

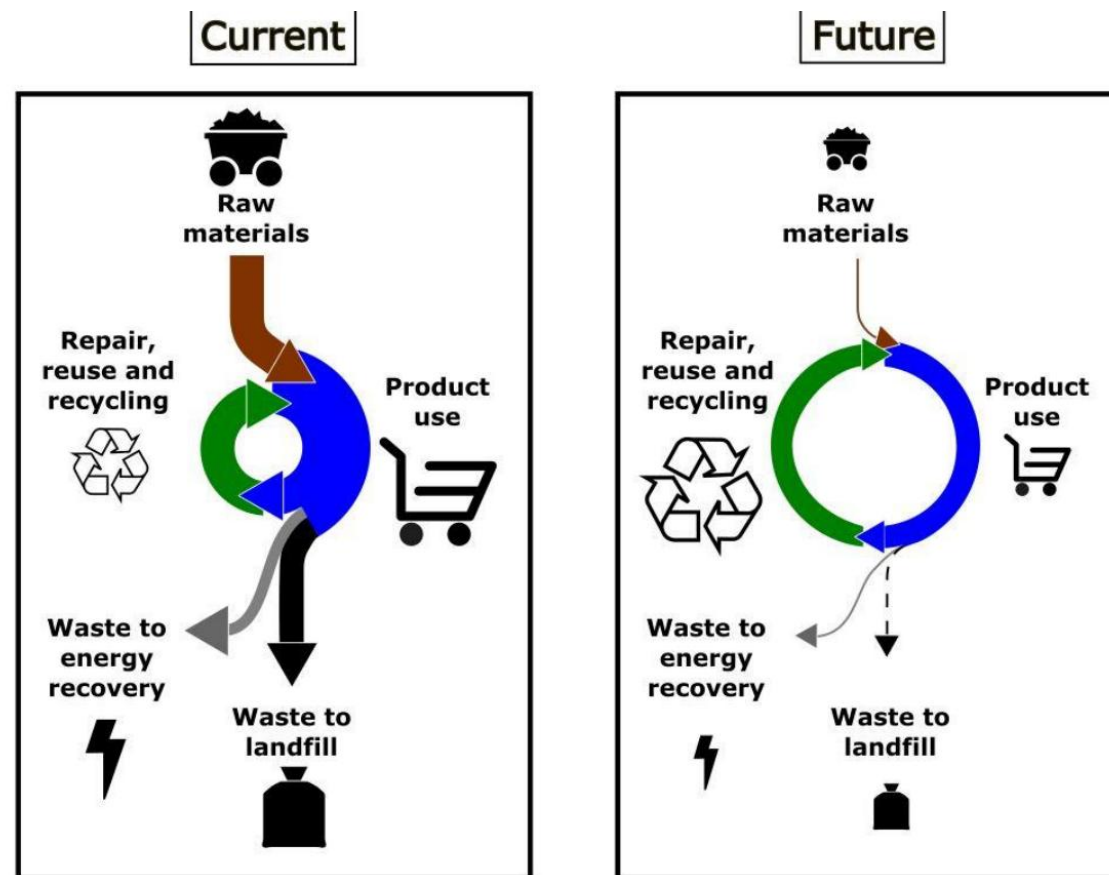
# Councils and Circular Economy Data

10 October 2025



# The Circular Economy

- A circular economy keeps resources and materials in use for as long as possible and avoids all waste
- As well as environmental benefits through reduced carbon there are also economic benefits through less export of material and social benefits in skills and green jobs
- Cross-cutting and requires coordination and working at different scales
- Key role for Councils and the Circular Economy has greater community involvement and benefit than the linear economy





# Circular Economy and Councils



## Council's role

- Council have responsibility for collecting material maintaining flow of material
- Role in developing regional infrastructure especially for niche materials
- Deliver Reuse & Repair

