



# MAJOR CIRCULAR ECONOMY NETWORKS IN EUROPE



Institut National  
de l'Économie  
Circulaire





**Patricia Savin,  
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A roadmap for the circular economy and an anti-waste law: France's commitment to a circular economy is increasingly pronounced. Elsewhere in Europe, national initiatives are not to be outdone. Driven by the adoption of the Circular Economy Package, national networks and roadmaps have flourished in recent years. Despite the diversity of regions and challenges, the circular economy appears to be an adequate response throughout Europe. European policies have evolved considerably in recent years, both at the strategic level and at the technical level, impacting the development of the circular economy within European countries.

To understand the dynamics at work in the different countries, we met our European counterparts: who are the catalysts of the circular economy in the countries' regions? What is their vision of the circular economy? By what means do they act and what are the 'hot topics'? We invite you to meet twenty-eight European networks bearing the colors of the circular economy, in a publication aiming to identify trends and weak signals in this model, and provide keys to better understand the ecosystem and learn from best practices.



**François-Michel Lambert,  
President of the National Institute of Circular Economy**

Faced with a linear model of production and consumption based on the obsolete principle of abundant natural resources, there is a collective awareness of the need for a transition to a new model adapted to today's challenges. Our use of natural resources far exceeds the Earth's biocapacity<sup>1</sup>, jeopardizing the very functioning of our civilizations. Indeed, the European Union, which represents only 7% of the world's population, uses nearly 20% of the Earth's biocapacity, i.e. natural resources that the planet can renew in one year.

<sup>1</sup> Definition from GreenFacts (2019) : «The biocapacity of a given biologically productive area refers to its ability to generate a continuous supply of renewable resources and to absorb the waste resulting from their consumption.»

Thus, if humanity as a whole were to consume as much as Europeans, it would need 2.8 planets<sup>1</sup>.

A healthy emulation is being created in Europe thanks to the emergence of initiatives accelerating the transition to a circular economy, allowing the development and sharing of knowledge and experience between European regions. Nevertheless, these various initiatives still suffer from a lack of coordination, and each region has its own vision of the circular economy<sup>2</sup>.

**Following the common objective of INEC and ORÉE to develop and disseminate a vision of an inclusive and unifying circular economy, this study made it possible to systematically identify the major players in the circular economy in Europe, so as to better understand these essential partners and thus to strengthen the European cooperation we need in order to achieve our ambitions.**



1 EU Overshoot day: Living beyond nature's limits, WWF report, 2019.

2 Julian Kirchherr lists 114 different definitions in his work Conceptualizing the circular economy: An analysis of 114 definitions (2017).

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## NOTE OF THANKS

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**This publication is the result of the cooperation between INEC and ORÉE.**

**It is the fruit of mapping European organizations involved in the circular economy, and the result of many interviews and answers to our online questionnaire. We would therefore naturally like to thank all the organizations that responded to our call to enrich our research.**

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## INTRODUCTION

### A. Context

The circular economy is a recent arrival on the European political scene. Indeed, European Union policy making has until recently focused exclusively on waste management, with, in succession, a Waste Framework Directive in 1975<sup>3</sup>, a directive on hazardous waste in 1991<sup>4</sup> and a regulation on waste shipments in 1993<sup>5</sup>. These texts have made it possible to introduce a regulatory framework for waste, considerably strengthened by the 2008 directive<sup>6</sup>. The latter introduces the principle of a **hierarchy of**

**waste treatment methods** (prevention, reuse, recycling, recovery, disposal), as well as that of **extended producer responsibility**, according to which the «initial waste producer» (producer, importer, distributor, etc.) is responsible for managing the end-of-life of their products.



The circular economy in its broader sense first makes its timid appearance with the Europe 2020 Strategy adopted on 17 June 2010<sup>7</sup> by member States. The Strategy presents the objectives of more sustainable growth and an efficient Europe in the use of raw materials. Two initiatives should be mentioned: the European Commission's communication on «a resource-efficient Europe»<sup>8</sup>, which aims to **decouple economic growth from resource exploitation**, and the communication on the European Union's industrial policy<sup>9</sup>, which aims to **strengthen the competitiveness of the European industrial fabric** through this same resource economy. The latter recommends moving towards a circular and low-carbon economy, by creating a solid European industrial base that is efficient in the use of resources.

Thereafter, it was really only from 2015 that the European institutions took up the theme of the circular economy as such. In December of that year, the European Commission presented a new package of measures to promote a circular economy. Beyond the single objective of waste reduction, the measures aim to **address all sectors of the economy with a view to truly transforming production and consumption methods**. The purpose is therefore not only to reduce the environmental impact of economic activity, but to truly **put an end to the linear economy of «extract - produce - consume - dispose»** through profound change. This package includes both proposals for amendments to waste legislation and an action plan comprising 54 measures, including:

3 Directive n°75/442/CEE dated 15/07/75, relative to waste (repealed).

4 Directive n°91/689/CEE du 12/12/1991, relative to hazardous waste

5 Regulation No 259/93 dated 01/02/93 on the supervision and control of shipments of waste into and out of the European Community.

6 Directive n°2008/98/CE dated 19/11/08, relative to waste and repealing certain directives.

7 EUROPE 2020: A strategy for smart, sustainable and inclusive growth, European Commission, 2010.

8 Roadmap for a resource-efficient Europe, European Commission, 2012.

9 Industrial Policy of the European Union, Council of the European Union, 2019.

- A European Union strategy on plastics in a circular economy, which resulted in a directive on 12 June 2019;
- An investment in innovation and adaptation of industrial equipment worth €10 billion;
- An «Ecodesign» Working Plan for 2016 - 2020;
- The development of indicators, including methods for calculating the environmental footprint of products and organizations;
- The development of quality standards for recycled materials.

On this occasion, **the first Vice-President of the European Commission, Frans Timmermans**, said that this package of measures sets in place the overall framework that will allow for «a profound transformation in the way our economy works»:

*«These measures set a credible and ambitious course for improving waste management in Europe, through support measures that cover the entire life cycle of products. Smart regulation and incentives at EU level combine here to help businesses and consumers, as well as national and local authorities, to invest in this transformation.»*

This institutional shift towards a circular economy in 2015, as well as its political beginnings, took place in parallel with the **creation of national strategies on the circular economy<sup>10</sup> and national networks on this theme**. Indeed, although several organizations already existed for several decades, it is really from 2012-2013 that we observe a specialization of these organizations towards the circular economy as well as an exponential increase in other specialized structures, with the appearance of a new entity each year, then at least two entities per year from 2015 (see figure below).

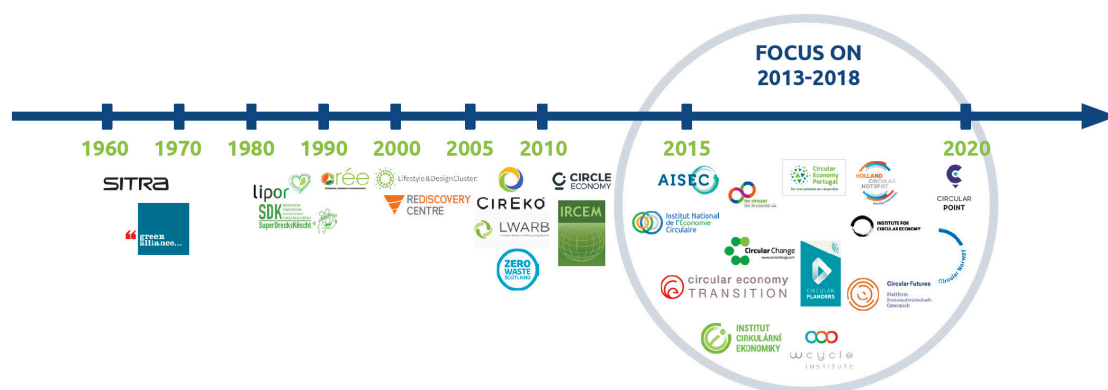


Figure : History of creation of the structures studied (source: Institut National de l'Economie Circulaire et ORÉE)

10 Pathways towards a German Circular Economy, Acatech, 2019.

In addition, on 18 December 2017, the European Commission adopted a set of legislative proposals on waste. The provisional agreement on these proposals between the Parliament and the Council of the European Union was approved by the Parliament in April 2018. The following were amended: the Waste Framework Directive<sup>11</sup>, the directive amending the directives on end-of-life vehicles, batteries and accumulators and electrical and electronic equipment waste<sup>12</sup>, the Landfill Directive<sup>13</sup>, and the directive on packaging and packaging waste<sup>14</sup>.

These proposals introduce in particular:

- Ambitious targets for the recycling of municipal waste and packaging waste: 55% recycled municipal waste by 2025, 60% by 2030 and 35% by 2035;
- Landfilling reduced to a maximum of 10% of the total amount of municipal waste generated in 2035;
- The obligation to set up separate collection for hazardous waste (2022), organic waste (2023) and textiles (2025);
- A significant reform of the extended producer responsibility regimes (broadening their scope and governance) in order to give producers a more important role in the transition to the circular economy;
- New objectives for the prevention of waste production, in particular for marine and food waste.

## B. The significance of the European dimension

The current global challenges of global warming and resource scarcity must be adequately addressed on an international level.

The circular economy, by decoupling economic growth from resource consumption and proposing a model that is more compatible with the balances of our environment and sustainable in the long term, provides answers to these challenges.

*«The circular economy is attracting growing interest in Europe and around the world as a possible way to increase prosperity, while reducing dependence on raw materials and fossil energy.<sup>15</sup>»*

(Foundation Ellen MacArthur)

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- 11 Directive 2018/851 of the European Parliament and of the Council of 30 May 2018 amending Directive 2008/98/EC on waste.  
12 Directive 2018/849 of the European Parliament and of the Council of 30 May 2018 amending Directive 2000/53/EC on end-of-life vehicles, Directive 2006/66/EC on batteries and accumulators and waste batteries and accumulators, and Directive 2012/19/EU on electrical and electronic equipment waste.  
13 Directive 2018/850 of the European Parliament and of the Council of 30 May 2018 amending Directive 1999/31/EC on landfill waste.  
14 Directive 2018/852 of the European Parliament and of the Council of 30 May 2018 amending Directive 94/62/EC on packaging and packaging waste.  
15 Growth Within: A circular economy vision for a competitive Europe, by the Ellen MacArthur Foundation in association with SUN (part of the Deutsche Post Foundation) and the McKinsey Center for Business and Environment, 2015



With the objective of the transition to a circular economy, **Europe wishes to take a leading role** in international negotiations and trade in the circular economy<sup>16</sup> and set an example through **ambitious and harmonized policies at a continental level**<sup>17</sup>. Likewise, as the leading economic power, the European Union has an important role to play on the international stage. It is also the largest exporter of manufactured goods and services, as well as the largest import market for more than 100 countries<sup>18</sup>. Thus, the Circular Economy Package adopted in 2018 confirms at an international level the direction taken by the European Union to move towards a more sober, innovative and resource-friendly economy. In addition, Ms Ursula von der Leyen, the new President of the European Commission, set out an ambitious environmental program in September 2019 incorporating the development of a new action plan on the circular economy.

Furthermore, the European level, home to more than 500 million citizens, is a formidable springboard to drive this transition. According to the study « Growth Within »<sup>19</sup> by the Ellen MacArthur Foundation, the circular economy combined with the technological revolution would achieve **up to 3% annual productivity gains on resources in Europe**, as well as up to €600 billion annual savings on primary resources, **resulting in a 7 percentage point increase in GDP** compared to the current scenario, as well as job creation<sup>20</sup> (estimated by the Club of Rome at 500,000 additional jobs in France, 400,000 in Spain and 200,000 in the Netherlands).<sup>21</sup>

Thus, it is essential to encourage the emergence of a real European market in the circular economy and therefore of high-quality secondary raw materials, with a view to massifying flows and developing new innovative economic models. In a globalized economy, ambitious harmonization of European regulations is necessary to give a strong signal to economic actors.

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European cooperation therefore allows the **sharing of good practices and new initiatives between States and between actors** (companies, local authorities, civil society, associations, etc.). By acting as a catalyst for information and creating channels for its transmission between different regions of Europe, the networks built around the circular economy facilitate the sharing of these good practices.

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16 The European Commission was crowned leader of the circular economy at the World Economic Forum in Davos in 2019.  
17 Circular Economy: New rules will make EU the global front-runner in waste management and recycling, European Commission, 2018  
18 The European Union in Brief, European Union.  
19 Growth Within, see footnote above  
20 Growth Within, see footnote 16 on p9.  
21 The circular economy and its societal benefits, Club of Rome, 2015.

The meeting of these networks is made possible by physical events, or through «networks of networks», such as the **European Circular Economy Stakeholder Platform (ECESP)**, created in 2017 by the European Commission and the European Economic and Social Committee.

The objective of the ECESP platform is to promote the circular economy, by bringing together the different knowledge and experiences, both at individual level and at regional and national level, and by promoting dialogue<sup>22</sup>. Beyond that, the network aims to include a wide range of potential actors in this transition. Finally, this networking makes it possible **to gradually build a European community of the circular economy**. In April 2019, the European Economic and Social Committee (EESC) published the study *Strategies and Roadmaps for the Circular Economy in Europe: Identifying Synergies and Exploring the Potential for Cooperation and Alliance Building*, in support of the ECESP and highlighting the essential importance of inclusion and collaboration of all stakeholders, in particular civil society organizations.

**This study presents an overview of European networks in the circular economy, with the aim of strengthening cohesion between key players in the sector.**



22 Closing the loop - An EU action plan for the Circular Economy, European Commission, 2015.

## I. SELECTION CRITERIA FOR THE NETWORKS STUDIED

In order to carry out this study, various existing structures in the European Union were observed. These could be associations, groups of several existing structures, semi-public entities or online platforms dealing with the subject of the circular economy. They have all been identified as **networks, i.e. places where actors involved in the circular economy are interconnected**, often linked to each other.



The first conclusion to be drawn from the inventory of existing European organizations is that **there is no uniformity in the nature of these structures**. They are of all shapes and sizes, so it is difficult to compare them on these points. Selection criteria were therefore established to better define the scope of the study.

- **Structures with a national scope as a priority**

**Structures with a national scope were sought as a priority**, because of their wider influence on all economic and institutional actors.

However, some regional networks were included in the study when they also have an influence at national and European level (participation in the development of national strategies, presence on the European scene and/or at the origin of innovative practices cited as examples at international level). The following regional networks are presented: WCYCLE (Maribor, Slovenia), Be Circular (Brussels), Lipor (Greater Porto), Circular Flanders (Flanders) and London Waste and Recycling Board (LWARB) (London).

The regional level is also developing, both for private and institutional initiatives. Indeed, most of the

29 new roadmaps for the circular economy currently being prepared include a regional dimension in their strategy<sup>23</sup> (Spain, Portugal, France, etc.).

- **Non-profit organizations**

Many consulting firms promote and develop circular economy concepts and sometimes respond to requests from institutional bodies to develop political strategies. Nevertheless, in most cases, these private firms do not work specifically on circular economy issues. Moreover, such firms are very numerous and therefore difficult to identify.

Thus, although the contribution of these entities is important in advancing knowledge of the circular economy, **the study focuses on non-profit organizations**. It therefore includes a **majority of associations and foundations with associative status**. It also includes **public bodies** and sometimes **non-profit social enterprises**.

- **Non-state entities**

The study focuses on structures not supported by the public authorities, with a view to distinguishing initiatives stemming from civil society from those originating in political dynamics at government level. These are also the subject of comparative work, in particular through the European Economic and Social Committee (EESC) study « Circular economy strategies and roadmaps in Europe: Identifying synergies and the potential for cooperation and alliance building ».

