



Circular Economy 101: An introduction to circular economy

IEMA webinar: 14/08/2020

[woodplc.com](https://www.woodplc.com)



Our purpose

Wood helps businesses to grow. To improve their performance, products and environmental impact

We are a global leader in the delivery of project management, engineering, consulting and technical services to energy and built environment customers.

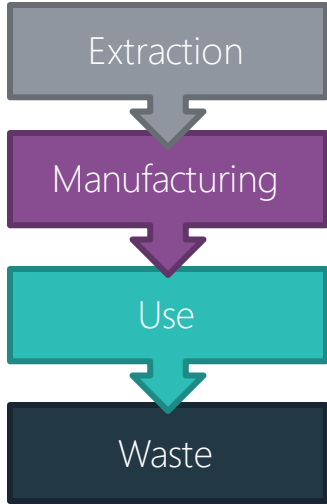
Introduction to circular economy

Current practice

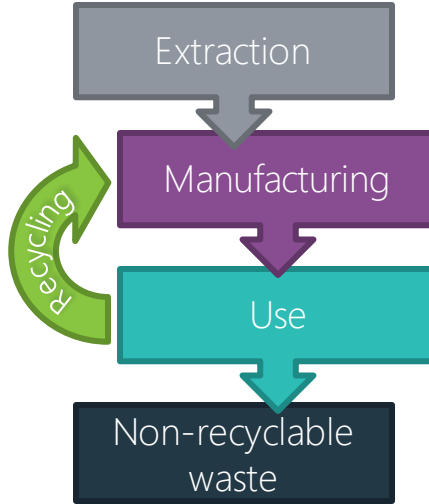


From a linear to a circular economy

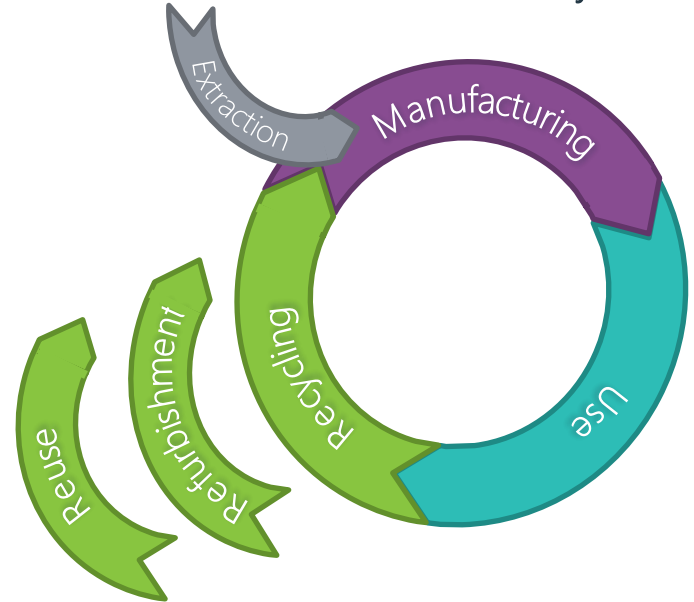
Linear economy



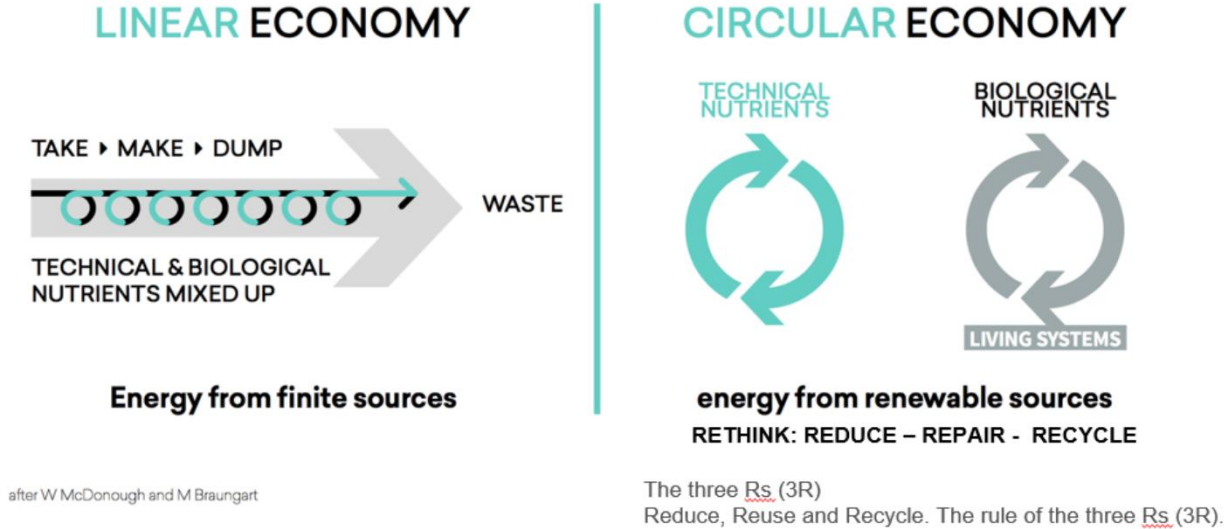
Recycling economy



Circular economy

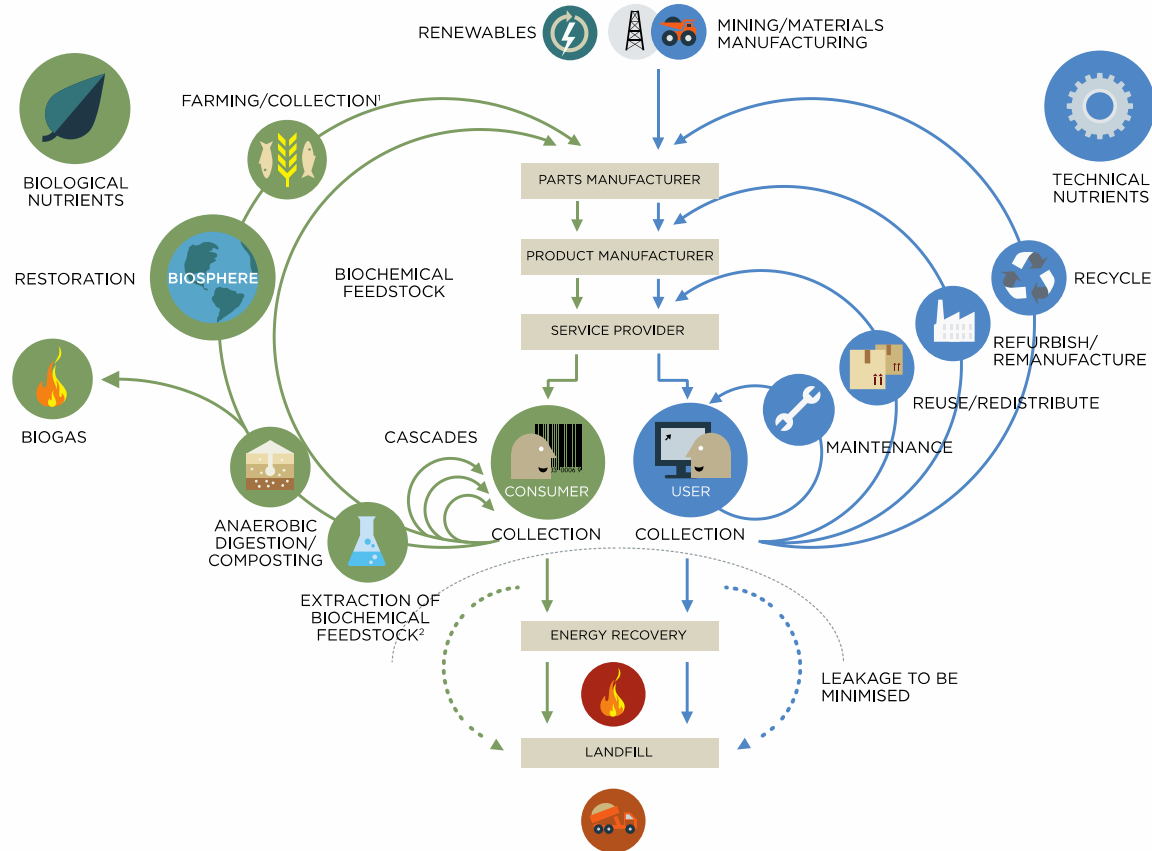


The principles of a circular economy



1. Design out waste and pollution
2. Keep products and materials in use
3. Regenerate natural systems

CIRCULAR ECONOMY THE BUTTERFLY DIAGRAM



Applying circular economy to businesses

Organisations are **under pressure** from consumers and governments to reduce the amount of **waste** they're producing, consider material choices and end of life consequences and still provide **value** for money

Shifting towards a circular, waste-free business model makes this viable



Image: River Simple



Image: Carbogenics



Image: Elvis & Kresse



Image: Toast Ale