Also play a part in the 'demand' side

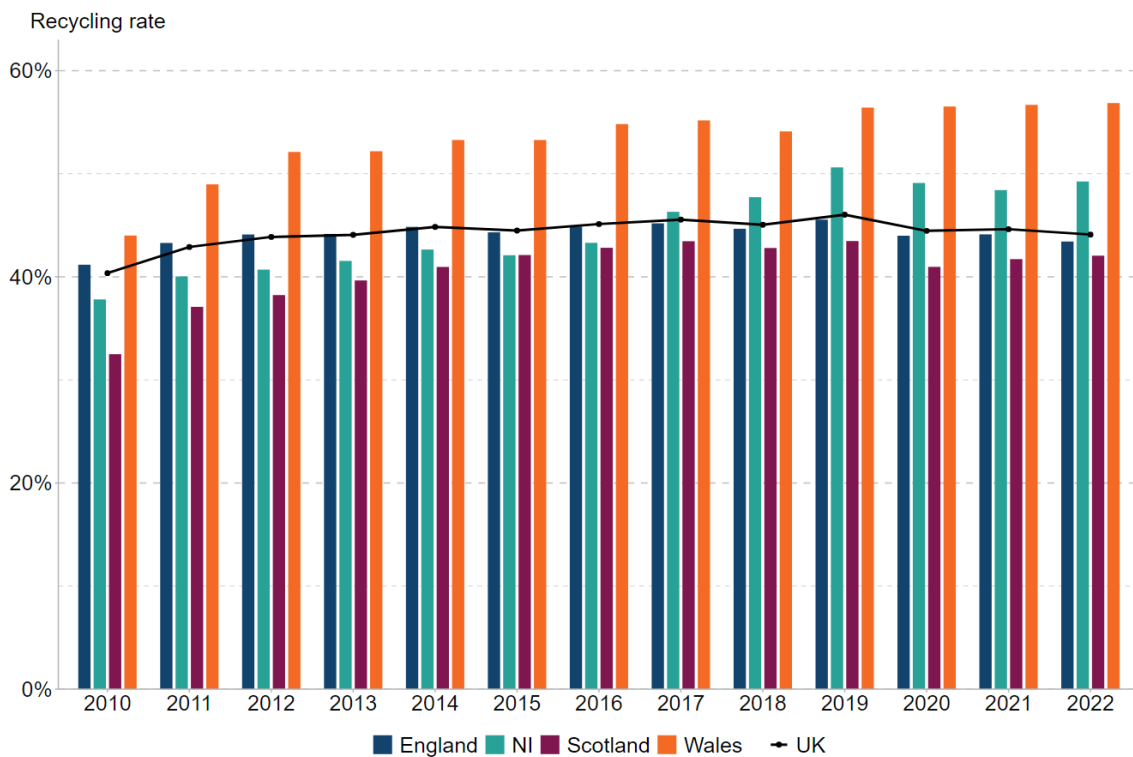
- Procurement
- Leadership role – making the case
- Influence Behaviour - needs big shift in attitudes

More complex but there is opportunity also



# Recycling data

Figure 1: Recycling rate from Waste from Households, UK and country split, 2010–2022