However, there are exceptions. Some organizations, led by the government, are included in the study because they were considered essential for their exemplarity and active involvement in subjects specifically related to the circular economy, such as: SITRA (Finland), under the supervision of the Finnish Parliament; Lipor (Portugal), arising from the association of several municipalities; Be Circular (Belgium), whose framework was determined by the Brussels Region; SuperDrecksKëscht (Luxembourg), whose activities are carried out by various public administration institutions; London Waste and Recycling Board (United Kingdom), partner of the London City Council; Zero Waste Scotland, founded by the Scottish Government, partly financed by European funds and which has ministers among its directors; and, lastly, Circular Flanders (Belgium), promoted by the Flemish Waste Management Agency (OVAM).

- **Organizations above all dedicated to the circular economy**

The names of the majority of the structures identified are explicit, making direct reference to the concept of a circular economy: Circle Economy (Netherlands), Circular Economy Transition (Switzerland),

<sup>23</sup> « Circular economy strategies and roadmaps in Europe: Identifying synergies and the potential for cooperation and alliance building », European Economic and Social Committee, 2019

Circular Change (Slovenia), Circular Futures (Austria), the Institut National de l'Économie Circulaire (France), Circular Point (Hungary), Circular Economy Portugal, Circular Norway, Institute for Circular Economy (Bulgaria), Circular Flanders (Belgium), etc.

However, if such organizations did not exist in a country belonging to the European Union, research was carried out to identify **hybrid organizations**. The names of some structures do not therefore refer directly to the concept of the circular economy (Lipor, SITRA, SuperDrecksKëscht, etc.). These less targeted designations were an additional obstacle for the identification of relevant structures, leading to questions about their exact scope of action with a view to their integration, or not, into the scope of the study.

Finally, **twenty-eight European networks were identified, in twenty-three different countries, including two outside the European Union**. More precisely, six States have two circular economy networks (as defined in this study): the United Kingdom, Belgium, France, the Netherlands, Portugal and Slovenia. The Institute of Circular Economy based in the Czech Republic (INCIEN) also extends its scope to Slovakia.

It seems important to note that several European countries, some of which are significant in size, **do not have a network that meets the research criteria of the study**: Croatia, Malta, Cyprus, Latvia, Spain, Greece and Germany.

In addition, the Ellen MacArthur Foundation, founded in 2009, contributes to the theoretical construction of the circular economy and inspires all European networks. However, although its headquarters are based in England, its action is mainly international, with partnerships with companies, governments and academic institutions in all countries. While being aware of its influence at European level, it was therefore decided not to include it in this study.

Similarly, the international network of cities and regions ACR+ promotes sustainable resource management and the acceleration of the transition to a circular economy in the regions, through support for the adoption and implementation by local and regional authorities of strategies and actions related to efficiency in resource management. The international influence of this structure also led to the decision not to include it in the scope of the study. New networks are emerging, such as Irish Manufacturing Research (IMR) launched in January 2020.

This study does not claim to be exhaustive, as the landscape of the circular economy is constantly changing.

## II. OVERALL ANALYSIS

For the study, twenty-eight organizations were interviewed, enabling us to analyze a representative sample of responses, with examples. The following aspects were observed in particular: the legal status of the organization, its approach to the circular economy, the vocation and ambitions of the organization, its target audience, specific goals and tools used.

### A. Status and funding of the organizations identified

Despite the very great heterogeneity of the statutes and funding methods of the various networks, three main forms of structure emerge from this analysis:

- **Non-profit social enterprises** with private funding for social purposes;

**Examples:** Circle Economy (Netherlands), a social enterprise organized as a cooperative, CirEko (Sweden), Circular Point (Hungary) and Rediscovery Centre (Ireland), a private non-profit company.

- **Foundations, associations and institutes**, with private or public-private funding, with a public interest objective;

**Examples of foundations** include Holland Circular Hotspot (Netherlands), Lifestyle & Design Cluster (Denmark) and Zero Waste Scotland (Scotland).

**Examples of associations:** ORÉE (France), Circular Economy (Lithuania), Circular Economy Transition (Switzerland), Green Alliance (United Kingdom), Circular Norway (Norway), Circular Flanders (Belgium), Circular Economy Portugal (Portugal), Circular Futures (Austria), AISEC (Italy) and Circular Change (Slovenia).

**Examples of Institutes:** Institute for Circular Economy (Bulgaria), WCYCLE (Slovenia), IRCEM (Romania), INCIEN (Czech Republic), and the Institut National de l'Économie Circulaire (France).

- **Public structures**, with public funding for a purpose in the general interest.

**Examples:** Lipor (Portugal), LWARB (United Kingdom), Be Circular (Belgium), SITRA (Finland) and SuperDrecksKëscht (Luxembourg).

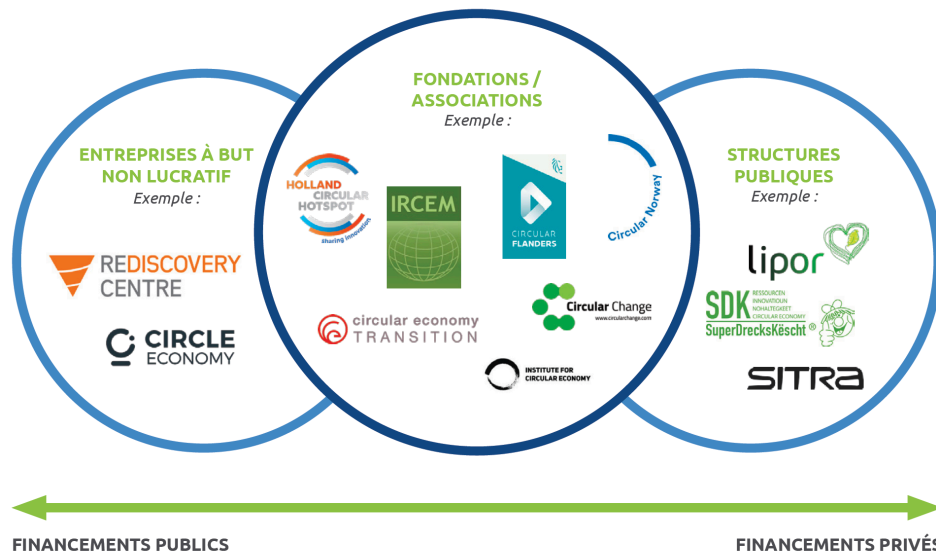


Figure : Status and funding of organizations identified (source: Institut National de l'Économie Circulaire and ORÉE)

Among the services offered by these organizations are operational programs in response to public or private calls for projects, and developing a range of innovative and diversified offers (which will be detailed later in the study). This diversity can be explained by the different approaches to the circular economy used and disseminated by organizations at their scale.

## B. Understanding of the circular economy within the networks

The question of the definition of the circular economy is a major issue. Often misunderstood or difficult to define, the circular economy is subject to many definitions. In 2017, Julian Kirchherr lists no less than 114 different definitions in his work<sup>24</sup>. More often than not, he finds a vision of the circular economy reduced to the notion of recycling, reflecting a limited vision of the concept. Thus, the study focused on verifying whether these disparities and a limitation to recycling were taking shape at European level: is there a common vocabulary of the circular economy at European level? What exactly are we talking about when we talk about a circular economy in Europe?

### a. A consensus on the scope of the circular economy

First of all, a form of consensus was found on a global approach to the circular economy. The latter is approached by the majority of networks in a holistic and systemic way: it is indeed a project for society as a whole, in which the question of resources is omnipresent. The circular economy thus aims to radically transform our modes of production and consumption, leading to a new model that decouples the creation of economic, social and environmental value from the negative impact on resources.

24 Conceptualizing the circular economy: An analysis of 114 definitions, Julian Kirchherr (2017).

*«The circular economy is a holistic subject, interconnected with other fields.»*

(Ladeja Godina Košir, Circular Change)

In the language used, good «resource management» makes it possible to improve competitiveness, a vector for sustainable growth (examples: INCIEN (Czech Republic), Circular Norway). Some organizations such as Lipor (Portugal) insist on a systemic approach to the circular economy that benefits everyone, without focusing on the end of product life. Others, such as Circular Change (Slovenia) or SITRA (Finland), are increasingly advocating a social approach to the circular economy.

*«Social equity should be part of any process of transition to a circular economy.»*

(Freek Van Eijk, Holland Circular Hotspot)

Un consensus existe ainsi dans la **vision systémique** du concept d'économie circulaire. Toutefois, des différences d'approches sont observées entre ces organisations.

## b. Different approaches

**Although there is a consensus on the systemic approach to the circular economy, some organizations insist on specific angles to disseminate their vision** of the model. These differences in approach were analyzed in two stages: the **sector approach**, then the **multisector approach**.

The first approach focuses on **specific sectors of activity in order to swiftly optimise their value chains**. This is the case in Sweden and Belgium, such as CirEko and Circular Flanders, which focus their objectives on two sectors.

**The multisector approach** is found among organizations whose objectives include the collaboration of a set of sectors and their actors around a specific circular economy issue. They thus address cross-cutting themes common to various sectors. In France, this approach has resulted in the introduction of multisector concepts within the Circular Economy Roadmap such as «Mobilising all actors», which is also reflected in the work of the two main French organizations, ORÉE (whose three priorities are: biodiversity and the economy, the circular economy and CSR reporting - local anchoring of companies) and INEC (working on four pillars of action: regulation, taxation, incentives and training).

### 1. The sectors studied

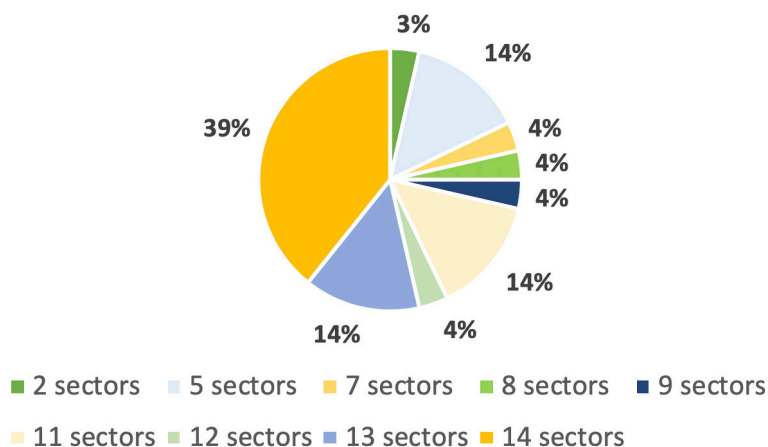
The sectors identified, as defined by the EESC, are: construction, waste management, food, plastics, consumption, sustainable cities, resource optimization, agriculture, fashion and textiles, production, energy, water, social equity and education.

The first observation regarding the sectors addressed by the organizations is their tendency not to focus on a small number of sectors but rather to multiply their field of action (see figure on the next



page): in practice, only three organizations (Circular Flanders, CirEko and Circular Economy) concentrate their missions on a maximum of three business sectors.

### Percentage of organisations covering between 1 and 14 sectors of activity



However, three sectors seem to stand apart, namely energy, water and social equity (an emerging issue), and five sectors are increasingly focused on by organizations (see figure above):

- **The optimisation of resources**

**Examples:** research conducted by Lifestyle & Design Cluster (Denmark) on the use of bio-polymers in the textile sector in Denmark; the report «Less in, more out: Using resource efficiency to cut carbon and benefit the economy» by Green Alliance (United Kingdom) on the importance of efficient resource use; the report «Global Resources Outlook 2019: Natural resources for the future we want» in which Circular Norway (Norway) participated, providing an analysis of the use of natural resources by society and its various implications.

- **Education**

**Examples:** study tours and seminars organised by Circular Economy (Lithuania) to discover the concept of circular economy and concrete applications; the development of courses and learning methods by SITRA (Finland); the «Rediscovery Centre Education», an education program covering a wide range of environmental and innovation topics, set up by Rediscovery Centre (Ireland); the participation of WCY-CLE (Slovenia) in the European Commission’s program «Development, Education and Awareness».

- **Construction**

**Examples:** the partnership of Circular Flanders (Belgium) in the project «ToTEM», a tool to optimize the overall environmental impact of materials in the construction sector; the report «Circular construction in practice» of Polish Circular Hotspot (Poland) on the recent history of the construction industry and barriers to circularity in the field; the workshops of Circular Futures (Austria) on the development of a circular economy model in the construction sector.

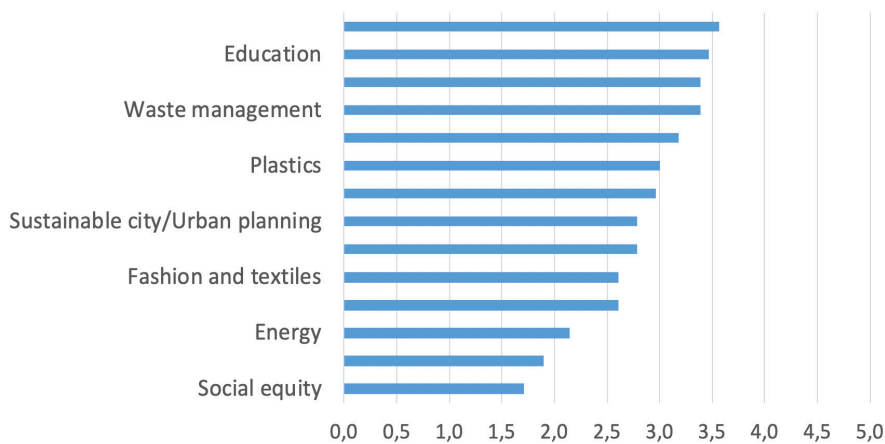
- **Waste management**

**Examples:** the «LIPOR Observatory», a website managed by Lipor (Portugal) providing statistics on the management and treatment of municipal waste; the design and management of a bio-waste management loop in Brno and Prague by INCIEN (Czech Republic); the study «Waste management to reduce CO<sub>2</sub> emissions» conducted by Circular Economy (Lithuania), demonstrating the role of waste generation prevention and improved waste management in reducing greenhouse gas emissions.

- **Food**

**Examples:** the «ECOBBOX» initiative, of which SuperDrecksKëscht (Luxembourg) is a member, proposing a deposit system for the transport of meals in Luxembourg; the «Guarda sem desperdício» project of Circular Economy Portugal (Portugal), whose objective is to prevent and develop concrete solutions in the field of circular economy in food and to demonstrate the benefits; visits organised by Circular Economy (Lithuania) to discover the organization of food waste management; the «Love Food Hate Waste» educational program created by Zero Waste Scotland.

**Average rating given by organisations to each sector in terms of importance**



The more popular sectors of activity largely overlap with those targeted by the countries' national strategies: the EESC study identified construction, the production-consumption process, food, waste management and industry as priority sectors addressed in the roadmaps.<sup>25</sup>

**The traditional challenge of waste management remains important** both in the networks' working axes and in national and regional political strategies. This issue is in particular addressed by the organizations historically in charge of waste management, such as Lipor (Portugal) or SuperDrecksKëscht (Luxembourg).

Nevertheless, a development of the issues addressed is observed: new trends are emerging around crossovers with topics more recently linked with the circular economy such as sustainable cities or social equity: for example, Circular Norway (Norway) proposes steps to support cities in their circular transition in its guide «The 15 circular steps for cities» and AISEC (Italy) is leading a social equity project with access for people with disabilities to the environmental site «La Certosa». On a European scale, the «Cinderela» project (carried out as part of the Horizon 2020 project) involving WCYCLE (Slovenia) focuses on new circular business models for more sustainable urban construction.

