

THE CIRCULAR ECONOMY FROM A LOCAL PERSPECTIVE FOR LOKALEKONOMIDAGEN

BY STUART PLEDGER, SUSTAINABLE LEADERSHIP LAB*



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SUSTAINABLE LEADERSHIP LAB INC

Sustainable Leadership Lab, founded by Stuart Pledger in 1998 is a network of consultants and trainers with a strong drive to create a positive impact on people, planet and profit. We help clients prosper by designing and deploying the following services;

- a. Sustainable, circular economic business strategies
- b. Neuro-Based Leadership competence programs for breakthrough results
- c. Business Alliance - collaborative communities, innovation, knowledge sharing and skill development
- d. Innovators Business Academy – for Entrepreneurs & Intrapreneurs

Our client list includes Ericsson Telecom, Volvo, H&M, Nike, The Swedish Department of Labour, Apoteket Pharmaceuticals, Swedish Institute and Stockholm University, Several municipalities and start-up enterprises such as Stormie Poodle who were awarded the title of Stockholm's Business Innovator of the year 2016.

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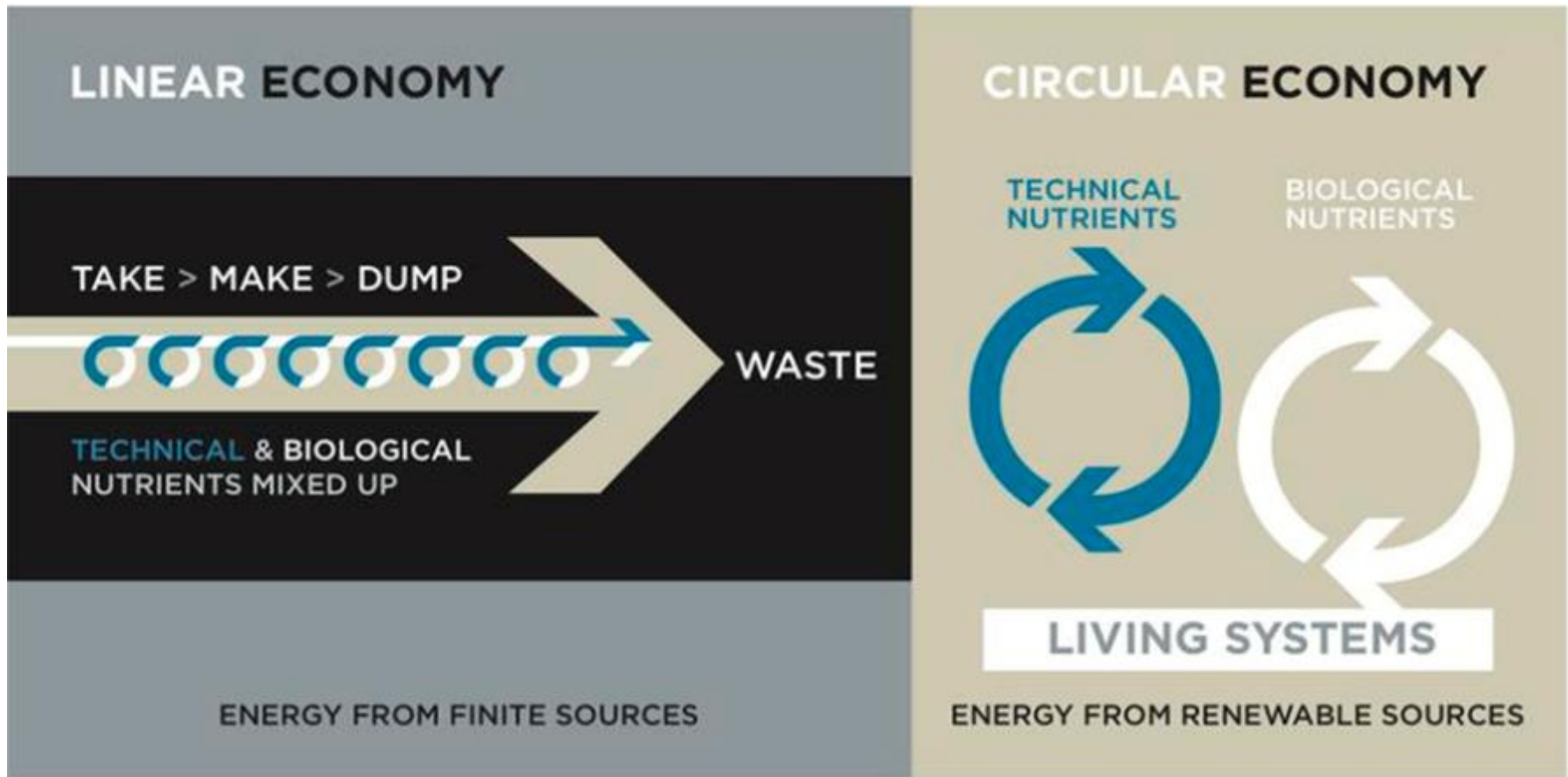
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CIRCULAR ECONOMY IS...

