

Interreg 
France (Channel) England
European Regional Development Fund



EUROPEAN UNION

BLUEPRINT 
to a Circular Economy

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Project Overview



Three-year project

April 2020-March 2023

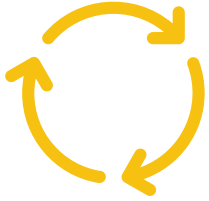


Total budget: €5.5m

€3.8m from the European Regional Development Fund via the Interreg France (Channel) England programme



Project Goals



ENABLE local authorities to accelerate towards a dynamic circular economy.



EQUIP social enterprises and training organisations to support people to secure jobs in the circular economy sector.



ENHANCE community engagement to deliver lasting behaviour change for residents and schools.

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Do More, Waste Less: An Introduction to a Greener Economy

What will the module cover

- **Explore** Sustainability and the 17 Sustainable Development Goals;
- **Define** the Circular Economy;
- **Discuss** the differences between the circular economy and recycling;
- **Analyse** the way that businesses can adopt the Circular Economy model.

Definition of Sustainability

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Our Common Future (1987)



Sustainable Development

Interconnections between the 3 pillars of sustainable development:



[What is sustainable development?](#)

(2:40mins)

17 SUSTAINABLE DEVELOPMENT GOALS



Above are the Sustainable Development Goals of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The Sustainable Development Goals were set up in 2015 by the United Nations General Assembly and are intended to be achieved by 2030.

Which do you think are most important?

SUSTAINABLE DEVELOPMENT GOALS



[A Look at the Sustainable Development Goals](#)

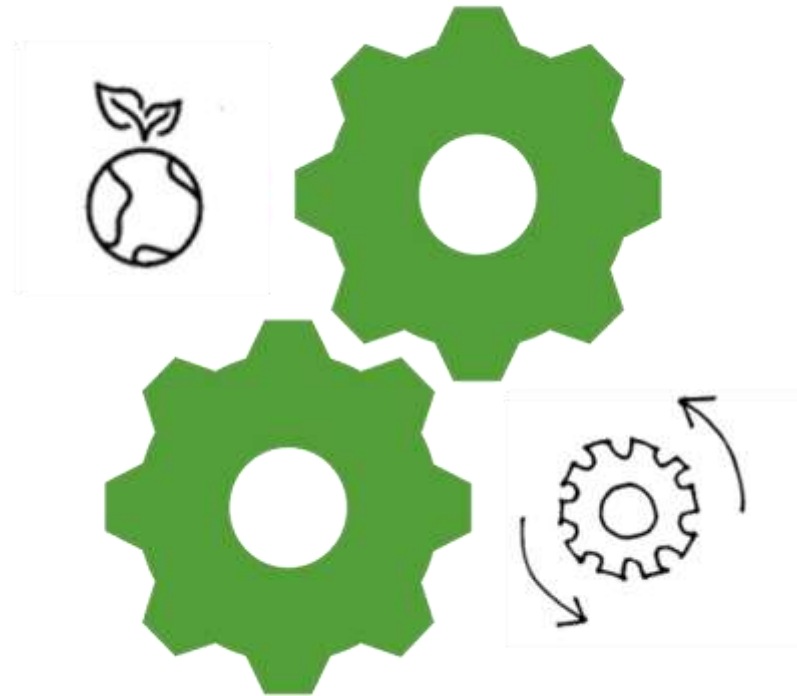
What is the Circular Economy?



- Circular Economy is a system where we use raw materials and renewable energy effectively and efficiently.
- It is opposite to linear economy where we use a lot of raw materials and nonrenewable energy.
- Circular Economy tackles global challenges we have looked at earlier, but also provides employment opportunities and can lead to improved well-being.

Definitions of the Circular Economy

There are numerous definitions of CE in academic literature.



The World Economic Forum's definition

“A circular economy is an industrial system that is restorative or regenerative by intention and design. It replaces the end-of-life concept with restoration, shifts towards the use of renewable energy, eliminates the use of toxic chemicals, which impair reuse and return to the biosphere, and aims for the elimination of waste through the superior design of materials, products, systems, and business models.”

