

# BLUEPRINT TO A CIRCULAR ECONOMY MODEL

## TRAINING SESSION

25 JANUARY 2023, 13:30-15:30

# HOUSEKEEPING

REC ●





# BLUEPRINT TO A CIRCULAR ECONOMY



**ENABLE** LOCAL AUTHORITIES TO ACCELERATE TOWARDS A DYNAMIC CIRCULAR ECONOMY



**EQUIP** SOCIAL ENTERPRISES AND TRAINING ORGANISATIONS TO SUPPORT DISADVANTAGED PEOPLE TO SECURE JOBS IN THE CIRCULAR ECONOMY SECTOR



**ENHANCE** COMMUNITY ENGAGEMENT TO DELIVER LASTING BEHAVIOUR CHANGE FOR RESIDENTS AND SCHOOLS



# TODAY'S AGENDA

- 1 WELCOME FROM ESSEX COUNTY COUNCIL
- 2 THE BLUEPRINT MODEL
- 3 LOCAL AUTHORITY GUEST SPEAKER
- 4 CIRCULATES
- 5 NETWORKING
- 6 Q&A

# A WELCOME FROM ESSEX COUNTY COUNCIL

LEAD PARTNER OF THE BLUEPRINT PROJECT

# THE BLUEPRINT TO A CIRCULAR ECONOMY MODEL



1

## Baseline

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Understand  
where you  
are now



2

## Focus

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Outline your  
key areas  
of focus



3

## Implement

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Implement  
activities and  
learning to  
transition to  
a circular  
economy



4

## Evaluate

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Monitor and  
evaluate  
progress





# STEP TWO

## OUTLINE YOUR KEY AREAS OF FOCUS

Sections on how to local authorities can transition to a more circular economy	Your score before (step 1)	Recommendation based on the average score of your responses to each section
About your organisation	165	Your score for this section indicates that your organisation has already started integrating circular economy principles into your organisation's vision and priorities, but you could consider further measures. If you would like to find out more, please visit the about your organisation page.  Visit the about your organisation page: <a href="https://projectblueprint.eu/model/circular-economy-local-authority">https://projectblueprint.eu/model/circular-economy-local-authority</a>
Procurement	122	Your score for this section indicates that your organisation has already started integrating circular economy principles into procurement practices, but you could consider further measures. If you would like to find out more, please visit the procurement page.  Visit the procurement page: <a href="https://projectblueprint.eu/model/procurement">https://projectblueprint.eu/model/procurement</a>
Waste management	186	Your score for this section indicates that your organisation has already started integrating circular economy principles into waste management practices, but you could consider further measures. If you would like to find out more, please visit the waste management page.  Visit the waste management page: <a href="https://projectblueprint.eu/model/waste-management">https://projectblueprint.eu/model/waste-management</a>
Training and job opportunities	0.67	Your score for this section indicates that your organisation would benefit from integrating circular economy principles into training and job opportunities either within your organisation or through external partners. If you would like to find out more, please visit the training and job opportunities page.  Visit the training and job opportunities page: <a href="https://projectblueprint.eu/model/training-job-opportunities">https://projectblueprint.eu/model/training-job-opportunities</a>
Changing behaviours	2.75	Your score for this section indicates that your organisation has successfully started integrating circular economy principles to change behaviours either within your organisation or with residents. Although you are already performing well in this section, you may still find it valuable to view guidance, reports, and case studies to support you further. If you would like to find out more, please visit the changing behaviours page.  Visit the changing behaviours page: <a href="https://projectblueprint.eu/model/changing-behaviours">https://projectblueprint.eu/model/changing-behaviours</a>

Your score for this section indicates that your organisation has already started integrating circular economy principles into your organisation's vision and priorities, but you could consider further measures. If you would like to find out more, please visit the about your organisation page.

Visit the about your organisation page: <https://projectblueprint.eu/model/circular-economy-local-authority>

Your score for this section indicates that your organisation has already started integrating circular economy principles into procurement practices, but you could consider further measures. If you would like to find out more, please visit the procurement page.

