



Cities and the Circular Economy

Stati Generali della Green Economy, November 9th

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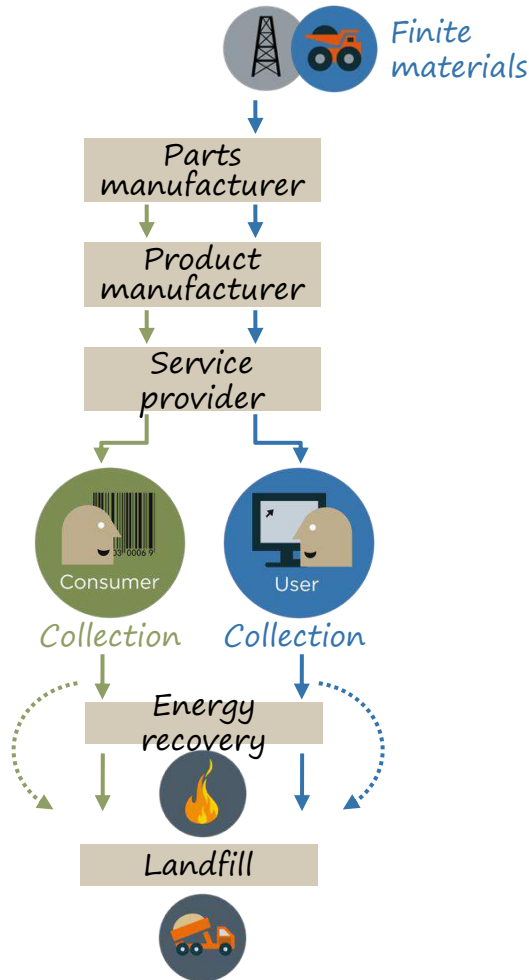


Our Current Economy and Drivers for Change

Limits of the linear model

THE CURRENT LINEAR SYSTEM

Take – Make – Dispose



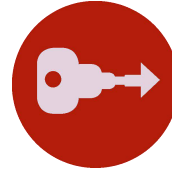
- Production largely relies on virgin materials.
- High amounts of (non-renewable) energy are used.
- Little consideration is given to recovery of products and materials.
- Waste levels are chronically high.

DRIVERS FOR CHANGE

The power of the linear model is increasingly being challenged



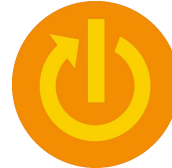
ECONOMIC LOSSES &
STRUCTURAL WASTE



ACCEPTANCE OF
ALTERNATIVE BUSINESS
MODELS



PRICE RISKS



ADVANCES IN
TECHNOLOGY



SUPPLY RISKS



URBANISATION



NATURAL SYSTEMS
DEGRADATION



REGULATORY TRENDS

DRIVERS FOR CHANGE IN CITIES

Spotlight: Mobility and the Built Environment Systems

60% of European offices are not used even during working hours

Typical European car is parked 92% of the time

10-15% of building material wasted during construction

50% of most city land is dedicated to streets and roads, and other vehicle-related infrastructure



A New Economic Model

Circular Economy – a new systems perspective

CIRCULAR ECONOMY – A NEW SYSTEMIC MODEL

Elements of a definition

Restorative
by
intent
and
design

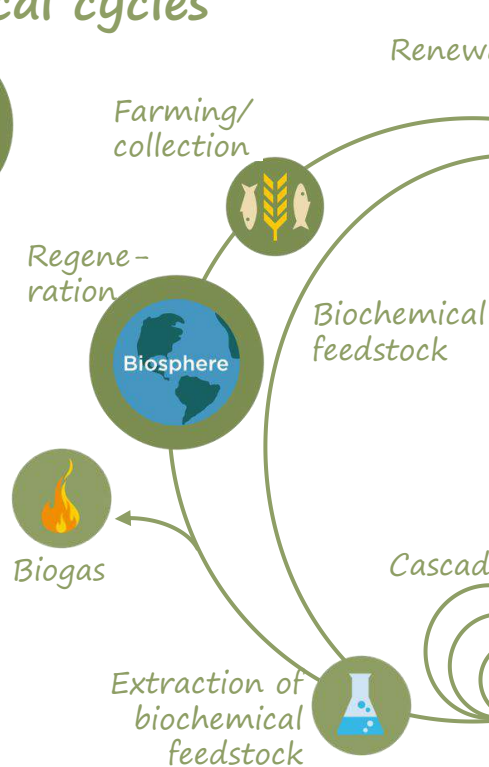
... aiming to decouple
economic growth and
development from the
consumption of finite
resources

...keeping products,
components and materials
at their highest utility and
value, at all times

