



L-Università
ta' Malta

From the linear to the circular economy

Thursday 19 September, Brussels 11:00-12:00

The webinar will start shortly. We are waiting for all participants to join...

www.R2Piproject.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 730378

Elisa Casazza
CSR Europe

Welcome & Introductory remarks

● Technical information

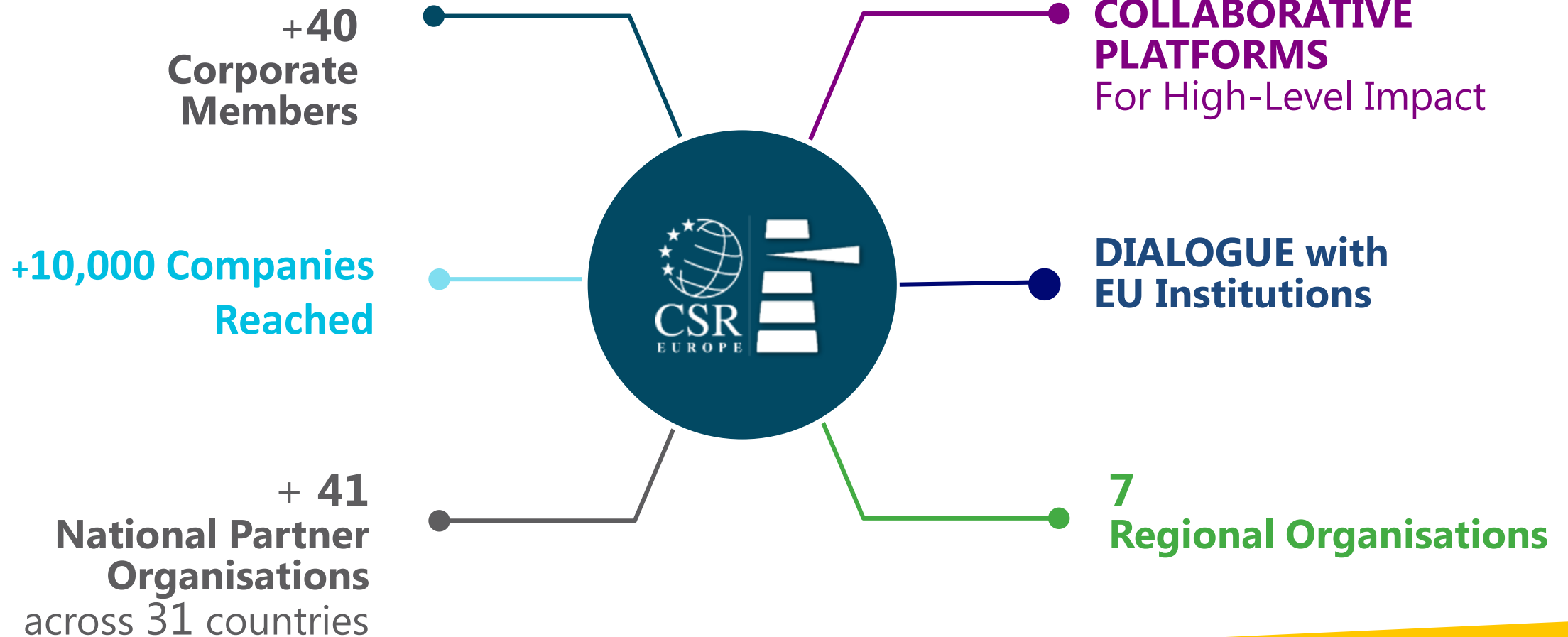
- During the webinar, you will be **on mute** to minimize audio noise.
- If you have trouble hearing or have any technical problems, it often helps to refresh the link or to log in again
- During the presentation, if you experience any problem or you have any questions/feedback, please use the “chat” function and write to “CSR Europe” or email Bianca Drotleff at csr9@csreurope.org

Further information can be found in the webinar log in guide

TIME	TOPIC	SPEAKER(s)
11:00-11:10 (10 min)	Welcome & Introductory remarks	Elisa Casazza, CSR Europe
11:10-11:25 (15 min)	Introduction to the R2π project	Raymond Slaughter, Collaborating Centre on Sustainable Consumption and Production (CSCP)
11:20-11:40 (20 min)	Key characteristics of the circular economy Enablers and barriers to the transition to circularity	Dr. Marie Briguglio, Faculty of Economics Management and Accountancy, University of Malta
11:40-11:55 (15 min)	Q&A	All
11:55-12:00 (5 min)	Closing remarks	Elisa Casazza, CSR Europe



The European Business Network for Corporate Sustainability and Responsibility





Our Mission: People, Materials, & Markets

P
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AN ECONOMY
WITH AND FOR
PEOPLE

We aim for an inclusive economic system and labour market that promote life-long employability

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SUSTAINABLE
RAW **MATERIALS**
& VALUE CHAINS

We work together towards a carbon neutral, sustainable & circular economy, where sourcing & processing of materials takes place with respect for all human rights

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SUSTAINABLE
MARKETS
& FINANCE

We endeavour to make sustainability driven investments through enhanced **Total Impact Disclosure** the new normal

Raymond Slaughter

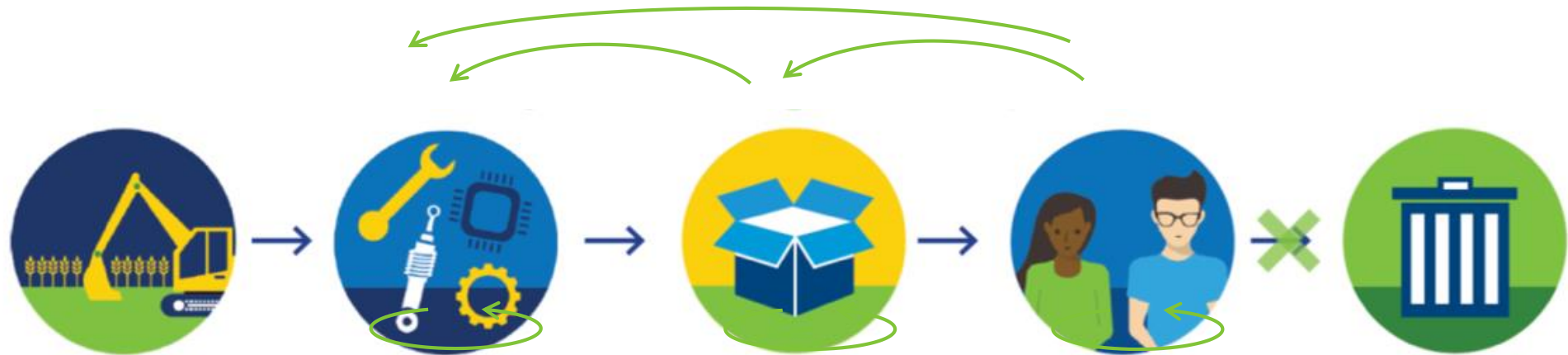
Collaborating Centre on Sustainable Consumption and Production (CSCP)

**Introduction to the R²π project and key
characteristics of the circular economy**

Linear models destroy value



Circular models retain value



Deeper, longer-term relationships and value retention

R2Pi

Transition from Linear 2 Circular: Policy and Innovation



The project supports business leaders and policy makers to innovate and implement sustainable business models and policies that will accelerate the transition to a circular economy.