- Economy: Greek original word means to Household with resources wisely...
- The circular economy aims to create industrial production and consumption processes which work in endless technological and biological material loops which mimic nature's regenerative processes.
- A proactive school of thought which in its most advanced form aims to ensure quality of life for all living things by guiding humans to create a **net positive impact or footprint.**



LINEAR TO CIRCULAR ECONOMY

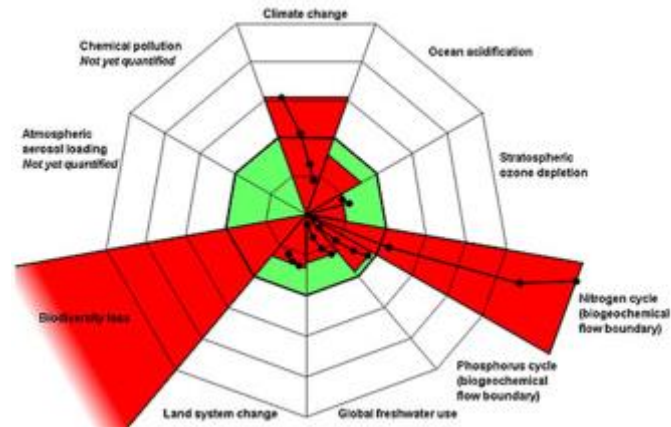
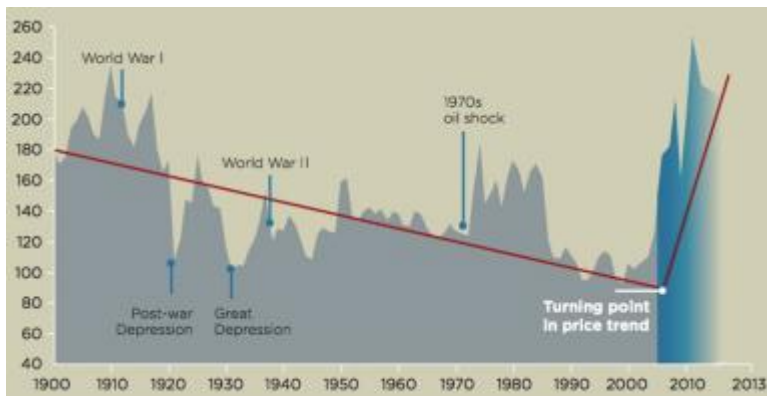
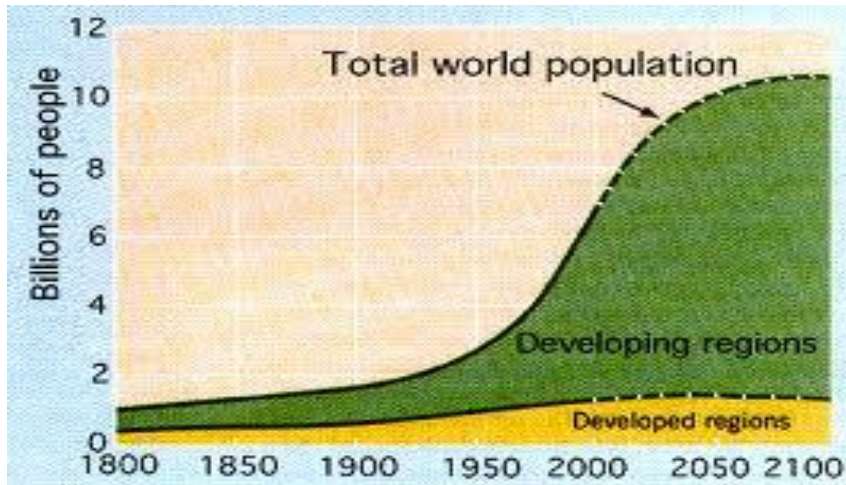


