

A Historic Perspective On The Circular Economy

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Platform of the Americas

Circular Economy Is A Fundamental Paradigm Change For How We Live On Earth – Not Just A Nice Idea



Your Children's Yellowstone Will
Be Radically Different

New York Times
Nov 23rd, 2018

1990 - 2018



More Than Talk – Implementation!

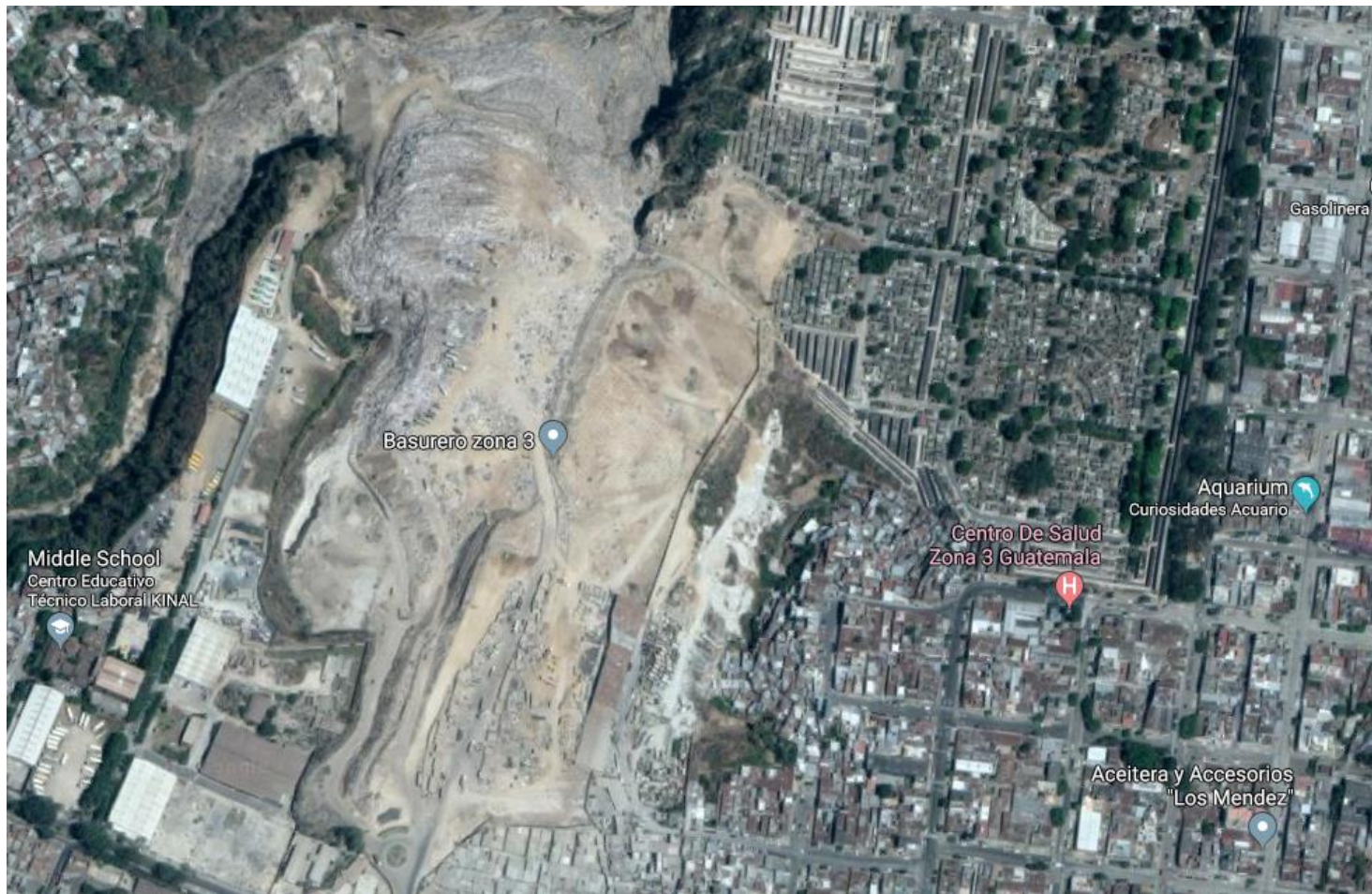


**I love Talking About The
Circular Economy...**

**...But We Need To Dramatically
Increase The Pace Of
Implementation...**

**...Of Sustainably Circular
Goods and Services**

Basuero (Garbage): Guatemala City



May 2nd, 2016



BRIEF

Collapse at Guatemala City's largest garbage dump leaves 4 dead, 24 missing

AUTHOR

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PUBLISHED

May 2, 2016

Dive Brief:

- Last week, a large slope of garbage collapsed at a dump in Guatemala City, killing at least four people. 24 people who were sifting through trash at the dump are still missing, including seven recycling workers, according to Reuters.

WHAT HAPPENS TO ALL THE “STUFF”?



LANDFILL ON ARUBA

WHAT HAPPENS TO ALL THE “STUFF”?



BEACH ON TRINIDAD & TOBAGO