Moreover, while the first networks set waste management and recycling as a priority, **the more recent dynamics and structures increasingly take into account subjects from upstream to downstream, integrating all aspects of the circular economy**: sustainable procurement, eco-design, industrial and territorial ecology, functional economy, responsible consumption, extension of the use cycle and recycling.

## 2. Transversal topics: multisector approaches

Cross-cutting issues, which correspond to multisector approaches, are innovative practices and concepts that make it possible to transform our societies towards a circular economy<sup>26</sup>. The aim for this approach is the integration of a broader set of stakeholders:

- **Strategy and planning**, a particularly popular approach, is found in the form of participation in the development or implementation of national or regional roadmaps, or support in company projects;

**Examples:** the active participation of IRCEM (Romania) in the elaboration of the roadmap for a circular economy in Romania; the support provided by Circular Change (Slovenia) to a subsidiary of Heineken in the elaboration of its circular economy strategy.

25 Circular economy strategies and roadmaps in Europe: Identifying synergies and the potential for cooperation and alliance building, EESC, 2019.

26 Definition given by the EESC

- **Extension of the duration of use (repair/reuse/reconditioning)**, addressed through the implementation of activities intended mainly for the general public;

**Examples:** Rediscovery Fashion, a social enterprise set up by Rediscovery Centre (Ireland), teaching reuse in workshops; the «Revolve» guide published by Zero Waste Scotland, offering quality standards for stores selling second-hand products.

- **Innovation**, fostered by the creation of incubators, workshops and programs that directly target companies and start-ups in particular;

**Examples:** incubators and accelerators for business innovation, set up by Circular Economy Transition (Switzerland) and Lipor (Portugal); the «GreenLab» program of Be Circular (Belgium); workshops on innovation applied to business and financial models and the legislative framework set up by Circular Futures (Austria); the «Circular Economy Investment Fund» of Zero Waste Scotland, to which only innovative projects can apply (products, services, technologies and circular and innovative business models).

- **Eco-design**, introduced by organizations to companies through participatory workshops, guides and online platforms;

**Examples:** the «Circular Economy Playbook for Finnish SMEs» by SITRA (Finland); the fact sheets produced by Circular Futures (Austria); the «OVAM Ecodesign.link» online platform by Circular Flanders (Belgium).

- **The economy of functionality**, addressed by studies and presented in guides, or even set up in a dedicated space;

**Examples:** the « Functionality economics » Circular Economy Roadmap measurement sheet that ORÉE (France) created for the «Instructions to implement the Roadmap for the circular economy»; the pay-per-use system proposed by Circular Economy Transition (Switzerland); coaching for the integration of a product-service offer by Be Circular (Belgium); the PECCO centre for the sharing of goods and services between private individuals set up by Circular Economy Portugal; the evaluation and promotion of the deposit system for plastic bottles and cans, carried out in a cooperation between a major mineral water producer in Central Europe and INCIEN (Czech Republic).

- **Sustainable procurement**, studied, disclosed and facilitated by organizations;

**Examples** : the study «Opportunities for circular public procurement in the Brussels region» by Be Circular (Belgium); the «Clever Shopping» campaign by SuperDrecksKëscht (Luxembourg); the national «Purchasing and Circular Economy» program led by the Institut National de l'Économie Circulaire (France) and the Greater Paris Metropolis; the Green Deal on circular procurement conducted with the Ministry of Infrastructure and Water Management and supported by Holland Circular Hotspot (Netherlands) and Circular Flanders (Belgium); the workshops conducted by Polish Circular Hotspot (Poland) on sustainable procurement; the AISEC (Italy) annual report for ASviS (Italian Alliance for Sustainable Development) on progress towards Goal 12 «Establishing sustainable consumption and production patterns» of the SDGs (Sustainable Development Goals).

- **Industrial and regional ecology**: networks promote a language of flows and symbioses, promoted mainly through online platforms and the creation of networks that bring together the actors involved or interested;

**Examples**: the Lipor (Portugal) and Holland Circular Hotspot (Netherlands) platforms; the SITRA (Finland) and CirEko (Sweden) networks; the National Intercompany Synergy Program led by the Institut National de l'Économie Circulaire (France); **the « ELIPSE » Industrial ecology approach** evaluation platform designed and run by ORÉE (France).

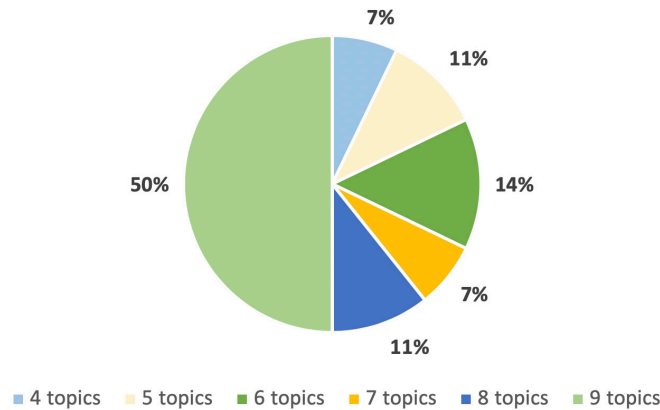
- **Circular economy indicators**, the subject of several studies and research carried out by organizations, also setting up frameworks and programs to evaluate them;

**Examples**: studies on indicators from Rediscovery Centre (Ireland), Institut National de l'Économie Circulaire (France), Circular Flanders (Belgium); frameworks and programs defined by ORÉE (France), Circular Change (Slovenia) and Be Circular (Belgium) in their respective countries.

- **Employment** is the subject least addressed by the organizations studied based on the analysis of their responses.

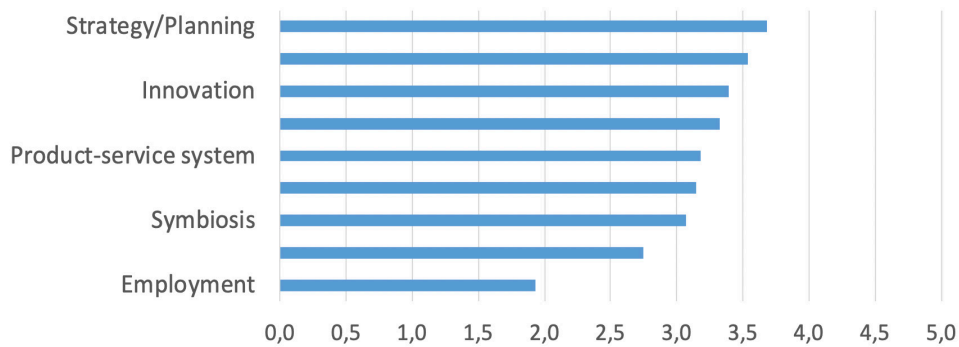
**Examples**: the « Jobs and Skills Program » resulting from the partnership between Circle Economy (Netherlands) and Holland Circular Hotspot (Netherlands); the study «What is the employment potential of a circular economy?» of the Institut National de l'Économie Circulaire (France); the report «Employment and the circular economy: job creation in a more resource efficient Britain» by Green Alliance (United Kingdom).

### Percentage of organisations covering from 1 to 9 topics



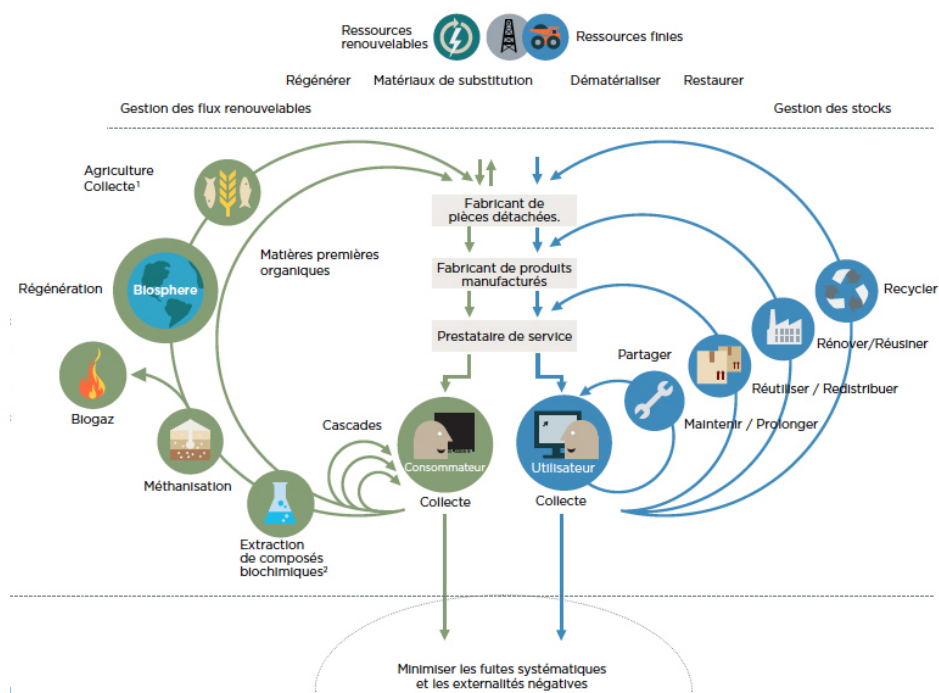
As with the sectors, organizations tend to multiply the multisector topics they address (see figure above): in practice, the three organizations that concentrate their sectors of activity (the same as mentioned above, namely Circular Flanders, CirEko and Circular Economy) also concentrate the cross-cutting topics they address.

### Average rating of the importance given to each topic by the organisations studied

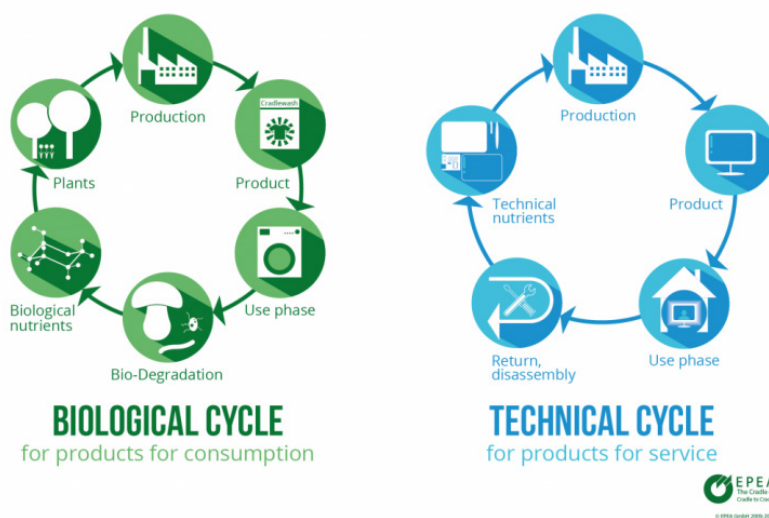


### c. The conceptual framework

Differences in the approach to the circular economy are also due to **differences in the local context** in which each organization operates. Indeed, in their work, organizations rely on **various conceptual frameworks**: among the most frequently cited are the Ellen MacArthur Foundation’s « **Circular Economy System Diagram** » (« butterfly diagram ») and EPEA’s « **Cradle to Cradle** » (see figure on the next page).



Above, the Ellen MacArthur Foundation's 'butterfly'<sup>27</sup> and below EPEA's diagram ('Cradle to Cradle'<sup>28</sup>)



On this basis, some organizations then set out to develop their own national vision and reference framework in order to reflect their representation of the circular economy. An example of the national application of the concept can be illustrated by comparing two representative schemes of the circular economy, one disseminated in France by ADEME<sup>29</sup> and the other in Finland by SITRA (see figure on the next page).

27 Ellen MacArthur Fondation's website - [www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org) (02/13/2020)

28 Environmental Protection Encouragement Agency/EPEA's website - <https://epea-hamburg.com> (02/13/2020)

29 Agence de l'Environnement et de la Maîtrise de l'Énergie, France's Agency for Environment & Energy management.

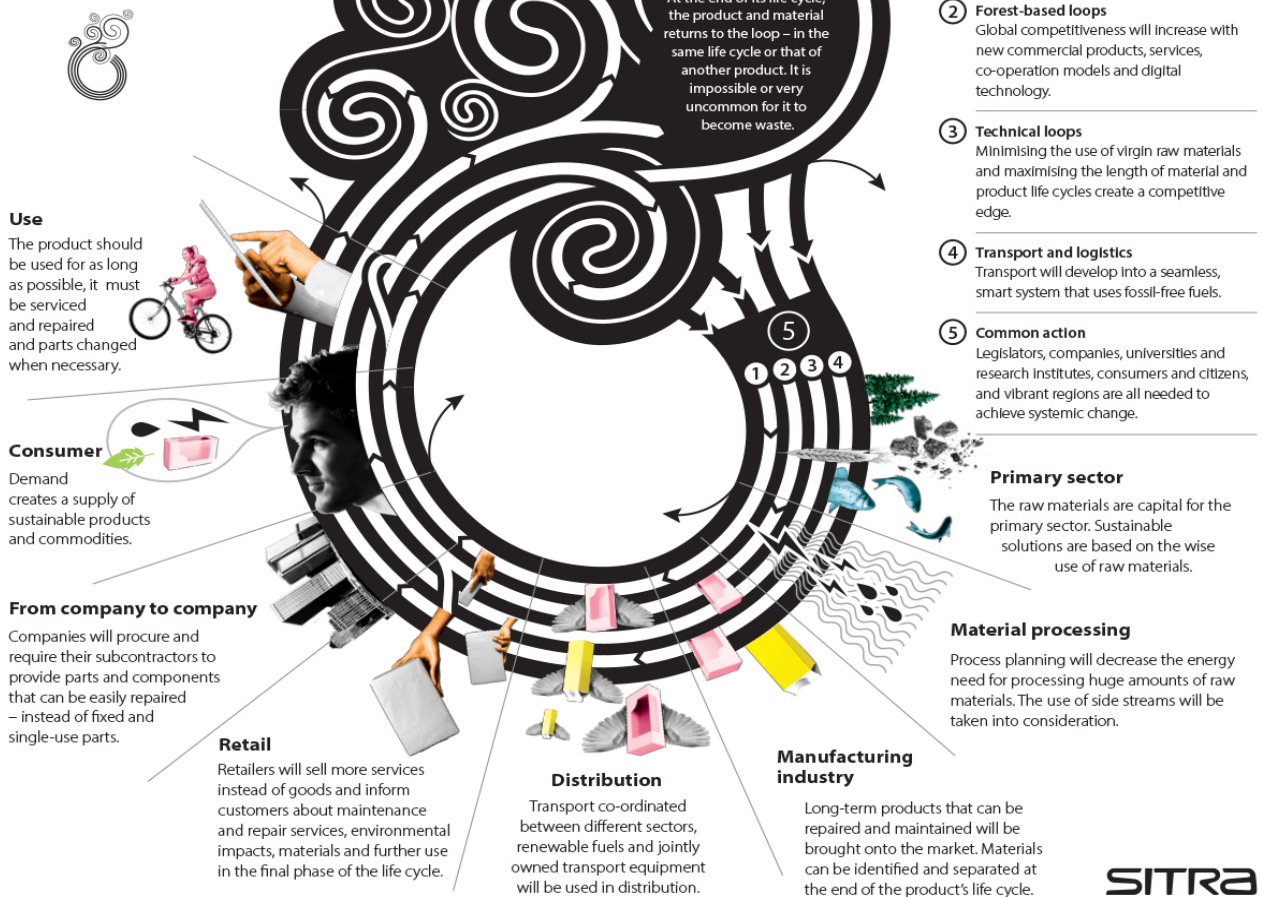


Source : ADEME

THIS IS HOW WE CREATE A

# Circular economy

IN FINLAND



SITRA



The diversity of national reference systems is one of the causes of the heterogeneous nature of the circular economy concept but it allows for better adaptation to local contexts (strong economic sectors, political issues and priorities, demands from civil society, etc.). Beyond these differences, the organizations share the same reasons for their existence and share similar ambitions.

