GREEN GROWTH:

A CIRCULAR ECONOMY STORY

THIS IS WHAT WE KNOW

- Growing demand for goods
- Global competition is intensifying
- Unsustainable use of resources
- Climate change is happening
- Energy supplies are dwindling

THIS IS WHAT THE CIRCULAR ECONOMY DOES...

- Saves and values scarce resources
- Cuts greenhouse gas emissions and environmental impacts
- Breaks down silo thinking and promotes cross-policy action
- Makes the economy more competitive, sustainable, fair
- Creates new business opportunities, jobs and growth

THIS IS THE OUTCOME...

- The circular economy package brings the pieces together – production, consumption, secondary raw materials, waste management, innovation & investment – to cover the whole product lifecycle.
- It means Europe is now the best place to grow a sustainable green business.

GETTING PRIORITIES IN ORDER

The environment, the economy, international trade, society, research, regions... The circular economy cuts across policy areas. It’s transversal... and vital to future EU competitiveness.

MEASURES TO STIMULATE THE CIRCULAR ECONOMY...

- Greening public procurement rules
- Water-saving and waste-water schemes
- Strategy on plastics in the circular economy
- Promote repairing, recycling and durability
- Tax and incentives to stop landfill and waste
- And more...

EU INVESTMENT AND INNOVATION...

Over 6550 million from Horizon 2020
45.5 billion structural funds financing through EFSI*

FOCUS ACTIONS...

PRIORITY SECTORS IN THE CIRCULAR ECONOMY...

- Plastics
- Food waste
- Biomass and bio-based products
- Construction and demolition
- Critical raw materials

*European Fund for Strategic Investments
PRODUCT DESIGN MATTERS

WORLDWIDE IN 2014…

41.8m tonnes
of e-waste generated
(filling 1.15 million trucks)

15.5% of e-waste generated
is properly treated via
official take-back schemes

~60% of e-waste by weight
comes from kitchen, laundry and
bathroom appliances

5-10% annual growth
in e-waste

…YET THAT E-WASTE COULD
HAVE BEEN WORTH €48.7BN

Take the smartphone…

~1.2 billion
sold annually

~7% of e-waste by weight
comes from mobiles, calculators, IT

…yet phones are packed
with value

1 tonne
of old phones nets
300g of gold

95% of mobiles recuperated =
€1bn material costs savings

OLD PHONE, NEW OPPORTUNITIES…

Discarding old phones is bad for the economy, environment and health. So why not design them to better reuse, recycle and create new opportunities?

- Break mobiles up into components…
  batteries, circuits, accessories,
  plastics, packaging

- Extract the value…
  gold, copper, lithium, cobalt, zinc, silver,
  plastic, cardboard

- Make new things…
  stainless steel, plastic products, batteries,
  car parts, other electronics, jewellery, boxes

IN A CIRCULAR ECONOMY,…

- More durable and easier to repair
- More money on product redesign
- More emphasis on secondary use of materials
- More financial incentives to promote recycling

Source: UN, Eurostat and European Commission

WE SIMPLY CAN’T AFFORD TO WASTE OUR WASTE

The circular economy is an economic model that treats waste as a valuable resource: nothing is wasted. It’s good for the environment, good for business and good for the economy.

- 475kg of annual municipal waste
- 600m tonnes of recyclable materials
- 80% of total waste
- 44% of municipal waste
- 30% of plastics

CLOSING THE LOOP…

The European Union’s circular economy package closes the loop in production, consumption, waste and raw materials.

- 50% less food waste
- 100% ban on landfilling
- 65% of municipal waste recycled
- 7% boost in GDP

Source: Eurostat and European Commission

WIN-WIN FOR ALL

Source: Eurostat

The circular economy is actually a win-win-win situation:

- for the economy
- for the environment
- and for you

And absolutely everyone wants…

- Things that last longer
- Goods that are easier to take apart
- Simpler ways to recycle and repair
- To save energy and resources
- Healthy families and a healthier environment
- Secure jobs and economic stability

By embracing the circular economy principles, we can achieve these goals!