Funded by



Led by



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

R²π

The route to
circular economy

Overall Objective

To widely implement a more circular economy based on **successful business models and effective policies**

- to ensure sustained economic development,
- to minimize environmental impact and
- to maximize social welfare.



16 Partners in 9 Countries



European Union Strategic Areas

- **Plastics**
- **Food waste**
- **Biomass / Bio-based**
- **Critical raw materials**
- **Construction and building materials**
- **(Water)**



Analysing Current Models & Policies

Analysing Successful
Circular Business Models



Reviewing Existing Policies



Examples of Circular Business Model Cases



- End of cycle product take-back
- Closed loop material supply chain

Rolls-Royce®



- Product-service system, offering 'turbines-as-a-service' model

Israel Water Sector



- Value chain collaboration to enable water stewardship, efficient use, and regeneration

INDITEX



- Value chain collaboration to create recyclable fibres
- End-of-cycle product recovery



MUD JEANS



- Subscription/leasing solution enabling 'clothing-as-a-service'

revertia



- Reuse of electronics
- Value from discarded products

Venlo City Hall



- Circular building design
- Managed building services and end-of-cycle material recovery

phenix



- Reducing food waste
- Exchange platform and logistics

Integrating Stakeholder Views

Collaboration Events



Interviews & Surveys



Examples of Innovation Cases

BRIDGESTONE



- End of cycle product take-back
- Alternative secondary uses of critical material natural rubber

Balfour Beatty
Construction



KELVINSIDE
ACADEMY 1878

- Demand pull for more circular construction
- Value chain modifying norms


VAN DER VALK HOTELS & RESTAURANTS



- Food, housekeeping, interiors that enable efficiency, comfort, convenience and circularity

Project Activities and Outputs

Analysing & Innovating
Circular Business Models



Reviewing Existing Policies



Integrating Stakeholder Views



Case Reports



Key Factors



October
2019

Transition Guidelines



Policy Packages



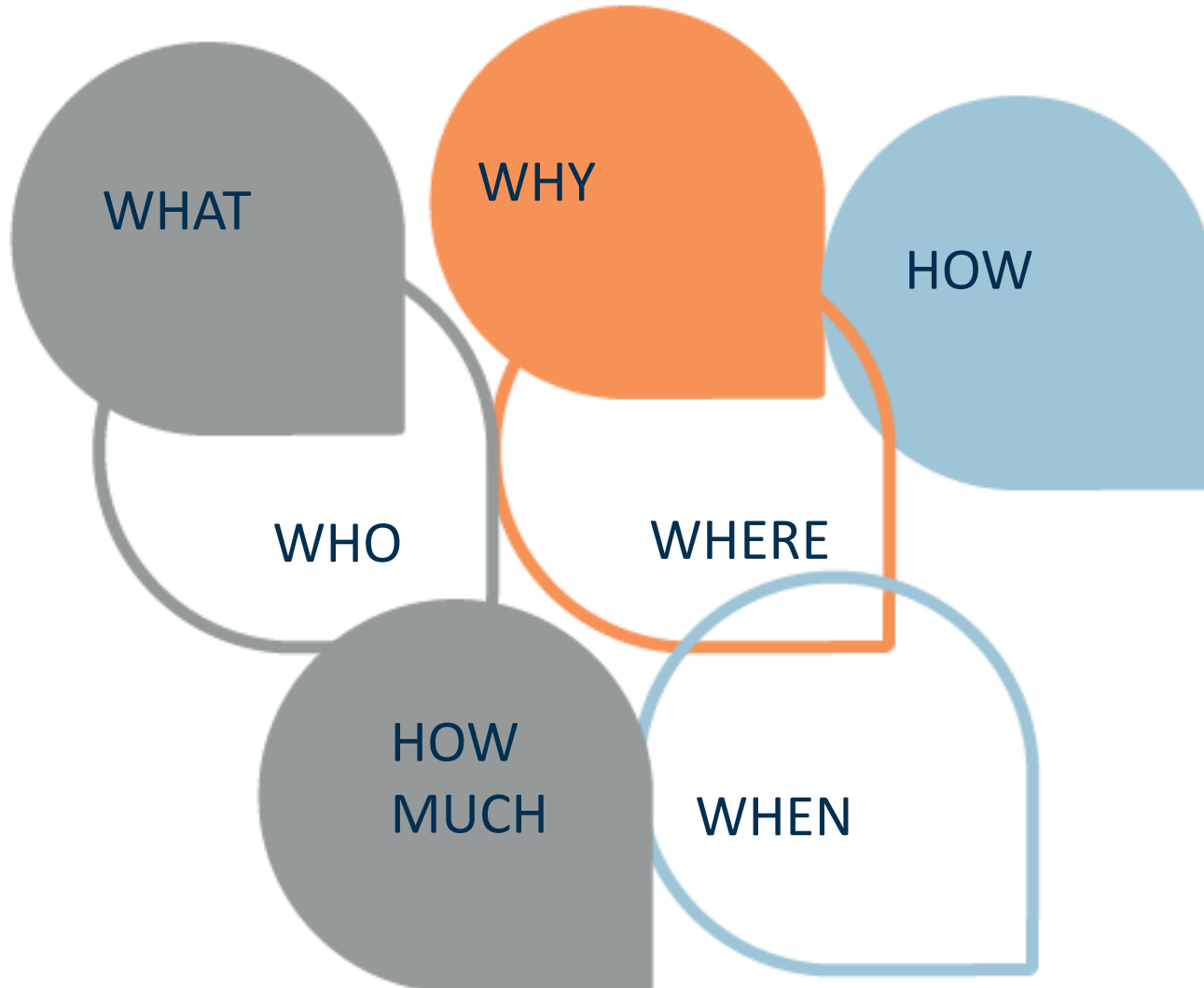
Learning Modules



Dr. Marie Briguglio
University of Malta

**Enablers and barriers to the
transition to circularity**

The Circular Economy



What is an economy?

What difference between linear & circular?

Why is our economy linear not circular?

Why does this matter?

How can we transition from linear to circular?

How can policy makers do better?

Who should be acting in policy?

Who should be acting in business?

Where is it happening already?

How much will it cost?

When should we start?

The Circular Economy

WHAT

What is an economy?

The Circular Economy

WHAT

What is the difference between a linear and a circular economy?

WHAT IS THE DIFFERENCE?