### C. The goals and ambition of the circular economy networks

From 2015 onwards, the number of structures linked to the circular economy increased significantly in Europe. Beyond the push linked to the legislative context and a better knowledge of the circular economy, the study questions the intrinsic reasons for the creation of such structures. Why, within a country, has there been a need for a circular economy network? What is the purpose of these organizations, what are they dedicated to?

#### a. Fostering the dissemination of the circular economy in society

In line with the difficult understanding of the concept mentioned in the introduction, the most frequently expressed ambition of the organizations is to **create a common language and to participate in the understanding of the circular economy**. The aim is to «raise the flag of the circular economy» and spread the message as widely as possible, as exemplified by Circular Economy Transition (Switzerland), which offers a presentation of the circular economy in fifteen, five and two minutes.

#### b. Connecting stakeholders

Networks position themselves as **intermediaries to connect stakeholders and create a link to circularity in the economy**. Thus, most of them see themselves as «connectors», according to Circular Change (Slovenia) and SITRA (Finland).

*«Circular change is not the best expert in anything but it's the best expert to your circular journey».*  
(Ladeja Godina Košir, Circular Change)

#### c. Accelerating the transition towards a circular economy

The findings shared at national level are common to European countries: pressure on resources, climate change, waste, etc. Faced with these challenges, the circular economy provides answers and yet it is not so far sufficiently implemented: its progress is not moving fast enough and needs an accelerator. It is therefore urgent to **realise and exploit the full potential of the circular economy**. In this sense, **the networks are committed to stimulating the circular economy** and the application of its

principles. For example, the Rotterdam City Roadmap developed by Holland Circular Hotspot (Netherlands) aims to inspire and accelerate the implementation of the circular economy and make the city more economically resilient.

#### d. Making the circular economy desirable

For the networks, the attractiveness of the circular economy is the indispensable and inseparable character of its success, **breaking with the discourse of environmental policy too often synonymous with austerity**. It must make people want to join and lead to its implementation.

*«Circular economy has to look desirable.»*

(Sarah Miller, Rediscovery Center)

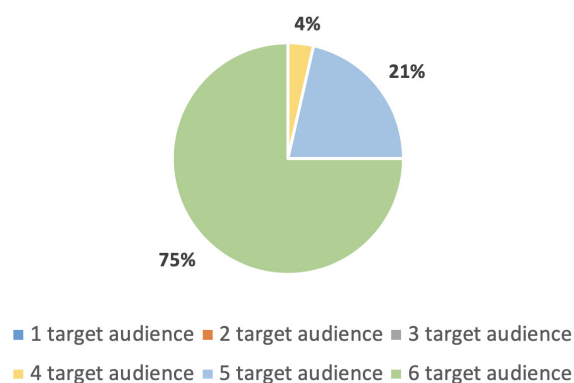
### D. Networks with multiple target audiences

In order to identify the audiences targeted by their actions, six types of audience were presented to the networks: consumers, international partners, the general public, local authorities, ministries and companies.

#### a. The circular economy concerns all actors of society

When asked about their main targets, the networks advocate a clear «proselytizing» approach: to achieve their objectives, they consider it necessary to involve all stakeholders. Thus, the priority targets of organizations are multiple (see Figure below): all of the organizations surveyed indicate that they reach at least four different audiences. In fact, 21% of the organizations surveyed target five different audiences in their work and 75% target all six identified audiences.

**Percentage of organisations according to number of target audiences (1 to 6)**



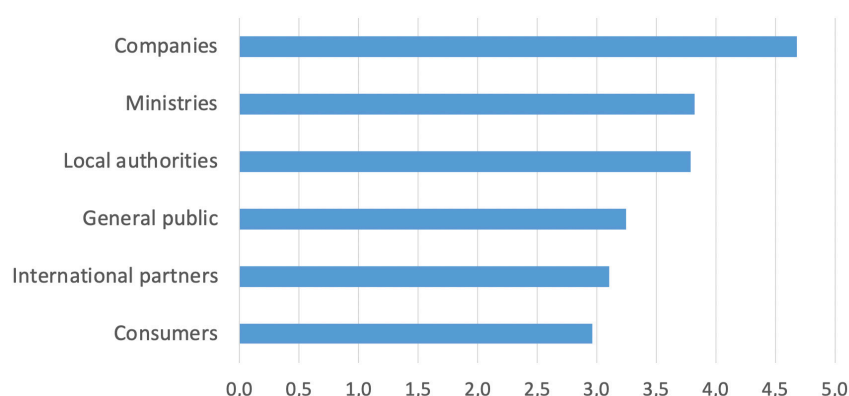
The circular economy is thus seen as a **wider social project, which includes all actors.**

*«To spread circular economy to be mainstream, we need to work with all the stakeholders.»*

(Veerle Labeeuw, Circular Flanders)

## b. Economic actors and public authorities: priority targets of the networks

**Average rating given by the organisations for the importance of each target audience**



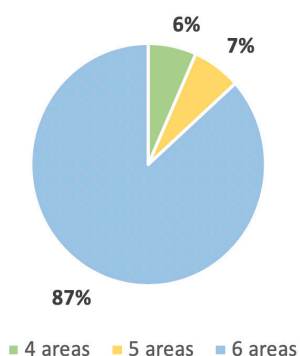
**The networks' primary targets are businesses and governments, closely followed by communities** (see figure above). These actors seem essential for almost all networks, as the dissemination and implementation of the circular economy cannot be conceived without them. **Companies attract the most attention, in line with the vision of a financially profitable and competitive circular economy.**

The study also shows that the priority targets are more rarely international partners and consumers. **The scope of the actions is indeed mainly limited to the national or regional territory**, with a growing tendency to connect at the international level during joint events or circular meetings, following the example of the Circular Change conference in Slovenia.

## E. The networks' main objectives

To achieve their ambition to involve their stakeholders, networks simultaneously invest in several areas of action. They show six main categories of activity (see figure on the next page).

### Percentage of organisations targeting between 1 and 6 areas of action



Reading graph above highlights the fact **that organizations do not focus their action on a specific mission** and tend, on the contrary, to multiply them: indeed, all the organizations surveyed claim to act using at least four of the six families of missions proposed and 87% believe they use them all. This multiplicity of missions must be seen in relation to the diversity of the target audiences of the organizations: by broadening their targets, they must also broaden their scope of action.

### Average rating given by the organisations to each area of action



- **Education, awareness raising and training**

The education, awareness and training component is **fundamental to transforming behaviour in depth** and building a more circular society, which is reflected in the development of training programs for all ages (primary, secondary, higher education, continuing education).

**Examples:** the project to create circular economy courses in schools at different levels of education by SITRA (Finland); the conferences at Sumas Gland School on circular economy and innovation by Circular Economy Transition (Switzerland); training modules in primary schools by SuperDrecksKëscht (Luxembourg); the «Lipor Academy», training and certification in circular economics by Lipor (Portugal); the «CirEko Academy», training in circular economics by CirEko (Sweden); the report «Working Group Results: Compétences-formation de l'économie circulaire» (competencies and training in circular economy) of the Ministry of Ecological and Solidarity Transition on new professions, chaired by ORÉE (France).

- **Supporting the creation of new business models**

**Support for the creation of new operational and business models** can take the form of financial, organizational, strategic and networking support between structures developing innovative business models.

**Examples:** the program to support entrepreneurs to create circular start-ups, led by Be Circular (Belgium); the manual «Economic models of the circular economy for manufacturing industry» for companies to transform their business model by SITRA (Finland); the participation of Lifestyle & Design Cluster (Denmark) in the European «C-VoUCHER» project, whose objective is «to mobilize design and technological support for SMEs developing circular value chains in five sectors (agri-food, health, manufacturing, maritime and textile)»<sup>30</sup>; the «Advance London» project of LWARB (United Kingdom), which aims to support companies operating according to the principle of circular economy, at various stages of maturity.

- **Expertise and consulting**

Through the development of an offer of expertise and consulting services, **networks make their economic model sustainable**: they turn to the circular economy as a service. The following services are being offered and developed by organizations:

- **Training offers** for companies, local authorities or other stakeholders;

**Examples :** IRCEM (Roumanie) ; SITRA (Finlande) ; Rediscovery Centre (Irlande) ; AISEC (Italie) ; Lipor (Portugal).

<sup>30</sup> The European project C-Voucher: design and technology support for SMEs developing circular value chains, Horizon 2020, Ministry of Higher Education, Research and Innovation.

- **Incubators**, or «Business Labs», to detect, test and promote the emergence of innovations that **promote** the circular economy;

**Examples:** the Circular Economy Incubator of Circular Economy Transition (Switzerland); the BlueCity of Holland Circular Hotspot (Netherlands).

- **Offers of service and expertise;**

**Examples:** the contribution of Circular Change (Slovenia) experts to the BCG<sup>31</sup> report «A Circular Solution to Plastics Waste»; the Circular Flanders (Belgium) «E-Loop Challenge» circular economy summer camp; the Circularity Festival organised by Circle Economy (Netherlands); support for business projects by Circular Change (Slovenia); the waste recycling optimisation advice service offered by LWARB (United Kingdom).

- **The establishment of investment funds** to support the development of initiatives, companies and start-ups involved in the circular economy.

**Example:** the circular economy investment fund for small and medium-sized enterprises proposed by Zero Waste Scotland.

- **Participating in the development of public policy**

**Participation in public policy making** contributes to the **development of a common and shared vision of the circular economy**. This involves promoting the integration of the circular economy into public policies and participating in the development of national strategies on this theme.

**Examples :** the «Impact Hub» initiative developed by Circular Economy Transition (Switzerland), helping cities and cantons to develop roadmaps on the circular economy; the «Prague's Circle City Scan» roadmap identifying the strategies best suited to relaunch the transition of the Czech capital to a circular economy, published in part by Circle Economy (Netherlands); the «2019 Circularity Gap Report» by Circular Norway, quantifying the level of circularity of the Norwegian economy and providing the basis for a draft circular roadmap for Norway; WCYCLE's (Slovenia) collaborative work with the public utility companies of the city of Maribor on regional roadmaps, proposing sustainable city strategies to different communities in Europe; the «10 INEC proposals for a circular economy» in the context of the drafting of the law on the circular economy (France); the General Delegate of ORÉE (France) appointed «Ambassador for the circular economy» by the Ministry of Ecological and Solidarity Transition, cochairing

31 Boston Consulting Group.

the FREC workshop «Sustainable consumption and production» as part of her mission<sup>32</sup> ; the launch in 2017 by LWARB (United Kingdom) of the London City Circular Economy Roadmap.

- **Research, studies and methodologies**

European networks, through research projects, the publication of studies and the development of methodologies, **make it possible to deepen knowledge of the circular economy** and its implementation; this, with regard to various stakeholders (companies, local authorities, etc.), whether within specific sectors or more generally, as well as around its implementation on a regional scale and the calculation of this implementation's impact.

**Examples:** the report «A circular economy for smart devices» by Green Alliance (United Kingdom); the study on indicators of the circular economy by the Institut National de l'Économie Circulaire (France); «Circle Fashion Tool», the decision making support tool for textile manufacturers and distributors to assess circular opportunities in their business by Circle Economy (Netherlands).

- **Establishing new business models**

**The implementation of new business models** is the concrete and operational implementation of circular business models within existing companies. This lever is used more marginally by networks.

**Example :** support for public utility companies in the implementation of the circular economy in their economic model by WCYCLE (Slovenia); the facilitator resource set up by CirEko (Sweden) for the development of business models based on the circular economy; the «Circle business case» method of simulation and monetary evaluation of a company's opportunities to implement the circular economy throughout the value chain, developed by Circle Economy (Netherlands); the implementation of a new, more local and circular business model for the Heineken subsidiary in Slovenia by Circular Change (Slovenia); the «Plástico Circular» craft installation for demonstrating plastic recycling by Circular Economy Portugal.

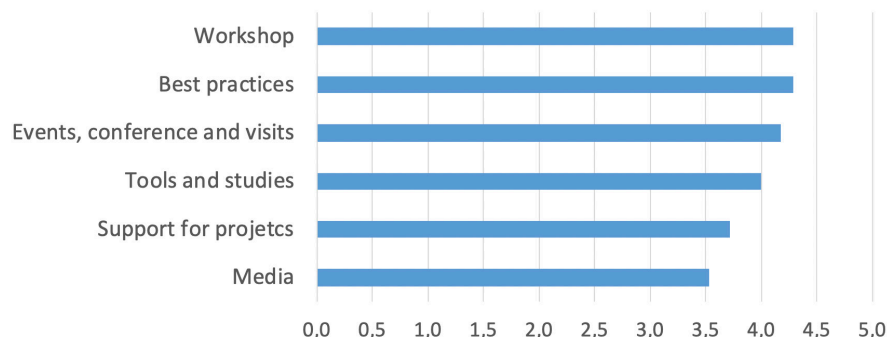
## **F. Tools used by the networks**

### **a. The diversity of tools used**

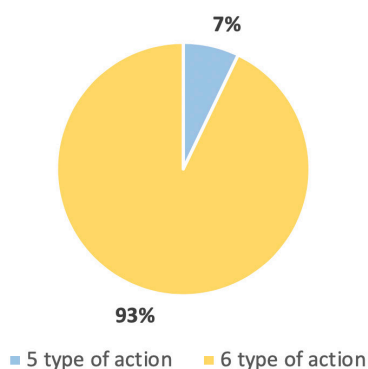
To carry out their activity, organizations use six main types of action (see figure on the next page):

<sup>32</sup> FREC: Feuille de Route de l'Économie Circulaire in French, or Circular Economy Roadmap.

### Average rating given by organisations to the type of action they use



### Percentage of organisations aiming to use between 1 to 6 type of action



In general, networks rely on several tools for a wide audience to achieve their objectives (see figure above): 93% of the organizations surveyed make use of the six tools proposed by the authors of the study. The networks use diversified communication:

- **Workshops, working groups and business clubs**

These are among the tools most used by European networks in the circular economy. Organizations thus still show a strong preference for physical events, allowing the various actors to meet (companies, public bodies and experts), exchange knowledge, bring together varying points of view and to develop recommendations.



**Examples:** the «Circle workshop» working group to create innovative solutions through interactive and engaging collaboration between several companies led by Circle Economy (Netherlands); the inter-ministerial working group on the bio-economy in Flanders led by Circular Flanders (Belgium); the plastics working group of Circular Futures (Austria); the business clubs «Valorisation des mousses et textiles» (reuse of foam and textiles), «Gestion des déchets dans les établissements recevant du public» (waste management in buildings open to the public) and «Déconstruction» led by ORÉE (France), whose purpose is to share information and solutions around problems defined among economic actors.

- **The spread of best practices**

**Disseminating best practices** in the field of the circular economy is the other preferred tool of networks, particularly through platforms for referencing circular economy initiatives.

**Examples :** the «[economiecirculaire.org](http://economiecirculaire.org)» platform for referencing and sharing best practices around the circular economy, initiated by the Institut National de l'Économie Circulaire (France); the publication of a guide to good practices in circular economy by AISEC (Italy) in partnership with the Catholic University of Milan and Bureau Veritas; the «Circular Club», the platform of Circular Norway (Norway), taking the form of an event during which best practices and companies in circular economy are presented.