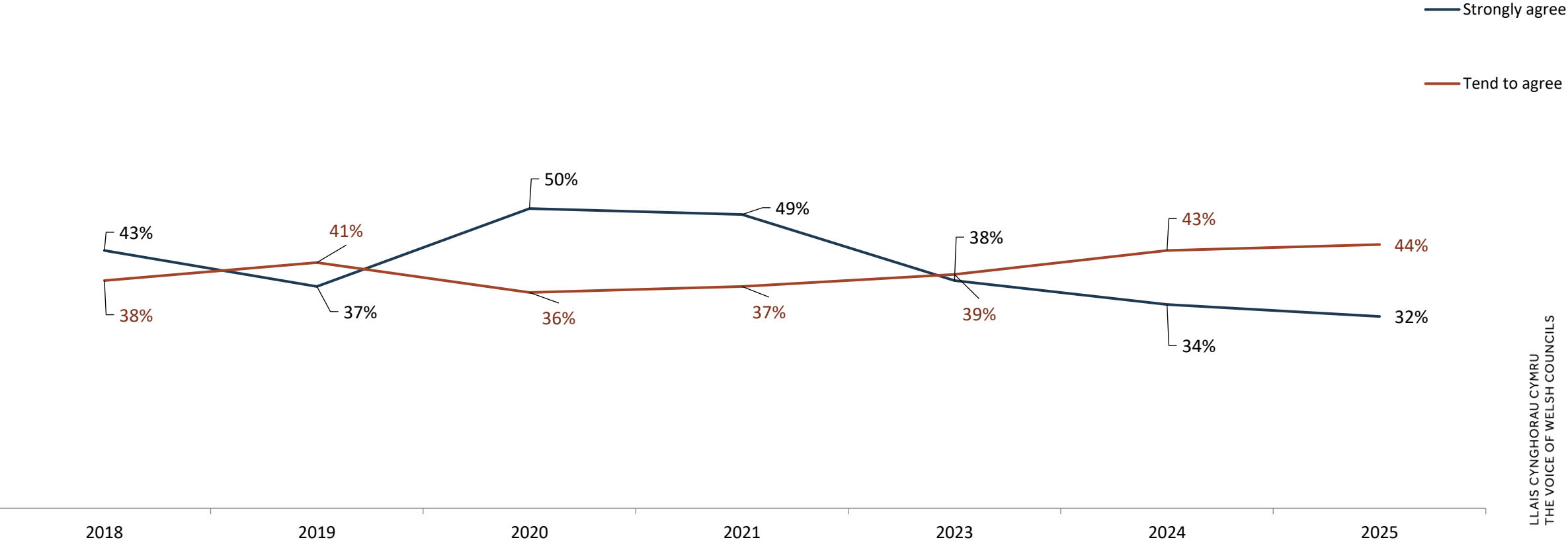
Source: WasteDataFlow, Defra Statistics



Global Recycling League Table

# Households' judgement on the perceived worthwhileness of their own recycling efforts has declined somewhat in the past two years, especially the proportion who "strongly agree" – but less so than is seen UK-wide (where the fall has been steeper)

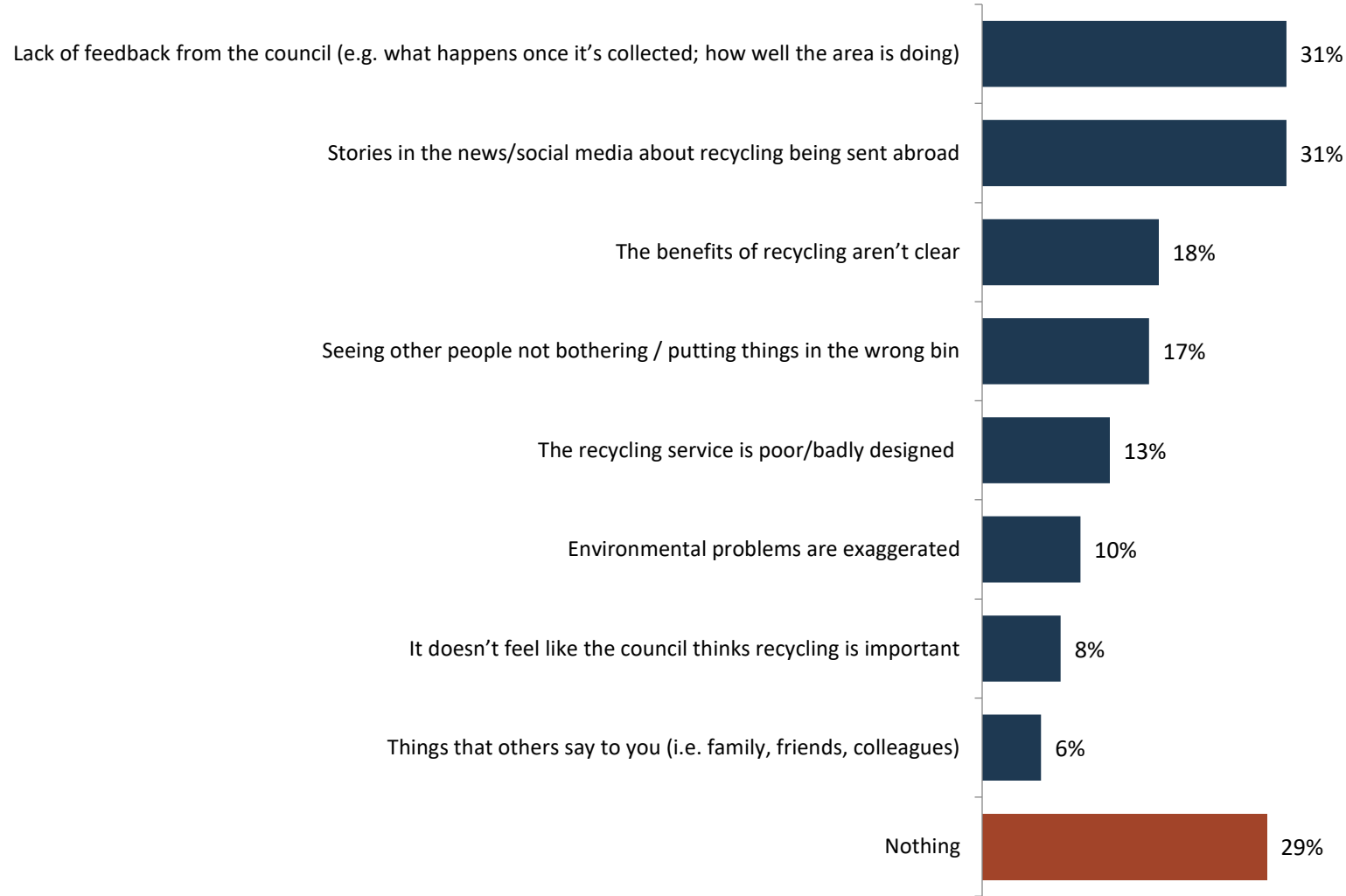
Q. Here are some statements people have made about themselves. Please select how much you agree or disagree with each one. I feel my recycling efforts are worthwhile