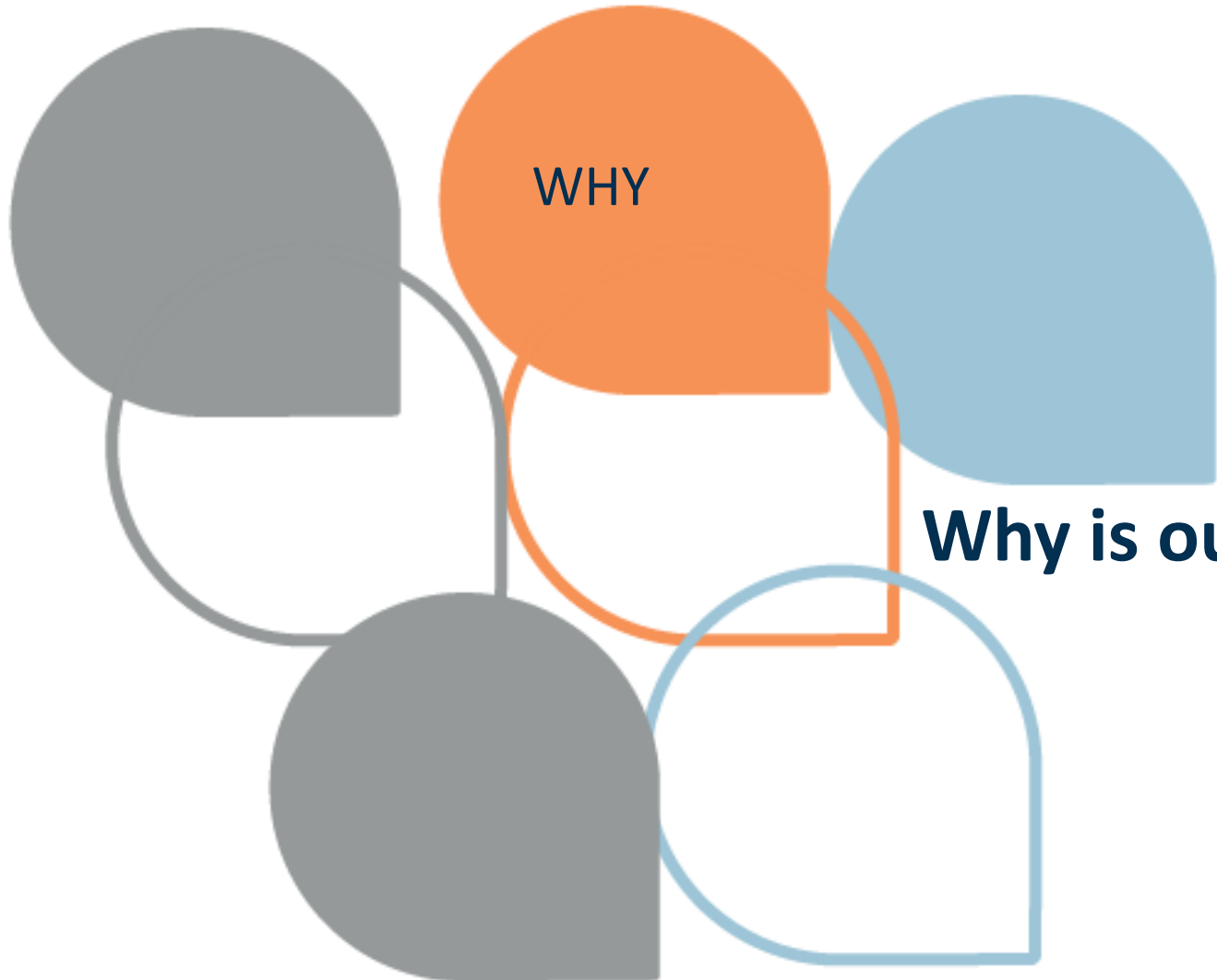
Materials Balance Interpretation

EXTRACT → PRODUCE → CONSUME → WELL BEING

RESIDUAL DISCHARGES

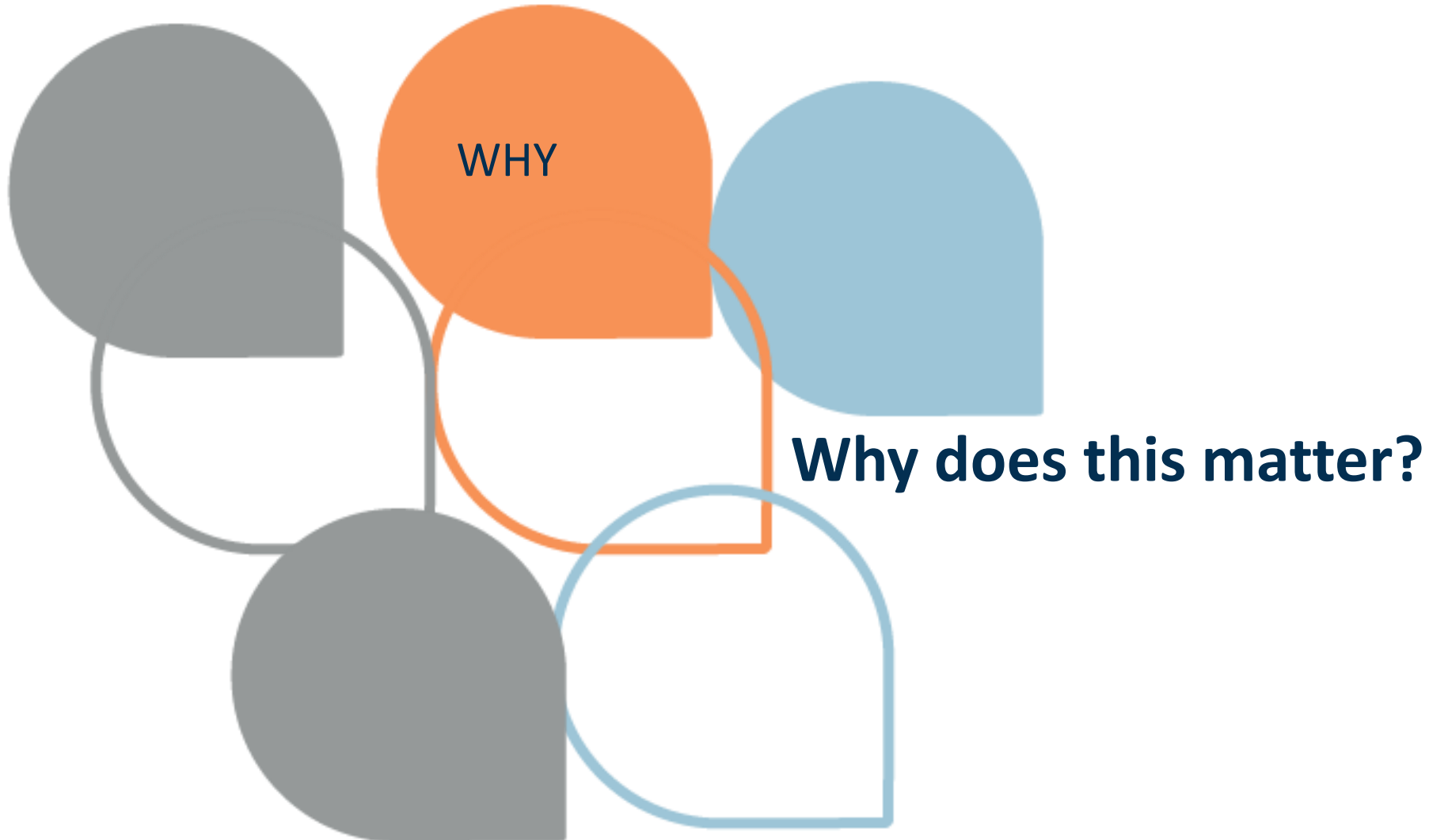