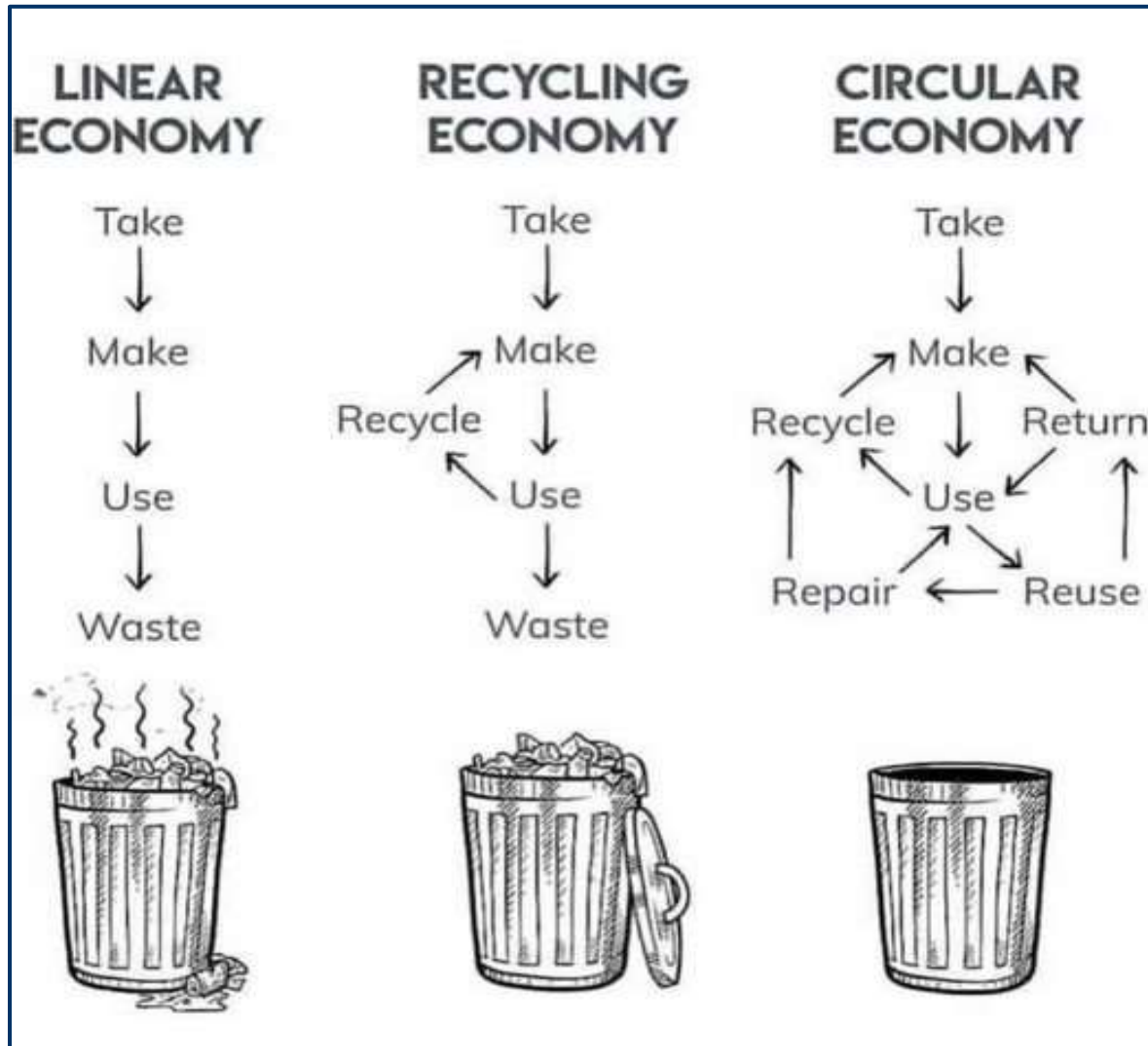
Ellen McArthur Foundation's Definition

“Looking beyond the current take-make-dispose extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits. It entails gradually decoupling economic activity from the consumption of finite resources and designing waste out of the system. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and social capital. It is based on three principles: design out waste and pollution; keep products and materials in use; regenerate natural systems.”