LLAIS CYNGHORAU CYMRU  
THE VOICE OF WELSH COUNCILS

# Reasons for feeling that recycling isn't worthwhile

Q. Which of the following, if any, make you feel that recycling is less worthwhile? Please select all that apply





# Circular Economy

## Canolfan Eto - Nantycaws





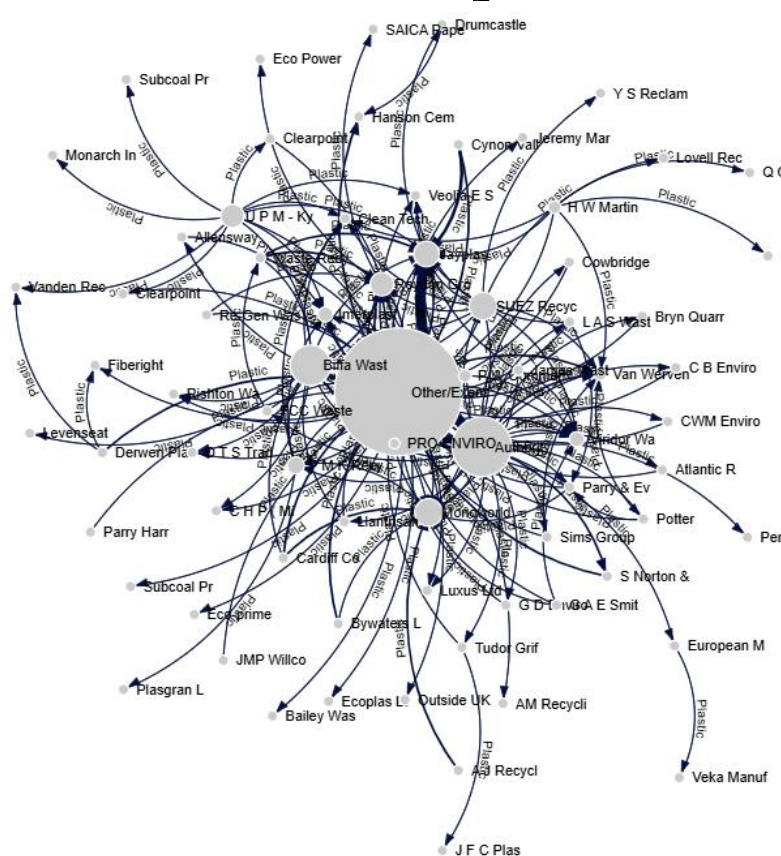
# Circular Economy Data and Councils

Circular Economy is more complex and cross cutting so needs good data to highlight opportunity