The Circular Economy



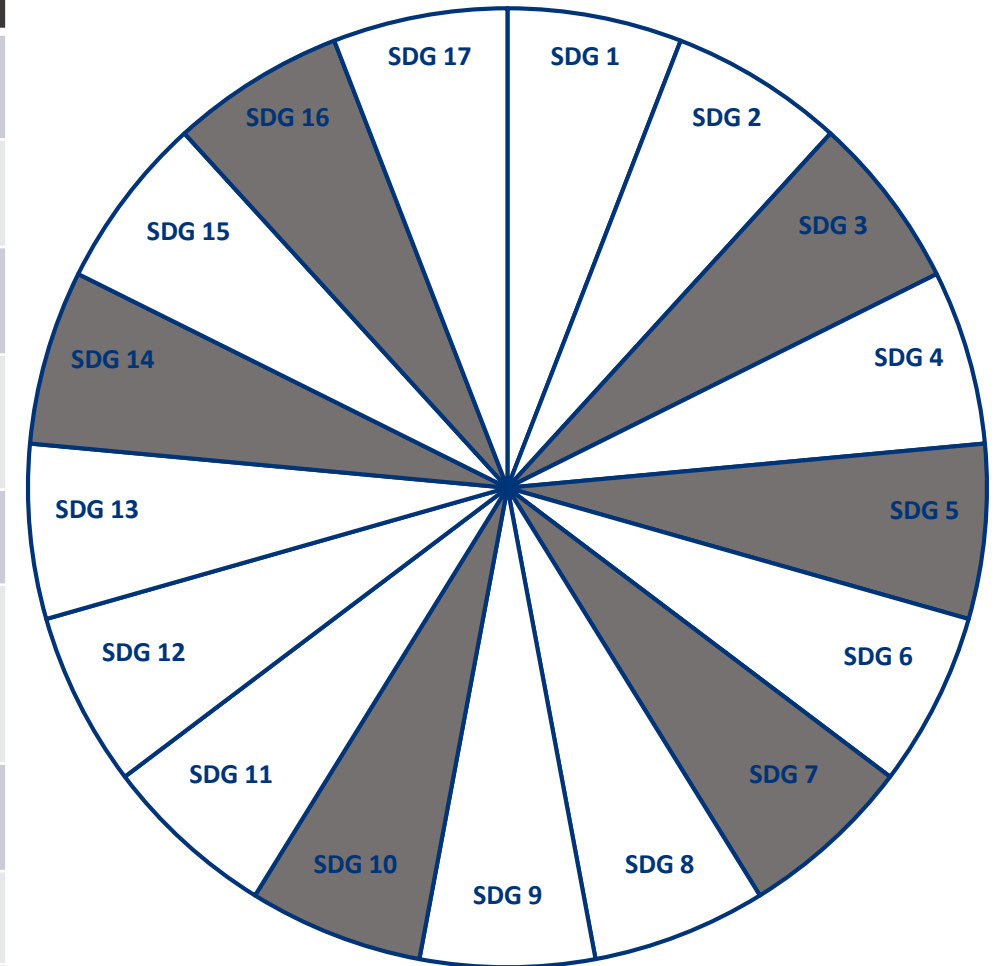
Why is our economy not circular?

The Circular Economy

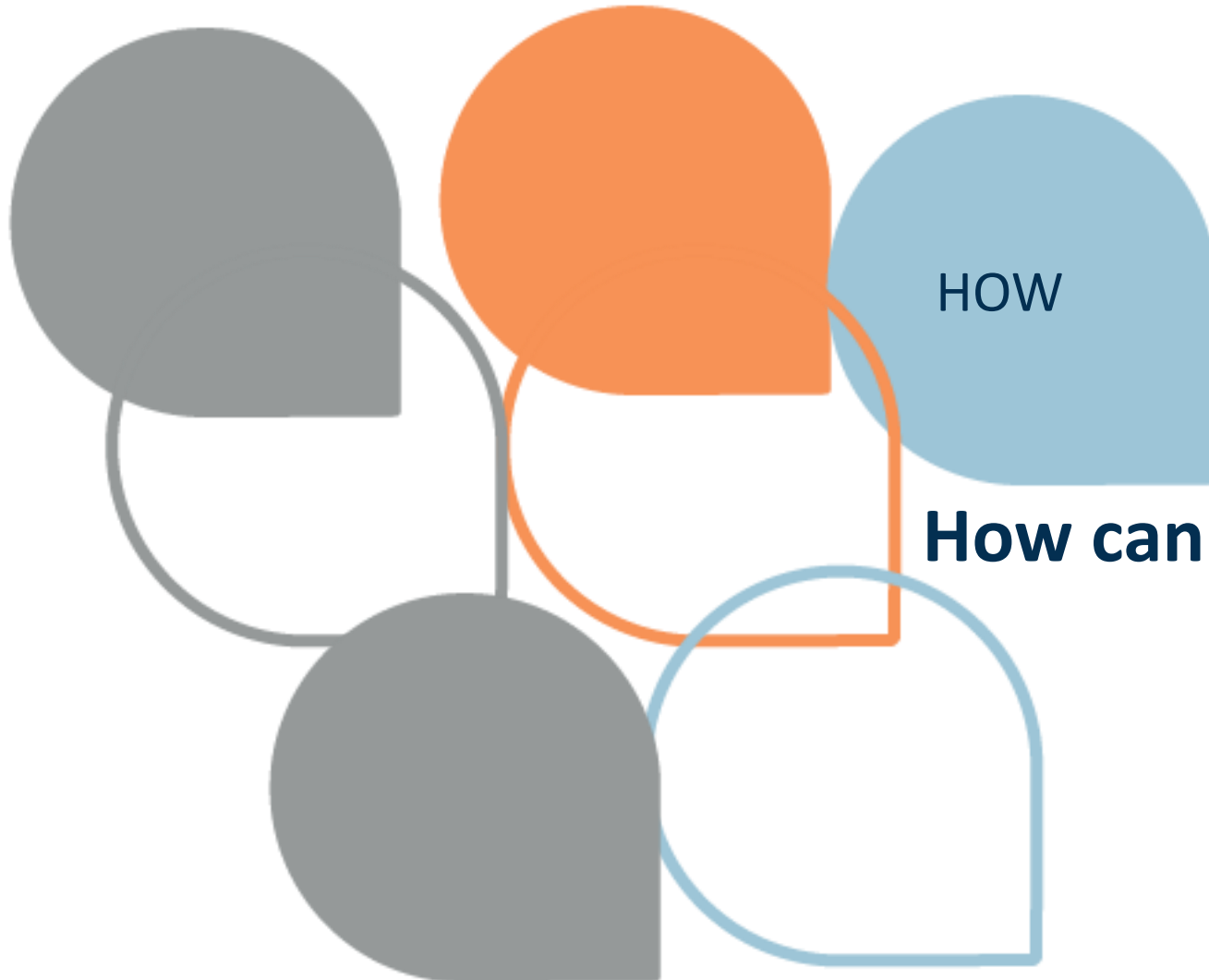


WHY SHOULD WE GO CIRCULAR?

