Fast-tracking a Circular Economy in the EU

An industry perspective

Carolien van Brunschot, Manager Circular Economy
The World Business Council for Sustainable Development

**MISSION:** To accelerate the transition to a sustainable world by making more sustainable business more successful.

**VISION:** is to create a world where more than nine billion people are all living well and within the boundaries of our planet, by 2050.

**GLOBAL**
200 members span across the globe and all economic sectors.

**UNIQUE PLATFORM**
Access to a sustainable business community and a safe space to exchange ideas and information.

**CEO-LED**
WBCSD is oriented towards and led by member-company CEOs.

**MARKET-DRIVEN**
Put business at the center of sustainable development.
Circular Economy at WBCSD
Foot print Built environment

40% global GHG Emissions (IEA)

1/3 global resource consumption

1/3 global waste streams
Publication Industry report

Scaling the Circular Built Environment

Pathways for business and governments
Circular Business models

- Circular supplies
- Product as a service
- Resource recovery
- Product life extension
- Sharing platform
Circular Barriers

- Culture and beliefs
- Regulations
- Market
- Technology
- Education and information
Pathways for Private sector
To accelerate a circular built environment

1. **Collaborate**
   - Across the value chain
   - Between peers
   - MNC and SME

2. **Standardization**
   - Modular systems.

3. **Expand product responsibility**
   - Include service or outcome

4. **Initiate pilots & invest in scaling**
   - Innovation

5. **Invest in education**
   - To employees, clients, suppliers etc.

6. **Procure with circular principles**
   - Start integrating circular criteria in everyday business
Pathways for public sector
To accelerate a circular built environment

1. Long-term vision & ambition
   Communicate clear targets
   Hold organizations accountable

2. One framework for waste legislation
   Border crossing

3. Procure with circular principles
   Start integrating circular criteria in everyday business

4. Stimulate development of new business models
   By adjusting legislation

5. Stimulate circular over traditional solutions
   By developing more legislation and governmental support

5. Education
   All schooling levels
Thank you

Scaling the Circular Built Environment

Pathways for business and governments

https://www.wbcsd.org/Programs/Circular-Economy/Factor-10/Resources/pathways-for-business-and-government
2018.