Circular business models



Design

- Assets built to last
- Waste designed out
- Future life aware
- New materials e.g. bio-based



Use

- Product-to-service
- Leasing, hiring
- Maintenance, repair
- Collaborative consumption



Recovery

- Reverse logistics
- Recycling
- Material recovery
- Incentivised return



Drivers & barriers



Financial



Reputational



Reduced impact



Competitive advantage



Resilience



Legal



Knowledge



Information



Time



Infrastructure



Investment & finances



Examples of tools for sustainability professionals

- Professional networks: [IEMA](#)
- Organisations: IEMA; [CIWM](#); [EMF](#); [Advance London](#); [Zero Waste Scotland](#), Chambers of Commerce; [Wood](#) & other consultancies
- Informal learning:
 - Podcasts: [In the Loop](#); [Explore the CE](#); [CEC](#); [CE Playbook](#)
 - Newsletters: [Circulate](#); [Circular Online](#); [Transform](#)
 - Talks and videos: [Circular Economy club list](#)
- Formal [courses](#) & [programmes](#)
- Standards & guidelines: [BS 8001:2017](#); Design Guides (various)
- Measuring CE: [MCI](#); [Circulytics](#)
- Further reading:
 - Policy: [UK Industrial Strategy](#); [Resources and waste strategy for England](#), [EU CE Action Plan](#); [EU Green Deal](#)
 - IEMA Guides e.g. [Materials and Waste in EIA](#)

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