CEBM Benefits	Sustainable Development Goal
Creation of employment	No poverty (SDG 1); Decent work and economic growth (SDG 8)
Profitable business growth	Decent work and economic growth (SDG 8)
Customer gains	Responsible production and consumption (SDG 12)
Compliance with standards & legislation	Industry, innovation and infrastructure (SDG 9)
Brand reputation	N/A
Improved environment	Responsible production and consumption (SDG 12); Climate action (SDG 13); Life on land (SDG 15)
Well-being of locals	Sustainable cities and communities (SDG 11)
Health gains	Good health and wellbeing (SDG 3)
Increased awareness	Quality education (SDG 4); Partnership for the goals (SDG 17)



The Circular Economy



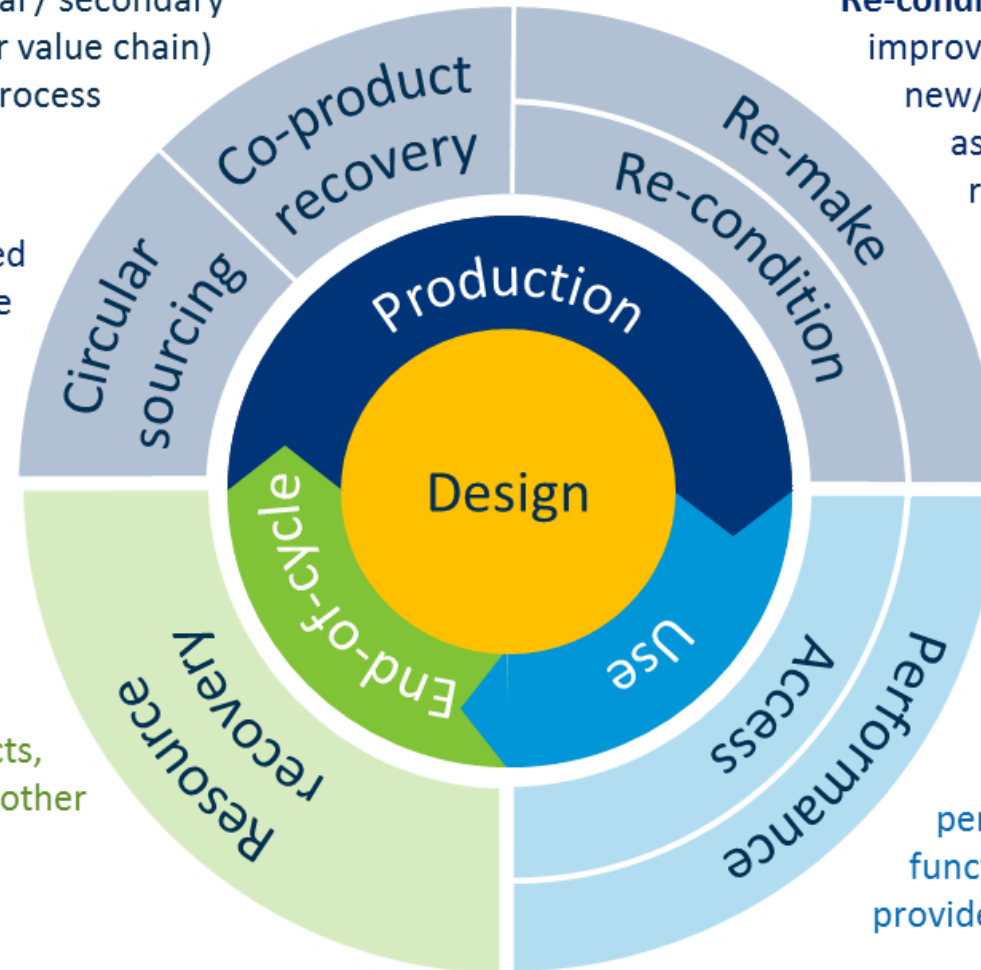
How can business transition to circular?

HOW CAN WE TRANSITION?

Co-product recovery. Residual / secondary outputs from one process (or value chain) become inputs for another process (or value chain).

Circular sourcing. Sourcing recycled or renewable materials that can be returned to either the technical or biological cycle.

Resource recovery. Materials or products at end-of-life are incorporated into different products, or used as feedstock/inputs for another process (or value chain).



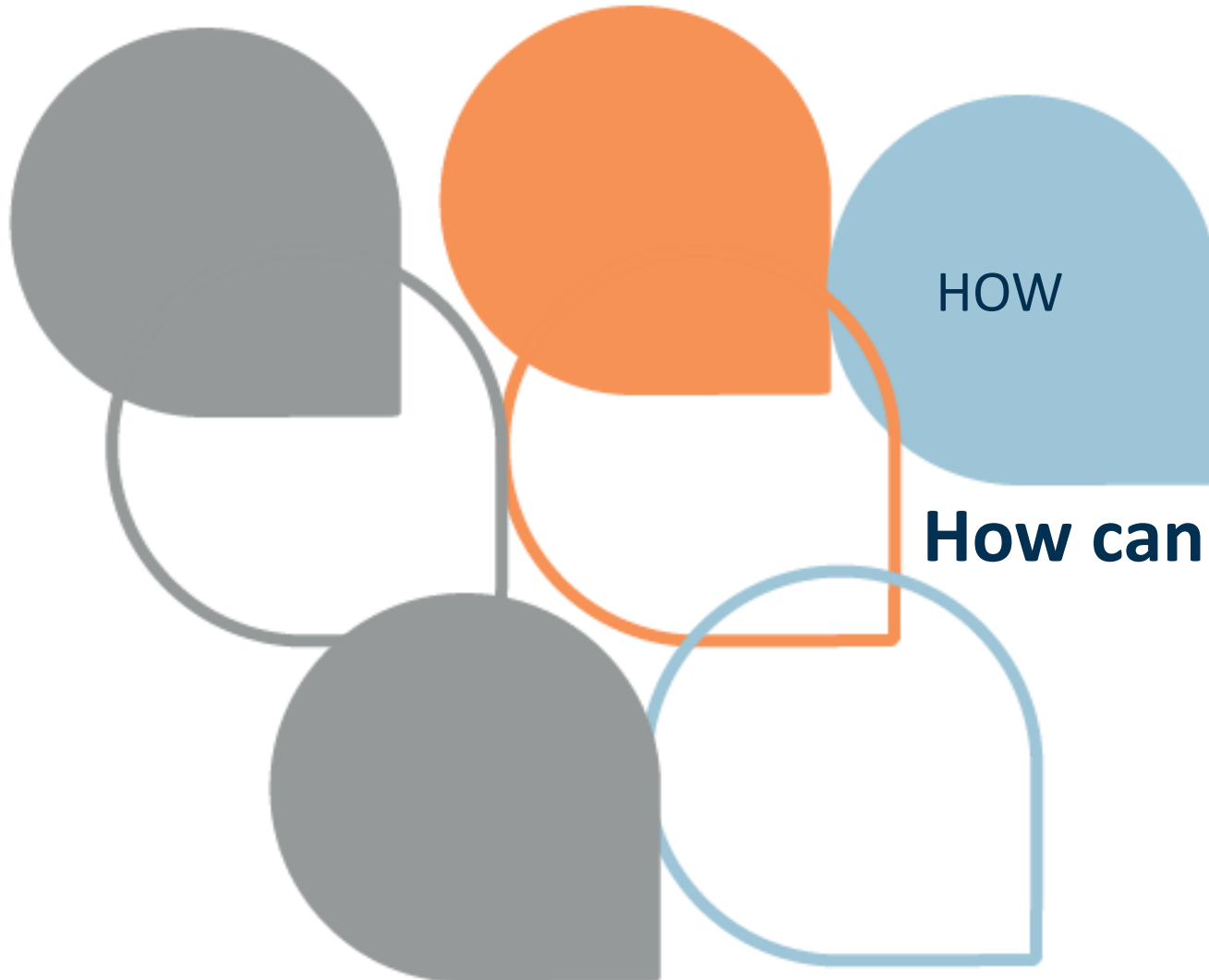
Re-condition. Fixing of a fault / aesthetic improvement of a product, but with no new/additional warranty on the product as a whole. Includes repair and refurbishment.

Re-make. Manufacturing steps acting on an end-of-life part or product in order to return it to like-new or better performance, with warranty to match.

Access. Providing end-users with access to the functionality of products/assets, instead of ownership.