SUSTAINABLE DEVELOPMENT

**OUR
COMMON
FUTURE**

THE WORLD COMMISSION

ON ENVIRONMENT

AND DEVELOPMENT

**DEVELOPMENT THAT MEETS THE
NEEDS AND ASPIRATIONS OF THE
PRESENT WITHOUT
COMPROMISING THE
ABILITY OF FUTURE GENERATIONS
TO MEET THEIR NEEDS**

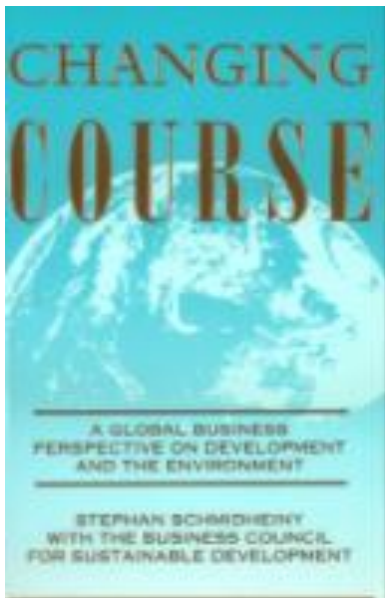
THE BRUNTLAND REPORT, OCTOBER 1987



SUSTAINABLE DEVELOPMENT GOALS



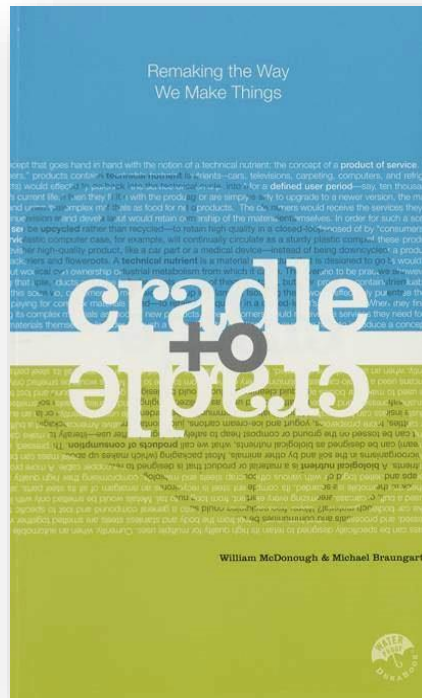
Changing Course: 1992



Eco-efficiency is achieved through the delivery of “...competitively priced goods and services that satisfy human needs and bring quality of life while progressively reducing environmental impacts of goods and resource intensity throughout the entire life-cycle to a level at least in line with the Earth's estimated carrying capacity.”

World Business Council on Sustainable Development

2002: Cradle to Cradle Book & Design Principles



- **Waste = Food**
Eliminate the CONCEPT of waste
 - Use OPTIMIZED materials
 - Reutilize materials SAFELY as NUTRIENTS in Technical & Biological Cycles
- **Use Clean Energy**
- **Respect/Celebrate Diversity**

From: *Cradle to Cradle: Remaking The Way We Make Things*. William McDonough & Michael Braungart. North Point Press, 2002.