Visit the procurement page: <https://projectblueprint.eu/model/procurement>

Your score for this section indicates that your organisation has already started integrating circular economy principles into waste management practices, but you could consider further measures. If you would like to find out more, please visit the waste management page.

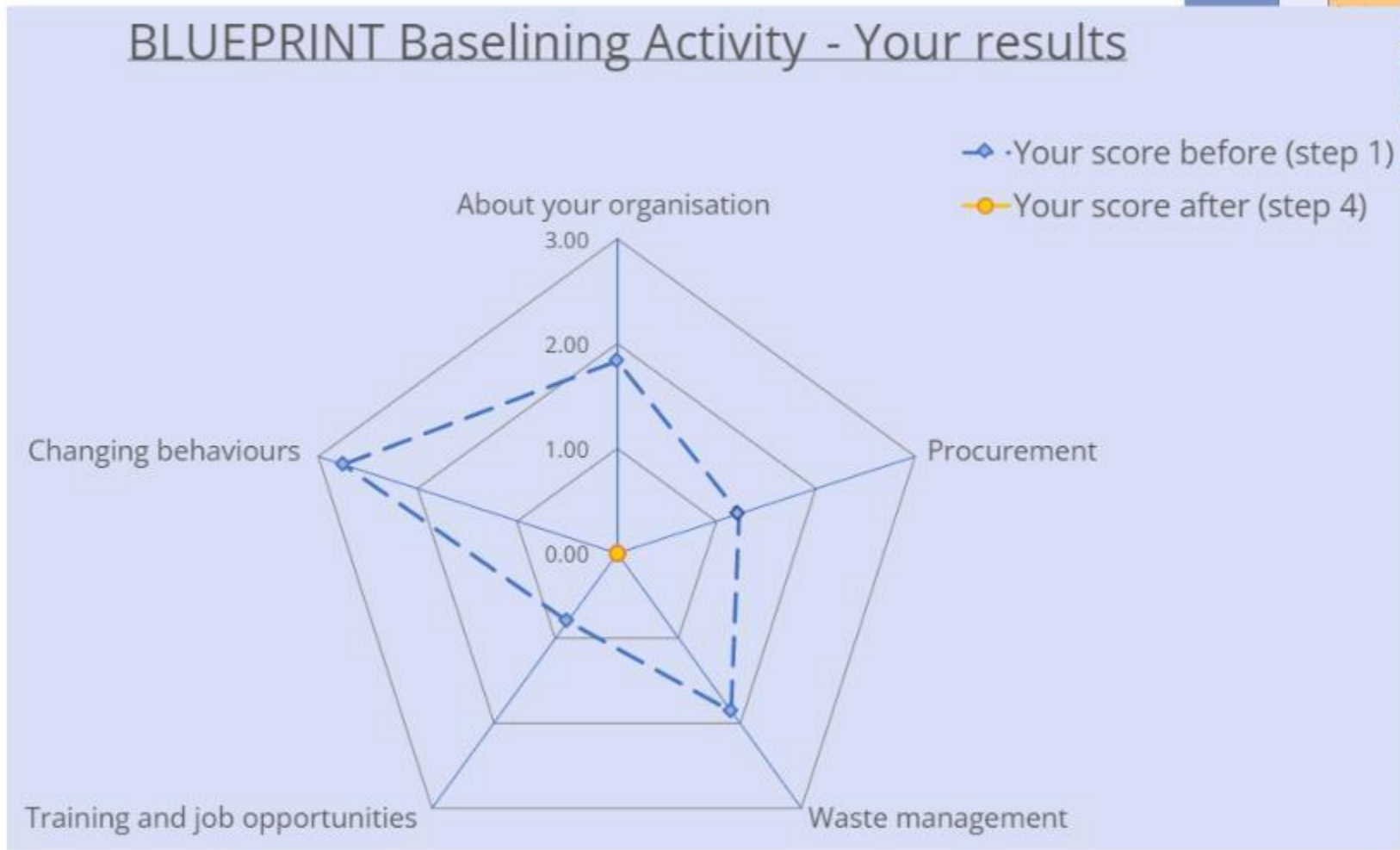


# STEP TWO

## OUTLINE YOUR KEY AREAS OF FOCUS

What score did you achieve in this area of focus?	What score did you achieve in this area of focus?	What score did you achieve in this area of focus?	What score did you achieve in this area of focus?	What score did you achieve in this area of focus?
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00
1.00	2.00	3.00	4.00	5.00