Performance. Focus on guaranteed performance level or outcome based on the functionality of a product/asset. Typically provided as a product-service bundle.

The Circular Economy

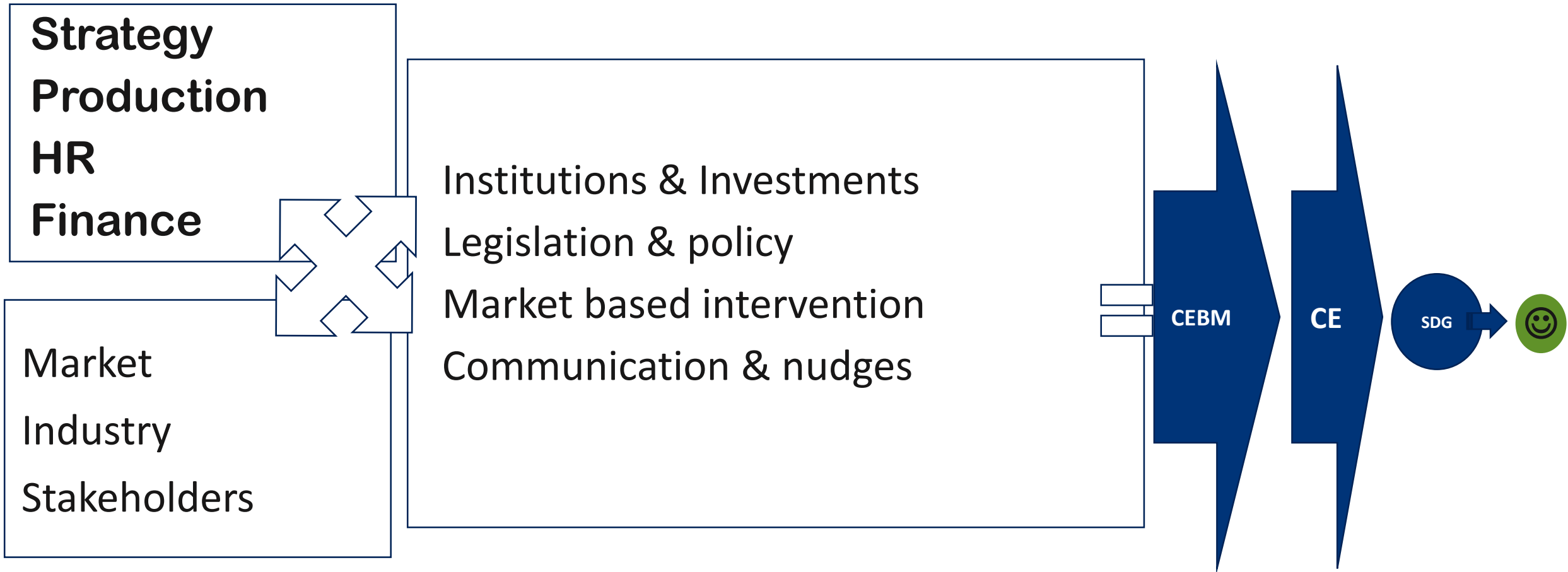


How can policy makers do better?

The Circular Economy



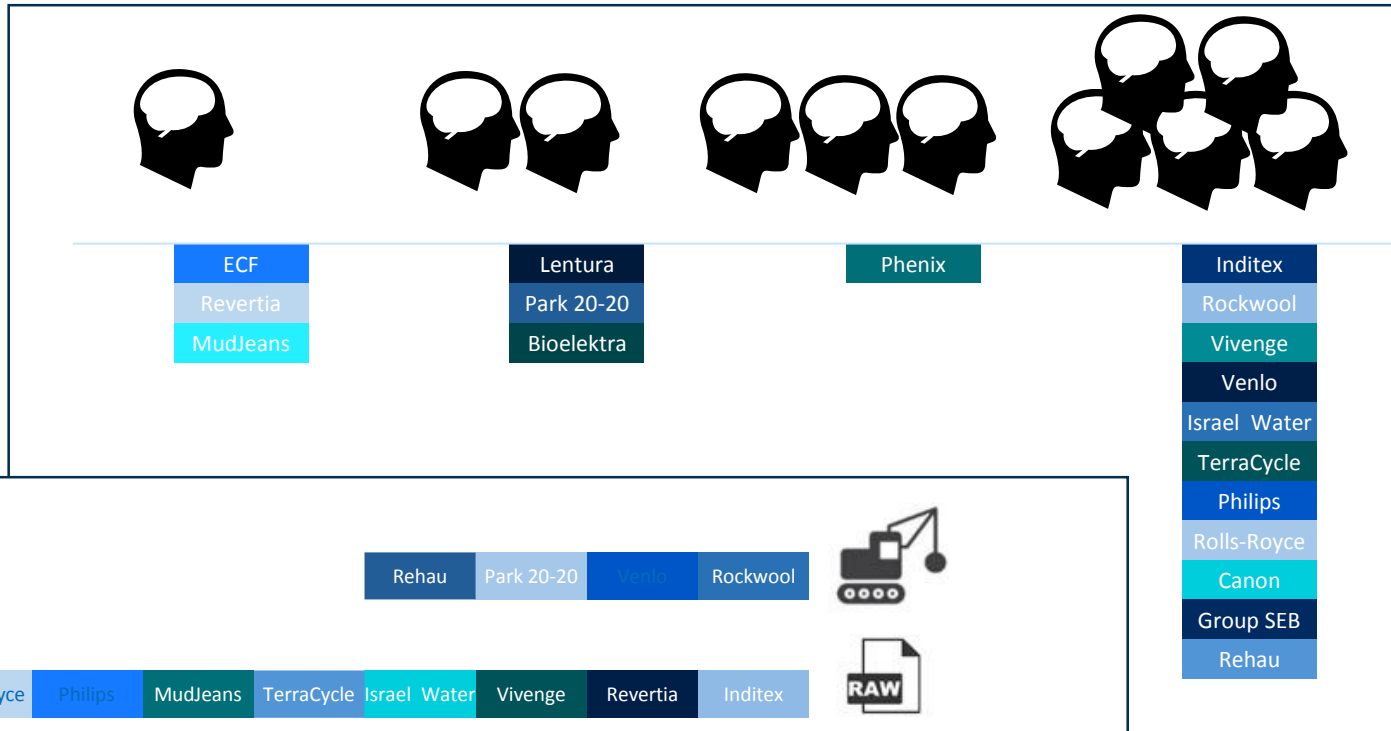
WHO SHOULD BE ACTING?