2010: Cradle to Cradle Products Innovation Institute



2010: Ellen MacArthur Foundation

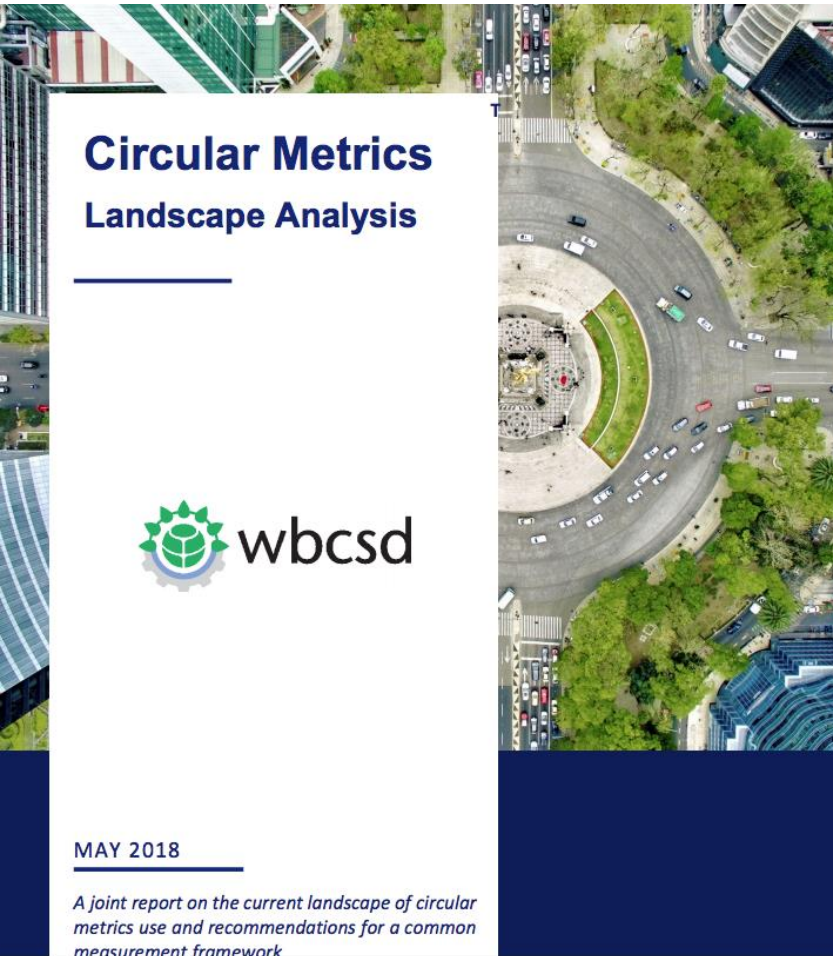


Mission

Our mission is to accelerate the transition to a circular economy

Note: EMF's Work is grounded in the Cradle to Cradle Design Principles

WHAT IS THE CIRCULAR ECONOMY?



**New report published by
the World Business Council
on Sustainable
Development**

WBCSD: May 2018

WBCSD REPORT

“The scope of the circular economy was inconsistent across interviewees, with one exception: all respondents mentioned ‘MATERIALS’ as a part of the circular economy. Interviewees frequently referenced ‘WATER’ and ‘ENERGY’ - but not unanimously.”

WBCSD

**JUST RECYCLING MORE
EXISTING PRODUCTS IS NOT
THE CIRCULAR ECONOMY –
TODAY'S PRODUCTS WERE
NOT DESIGNED FOR SAFE
CYCLING!**

Six Core Elements Of A Sustainable Circular Economy

Element 1: Sustainability

Simply “closing the loop” and returning unsustainable products and materials does not constitute a circular economy.

