goal is to encourage all MS to start the process of drafting a CE strategy and national roadmap – especially in the Eastern and South Eastern European region as the navigation tool to support the implementation of the EGD, CEAP and Green Recovery.

Workflow:

- Sharing the report “From Recovery to Reform” with the members of ECESP Leadership Group – end of August
- Joint call – members of the Leadership Group – sharing reflections on paper in the context of the past and ongoing CE roadmapping activities – mid-September
- Drafting the “tool box” with inspirational guidelines – based on the outcome of the call – October

¹ From Recovery to Reform – draft version of the document by Systemiq and Club of Rome

² <https://ec.europa.eu/environment/temp/ToRCG.pdf>

³ "Roadmapping" is a project management term describing an analytical method which involves analysing, projecting and visualizing the future development pathways of products, services and technologies. Key elements here are the compilation and evaluation of expert knowledge with the aim of deriving specific options for action in the form of a roadmap. In the cases investigated here, the roadmaps describe elements for shaping a transition to a CE (Weber in Stuchtey, 2019)

Weber, T., Stuchtey, M. (Eds.) (2019). *Pathways towards a German Circular Economy. Lessons from European Strategies (Preliminary Study)*. Munchen: Asatech. Available at: <https://www.circular-economy-initiative.de/publikationen>

- Online survey – October
- Workshop at the ECESP Conference in Brussels / online – November
- Draft Report based on the workshop - feedback from CG/EESC – mid November
- Final “tool box” & Report – end of November
- Communication of the outcome – end of 2020/2021