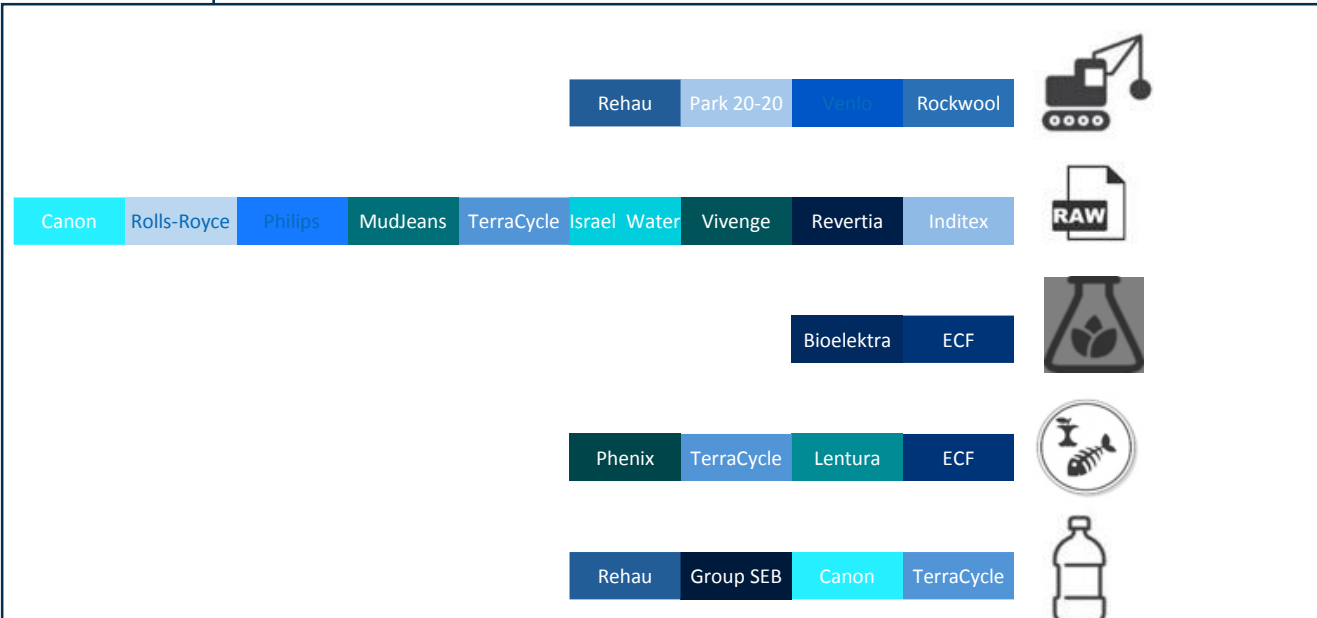
The Circular Economy



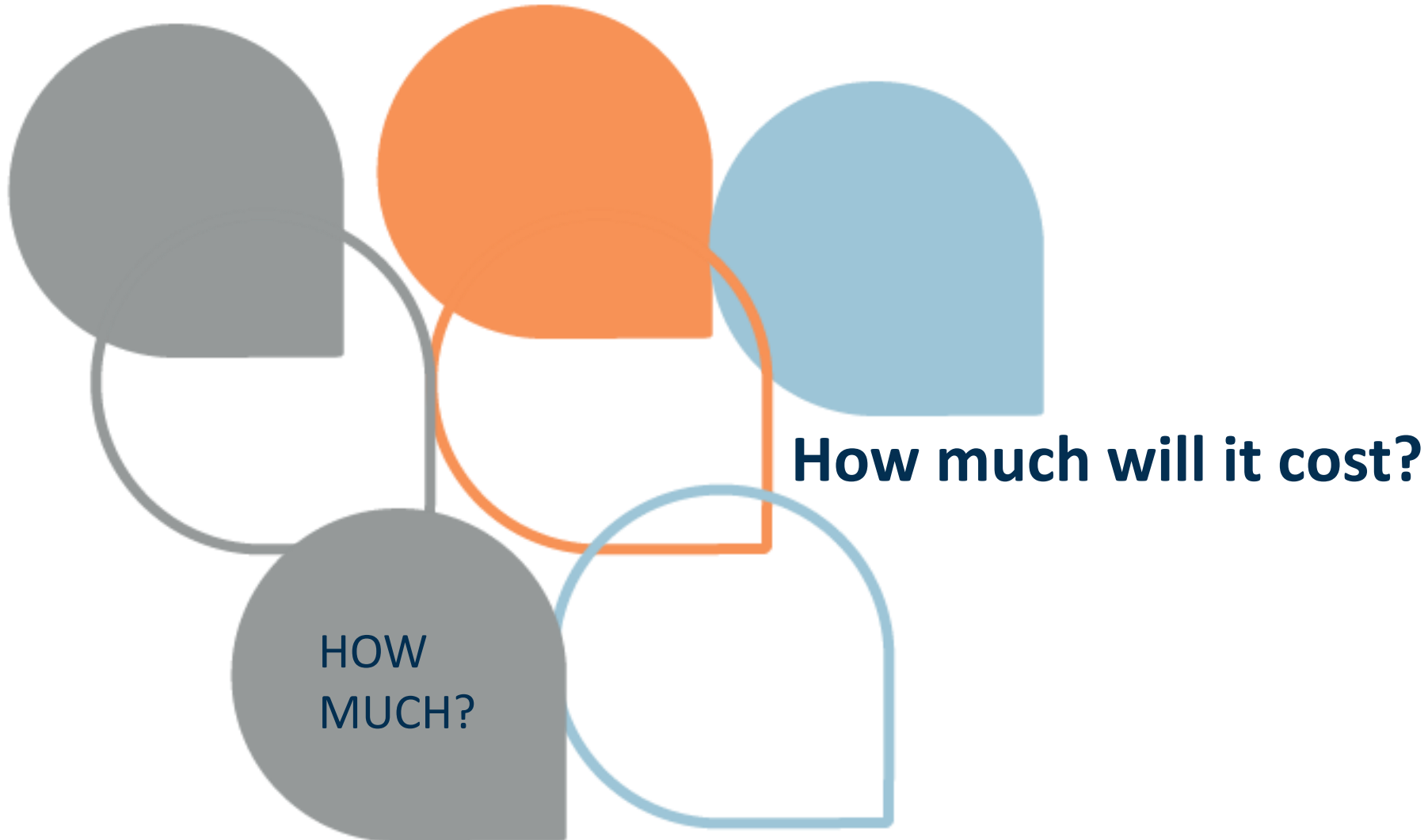
WHERE IS IT HAPPENING?



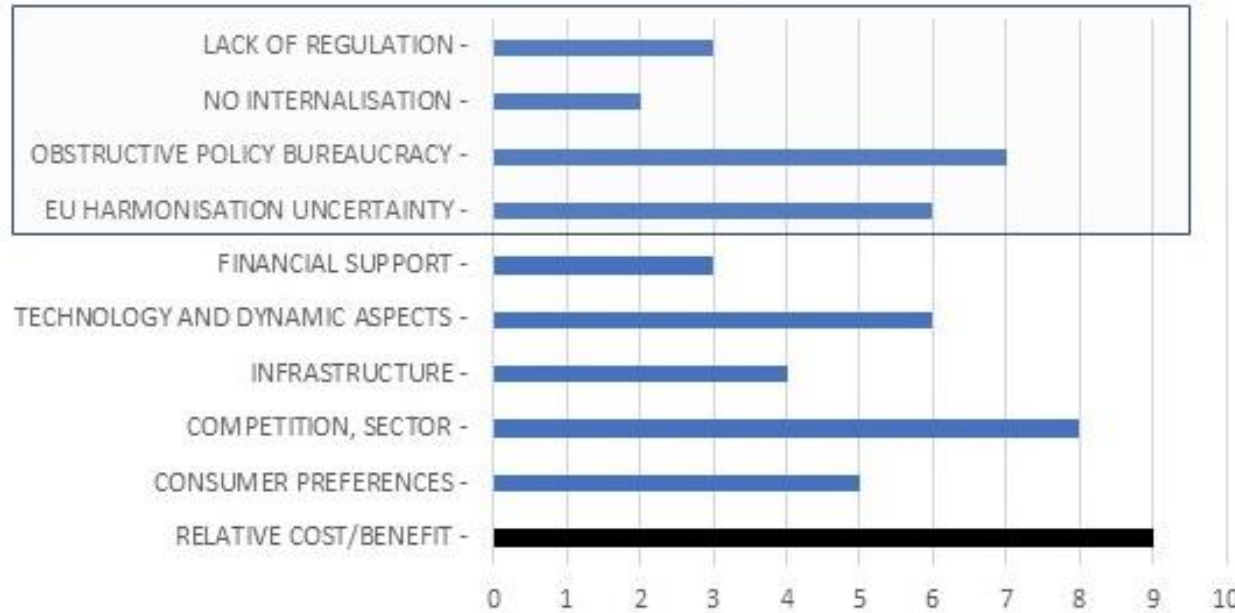
Case name	Country
ECF	DE
Inditex	ES
Lentura	ES
Revertia	ES
Rockwool	NL, DE, DK, BE, LU
Vivenge	PL
Venlo	NL
Park 2020 (M-USE elevator)	NL
Israel Water	IL
Bioelektra	PL
TerraCycle	PL
Mud Jeans	ES
Philips	
Rolls-Royce	UK
Canon	Europe
Group SEB	FR
Phenix	FR
Rehau	CH