### BLUEPRINT Baseline Activity - Your results



# STEP THREE

## IMPLEMENT ACTIVITIES AND LEARNING TO TRANSITION TO A CIRCULAR ECONOMY



Onwards to: [About your organisation](#) | [Procurement](#) | [Waste management](#) | [Training and job opportunities](#) | [Changing behaviours](#)





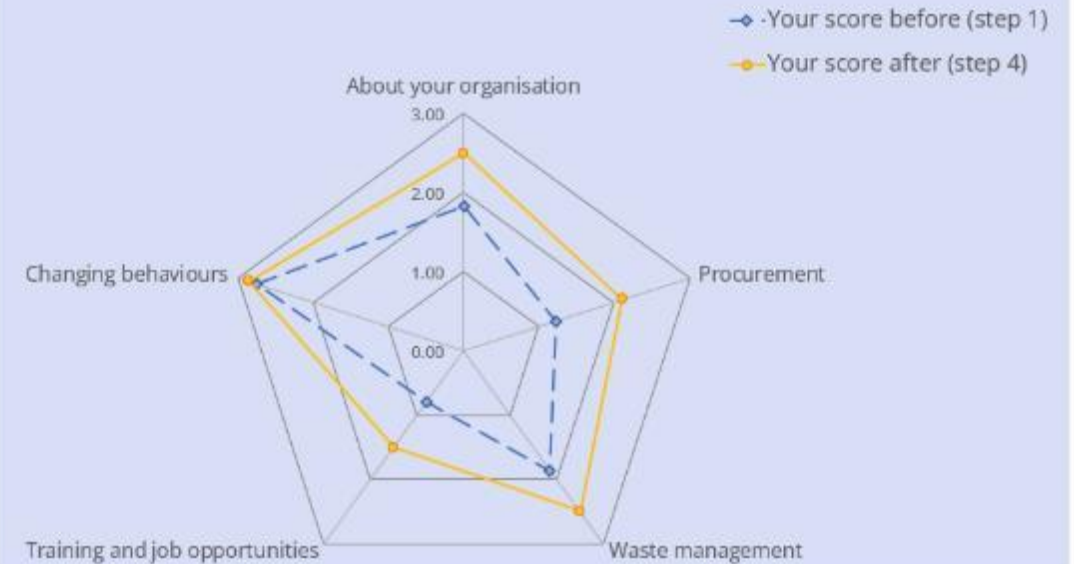
# STEP FOUR

## MONITOR AND EVALUATE PROGRESS

BLUEPRINT Baseline Activity - Your results



BLUEPRINT Baseline Activity - Your results



# BLUEPRINT LEGACY

Join BLUEPRINT on the transition to a circular economy!

About BLUEPRINT

## The BLUEPRINT to a Circular Economy Model

### Welcome to the BLUEPRINT Model

#### Who is the BLUEPRINT Model for?

The BLUEPRINT Model supports senior managers, decision-makers, and officers at local authorities to implement the right policies, strategies and plans to move towards a circular economy. The Model is used across the [BLUEPRINT to a Circular Economy Project](#), building on the existing foundation of a circular economy as easy as possible. It can be used by any local authority in England and France.

#### How the BLUEPRINT Model can support local authorities

Self-help style guidance will support local authorities to understand how well they are performing and provide opportunities to build greater circularity. The BLUEPRINT Model will provide local authorities with the opportunity to influence their own policies and strategies, initiate training opportunities for non-governmental organisations, encourage behaviour change in their residents. Best practice case studies from local authorities will be shared to demonstrate the many benefits of a circular economy, as well as social innovation. Reports from the BLUEPRINT Project, meanwhile, will provide a comprehensive overview of the many benefits of a circular economy.