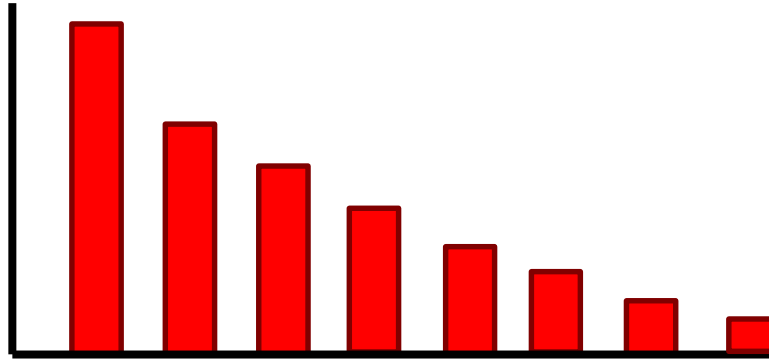
We should therefore distinguish a critical first element of a circular economy – namely that it should be designed to be sustainably circular

Beyond Eco-Efficiency

The predominant implementation strategy has been one of “eco-efficiency”. This has resulted in primary actions to reduce, avoid and minimize negative environmental impacts.

To be clear, this is an important strategic approach and should be continued. However, it neglects the opportunity to define and design for positive, beneficial outcomes.

Reduce, Eliminate & Avoid...

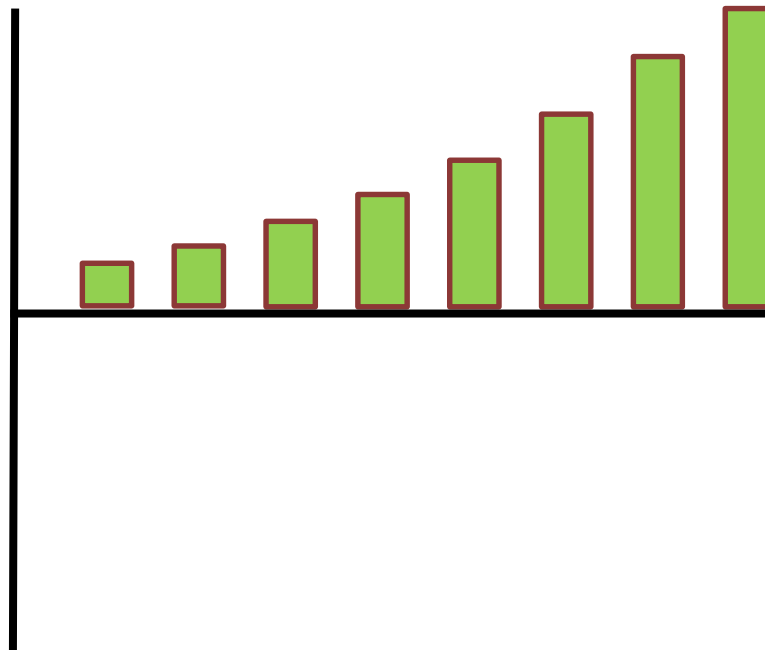




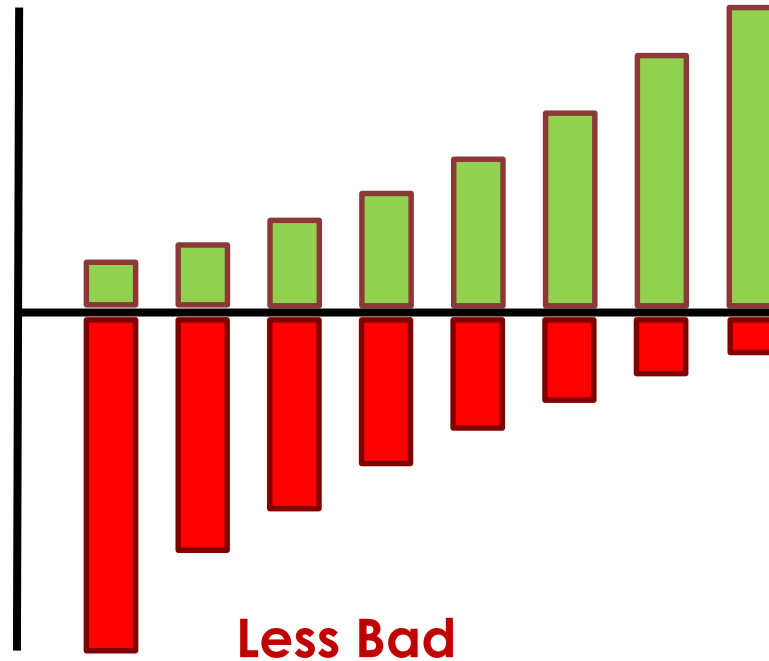
What Are We
Missing?