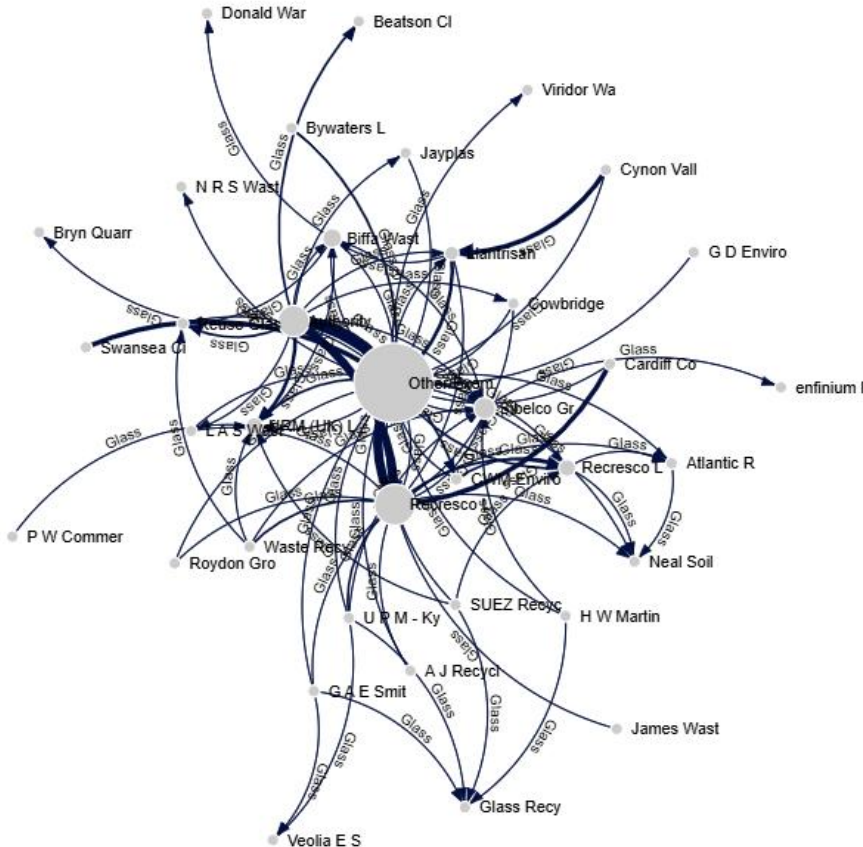
Good Circular Economy data can help quantify benefits and make the case for action.

1. What Councils can utilise (Improvement data)
2. What Councils contribute to the system - reporting
3. What Councils need – new sources and new data