It's recommended that local authority officers using the BLUEPRINT Model have access to the [Circular Economy Foundation](#) has excellent resources that you may wish to view before applying for funding.

#### What is the BLUEPRINT Model?





# GUEST SPEAKER

JASON SEARLES, ESSEX COUNTY COUNCIL

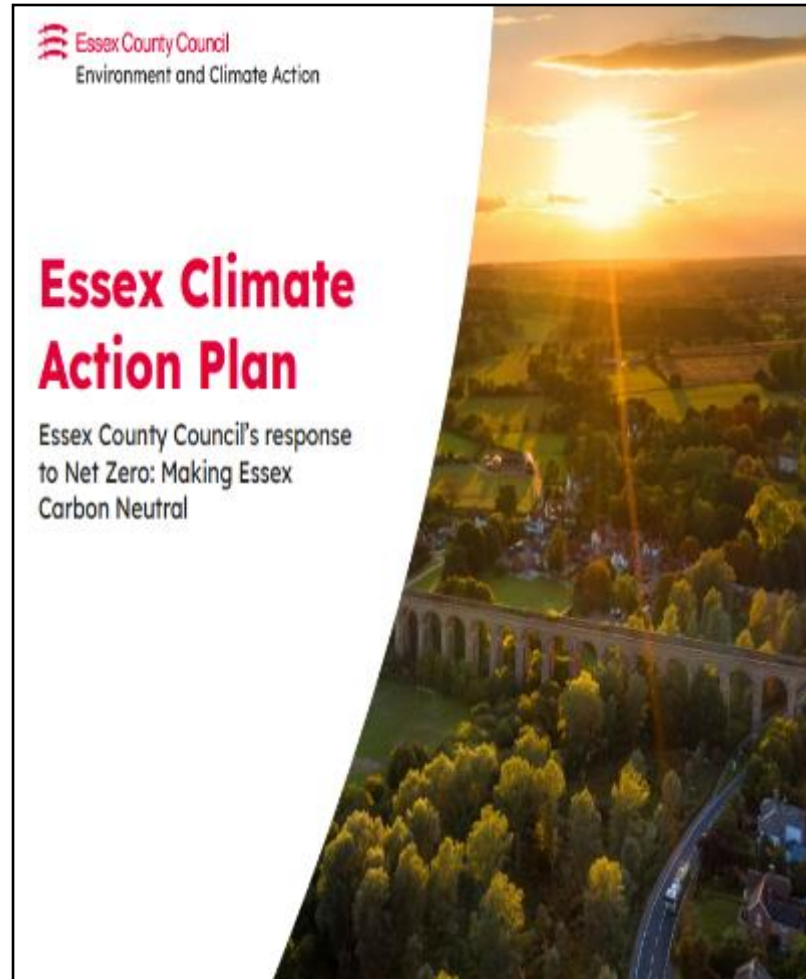
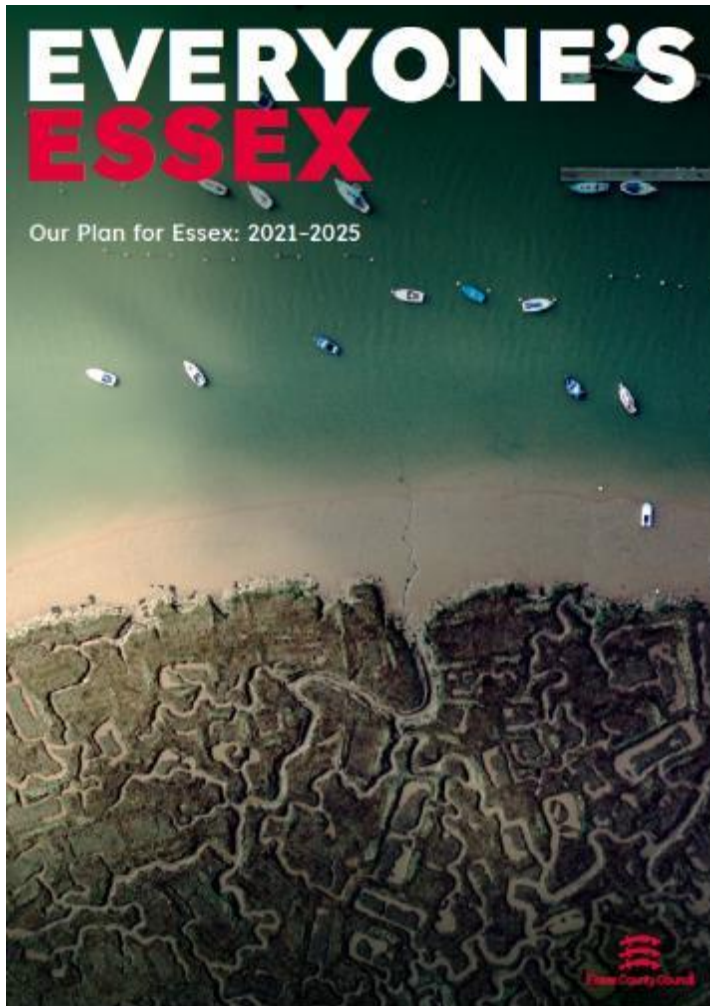
# The Circular Economy at Essex County Council