More Good, Positive or Beneficial



More Good, Positive or Beneficial



Element 2: Positive & Beneficial

A sustainable circular economy can be intentionally designed to create regenerative and restorative outcomes where the economic activity leads to things getting better (as a result of the activity) on economic, environmental and social measures.

Not just being less bad than before...

Element 3: Materials

A sustainable circular economy is intentionally designed with a continuous flow of materials and products that can and do cycle safely as biological and/or technical nutrients at the end of their use.

Element 4: Energy

A sustainable circular economy operates on clean and renewable energy sources.

Element 5: Water

A sustainable circular economy values clean water and maintains the highest quality of use without adversely affecting the watershed.

Element 6: Equity - Social

A sustainable circular economy celebrates diversity by creating resilience and positive outcomes for all species.

IN SUSTAINABLE CIRCULAR ECONOMY...

1. INTENTION IS TO CREATE A SUSTAINING, BENEFICIAL CIRCULAR ECONOMY
2. EVERYTHING IS A SAFE NUTRIENT FOR TECHNICAL AND BIOLOGICAL CYCLES
3. DELIVERING SERVICES, PRODUCTS & SYSTEMS
 - USERS NOT CONSUMERS
 - USE PERIODS NOT LIFE CYCLES
 - NOT ONLY DURABILITY & LONGEVITY
4. WHAT'S BEEN MISSING?
 - MORE GOOD, POSITIVE & BENEFICIAL!
5. WHAT'S NEXT?
 - (RE)DESIGN & IMPLEMENTATION FOLLOWING SUSTAINABLE CIRCULAR ECONOMY DESIGN PRINCIPLES

Start Asking For Circular Solutions

- As individuals and as companies we can influence the companies we buy things from
- Time to tell them **“We prefer Products & Services designed for a Sustainable Circular Economy”**
- Start to reward companies who are **DOING**, not just **SAYING** they are active...

C&A

Cradle to Cradle Certified™ Products Registry

C&A designed to be recycled Cotton Blossom garment

C&A AG



Renewal date 26 February 2019

Description

Designed to Be Recycled T-Shirt styles for women, are available in up to 17 different colours available across 19 European countries in-store and online.

C&A designed to be recycled Cotton Blossom garments, including C&A and C&A Basics Apparel



Certification Standard [Version 3.1](#)

[Download Certificate](#)

Where to Find:
[Product Website](#)

Manufacturer Contact:
Thorsten Rolfes
press@canda.com
0049-211-9872-2749
[Company Website](#)

Cradle to Cradle Certified Product Scorecard

MATERIAL HEALTH	Platinum
MATERIAL REUTILIZATION	Gold
RENEWABLE ENERGY & CARBON MANAGEMENT	Platinum
WATER STEWARDSHIP	Platinum
SOCIAL FAIRNESS	Gold
OVERALL CERTIFICATION LEVEL	Gold

[What's this?](#)

Filed under:

[Fashion + Textiles](#), [Apparel](#), [Apparel](#)

C&A

Cradle to Cradle Certified™ Products Registry

C&A designed to be recycled Pacific Jeans garments – Gold

C&A AG



Certification Standard Version 3.1

[Download Certificate](#)

Where to Find:
[Product Website](#)

Manufacturer Contact:
Jens Völmicke
press@canda.com
0049-211-9872-2749
[Company Website](#)

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