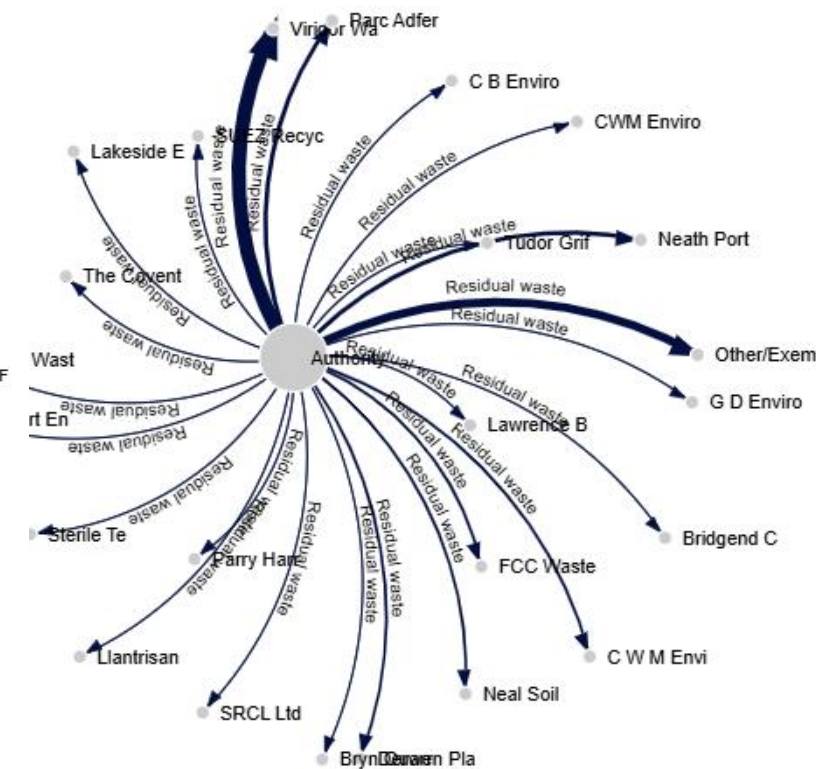




# Plastic



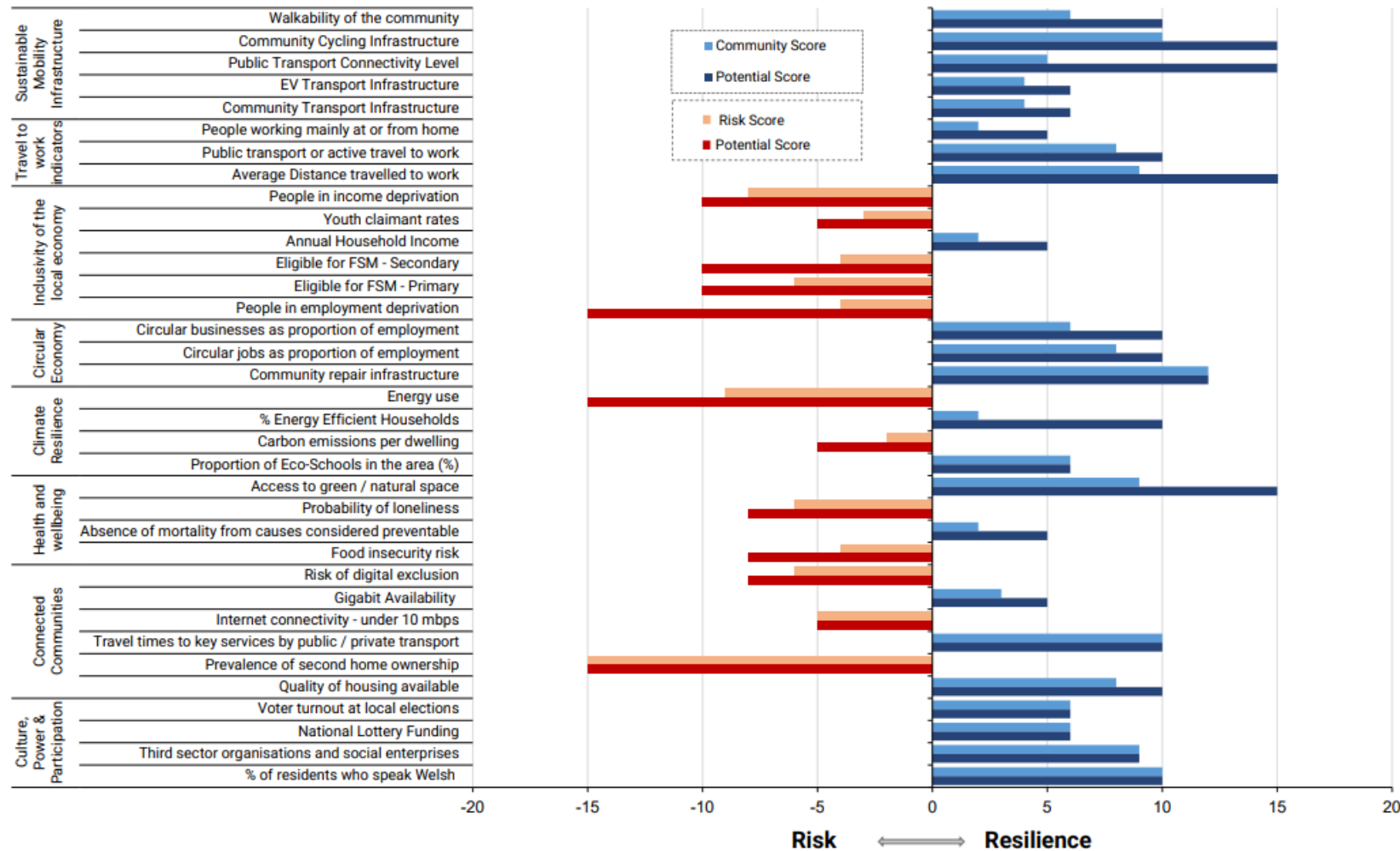
# Glass



## Residual waste



# Measuring Circular Economy at Local Level?

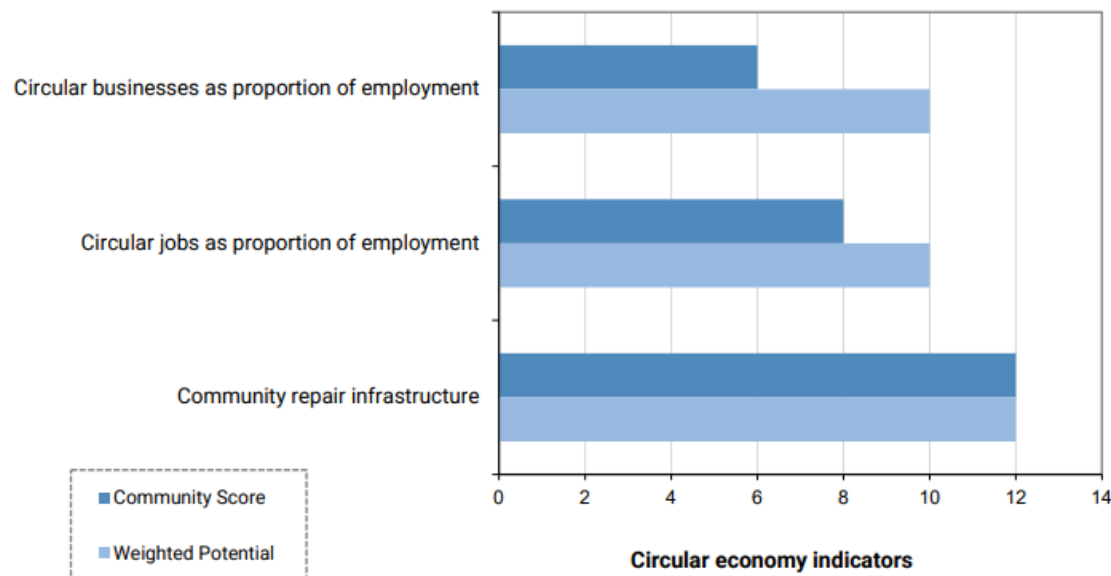




# Measuring Circular Economy at Local Level?

## BREAKDOWN: CIRCULARITY INDICATORS

- Circular economy indicators prioritise economic