WHY DO WE NEED TO RE-DESIGN THE ECONOMY?

- The Current Global Economy Is Not Working and things are expected to get worse due to:
 - Rapidly growing world population=rising demand for resources, products and services
 - Volatile prices of industrial materials such as oil,phosphate, rare earth metals among others
 - Ecosystem degradation & climate change!
 - Unstable political- and social systems caused by environmental degradation & climate change.



VARFÖR ÄR CIRKULÄR EKONOMI INTRESSANT?





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

EU & CIRCULAR ECONOMIC INITIATIVES, 2013

- the Resource Efficiency Roadmap and the 7th Environmental Action Programme we set our aspirational objectives to be achieved by 2020:
 - – To reduce waste generated per person;
 - – To maximize recycling and re-use;
 - – To limit incineration to non-recyclable materials;
 - – and, last but not least, to phase out landfilling.

Miljökommissionären



Janez Potočnik

EU COMMISSION CIRCULAR ECONOMY PROPOSALS – ANNOUNCED DEC 2, 2015

- The Circular Economy proposals aim to make Europe more resource-efficient.
- Proposals issued today include a legally binding recycling rate of 65% across the EU by 2030 and a maximum limit to the amount of household waste that can be landfilled at 10% by the same year.
- New Ecodesign plan aimed at setting product design requirements for manufacturers so that goods are made to last longer and are more repairable and recyclable.



ELLEN MACARTHUR I STOCKHOLM 2013



ELLEN McARTHUR FOUNDATION & MCKINSEY



A TRANSITION TO CE IN EU RESULTS IN:

- An estimated 1 Trillion USD/ year
- According to several McKinsey reports



CHANGE AGENT: DAME ELLEN MACARTHUR

Ellen Visits with Stuart Pledger, Chairman Cradle Net during visit to Stockholm 2013