Jason Searles

Head of Waste Strategy and Circular Economy

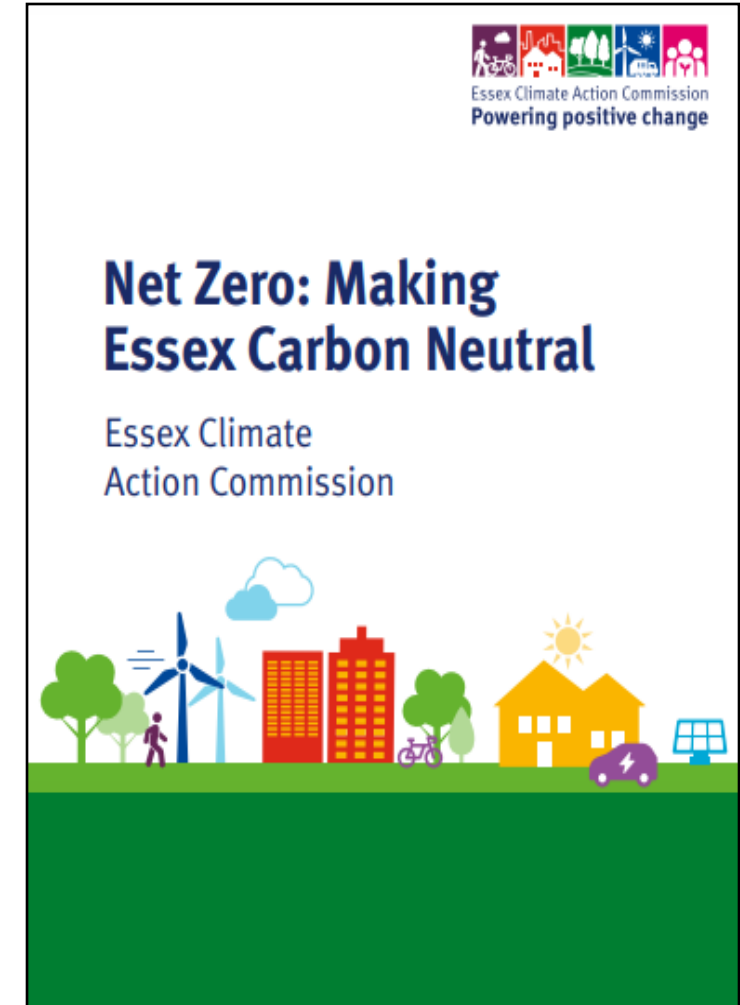
# Embedding Circularity

## Corporate Plan



## Climate Action Plan

## Climate Commission



# Challenges

- Lack of a common understanding of what Circular Economy means
- Need to move quickly if we are to position the Circular Economy as a core part of tackling climate change and delivering economic growth
- Landing circular economy opportunities at a time of financial pressures and multiple competing priorities
- Needs to be embedded with the organisation and everything we do – it can't just be delivered by the 'Circular Economy Team'
- Toolkits and decision making processes need to be adapted to build in Circular Economy principles
- How do you measure the impact of circularity in the way the organisation works and in our communities?