- **Events, conferences and visits**

A large majority of networks organise **events, conferences and visits** for various audiences, for instance: for members exclusively, the different economic actors of a specific region or sector, insiders, the general public, schools, etc. These actions aim to raise awareness, inform and develop the influence and actions around the circular economy at regional, national, European and global levels. These networks are often intended to create international connections:

*«The World Forum of the Circular Economy brings together key thinkers and actors from all over the world.»*

(SITRA)

*« The Circular Change Conference brings together stakeholders from all over Europe.»*

(Ladeja Godina Košir, Circular Change)

**Examples** : the Nordic Circular Hotspot event, which aims to establish new collaboration in the Nordic region through dialogues, meetings, learning and sharing networks; the Circular Economy Hotspot, organised annually by different organizations (Holland Circular Hotspot (Netherlands), Zero Waste Scotland, etc.); the World Circular Economy Forum by SITRA (Finland); the Circular Change Conference organised each year by Circular Change (Slovenia); the Circular Week 2019, an awareness campaign led by Polish Circular Hotspot (Poland) with INNOWO in their country; the Czech Circular Hotspot, an international fair of engineers gathered around the theme of circular economy, organised by INCIEN (Czech Republic) in Brno.

- **Development of tools and studies;**

Through the publication of reports, white papers or operational tools, **the publication of tools and studies** constitutes the fifth means of action favoured by the networks (cf. II.E.5.page 32).

- **Project support;**

**Support for projects** to promote the development of innovative circular economy projects.

**Examples** : the collaborative project «FRIVEP», Filière de Réemploi et de Recyclage Industriel des Vêtements Professionnels (industrial reuse and recycling of professional clothing) supported by ORÉE (France), selected among the first four national Green Growth Commitments; the Trophées de l'économie circulaire (circular economy trophies) awarded by the Institut National de l'Économie Circulaire (France); support for the development of projects proposed by Lifestyle & Design Cluster (Denmark), such as local hemp production to replace cotton in the textile industry.

- **Media channels;**

Organizations see their roles above all for informing and educating the general public. They thus make extensive use of **traditional broadcasting channels**: radio and television broadcasts, press articles in specialized and daily newspapers, etc. (examples: SuperDrecksKëscht, Circular Change, IRCEM, Circular Futures, The Rediscovery Centre, etc.), but almost all of them communicate a great deal through **web tools: blogs, e-news, podcasts** (example: Green Alliance). **Websites** are a good means of communication, and **social networks are increasingly used** by all organizations, often highlighting the personality of their leader (Linked in, Twitter, Facebook, Instagram).

## b. Several outstanding examples of best practice

Other practices are interesting to due to their originality:



Green Alliance (United Kingdom) regularly broadcasts podcasts to share debates and ideas on environmental issues and the circular economy.

Another British actor, LWARB (United Kingdom), also broadcasts podcasts, focusing on the theme of the circular economy.



Circular Flanders (Belgium) organises «E-Loop Challenges powered by Recupel» training camps, which are aimed at students from all over the world to reflect on the theme of the recycling of electronic waste.

Ireland's Rediscovery Centre participates in exhibitions to communicate and raise awareness about the circular economy through art (TY Expo 2016, ECOStep Design Expo 2018, etc.).



Lifestyle & Design Cluster (Denmark) organises a fashion show and exhibition (Fashion Tech) to showcase the work of designers working to make the fashion industry more circular. The purpose of the event is to promote innovation in the field of fashion, both economically and artistically.

## CONCLUSION

This study highlights **the activity of European organizations** dedicated to the development and deployment of the circular economy in their countries.

**Often inspired by common founding principles, organizations adapt their vision of the circular economy to the local context and to their priorities**, allowing for better progress of the circular economy on this scale.

These differences in vision are reflected in the **varied approaches** observed in the objectives and work of the structures: while some work in specific sectors of activity, with the aim of optimising their value chains, others, in greater numbers, adopt a **multisectoral approach**, covering several value chains to address more transversal issues.

This overall trend towards a multisector approach is accompanied by a willingness on the part of organizations **to target all types of audience** (companies, local authorities, ministries, international partners, the general public), even if there is a particular interest in companies and public authorities.

In order to reach a wide range of audiences as effectively as possible, the organizations **devote themselves to several activities**, among which training, education and awareness-raising are highly favored. For the vast majority of structures, **the means of action used are also multiple and diversified**. Nevertheless, the organization of workshops and events and the dissemination of best practices are a priority in the actions of organizations, as they represent tools adapted to all types of audience.

A notable factor observed during the preparation of this study was **the enthusiasm shown by the organizations contacted**: they were particularly involved during the interview and questionnaire response phases<sup>33</sup>, revealing a real desire to disseminate the principles of the circular economy and to share their feedback. Through their motivation and activism, the organizations have highlighted **the rapid and growing interest in the efficient establishment of a more circular economy within Europe**, paving the way for the possible organization of a synergy on a continental scale. The collaboration between the Institut National de l'Économie Circulaire and ORÉE in the elaboration of this document is a first example of partnership between stakeholders, with the shared ambition of spreading the principles and tools for the implementation of the circular economy across Europe.

This strong interest in the circular economy is reflected in European political news. The new President

33 See page 68 : summary tables of questionnaire reply

of the European Commission, Ursula von der Leyen, has announced the establishment of a « **Green deal** », a pact for a greener Europe, with the objective of achieving carbon neutrality by 2050.

Frans Timmermans, First Vice-President of the European Commission, is thus in charge of drawing up a new Action Plan to make Europe the leader on circular economy.

These dynamics of the circular economy's deployment in Europe, both at an institutional level and in the field, will need to be monitored in the coming months and years in order to assess their progress and their effective impact on the transition to a circular economy.

## ORGANIZATION FACTSHEETS

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**Circular Futures**  
 Plattform  
 Kreislaufwirtschaft  
 Österreich

# CIRCULAR FUTURES

Circular Futures - Plattform Kreislaufwirtschaft Österreich aims to connect people, information and ideas for innovative circular economy action in Austria.



**STATUTE** : Public body

**SINCE 2018**

**■ ECESP MEMBER**

## TARGETS

- Ministries
- Local authorities
- Companies
- International partners
- General public

## MISSIONS

- Policy making
- Support for the creation of businesses and business models
- Education, awareness and formation
- Expertise, tool making and consulting
- Research and studies

## MEANS OF ACTION

Tools and studies >> Events and visits >> Workshops >> Best practices >> Medias

## MAIN HORIZONTAL TOPICS

- Repair/ Reuse/ Refurbish
- Employment
- Indicator
- Eco-design
- Strategy

## MAIN SECTORS



## MAIN STUDIES

- Design Thinking Workshop on EU Plastics Strategy : « How can companies along the plastics value chain in Austria use the European plastics strategy for innovation, progress and regional value creation? »
- Workshop for the development of circular products and business models in construction and furniture
- Design Thinking Workshops on business model innovation, innovative legislative framework and innovative financing models for a circular economy
- Circular Economy Platform Austria: a central information and communication platform (circularfutures.at)
- « Abfallvermeidung » : Fact sheets on waste prevention
- « Verbrennung & Deponierung » : Fact sheets on incineration and landfill
- « Produktdesign » : Fact sheets on product design

## CONTACT

**For further information :** Julika Dittrich



**Contact :** julika.dittrich@circularfutures.at



Be Circular is a regional program part of the strategy of the Brussels-Capital Region regarding circular economy. It defined a framework to «encourage the transformation of a linear economy into a circular economy» for the Brussels Capital Region.






**STATUTE** : Public body

**SINCE 2016**

## TARGETS

- Ministries 
- Companies 
- Local authorities 
- International partners 
- Consumers 

## MISSIONS

-  Education, awareness and formation
-  Support for the creation of businesses and business models
-  Expertise, tool making and consulting
-  Implementation of business models
-  Policy making

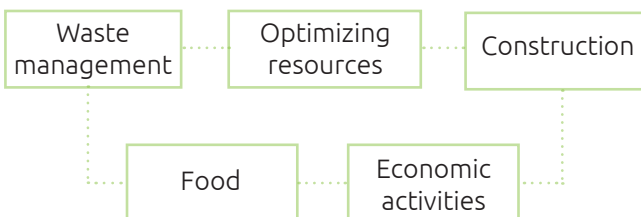
## MEANS OF ACTION

Project support >> Events and visits >> Best practices >> Workshops >> Tools and studies >> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « Platform for the reuse of building elements »
- Report « Towards a circular economy in construction » on the principles of circular economy in the construction sector
- « Be Circular - Be Brussels » : Annual call for proposals related to circular economy, with specific theme defined yearly
- Study « Identification of the administrative and legal barriers for the transition towards a circular economy »
- « Co-created innovation call » : Support to living laboratories, focusing on social innovation and urban resilience
- Creation of an academic chair of circular economy and urban metabolism
- Creation of a platform resuming the public and private offers concerning circular financing and coaching
- « Circlemade.brussels » : Cluster of small businesses working on their synergies and collective offers in terms of circular economy

## CONTACT



**Contact** : [facilitateur@circulareconomy.brussels](mailto:facilitateur@circulareconomy.brussels)



# CIRCULAR FLANDERS

Circular Flanders is the hub and inspiration for the Flemish circular economy. It is a partnership of governments, companies, civil society and the knowledge community that take action together. The OVAM (the Public Waste Agency of Flanders) is the initiator of Circular Flanders, the principal host and enabler.



**STATUTE** : Public body

**SINCE 2017**

**ECESP MEMBER**

## TARGETS

- Collectivities
- Companies
- Ministries
- Internatinal partners
- General public

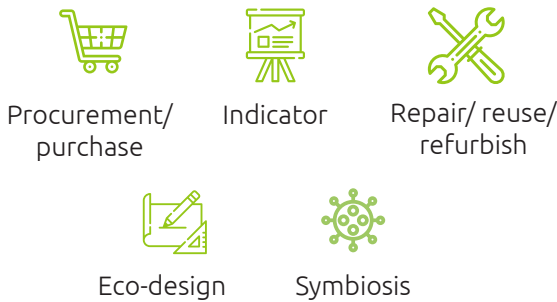
## MISSIONS

- Research and studies
- Support for the creation of businesses and business models
- Policy making
- Implementation of business models
- Expertise, tool making and consulting

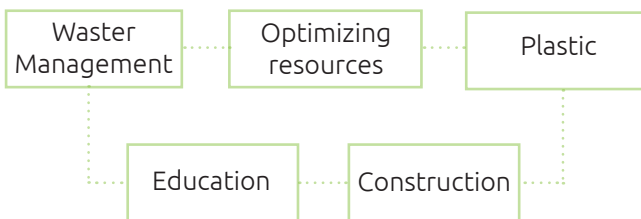
## MEANS OF ACTION

Tools and studies >> Project support >> Events and visits >> Best practices >> Workshops >> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « Cirkeltips » : creation of a platform to help professionals developing a more circular economy
- « Plastic Flanders project » : redaction of a plan aimed at reducing plastic waste drastically by 2024
- Partner of the « TOTEM Project » : Tool to Optimise the Total Environmental impact of Materials in construction
- Organization of « Ecodesign challenge » for students and «Circular Economy Camps» for startups
- « Ecoolizer » : online platform for professionals to calculate the environmental impact of their products
- « How to start a re-use shop » : guide for business owners developing their own shop embedded in circular economy
- « Ecodesign.link » : online platform regrouping selected businesses which have included circular economy into their business model
- « Green Deal Sheets » : short documents explaining how to integrate circular economy into different sectors

## CONTACT

**For further information** : Brigitte Mouligneau



**Contact** : [bmouligneau@ovam.be](mailto:bmouligneau@ovam.be)



Institute for Circular Economy focuses on bridging the gap between linear and circular economy practices in Bulgaria, through consulting, events organization, education and research. It strives to provide design excellence and innovation to create places that enrich people's lives.

**STATUTE** : NGO






**SINCE 2018**



### TARGETS

- Companies 
- International partners 
- Local authorities 
- General partners 
- Consumers 

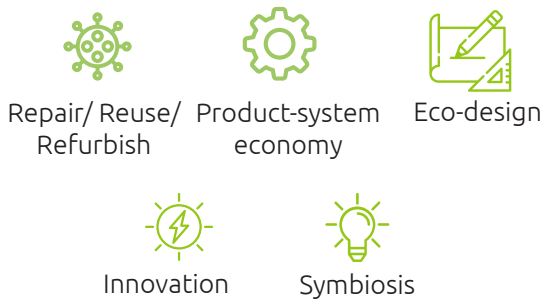
### MISSIONS

-  Support for the creation of businesses and business models
-  Education, awareness and formation
-  Research and studies
-  Implementation of business models
-  Policy making

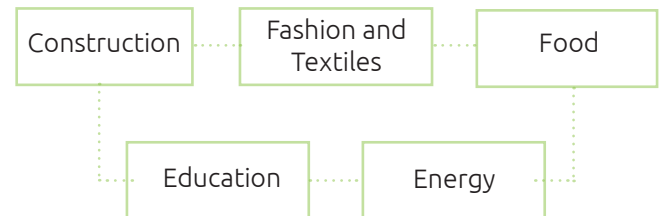
### MEANS OF ACTION

Best practices >>> Project support >>> Tools and studies >>> Events and Studies >>> Workshops >>> Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### CONTACT

**For further information** : Svetoslav Stoykov



**Contact** : svetoslav.stoykov@iki.bg

INCIEN is a leading institution of circular economy in the Czech Republic and Slovakia. Its mission is to inform, educate, interpret best practices and co-create pilot projects that strive for a transition to a circular economy, in collaboration with companies, municipalities, the governmental sector, NGOs...



**STATUTE** : Public body

**SINCE 2015**

**TARGETS**

- Companies
- General partners
- Local authorities
- Ministries
- Consumers

**MISSIONS**

- Expertise, tool making and consulting
- Education, awareness and formation
- Research and studies
- Support for the creation of businesses and business models
- Implementation of business models

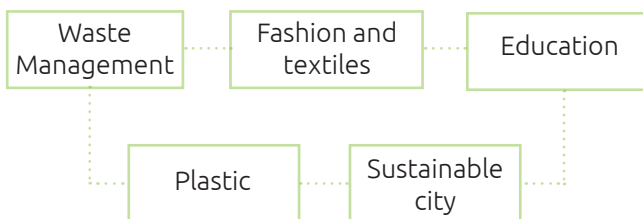
**MEANS OF ACTION**

Project support >> Events and visits >> Best practices >> Workshops >> Medias >> Tools and studies

**MAIN HORIZONTAL TOPICS**



**MAIN SECTORS**



**MAIN STUDIES**

- Design and management of closed organic waste loop systems in Brno and Prague
- Assessment and promotion of deposit-return system for plastic bottles and cans, in cooperation with a big mineral water producer in central Europe
- « Circular Fashion Program » : Partnership with H&M for the organisation of events and publications
- « Zajimeg.se » : Online platform gathering circular economy best practices in Czech Republic, European Union and in the world
- Creation of a circular economy vision for the city of Prague and 150 other small municipalities
- « Czech Circular Hotspot » : International engineering fair in Brno
- Study : « Reuse centers in the Czech Republic »
- Factsheet : « Innovation in the Circular Economy »

**CONTACT**

**For further information** : Petra Csefalvayová



**Contact** : csefalvayova@incien.sk



Lifestyle & Design Cluster.