Linear Economy and Circular Economy

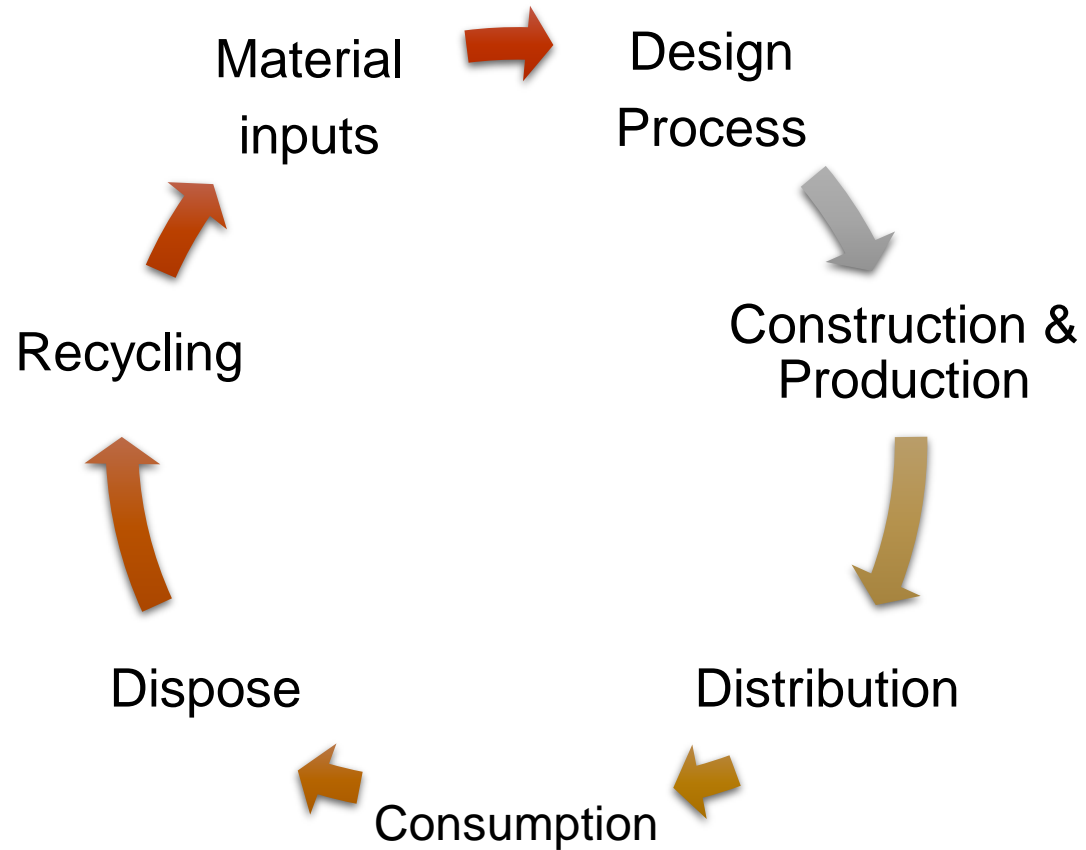


How does circular economy benefit you and the planet? (2mins)



Linear Economy vs. the Circular Economy

The Circular Economy



In a Circular Economy

- Products are made to last and be modified.
- Several loops such as share, maintain, reuse, refurbish, keep products in use.
- Re-using, re-distributing and remanufacturing is preferred.



Recycling

- Only starts at throwing away stage.
- Postponing and avoiding that stage as long as possible is important in CE.
- In CE business models, resources are utilized as long as possible and material loops at the end of life are closed.



Business strategies towards CE

- New business models where repairing, reusing and remanufacturing is the key.
- Efficient use of products and raw materials lead to cost and material efficiency in production.
- Business models shift focus from 'owning' to 'sharing & renting' of products and services.
- CE offers opportunities for job creation.
- Consumers need to have a CE-positive mind-set and are willing to change their everyday practices.
- CE business models benefit people and planet whilst improving the businesses' purpose and profit.