

# THE CIRCULAR ECONOMY & THE WASTE MANAGEMENT SECTOR

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*The mind of a waste manager...*



Radical change in product design

Theoretical Principle?

Repair / Refurbishment/ Disassembly

How can I make a profit?

Zero Waste

Threat or opportunity?

Closed Loop recycling

Quality / Quantity

Increasing recycling of products & materials

Who is my customer?

Is my business changing slow or fast?

Have we got the right infrastructure?

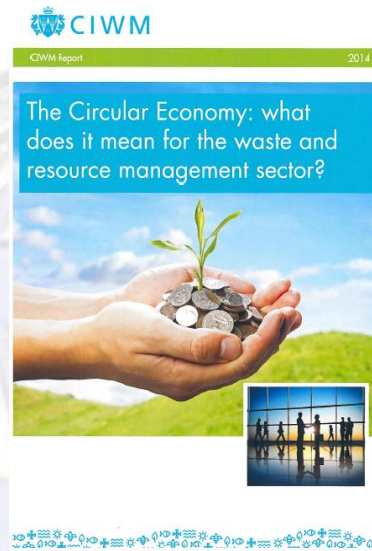
Who are my partners?



# CIWM & Circular Economy

***“The Circular Economy: What does it mean for the waste and resource management sector”***

***President’s Report - Launched 4<sup>th</sup> October 2014***



## ***Report preparation - Electronic on-line survey***

- 612 respondents
- 54 detailed interviews – industry leaders
- 440 respondents CIWM members



## ***Main Findings***

- **80% of respondents – very or reasonably familiar with the term ‘circular economy’**
- **33% of respondents:**
  - **term used frequently within their organisations**
  - **term understood – YES – 36%, NO – 44%**
- **General agreement that Circular Economy means:**
  - **becoming more resource and energy efficient**
  - **replacing the linear economy**
  - **designing out waste and reducing the need for virgin resources**
  - **increased recycling of products and materials**
  - **not simply a theoretical principle**
- **Some uncertainty about:**
  - **repackaging of sustainability**
  - **achieving zero waste**
  - **whether circular economy is a radical new approach**
  - **is it the same as closed loop recycling?**



***Some views of respondents on the current status of the circular economy***

- range of feeling – cynicism fashioned by marketing and policy makers with little substance
- Genuine excitement for the future of waste and resources industry
- lack of clarity; leadership remains a major question
- significant recognition of Ellen MacArthur Foundation, WRAP, Zero Waste Scotland & EU Commission
- little evidence of planning for the Circular Economy – only 27% of respondents doing modest level of planning
- lack of awareness and poor clarity of terminology



## ***Key recommendations for CIWM***

- 1. CIWM develop, lead and co-ordinate a Circular Economy Action Group, - work towards a routemap to assist organisations to drive towards the transition to a circular economy.**
- 2. Develop a Circular Economy Policy Statement about CIWM's role in developing a circular economy.**
- 3. Utilise all communication channels to act as a catalyst and facilitator for engagement and dissemination of circular economy developments and practice.**
- 4. Invest further time and support in a range of initiatives e.g. RSA's "The Great Recovery" – linking designers and other actors in the supply chain with waste and resource managers.**
- 5. Identify opportunities to embed the circular economy in CIWM's day-to-day activities and future plans.**



*Where are we at the moment in our industry?*

- Threat
- Cynicism



**Reactive**

- Opportunity
- Excitement



**Pro-active**



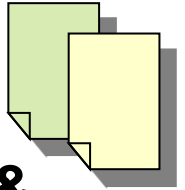
**Be sure the circular economy will impact on us.**



# Where would we like to be?



**Talk**



## **Plans & Strategies**

- Name changes
- Developing partnerships
- New processes
- Research & investment

**What do we need?**

- Leadership
- Fiscal & legal requirements
- Clarity of purpose
- Full awareness
- Definition of roles





# UK perspective – where is leadership coming from

Ellen MacArthur Foundation & Partners



Waste & Resources Action Programme WRAP



Zero Waste Scotland



European Union EU



Coming Along

CIWM



Lagging Behind

UK Government



## *Dangers for the sector?*

- **New business models cut-out the waste management sector**
- **New lifecycle supply chains created**
- **Elimination of waste as currently known**
- **Waste management sector is not a 'partner'**
- **Rise of repair, refurbishment and re-manufacture**
- **Waste management sector left with low-value materials**



## *How do we adapt?*

### Private Sector

- Collection
- Treatment/infrastructure
- Secondary resources
- Recovery of energy