# Achievements In Essex

## People

- Dedicated Circular Economy team
- Created a Circular Economy Hub to map what is already happening
- Create a network for further activity
- Circular Economy training available to all employees

## Plans and strategies

- Developing a new, joint waste strategy
- Embedding circular requirements in Procurement, Social value measures and in the way we manage investments and our corporate estate
- Equalities Corporate Impact Assessment updated to consider resource efficiency and Circular Economy

## Project delivery

- Waste reduction behaviour change initiatives
- Essex Forest Initiative
- Advice packs to residents, businesses and schools
- Net Zero innovation network



# Future Areas of Focus

**Our organisation**

**Procurement**

**Waste Management**

**Training & Job Opportunities**

**Changing behaviours**

# How ECC will use the Model

- Repeat baselining exercise across departments
- Analyse results and opportunities in low score areas
- Take inspiration from case studies and solutions
- Strengthen links with businesses and anchor institutions
- Evaluate results and share lessons learnt

**Thank you**

**Jason.searles@essex.gov.uk**

# THE CIRCULATES TOOL

BLUEPRINT PARTNER, ECOWISE



**A new online planning, monitoring & evaluation  
tool for local authorities to work towards a  
circular economy**

EcoWise is currently developing CIRCULATES as part of the BLUEPRINT project.

An open & free version of the tool for early adopters will be launched in Q2 2023 for demonstration.

Tailored use for a local authority will require an annual paid license.



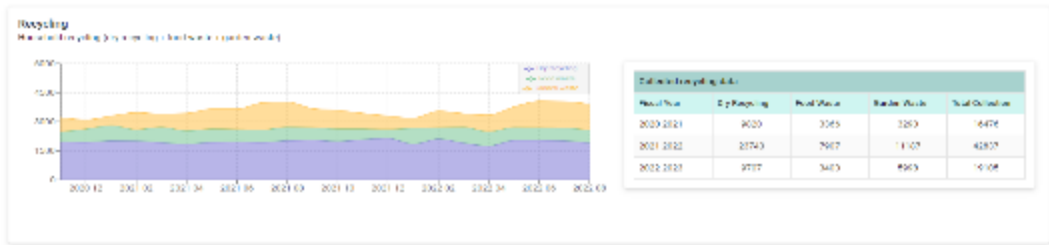
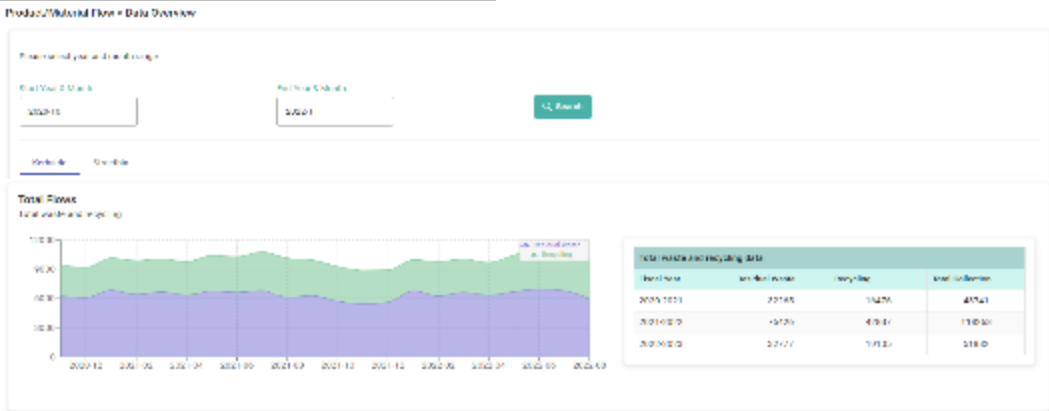
Local Authority Fleet Overview