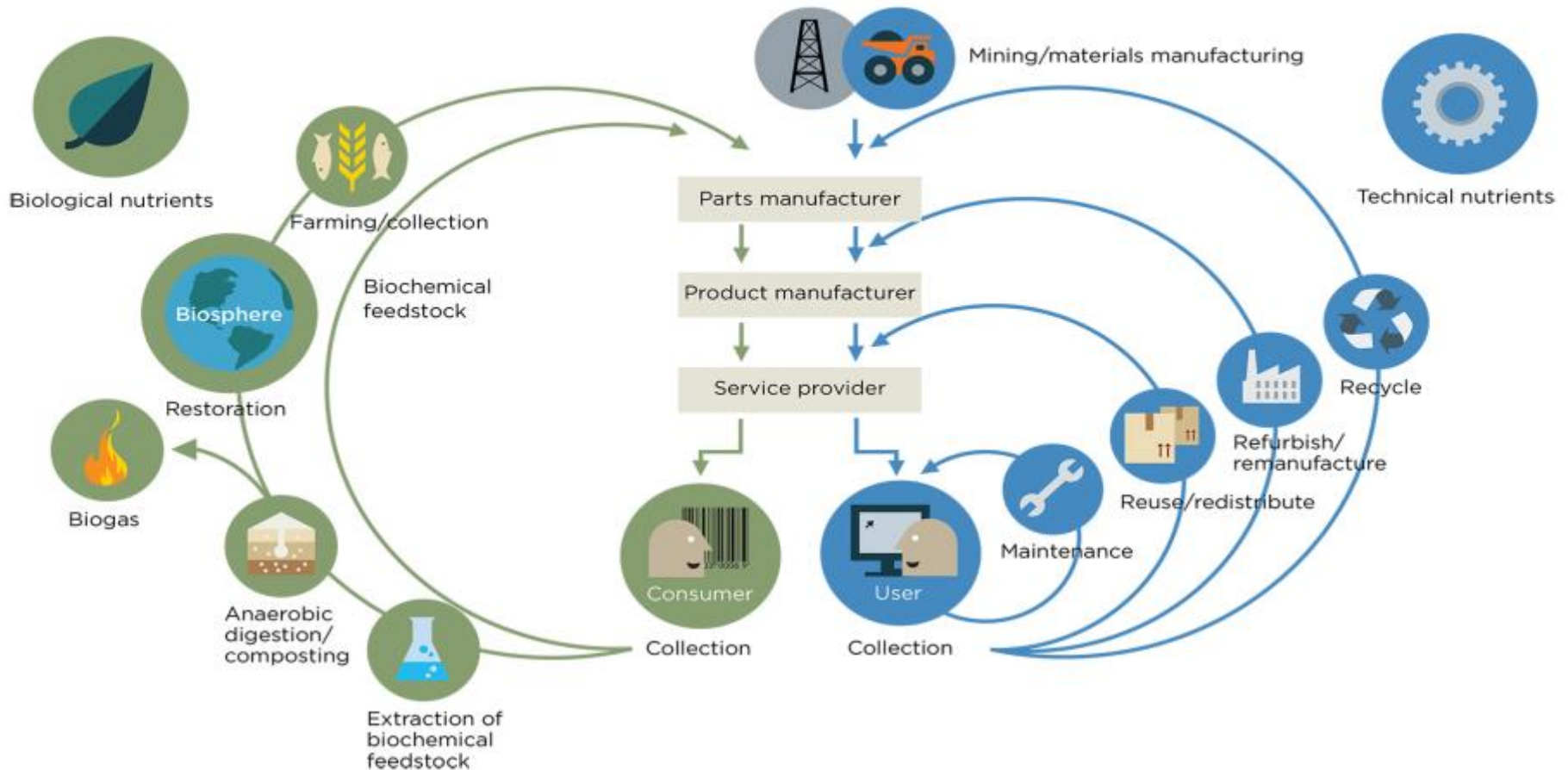
Economic Change Agent

- Dame Ellen set a world record in 2005, sailing around the globe in 71 days.
- Today she and the Ellen MacArthur Foundation work to spread knowledge about the need to transition from our wasteful linear economy to the resource effectivity of a circular economy.



CLOSING BIOLOGICAL & TECHNOLOGICAL LOOPS

Where does this company sit within the circular economy?



Examples of Circular Products & Services :



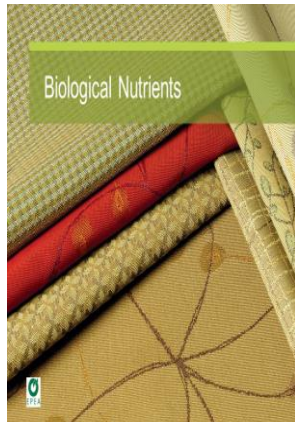
Park 20/20 a Cradle to Cradle certified Business Center in the Netherlands



Renault Re-manufactured Vehicles



Herman Miller Office Furniture made to be re-manufactured



Compostable Products:
Ecovative Packaging & Pendelton Fabrics



Philips – Leases long-life lighting systems