Outline of a Circular Economy

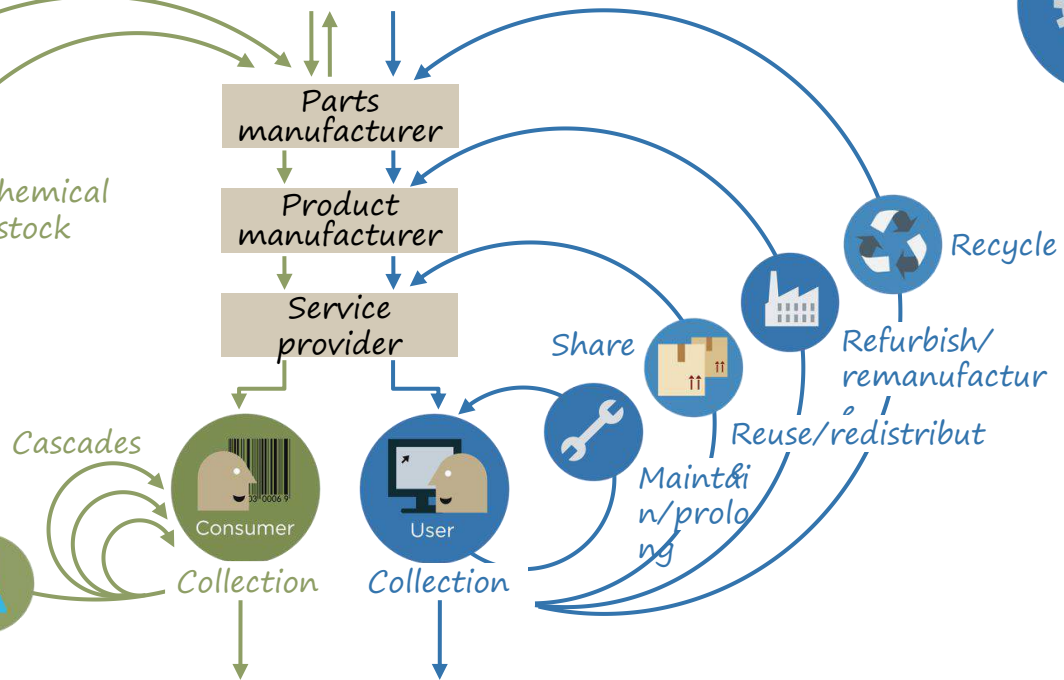
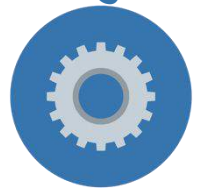
A circular economy distinguishes between technical and biological cycles

Biological cycles



Renewables    Finite materials

Technical cycles



Minimise systematic leakage and negative externalities

THE BENEFITS OF A CIRCULAR ECONOMY

Across stakeholders

Designer

Products and systems designed and optimised for the linear economy can be redesigned for the circular economy

Business Exec

A significant economic opportunity that can keep us ahead of the competition – on many fronts

Teacher

Optimism and progress, not guilt and 'do less'

Sales

Build a closer relationship with our customers

Government

Opportunity for rediscovering growth

Entrepreneur

New business models that can disrupt business as usual

Customer

Added convenience, performance, service or functionality

THE ELLEN MACARTHUR FOUNDATION

The Ellen MacArthur Foundation works across four areas, with the aim of accelerating the transition towards a circular economy:

1 INSIGHT & ANALYSIS

Providing robust evidence about the benefits of the circular economy transition



2 EDUCATION & TRAINING

Inspiring learners to re-think the future through the circular economy framework



3 BUSINESS & GOVERNMENT

Catalysing circular activities across the global economy



4 COMMUNICATIONS

Engaging a global audience around the circular economy



WHO WE WORK WITH

Polymakers

CE100 Gov. & Cities Programme



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR



Generalitat de Catalunya
Government of Catalonia



gemeente
Haarlemmermeer



Ministry of Environment
and Food of Denmark
Environmental
Protection Agency



Reimagine Phoenix
Transforming Trash Into Resources



The Scottish
Government
Riaghaltas na h-Alba



London Waste &
Recycling Board

MAYOR OF LONDON



NEXT
Vers une Economie Circulaire

Circular Cities



A Circular Economy in Cities

Circular Economy – a new systems perspective

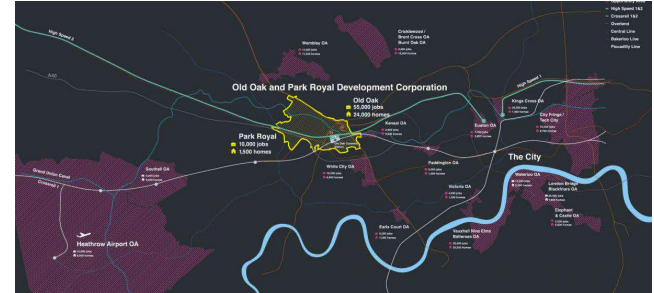
APPLYING CIRCULAR ECONOMY IN CITIES

What does it mean?

1

CIRCULAR DESIGN AS A CENTRAL PILLAR TO URBAN PLANNING

London




2

A SYSTEMIC VIEW ON URBAN FUNCTIONS

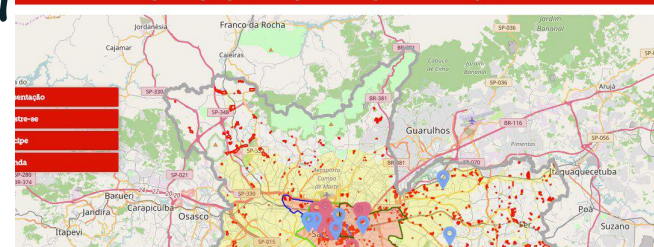
Helsinki



Colaborativo da Função Social da Propriedade

gestãourbanaSP  PREFEITURA DE
SÃO PAULO

Clique em algum ponto do mapa demarcado para obter informações da área.



3

GENERATING POSITIVE VALUE IN A RESOURCE CONSTRAINED ENVIRONMENT

Sao Paulo



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