The Circular Economy



HOW MUCH WILL IT COST?

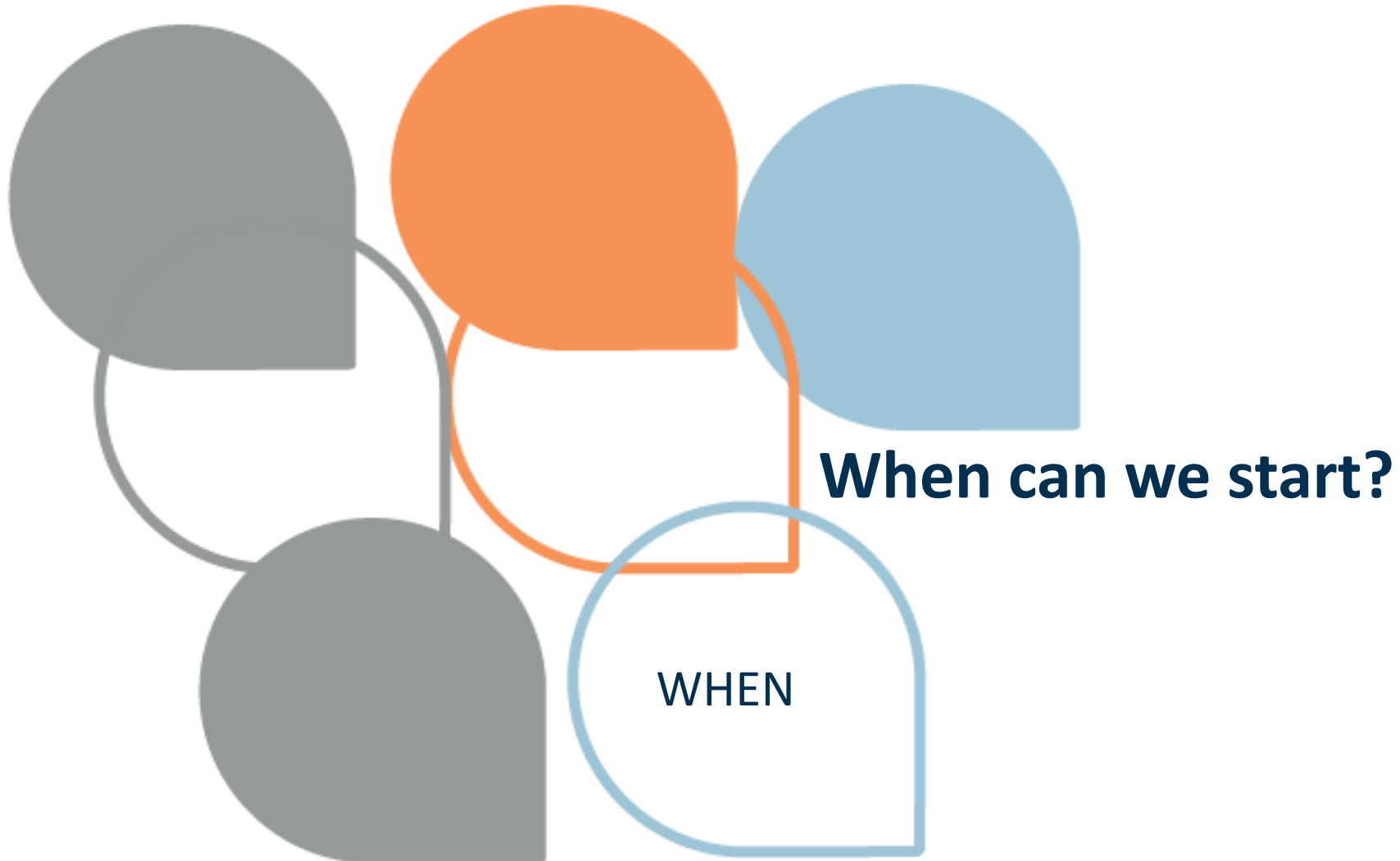


BUSINESS: cost-benefit ratios

CONTEXT: lack of infrastructure, technology and financial support, dynamic changes and problematic consumer preferences, absence of regulation, lack of fiscal measures, obstructive policy and bureaucracy

EU: Lack of level playing field, integration

The Circular Economy



The Circular Economy



This October... 24th!

<https://youtu.be/ITAS5itmiZU>

Start/End date:

24 Oct 2019

Event type:

Conference

Country:

Belgium

City:

Brussels

Sector:

Construction (general),
Electronics, Food and Drinks,
Plastics and rubber,
Power and utilities,
Textiles, apparel and leather

Scope:

EU

Key Area:

Production, Consumption,
Waste management,
Secondary raw materials,
Innovation and investments

Further info:
Marie.Briguglio@um.edu.mt

Your turn to speak!

Q&A Session

● Important note:

To ask a question, you can:

- Use the ‘raise hand function’ and take the floor – In this case you will be called out and un-muted
- Write your question using the “chat” function addressing to CSR Europe
- Email Bianca Drotleff at csr9@csreurope.org

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Next steps and Upcoming events

- **The Webinar Series will continue with two more interesting webinars. Do not forget to sign up!**
 - Thursday 26th September, 11:00-12:00: **Circular Economy Business Models**. To register, please click [here](#).
 - Wednesday 2nd October, 11:00-12:00: **Business toolkit to implement circular business models**. To register, please click [here](#).

Upcoming events

- **The Consortium is inviting you to the final event of the R2Pi project:**

- **“Transitioning to Circular Business Models” Conference, 28th October, Brussels**
- To register, [click here](#)

- **Other upcoming events from CSR Europe on the circular economy**

- **Digitalisation and Circular Economy Conference, 10th October, Brussels**
- For more info and to register, [click here](#)



SAVE THE DATE
CIRCULAR ECONOMY CONFERENCE
24 October 2019 in BRUSSELS

R²π
The route to
circular economy

R2Pi: Transition from Linear to Circular is excited to invite you to its final results conference.

This is your opportunity to:

- Network with business leaders and policy makers from leading organisations,
- Learn about interesting circular models,
- Test practice-oriented business tools,
- Discuss policy recommendations for transitioning.

Thank you for listening!



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