



# Introduction to the Circular Economy – IEMA Futures

28<sup>th</sup> October 2020

# IEMA Futures

- The network that inspires the future voices of sustainability! As a network we:
- Host events
- Run webinars
- Send a quarterly newsletter
- Submit articles to Transform magazine
- Give YOU a voice



# Who is speaking today?



**Bianca Drotleff**

Recent graduate – MSc  
Environment &  
Development,  
University of Leeds



**Katherine Thomas**

Senior Strategy Manager  
for Low Carbon &  
Environment, York and  
North Yorkshire Local  
Enterprise Partnership



**Katherine Whalen**

Researcher in Sustainable  
Business & Host of Getting  
in the Loop Podcast

# The agenda

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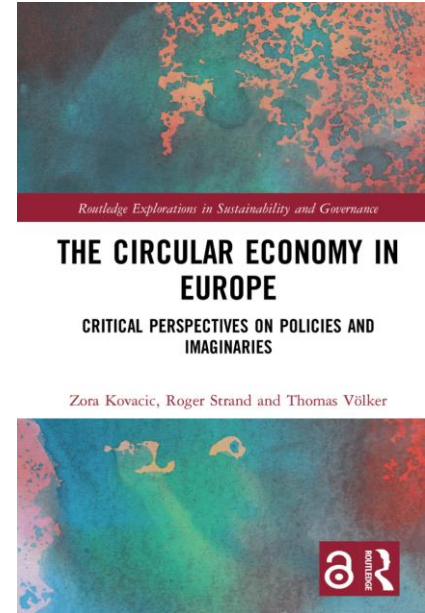
- 12:30 – 12:34 – Introduction to the session
- 12:34 – 12:40 – What is the circular economy?
- 12:40 – 12:50 – Katherine Whalen
- 12:50 – 13:00 – Katie Thomas
- 13:00 – 13:15 – Breakout session: Product Journey Mapping
- 13:15 – 13:25 – Main room discussions
- 13:25 – 13:30 – Final questions & Closing the session

# What is wrong with our current economic system?



# How did it start?

- Sustainability and the finite nature of natural resources
- The circular economy roots
  - **System thinking**
  - **Industrial symbiosis**
  - **Industrial ecology**
  - **Biomimicry**
  - **Cradle to cradle**
  - **Service economy**



<https://www.taylorfrancis.com/books/9780429061028>

# Where was it implemented?



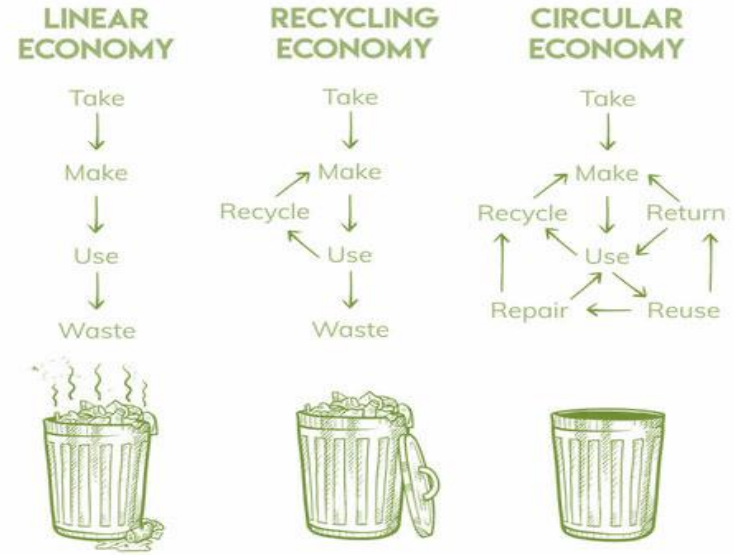
# What is the circular economy concept?

## European Commission's definition

- **Maintain** the value of products and materials for as long as possible;
- **Minimise** the use of waste and resources;
- **Reintegrate** back within the economy the resources of a product that reached its end of life for creating further value.

## Ellen Macarthur Foundation's definition

- The Circular Economy is a model that aims to redefine the economic activity from the current take-make-waste model (also known as linear model) to focus on **designing materials** and products that can be reused by **minimizing waste** and contribute to the **regeneration of the natural systems**.





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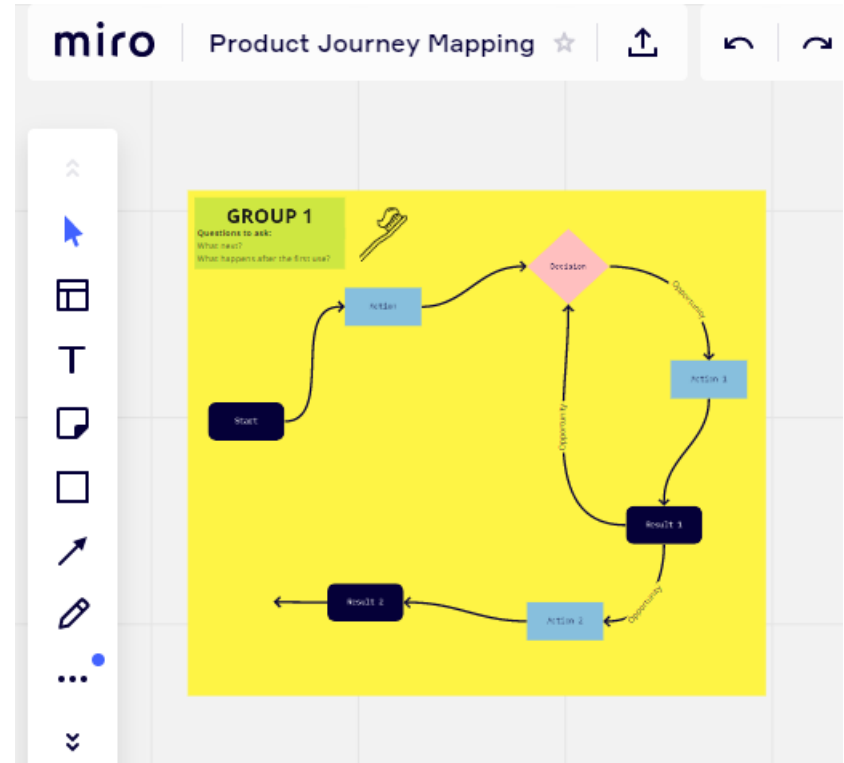
How can we implement it?  
**Katherine Whalen**

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**Katie Thomas**

# The product journey mapping

- Small groups
- 12 minutes
- Map the life of a product
- What happens in each life cycle (resources, stakeholders, impact)?
- Where are the opportunities to make the product circular?
- How can we make it circular?



# Resources

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- EU Circular Economy Action Plan - <https://ec.europa.eu/environment/circular-economy/>
- Ellen MacArthur Foundation - [www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org)
- The Circular Design Guide - <https://www.circulardesignguide.com/>
- Getting in the Loop Podcast - <https://open.spotify.com/show/5IKLRRVssyVnjJWj0TSJGn>
- York & North Yorkshire LEP – <https://www.businessinspiredgrowth.com/>



Transforming the world  
to sustainability

# How can you take the circular economy forward?

Thank you for your participation!