# LIFESTYLE & DESIGN CLUSTER

Lifestyle & Design Cluster promotes innovation and sustainable growth primarily in the small and medium-sized furniture and clothing companies as well as in the creative industries. It has three strategic areas of focus : Circular Economy, Digitization and Design & Entrepreneurship.



DENMARK

**STATUTE** : Non-profit  
entreprise

**SINCE 2002**

**ECESP MEMBER**

## TARGETS

- Companies
- International partners
- General public
- Ministries
- Local authorities

## MISSIONS

- Implementation of business models
- Support for the creation of businesses and business models
- Expertise, tool making and consulting
- Research and studies
- Education, awareness and formation

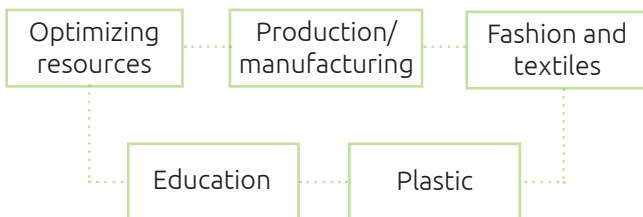
## MEANS OF ACTION

Best practices >> Project support >> Events and visits >> Workshops >> Tools and studies >> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- Report : « The Circular Economy within the Danish Furniture Industry »
- Research focusing on biopolymers contributing to more sustainable development strategies for Danish textile companies
- Management of development projects (example : local hemp production project for replacing cotton in textile manufacturing)
- Lectures at Design and Business Schools in Denmark
- « Fashion Tech » Exhibition
- Participation to « C-Voucher » : international project focusing on innovative approaches to circular economy

## CONTACT

**For further information** : Kim Hjerrild



**Contact** : [kim@ldcluster.com](mailto:kim@ldcluster.com)

# SITRA SITRA

SITRA gathers change-makers from all sectors of society to develop the successful world of tomorrow. Its role as a future-oriented think-and-do tank involves creating preconditions for reform, spurring everyone towards making a change and providing opportunities for cooperation.



**STATUTE** : Public body

**SINCE 1967**

■ **ECESP MEMBER**

## TARGETS

- Companies
- Ministries
- General public
- International partners
- Local authorities

## MISSIONS

- Expertise, tool making and consulting
- Policy making
- Education, awareness and formation
- Support for the creation of businesses and business models
- Implementation of business models

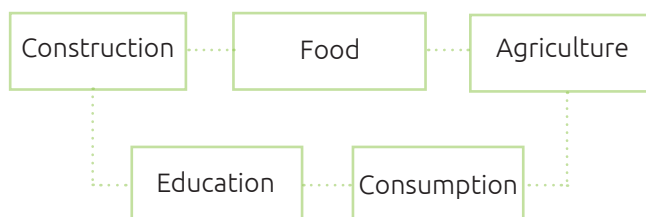
## MEANS OF ACTION

Tools and studies >> Best practices >> Workshops >> Projects support >> Medias >> Events and visits

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « Circular economy in the built environment » : Report on workshops organized to accelerate the transition of the property and the building sectors towards a circular economy
- Network animation : Circular economy network of regional food composed of five regions, trialling together a sustainable food system
- « Carbon action project » : Study of various methods and practices of carbon sequestration
- Elaboration of circular economy courses, materials and teaching methods for all levels
- National network of eco-industrial parks for a greater cooperation and the establishment of a competence and training centre
- Circular economy playbook for Finnish manufacturing industry SMEs, presenting business models with highest value potential per sub-sector
- « The most interesting companies in the circular economy » : Presentation of inspiring examples of the circular economy

## CONTACT

**For further information** : Kari Herlevi



**Contact** : kari.herlevi@sitra.fi

The National Institute for Circular Economy (INEC) is a reference and influential organization around ecological intelligence and resource economics. It is aimed to bring together all public and private stakeholders to promote the circular economy and accelerate its development.



**STATUTE** : NGO






**SINCE 2013**

■ **ECESP MEMBER**

## TARGETS

- Companies 
- Local authorities 
- Ministries 
- International partners 
- General public 

## MISSIONS

-  Research and studies
-  Policy making
-  Education, awareness and formation
-  Expertise, tool making and consulting
-  Support for the creation of businesses and business models

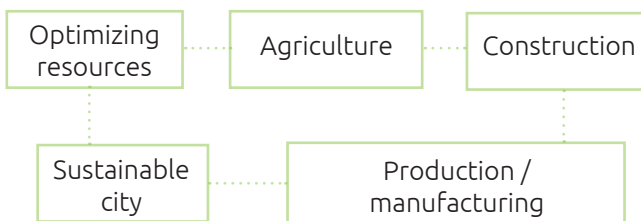
## MEANS OF ACTION

Tools and studies >> Best practices >> Workshops >> Events and visits >> Medias >> Project Support

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- Study « The circular economy in the small water cycle: water reuse treated waste »
- White paper « Circular agricultural and agri-food systems »
- Study « The heat pump sector from the perspective of circular economy »
- Management of the French national industrial symbiosis programme
- Study « What employment potential for a circular economy? »
- Study « Circular economy indicators for companies »
- Management of the « Purchasing and Circular Economy » programme
- Position paper « 10 proposals for a circular economy »

## CONTACT

**For further information** : Emmanuelle Ledoux



**Contact** : [contact@institut-economie-circulaire.fr](mailto:contact@institut-economie-circulaire.fr)

ORÉE is a multi-stakeholders organization engaged to set up an environmental dynamic serving territories. It gathers and assists its members, as well as providing them tools around 3 principal topics : circular economy, biodiversity and economy and CSR reporting.








**STATUTE** : NGO

**SINCE 1992**

### TARGETS

- Companies 
- Local authorities 
- Ministries 
- International partners 

### MISSIONS

-  Research and studies
-  Expertise, tool making and consulting
-  Policy making
-  Education, awareness and formation
-  Support for the creation of businesses and business models

### MEANS OF ACTION

Tools and studies >> Workshops >> Best practices >> Medias >> Events and visits >> Project support

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- « Manual for implementation of circular economy roadmap » : Guide book presenting keys for the implementation of the roadmap in France
- « ELIPSE » : Creation and promotion of a national framework for symbiosis approaches
- « Circular economy for the preservation of resources and the climate » : Guide book presenting circular economy experiments at territorial level
- « How to better collect and manage waste in public facilities » : Guide book sharing solutions to optimize waste management chain
- « FRIVEP » : Multi-stakeholders project to create a reuse and recycling sector for professional textiles
- « How to better deconstruct and recover waste from the construction industry ? » (Guide book)
- « Circular economy : an asset for meeting the challenge of sustainable territory use planning » (White paper)
- « Circular economy and food : Francilian initiatives for all tastes » (compendium)

### CONTACT

**For further information** : Nathalie Boyer



**Contact** : [contact@oree.org](mailto:contact@oree.org)

Circular Point is a service hub and platform that aims to provide strategic and business circular economy solutions for companies and organizations. It allows organizations to choose the most relevant medium needed to apply principles of circular economy in their daily practices or in product development.




**STATUTE** : Non-profit  
entreprise

**SINCE 2019**

## TARGETS

- International partners 
- Companies 
- Local authorities 
- Consumers 
- General public 

## MISSIONS

-  Support for the creation of businesses and business models
-  Expertise, tool making and consulting
-  Education, awareness and formation
-  Policy making
-  Research and studies

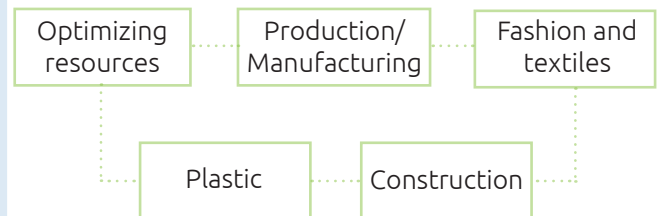
## MEANS OF ACTION

Project support >> Best practices >> Tools and studies >> Workshops >> Events and studies >> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## CONTACT

**For further information** : Máté Kriza



**Contact** : [mate.kriza@circularpoint.eu](mailto:mate.kriza@circularpoint.eu)



Rediscovery Centre is a creative movement connecting people, ideas and resources to support sustainable living. Operating four social enterprises, it leads the change from waste to resource through reuse, redesign, research and education.





**STATUTE** : Non-profit enterprise

**SINCE 2004**

### TARGETS

- Consumers 
- General public 
- Companies 
- Local authorities 
- Ministries 

### MISSIONS

-  Education, awareness and formation
-  Policy making
-  Support for the creation of businesses and business models
-  Research and studies
-  Expertise, tool making and consulting

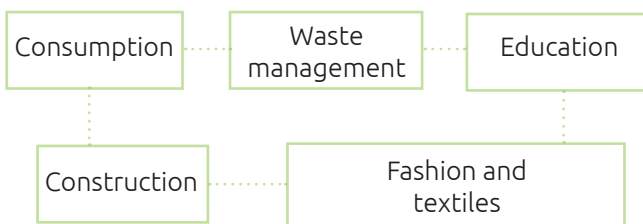
### MEANS OF ACTION

Project Support >> Best practices >> Workshops >> Events and visits >> Medias >> Tools and studies

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- « Rediscover Fashion » : Social enterprise aiming to teach citizens repair and reuse skills
- « Rediscovery Centre Education » : Program of education workshops covering a wide variety of environmental topics
- « Assessing the impact of applied waste related training on attitudes and behaviours in academia » : Research project measuring the impact of skills training on attitudes and behaviours
- Report : « Development of a material reuse framework »
- Research project : « Developing a Sustainability Framework for the Reuse Sector »
- «Circular economy academy» : Free mentoring and support program assisting organizations to move their activities towards sustainability and circular economy

### CONTACT

**For further information** : Dr. Sarah Miller



**Contact** : [sarah@rediscoverycentre.ie](mailto:sarah@rediscoverycentre.ie)



AISEC is an Italian association created with the aim to develop in Italy the model of the circular economy. Its members are individuals, private and public companies, local entities and NGOs. AISEC has an internal scientific committee composed by scientists and professors.


**STATUTE : NGO**
**SINCE 2015**
**TARGETS**

- Local authorities
- Companies
- Ministries
- International partners
- Consumers

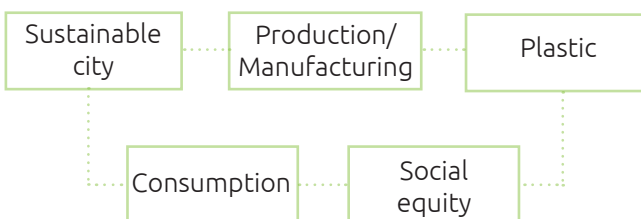
**MISSIONS**

- Education, awareness and formation
- Policy making
- Expertise, tool making and consulting
- Support for the creation of businesses and business models
- Implementation of business models

**MEANS OF ACTION**

Project support >> Tools and studies >> Best practices >> Workshops >> Events and visits >> Medias

**MAIN HORIZONTAL TOPICS**

**MAIN SECTORS**

**MAIN STUDIES**

- Platform on circular economy promoted by the Ministry of Environment in 2017-2018
- Training projects for universities, companies and schools
- Social/environmental project in Rome « La Certosa » for the implementation of an entire zone for disabled people
- Annual report on goal 12 (responsible production and consumption) for the Italian Alliance for Sustainable Development (ASviS)
- First Case studies booklet on circular economy best practices issued on 2016 in partnership with the University « Cattolica » in Milano and Bureau Veritas

**CONTACT**
**For further information :** Alessandra Lobba

**Contact :** [info@aisec-economiacircolare.org](mailto:info@aisec-economiacircolare.org)



## ZIEDINE EKONOMIA

Ziedine ekonomia (Circular Economy) focuses on advocating and policy making towards more favorable conditions to transform Lithuanian economy towards circularity. It provides information about best cases on material flows to municipalities, assists companies and educates youth about circular economy.



**STATUTE :** NGO

**SINCE 2006**

**■ ECESP MEMBER**

### TARGETS

- Ministries
- Consumers
- General public
- Companies
- Local authorities

### MISSIONS

- Policy making
- Education, awareness and formation
- Research and studies
- Expertise, tool making and consulting
- Support for the creation of businesses and business models

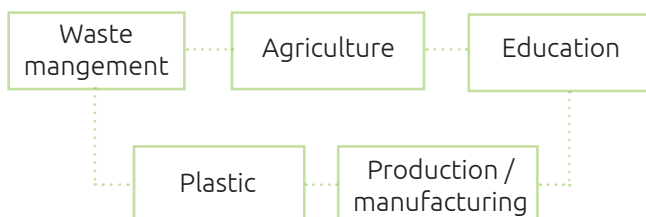
### MEANS OF ACTION

Best practices >>> Events and visits >>> Project support >>> Workshops >>> Tools and studies >>> Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- Organization of study visits to discover the treatment of food waste in Milan (Italy)
- « Waste management to reduce CO2 emissions » : Study on the impact of waste prevention and improvement of waste management system on the reduction of CO2 emissions
- « Assessing the impact of circular economy on the waste business » : Study based on the analysis of national economic and waste management indicators of several countries
- « Break free from plastic » : Participation to the coalition movement aiming to reduce plastic waste by the promotion of its reuse and recycling
- Organization and elaboration of seminars on the concepts of circular economy for the students in Vilnius high schools

### CONTACT

**For further information :** Domantas Tracevicius



**Contact :** domantas@circulareconomy.lt

The SuperDrecksKëscht is a brand that has been developed as part of Luxembourg's waste management tasks. Centred around four main values (resources, innovation, sustainability and circular economy), it aims mainly at waste prevention.







**STATUTE** : Public body

**SINCE 1985**

## TARGETS

- Companies 
- General public 
- Consumers 
- Local authorities 
- Ministries 

## MISSIONS

-  Expertise, tool making and consulting
-  Education, awareness and formation
-  Policy making
-  Research and studies

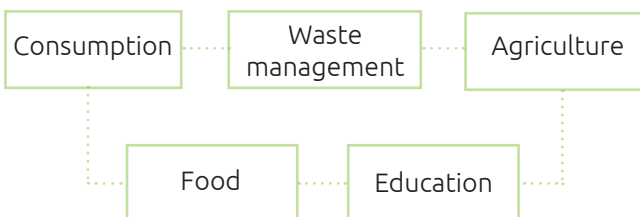
## MEANS OF ACTION

Projects Support >> Events and visits >> Medias >> Best practices >> Workshops >> Tools and studies

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « The SuperDrecksKëscht® fir Betriber » : label for companies on ecological and transparent waste management and prevention system
- « The SuperDrecksKëscht® fir Betriber construction site » concept : advice for improving waste prevention and management on construction sites
- Competence center : educational missions from kindergarten (responsible practices) to curriculums in schools, and free courses to companies
- Development of « OEKO-PUR product » : recycling powder from refrigerator isolation materials in a bonding substance for oil and other organic liquids
- Member of the « ECOBOX » initiative : deposit-return scheme for transporting meals in Luxembourg
- « Flécken a Léinen » : development of an online platform for repair and loan
- « Clever akafen » campaign : label on circular and ecological products (recyclable, solid and energy-efficient, recoverable, containing no or few polluting substances)

## CONTACT

**For further information** : Dr. Klaus Schu



**Contact** : info@sdk.lu



# HOLLAND CIRCULAR HOTSPOT

Holland Circular Hotspot aims at connecting the global circular community by inspiring cross-sectoral collaborations, stimulating the exchange of knowledge and innovations, and boosting circular entrepreneurship.