WASTE COLLECTIONS - COLLECTIONS - WASTE COLLECTIONS - WASTE COLLECTIONS

ADD NEW BIN

Bin Name (1)	Collection (1)	Bin Type (1)	Bin Capacity (1)	Bin Status (1)	Bin Location (1)	Bin Brand (1)	Bin Weight (1)	Bin Image	Bin Status
WASTE 001	WASTE 001	WASTE 001	200	Active	WASTE 001	WASTE 001	200		✓ Active ✗ Inactive
WASTE 002	WASTE 002	WASTE 002	200	Active	WASTE 002	WASTE 002	200		✓ Active ✗ Inactive
WASTE 003	WASTE 003	WASTE 003	200	Active	WASTE 003	WASTE 003	200		✓ Active ✗ Inactive
WASTE 004	WASTE 004	WASTE 004	200	Active	WASTE 004	WASTE 004	200		✓ Active ✗ Inactive

WASTE 001	WASTE 001	WASTE 001
WASTE 002	WASTE 002	WASTE 002
WASTE 003	WASTE 003	WASTE 003
WASTE 004	WASTE 004	WASTE 004
WASTE 005	WASTE 005	WASTE 005
WASTE 006	WASTE 006	WASTE 006
WASTE 007	WASTE 007	WASTE 007
WASTE 008	WASTE 008	WASTE 008



Circulates helps to keep track of bins, bags and boxes rolled out and provides a visual overview of collected recycling and wastes per material.

Supporting data management and communications

Current performance estimate

Target setting

Year to reach target

Local Authority Profile > Targets

Waste Prevention Targets

Targets

Total household waste per person (kg/year)

Total household residual waste collected per household (kg/year)

Total household residual waste avoided (kg/year)

Performance	Target	Year To Reach Target
3000	200	2020
4000	200	2020
5000	200	2020

Recycling Targets

Targets

Annual household waste recycling (kg/year)

Performance	Target	Year To Reach Target
500	4	2020

Net Zero Carbon Targets

Targets

Target year for net zero carbon emissions of local authority

Year To Reach Target
2020




Circulates allows for quick performance assessments by **setting targets** for recycling and waste prevention, to **compare these with immediate estimates** from collections data.

Example: Total residual waste collected per household per year (kgs/household)

**Update key details of your project to upgrade household containers**

**Description**  
 The project covers the upgrading of bins or boxes for households that have their own containers for collection. Local authorities are responsible for household collections and can provide a range of collection options and services. Usually all households that have individual collections and those are provided with wheelie bins.



**Project name and duration**

Project name:  Will the infrastructure/works continue after the end date?

Project start year & quarter:  Project end year & quarter:

**Household types benefiting from project**

All households  
 Households living in flats and estates  
 Households living in rural and estates  
 Households living in purpose-built flats  
 Households living in converted flats

**Fill in key reporting updates for project: bin store upgrade 2022-2024**

Type of project:

Duration:

Funding:

Project status:

Team for implementation:



Local authorities can digitally keep track of their projects/interventions **to improve recycling, increase reuse and prevent waste** with an impacts estimate.

Easy project/intervention creation is supported by our existing library of project examples (for example flats communal bin upgrades, one bag a week challenge).

A project monitoring log is available to record the status of projects.

### 3 Assess Programme Impacts

Look at the impacts on reuse, recycling and waste prevention of all the projects in your programme

#### Overview of Expected Impacts

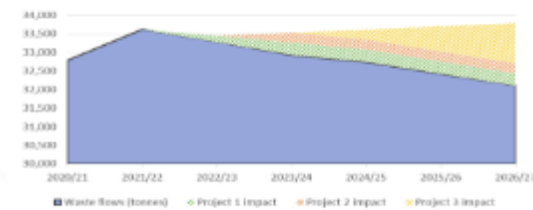
##### Total Waste Flows

	2022/23	2023/24	2024/25	2025/26
Waste - business as usual	40,330	40,845	41,534	42,042
Waste - projects reduction	77,843	78,823	76,534	77,992
Waste - expected future	118,173	119,668	118,068	120,034