opportunities and community-driven repair and reuse initiatives.
- Penygroes performs well in circularity indicators, particularly in terms of repair infrastructure.
- Emphasises the potential for expanding circular businesses and creating more job opportunities in the community.





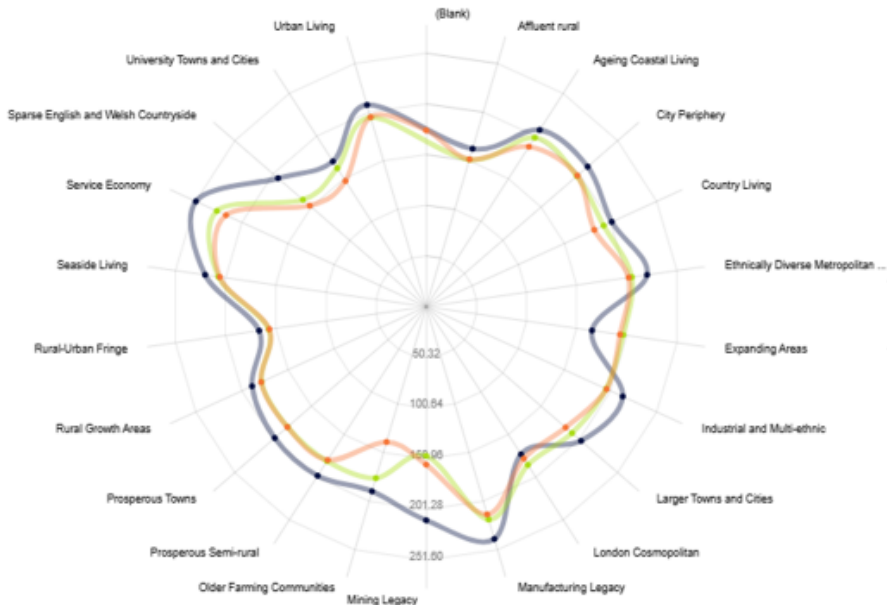
# Other data not 'waste'