**STATUTE** : Non-profit enterprise

**SINCE 2018**

**■ ECESP MEMBER**

## TARGETS

- Ministries
- Local authorities
- Companies
- International partners
- General public

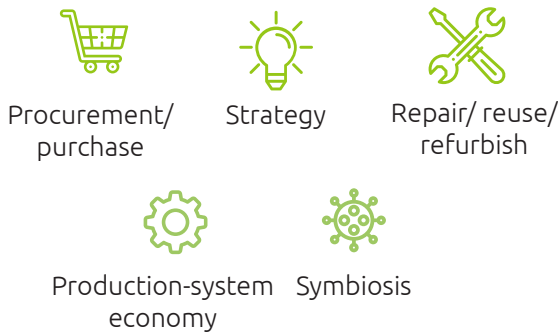
## MISSIONS

- Education, awareness and formation
- Support for the creation of businesses and business models
- Expertise, tool making and consulting
- Implementation of business models
- Policy making

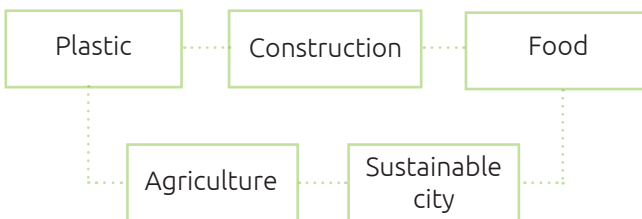
## MEANS OF ACTION

Events and visits >> Best practices >> Medias >> Tools and studies >> Workshops >> Project support

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « Embassy tools to spark the international circular economy transition » : focus on building and construction, plastics, agro-food and biomass, consumer goods and manufacturing
- International trade missions with South Africa, China, Indonesia, Canada and Ghana
- « Circular cities » : brochure published with Circle economy
- « Showcases » : inventory and sharing of successful circular initiatives by sector
- Making of stakeholder events, missions and special reports
- Report on circular economy and the material aspects of the energy transition (ongoing)
- Promotion of circular procurement and sharing solutions

## CONTACT

**For further information** : Freek van Eijk



**Contact** : freek.vaneijk@hollandcircularhotspot.nl

Circle economy is a social enterprise that works with governments, cities and businesses. It focuses on practical and scalable solutions for the circular economy transition.



**STATUTE** : Public body

**SINCE 2012**

**ECESP MEMBER**

**TARGETS**

- Companies
- International partners
- General public
- Consumers
- Local authorities

**MISSIONS**

- Education, awareness and formation
- Research and studies
- Support for the creation of businesses and business models
- Implementation of business models
- Expertise, tool making and consulting

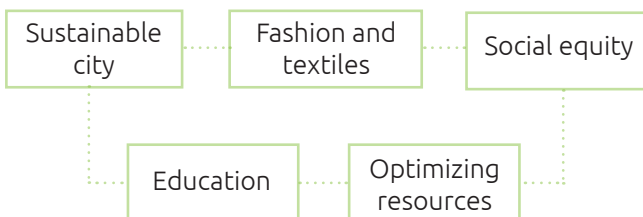
**MEANS OF ACTION**

Tools and studies >>> Best practices >>> Workshops >>> Project support >>> Medias >>> Events and visits

**MAIN HORIZONTAL TOPICS**



**MAIN SECTORS**



**MAIN STUDIES**

- « The circular economy path to 1.5°C » : a policy analysis on the link between the linear process of material extraction, use and disposal, and greenhouse gas emissions
- « Circle Built Environment Programme » : redesign of the traditional construction for a circular built environment
- « Circle Textile Programme » : production of critical data, tools and pilot projects to close the textile loop and create a zero waste industry
- «Circle Cities programme» : platform for cities, regions and local businesses with tools, knowledge and support
- Salvation Army Partnership : transformation of former military uniforms into humanitarian aid blankets
- « Jobs and Skills Programme » : promotion of a positive transition to circularity for work and workers
- « Circle Design Programme » : transformation of industries through a circular design thinking
- Netherlands Circular Hotspot Campaign : creation of a common european vision launched at the national innovation exhibition on April 2016

**CONTACT**

**For further information** : Harald Friedl



**Contact** : [harald@circle-economy.com](mailto:harald@circle-economy.com)



# CIRCULAR NORWAY

Circular Norway helps municipalities and companies to move from a linear to a circular business model. It works within 4 areas : programmes (cityscan, programmes management), products and services (circular assessments, workshops), creating networks and political influence toward ministries.



**STATUTE** : Non-profit enterprise

**SINCE 2019**

## TARGETS

- International partners
- Companies
- Local authorities
- Consumers
- General public

## MISSIONS

- Support for the creation of businesses and business models
- Expertise, tool making and consulting
- Education, awareness and formation
- Policy making
- Research and studies

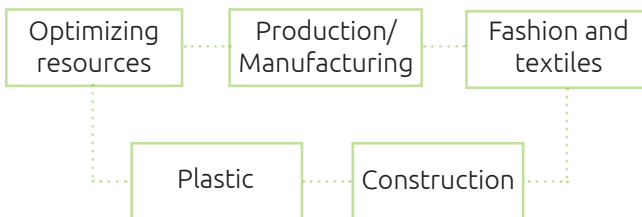
## MEANS OF ACTION

Project support >>> Best practices >>> Tools and studies >>> Workshops >>> Events and studies >>> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

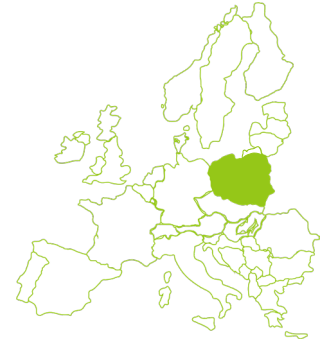
- « Circular Club » : Platform aiming to present the best practices and companies with circular products, services and business models
- « The Circularity Gap » : Report on the circularity gap and how it can be bridged
- « Global Resources Outlook 2019 : Natural resources for the future we want » : Report for strategic decision-making in a sustainable economy
- « The 15 circular steps for cities » : Report on the steps to become a more circular city
- « Nordic Circular Hotspot » : Programme for the establishment of a new circular collaboration in the Northern region, through dialogue, learning and network sharing

## CONTACT

**For further information** : Cathrine Bart



**Contact** : [cb@circularnorway.no](mailto:cb@circularnorway.no)



The Polish Circular Hotspot is a think-to-do-tank. It supports the development of innovation and the implementation of systemic changes for the purpose of sustainable socio-economic progress, in cooperation with various stakeholders.

**STATUTE :** NGO

**SINCE 2018**

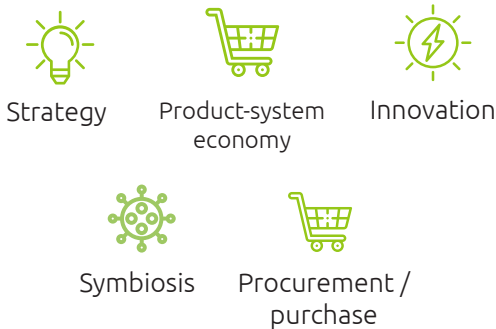
**■ ECESP MEMBER**

TARGETS	MISSIONS
Ministries	Support for the creation of businesses and business models
Companies	Policy making
Local authorities	Research and studies
International partners	Implementation of business models
General public	Education, awareness and formation

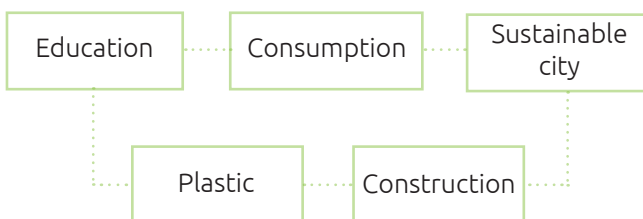
### MEANS OF ACTION

Workshops >> Best practices >> Tools and studies >> Events and studies >> Project support >> Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- « Plastic role in circular economy » : Report on sustainable usage of plastic materials
- « Circular construction in practice » : Report on the latest history of construction industry's development and barriers towards circular construction
- « Circular Week 2019 » : Awareness campaign across the country to educate and promote circular economy as an asset for sustainable consumption and production
- « Circular construction in practice » : Report on the latest history of construction industry's development and barriers towards circular construction
- « Polish Circular Hotspot » : Platform for cooperation of entities interested in circular concepts as well as a source of information on circular economy (reports, events, best practices, ...)
- Workshops regarding circular procurement
- Study « Development of the methodology and identification of circular economy indicators on macroeconomic level »

### CONTACT

**For further information :** Agnieszka Sznyk



**Contact :** [a.sznyk@innowo.org](mailto:a.sznyk@innowo.org)



# CIRCULAR ECONOMY PORTUGAL



Circular Economy Portugal aims to contribute to a society without waste in Portugal. Its mission is to stimulate waste prevention by developing and implementing projects around reuse, repair and upcycling. Its approach is based on social innovation and collaborative action.

**STATUTE :** NGO

**SINCE** 2017

## TARGETS

- Companies
- Ministries
- Local authorities
- General public
- International partners

## MISSIONS

- Expertise, tool making and consulting
- Education, awareness and formation
- Research and studies
- Support for the creation of businesses and business models
- Implementation of business models

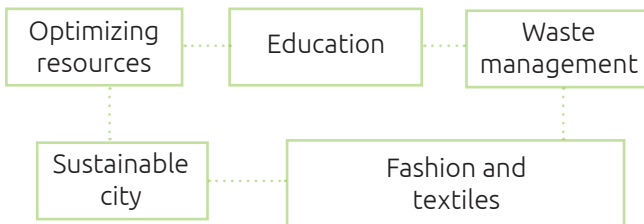
## MEANS OF ACTION

Project support >> Events and visits >> Workshops >> Best practices >> Medias >> Tools and studies

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- Zero waste strategy services for companies and advise on circular policies for public authorities
- Implementation of community projects based on circular principles (example: Repair Café Lisboa)
- Circular design workshops for designers and advices on eco-design for companies
- Training on circular economy for organisations and consumer awareness-raising actions
- Platform for circular entrepreneurs and initiatives for sharing knowledge and collaboration
- « Guarda dem desperdício, a food waste prevention project » : development of concrete solutions and demonstration of benefits
- « Cê ao Cubo » : partnership with a urban composting centre

## CONTACT

**For further information :** Lindsey Wuisan



**Contact :** info@circulareconomy.pt



LIPOR is responsible for the management, recovery and treatment of the municipal waste produced in its eight associated municipalities. It ensures a circular business model linked with its strategy of integrated waste management and acts closely with various stakeholders to change behaviours.








**STATUTE** : Public body

**SINCE 1982**

**TARGETS**

- Ministries 
- General public 
- Consumers 
- Local authorities 
- International partners 

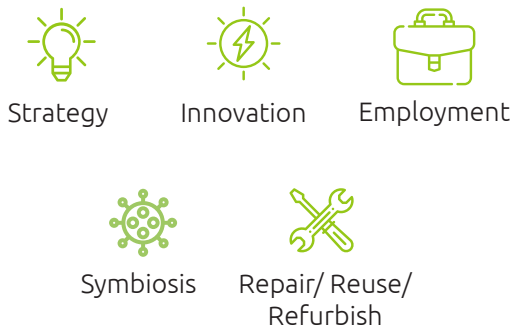
**MISSIONS**

-  Education, awareness and formation
-  Expertise, tool making and consulting
-  Policy making
-  Support for the creation of businesses and business models
-  Implementation of business models

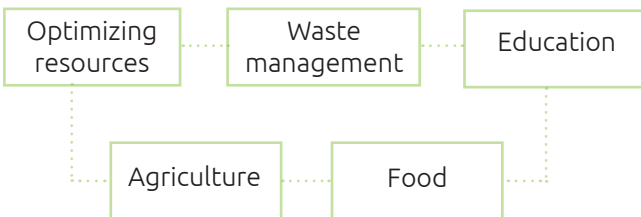
**MEANS OF ACTION**

Project support >> Workshops >> Best practices >> Medias >> Events and visits >> Tools and studies

**MAIN HORIZONTAL TOPICS**



**MAIN SECTORS**



**MAIN STUDIES**

- « Recycle Waste Collection Machine » : Promotion of an increase in the amount of packaging waste selectively collected and recycled
- « Prevention Program » : Reduction of food waste and lifetime extension
- « Nutrimais » : Organic soil improver resulting from the composting process of source separated raw materials
- « Environmental Education and Training » : Promotion and awareness-raising of simple actions for a more sustainable world
- « CREW centers » : Promotion of the recovery of electrical and electronic equipment waste recovery centers for electrical and electronic equipment
- « LIPOR Observatory » : Website with updated statistics on the management and treatment of municipal waste

**CONTACT**

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## IRCEM

The Institute for Research in Circular Economy and Environment "Ernest Lupan" (IRCEM) is an independent NGO organized as a research think-tank, established in 2012 through the initiative of young people from the Technical University of Cluj-Napoca in Romania.

**STATUTE** : NGO

**SINCE 2012**






**■ ECESP MEMBER**



### TARGETS

- Companies 
- Consumers 
- General public 
- Ministries 
- Local authorities 

### MISSIONS

-  Implementation of business models
-  Support for the creation of businesses and business models
-  Expertise, tool making and consulting
-  Research and studies
-  Policy making

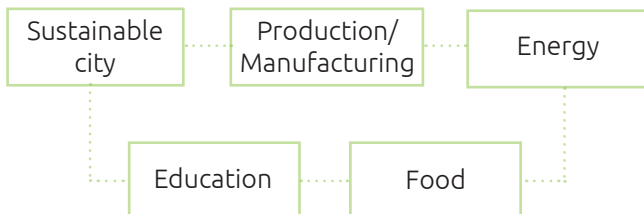
### MEANS OF ACTION

Tools and studies >>> Best practices >>> Events and visits >>> Workshops >>> Project support >>> Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- « Bio-waste in the circular economy » : organization of a public consultation of romanian stakeholders in the field of composted (21.11.2018, București)
- Event : « Waste as a resource : focusing on the role of circular economy »
- Event : « Circular Economy and Agri-food »
- Study : « The degree of circularity of non-profit organizations in Romania and the adoption of the principles of the circular economy »
- Elaboration of the « Romania's strategy for the transition to a circular economy (ROCES) 2020-2030' »
- Event : « The entrepreneurial platform for good management of packaging in the circular economy »
- Sectoral research : « Application of the circular economy in the water sector »
- Sectoral research : « CONSTRUCTcircle2019 »

### CONTACT

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# ZERO WASTE SCOTLAND



Zero Waste Scotland aims to create a society where resources are valued and nothing is wasted. Its mission is to influence and enable change, from gathering evidence and informing policy to motivating practical behaviour change in individuals and organisations through programmes and brands.

**STATUTE :** NGO

**SINCE 2009**

### TARGETS

- Companies
- Consumers
- Public sectors
- Local authorities
- Ministries

### MISSIONS

- Policy making
- Research and studies
- Expertise, tool making and consulting
- Education, awareness and formation
- Creation of businesses and business models

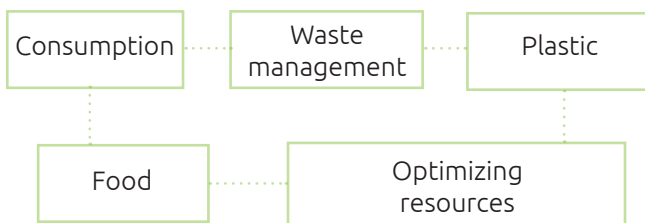
### MEANS OF ACTION

Tools and studies >> Best practices >> Workshops >> Events and visits >> Medias >> Project Support

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- Report : « Cups Sold Separately Report »
- Report : « Carbon metric – measuring the carbon footprint of waste »
- Report : « Insect farming in Scotland »
- Report : « The hidden cost of grocery packagi »
- « Circular Economy Investment Fund » : grants to SMEs involved in the transition to a more circular economy
- « Revolve » : a re-use quality standard for shops selling second hand goods in Scotland
- Research and design of a deposit-return scheme in Scotland
- Support of local authorities to increase recycling rates, offer food waste collections and standardize collections

### CONTACT

**For further information :** Iain Gulland



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## CIRCULAR CHANGE

Circular Change (CC) is a private non-profit organization focused on the implementation of the circular economy. It focuses on engaging circular economy stakeholders and enabling their circular transition by implementing different tools and including international experts.