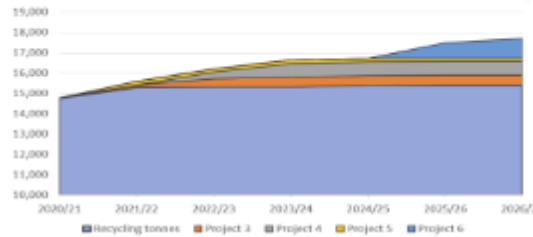
##### Recycling Flows

	2022/23	2023/24	2024/25	2025/26
Recycling - business as usual	23,503	23,804	24,205	24,501
Bin store upgrades	7,669	7,766	7,898	7,994
Food campaign	9,158	9,275	9,431	9,547
Total future	40,330	40,845	41,534	42,042

##### Waste flow impacts (Recycling + Waste disposal)



##### Recycling (incl. food waste) Impacts



Combined impacts across projects / interventions are calculated to evaluate the change to waste arising in the next five years.

To assess if all projects / interventions together are in line with **reaching local authority targets**.

Programme status  
 Proposed | Under Review | Approved | Closed

List of Projects in Programme

NAME	PROJECT TYPE	OBJECTIVE	IMPLEMENTATIONAL	STATUS	PERIOD	BUDGET	EDITS	ISSUES	APPROVAL STATUS
Universal recycling	Collecting banks	Description	Textiles & clothing	Recycling	Proposed	2022 - 2024	€20,000	<a href="#">Update Project</a>	<a href="#">To Be Approved</a>

Fill in key reporting updates for project: bin store upgrade 2022-2024

Type of project:

Duration:

Financing:

Project status:

Team for implementation:

Monitoring & Evaluation  
 Programme Impact Overview

Search & filters

Start date:

End year & month:

Projects progress and impacts overview

List of Projects in Programme

NAME	PROJECT TYPE	IMPLEMENTATIONAL	STATUS	PERIOD	BUDGET	Progress	Impact
Universal recycling	Collecting banks	Textiles & clothing	Recycling	Ongoing	2022 - 2024	€20,000	30% / 80%
Household waste	Waste recycling	Food waste Dry recycling Household waste	Recycling	Ongoing	2022 - 2024	€800,000	70% / 10%
One bag	One bag and more challenge	Household waste	Waste prevention	Ongoing	2022 - 2024	€150,000	50% / 60%

[Click to See more](#) +



Listed projects / intervention in a programme can be used for **planning and budgeting purposes**, as well as for reporting progress to **monitor and evaluate** projects in the implementation phase.





Priority future developments include:

- Benchmarking per project / intervention type across local authorities
  - Carbon emissions impacts assessments



Thank you for your attention

[www.circulates.co.uk](http://www.circulates.co.uk)

**To learn more about CIRCULATES:**

**[Rembrandt.Koppelaar@eco-wise.co.uk](mailto:Rembrandt.Koppelaar@eco-wise.co.uk)**

# NETWORKING

"REMARKABLE ABILITY TO  
MAINTAIN COHESION AS A  
GROUP IN HIGHLY  
UNCERTAIN ENVIRONMENTS"



# YOUR LOCAL AUTHORITY'S STRENGTHS

1

**PROCUREMENT**

2

**WASTE  
MANAGEMENT**

3

**TRAINING & JOB  
OPPORTUNITIES**

4

**CHANGING  
BEHAVIOURS**

# Q & A



# DETAILS

[PROJECTBLUEPRINT.EU](https://PROJECTBLUEPRINT.EU)

[PROJECTBLUEPRINT.EU/THEBLUEPRINT](https://PROJECTBLUEPRINT.EU/THEBLUEPRINT)

[BLUEPRINT.PROJECT@ESSEX.GOV.UK](mailto:BLUEPRINT.PROJECT@ESSEX.GOV.UK)

# FEEDBACK