## Behaviours influence performance

Changing behaviours, in householders, employers and employees to accommodate new policy or system changes requires effort, good data and time

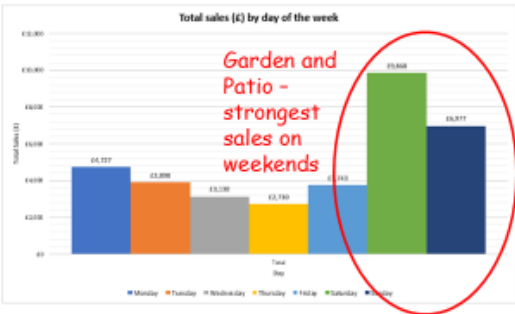
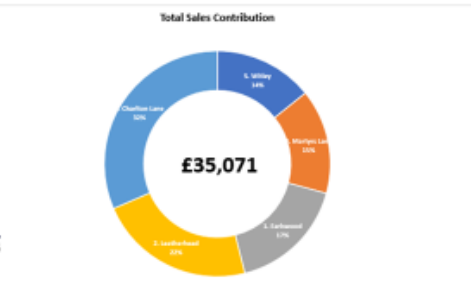
Residual per Head of Population (Kgs) by Local Authority Classification (lacnm) and Year

2021 2022 2023

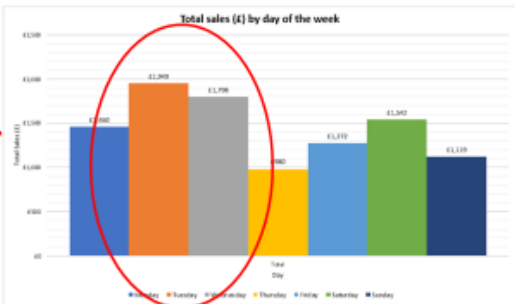
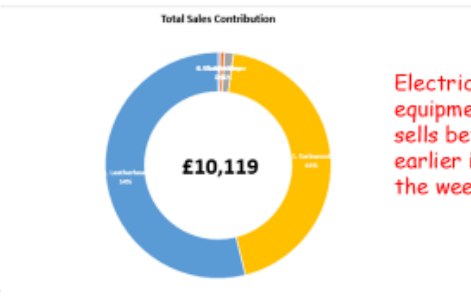


SUEZ UK

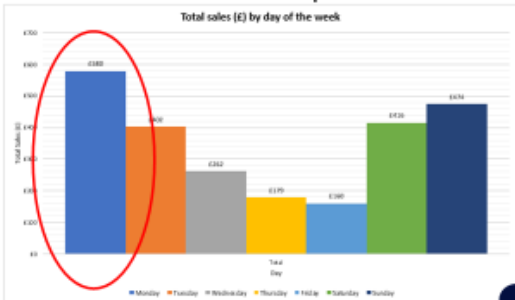
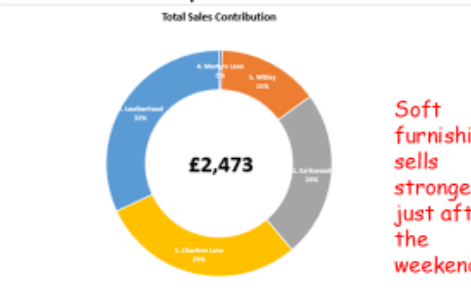
Product Department: Garden & Patio – Product Group: All



Product Department: Electrical Equipment – Product Group: All



Product Department: Homeware & Kitchen – Product Group: Soft Furnishings





# Summary

- Circular Economy data can help join up peoples individual efforts (e.g. recycling) with benefits at local level
- Indicators can demonstrate local benefit and make the case for change locally and contribute to wider behaviour change
- Service improvement backed by data has increasing economic importance
- Councils have key role in the material that feeds the Circular Economy and good data can help identify opportunities. However, this requires better data and co-ordination
- Data for the Circular Economy can be more complex. Needs to be proportional and sustainable