**STATUTE** : Non-profit enterprise

**SINCE 2016**

**■ ECESP MEMBER**



### TARGETS

- Ministries
- Companies
- General public
- International partners
- Consumers

### MISSIONS

- Education, awareness and formation
- Support for the creation of businesses and business models
- Expertise, tool making and consulting
- Implementation of business models
- Policy making

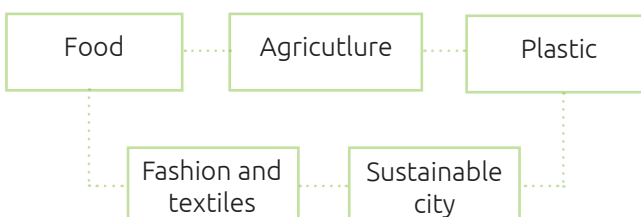
### MEANS OF ACTION

Best practices >> Events and visits >> Project support >> Workshops >> Tools and studies >> Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- « Valtex » : design of a circular economy business model based on recycling carton waste into hygiene paper products
- Report « A Circular Solution to Plastic Waste » : contribution to the research of Boston Consulting group
- PlanetCare's washing machine file : advice on the design a circular economy business model solving the issue of microfibers ending up in water bodies
- « Project PLUS » : collaboration with the largest brewery in Slovenia to build its circular economy strategy
- Co-organization of events on circular economy in agriculture with members of the European Parliament (MEPs)
- « Circular Economy Systems Research Group » : participation to research on exploration and innovation of interdisciplinary theoretical foundations of circular economy
- Elaboration of the first circular economy communication strategy for the Ministry of Environment
- « Creative & Circular Project » : organization of a design circular competition in cooperation with the Center for Creativity and the Museum of Architecture and Design

### CONTACT

**For further information** : Ladeja Godina Košir



**Contact** : ladeja@circularchange.com

WCYCLE is a platform for development of new business models based on circular economy for the city of Maribor in the field of public utility companies.



**STATUTE :** NGO






**SINCE 2017**

**■ ECESP MEMBER**

### TARGETS

- Ministries 
- Companies 
- General public 
- International partners 
- Local authorities 

### MISSIONS

-  Support for the creation of businesses and business models
-  Implementation of business models
-  Education, awareness and formation
-  Expertise, tool making and consulting
-  Policy making

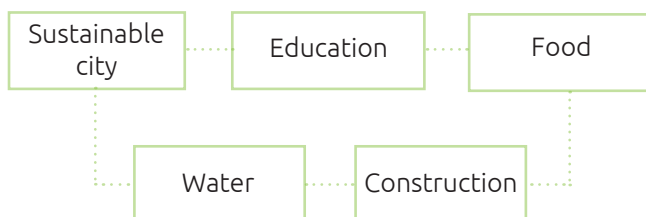
### MEANS OF ACTION

Project support ➤➤ Events and visits ➤➤ Best practices ➤➤ Workshops ➤➤ Tools and studies ➤➤ Medias

### MAIN HORIZONTAL TOPICS



### MAIN SECTORS



### MAIN STUDIES

- Elaboration of the « Strategy for the transition to circular economy in the Municipality of Maribor » and participation in the implementation
- « Development Education and Awareness Raising (DEAR) » : participation in the European Commission's programme
- « City Water Circles » european project : participation in the development of a knowledge base and innovative methods for urban circular water management
- « Cinderella project » : participation to the european H2020 project on new circular economy business models for more sustainable urban construction
- Expertise support to Maribor's waste management company
- Participation in the consortium for the elaboration of the « Roadmap towards the circular economy in Slovenia »

### CONTACT

**For further information :** Igor Kos



**Contact :** igor.kos@wcycle.com



**CIREKO**

CirEko is a Swedish arena which facilitates the business community's transition from linear to circular economy by offering members the opportunity for knowledge, inspiration, development and positioning in the area.



**STATUTE** : Public body

**SINCE 2007**

**■ ECESP MEMBER**

**TARGETS**

- Companies
- Ministries
- Local authorities
- General public
- International partners

**MISSIONS**

- Support for the creation of businesses and business models
- Support for business relation and networking
- Education, awareness and formation
- Expertise, tool making and consulting
- Implementation of business models

**MEANS OF ACTION**

Networking support >>> Events and visits >>> Medias >>> Best practices >>> Tools and studies >>> Workshops

**MAIN HORIZONTAL TOPICS**

Repair/ Reuse/ Refurbish

Employment

Indicator

Eco-design

Strategy

**MAIN STUDIES**

- « Industrial symbiosis facilitator » : coordination of projects with the aim of using production waste
- « CirEko Academy » : Providing knowledge for business communities for a smart and resource-efficient society
- « SPARAton » : competition on circular economy based on the carbon footprint of companies and organizations
- Creation of a business networking area : connection of people, companies and organizations on circular economy collaboration projects
- Facilitation of business development based on a circular economy
- « Circular Members » : Platform of guidance on knowledge and concrete translation of the circular economy
- Highlight of good examples of circular economy in practice

**MAIN SECTORS**



**CONTACT**

**For further information** : Ann-Sofie Granzell



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Circular Economy Transition is an initiative of the Impact Hub, a group of co-working, events and networking spaces. It has several activities that goes from start-ups incubators, accelerators, consultancy and training programs, policy recommendation and general public awareness.








**STATUTE** : NGO

**SINCE 2014**

## TARGETS

- Companies 
- International partners 
- Local authorities 
- Ministries 
- Consumers 

## MISSIONS

-  Support for the creation of businesses and business models
-  Education, awareness and formation
-  Expertise, tool making and consulting
-  Implementation of business models
-  Research and studies

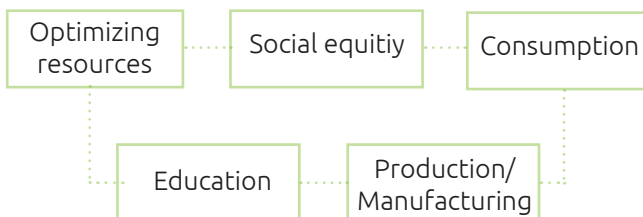
## MEANS OF ACTION

Workshops >> Project support >> Tools and studies >> Events and Studies >> Best practises >> Medias

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- Lectures at Sustainability Management School (Gland) on circular economy and innovation
- « Accelerate 2030 » : Program providing a change management methodology on social and societal aspects for a circular economy («Theory U»)
- Circular economy incubator for individuals and start-ups to prototype and develop innovative solutions contributing to accelerate the transition towards circular economy
- « Circular economy business lab » : Platform aiming to identify circular businesses potentials, to explore and optimize value chains, and to prototype new solutions, products and services

## CONTACT

**For further information** : Laurent Maeder



**Contact** : laurent.maeder@impacthub.ch



# GREEN ALLIANCE

Green Alliance is an independent think tank focused on ambitious leadership for the environment. Its mission is to accelerate political action and create transformative policy, working with entrepreneurs, NGOs and politics. Its projects involve in depth research and advocacy.



**STATUTE :** NGO

**SINCE 1979**

## TARGETS

- Ministries
- Companies
- Local authorities
- General partners
- Consumers

## MISSIONS

- Policy making
- Research and studies
- Expertise, tool making and consulting
- Support for the creation of businesses and business models
- Implementation of business models

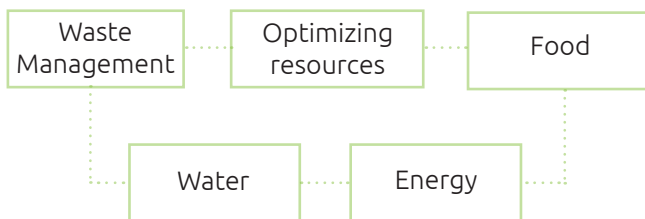
## MEANS OF ACTION

Tools and studies >> Medias >> Best practices >> Workshops >> Events and visits >> Project support

## MAIN HORIZONTAL TOPICS



## MAIN SECTORS



## MAIN STUDIES

- « By popular demand : What people want from a resource efficient economy » : Report on public attitudes towards policies intended to improve resource efficiency
- Report : « Less in, more out : Using resource efficiency to cut carbon and benefit the economy » in five key sectors
- Report : « Less in, more out : Using resource efficiency to cut carbon and benefit the economy » in five key sectors
- Policy Insight : « A new direction for UK resource strategy after Brexit »
- Report : « Completing the Circle : creating UK markets for recovered resources »
- Infographics : « Marine plastic : what happens to plastic in the sea ? »
- Report : « A circular economy for smart devices »

## CONTACT

**For further information :** Libby Peake



**Contact :** [lpeake@green-alliance.org.uk](mailto:lpeake@green-alliance.org.uk)



The London Waste and Recycling Board (LWARB) is a partnership of the Mayor of London and the London boroughs. With a view to achieving a circular low-carbon economy, it works to ensure that London's businesses, local government and communities thrive by helping them make the best use of resources.



**STATUTE** : Public body

**SINCE 1985**

**TARGETS**

- Consumers
- Companies
- General public
- Ministries
- Local authorities

**MISSIONS**

- Support for the creation of businesses and business models
- Expertise, tool making and consulting
- Education, awareness and formation
- Policy making
- Research and studies

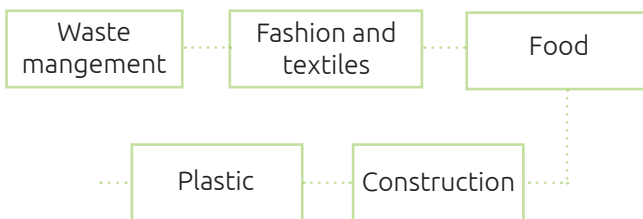
**MEANS OF ACTION**

Project support >>> Events and visits >>> Best practices >>> Workshops >>> Tools and studies >>> Medias

**MAIN HORIZONTAL TOPICS**



**MAIN SECTORS**



**MAIN STUDIES**

- Advice for waste authorities to optimise recycling performance
- Modelling work on the potential to introduce curbside and commercial food waste collections
- Run of campaigns « #LoveNotLandfill » and « Love Your Clothes » to support reduced clothes consumption and better clothing and textiles waste management
- First circular economy accelerator programme for startups in partnership with Carbon trust
- Launch of the London Circular Economy Route Map (2017)
- Informative podcasts about circular economy
- Investment in UK's first recycling facility for plastic films
- Training and upskilling sessions (workshops, dissemination events and webinars)
- « Advance London » : advisory programme for supporting circular economy businesses at various stage of maturity

**CONTACT**

**For further information** : James Close



**Contact** : james.close@lwarb.gov.uk

## SUMMARY TABLE « TOPICS »

ORGANIZATION	COUNTRY				
		Symbiosis	Repair/Reuse/Refurbish	Employment	Indicators
Circular Futures	Austria		1	1	1
Be Circular	Belgium	2	2	2	
Circular Flanders			2		1
Institute for Circular Economy	Bulgaria	2	1		
Lifestyle & Design Cluster	Denmark		2		
SITRA	Finland	1			2
National Institute of Circular Economy	France	1			1
ORÉE			1		1
Circle Economy	Holland			1	2
Holland Circular Hotspot			1	1	2
Circular Point	Hungria	2	1		2
Rediscovery Centre	Ireland		1	1	2
AISEC	Italy	2	2		
Circular Economy	Lituania		2		
SuperDrecksKëscht	Luxembourg	2	2		
Circular Norway	Norway	2	2	2	
INNOWO	Poland	1	2		2
Circular Economy Portugal	Portugal		1		
LIPOR			2	2	1
IRCEM	Romania		1		1
Zero Waste Scotland	Scotland		1		
Institute of Circular Economy	Slovakia		1		
Circular Change	Slovenia				2
WCYCLE			2		
CirEko	Sweden	2			
Circular Economy Transition	Switzerland	1			
Green Alliance	United Kingdom		2	2	
London Waste and Recycling Board				1	

**1 : Main sector/Cross-cutting issue**

**2 : Secondary sector/Cross-cutting issue**

TOPICS				
Eco-design	Innovation	Procurement/Purchase	Strategy/Planning	Product-service system
1				
	2		1	
		1		
1	1	2		1
1	1	2		1
1			1	1
		2		
			1	
	1		1	2
1	1	1	1	1
1	1		1	1
2			1	
2		1	1	2
	1	2		
2	1	1		
	2	2	2	1
	1	2	1	1
2	2		1	2
	1	2	1	
2	1		1	2
2	2	2	2	2
2	2		2	1
2	2		2	
	2	1	1	
	2	2	1	
2	2			2
	2		1	
	1	1	1	

## SUMMARY TABLE « SECTORS »

ORGANIZATION	COUNTRY					
		Waste management	Optimizing resources	Plastic	Construction	Water
Circular Futures	Austria	1	1	1	1	
Be Circular	Belgium	1	1		1	
Circular Flanders		1	2			
Institute for Circular Economy	Bulgaria		2		1	
Lifestyle & Design Cluster	Denmark		1	2		
SITRA	Finland				1	
National Institute of Circular Economy	France		1			2
ORÉE		1	1		2	
Circle Economy	Holland	2	2		2	
Holland Circular Hotspot		2	2	1	1	
Circular Point	Hungria	2	1	1	1	2
Rediscovery Centre	Ireland				2	
AISEC	Italy	2		2	2	2
Circular Economy	Lituania	1		2		
SuperDrecksKëscht	Luxembourg	1	1		2	
Circular Norway	Norway		1		1	
INNOWO	Poland	2		1	1	
Circular Economy Portugal	Portugal	1	1	2		
LIPOR		1	1	1		
IRCEM	Romania	1	1	1	1	
Zero Waste Scotland	Scotland	1	1	1	2	
Institute of Circular Economy	Slovakia	1	2	1		
Circular Change	Slovenia			1		2
WCYCLE					2	2
CirEko	Sweden		1			
Circular Economy Transition	Switzerland		1	2	2	2
Green Alliance	United Kingdom	2	1			2
London Waste and Recycling Board		1	2	1	1	

**1 : Main sector/Cross-cutting issue**

**2 : Secondary sector/Cross-cutting issue**

SECTORS								
Food	Agriculture	Fashion and Textiles	Education	Consumption	Sustainable city/Urban planning	Production/ Manufacturing	Energy	Social equity
		1		1			1	1
2			2		2			
						2		
1		1	1		1		1	
		1	2			1		
1	1		1	1				
	1							
		2			2			
2	2	1	2		1	2		1
1	1	1		2	1	2	2	
2		1			2	1	1	
		1	1	1				
2	2		1	2	1	1		2
	1		1			2		
1	1		1	1				
			2		1			
	2		1	1	1	2		
2	2	2	1	1		2	2	2
1	1		1	2		2	2	1
1		1	1	1	1	1	2	
1				1		2	2	
2		2	1	2	1			
1	2	1	1	1	1	2	2	
2	2		2		1			
			1					
2	2	2	2	1	2	2	2	1
2	2						1	
1		1			2			





MAJOR CIRCULAR  
ECONOMY NETWORKS  
IN EUROPE