**Control High Value Materials**



### Local Authorities

- Collection/service
- Infrastructure/contracts
- Waste reduction
- Communication



**Recover/Collect/process to meet new partner demands**

**STEP CHANGE ? OR REVOLUTIONARY CHANGE ?**



# *The sector has evolved before – no reason to believe that it won't again*

## **The Future:**

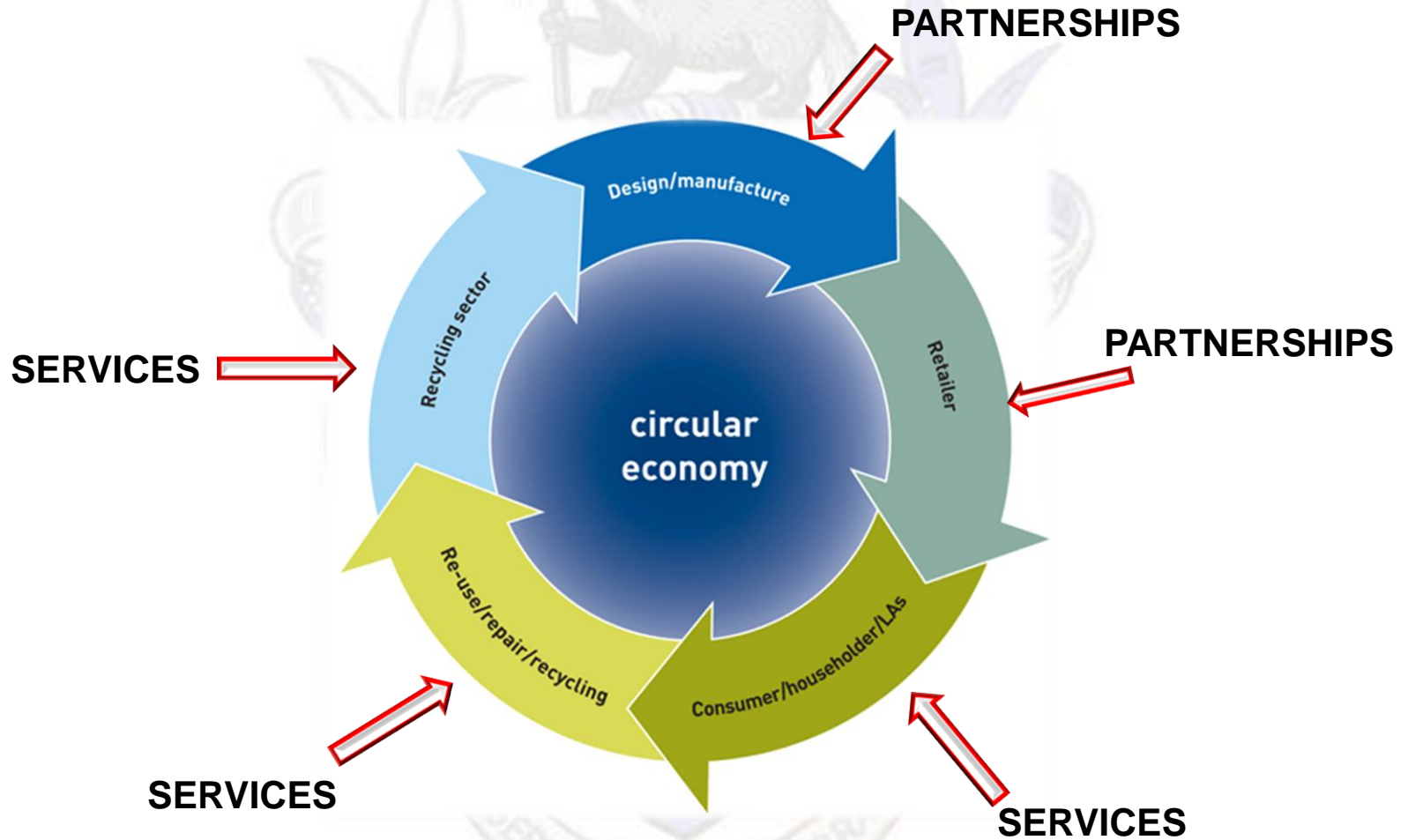
- **Collaboration & partnerships up & down the supply chain**
- **Evolve into a key part of the circular economy**
- **Become reliable, cost effective suppliers of secondary materials**
- **Remember the supply chain is global**

## **Requirements:**

- **More knowledge**
- **Skills & training**
- **Improved leadership (everywhere?)**
- **Better data**
- **Infrastructure review**
- **Develop partnerships**
- **Public education**



# International Resource Management – The Future !



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



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