



# Policy options, technological innovations and best practices on circular economy

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# Growing Markets and Huge Potential

\$ 4.5 trillion reward for those performing circular economy business models by 2030

Waste to Wealth, Accenture, 2015



## Nutrient recycling for animal feedstock

by Agriprotein, South Africa

- Reuse organic waste protein to replace fish and soy meal
- Marine life, land use, transport, landfill and CO<sub>2</sub> savings in feedstock sourcing
- By replacing fishmeal and taking an 8.7% global market share, Magmeal has the potential to reduce emissions by **23 million tonnes of CO<sub>2</sub>** per year by 2024





## Fossil to renewable material in pipes

by Bamboo Winding Pipelines, China

- Bamboo replacing steel, concrete and plastic
- CO2 savings in material sourcing
- CO2 savings in production process, energy consumption 1/4 of steel pipe, 1/3 of plastic
- If 20% markets from steel and 10% from plastic: **63 million tons of CO2** avoided

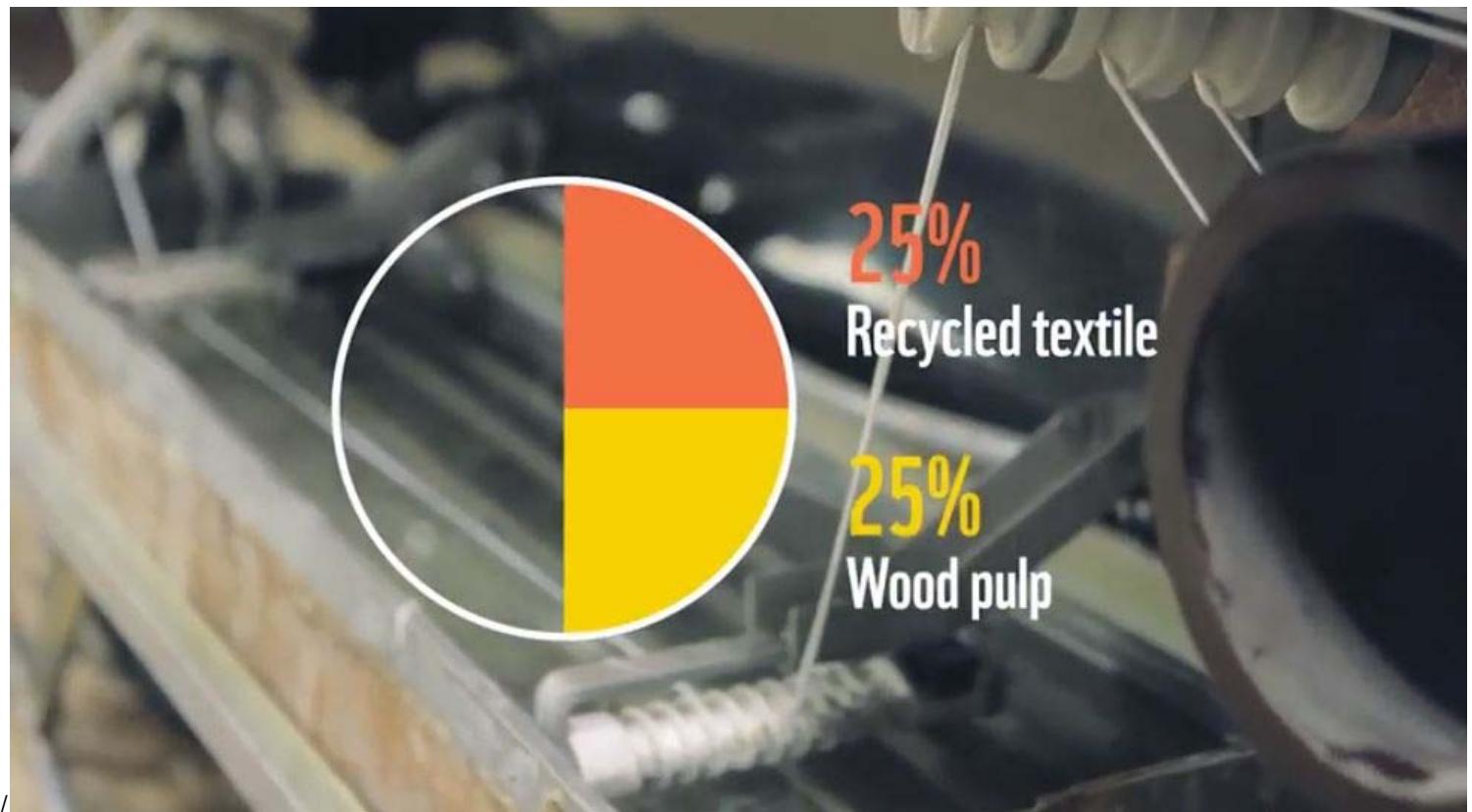




## Creating new ways to produce cellulose fibers

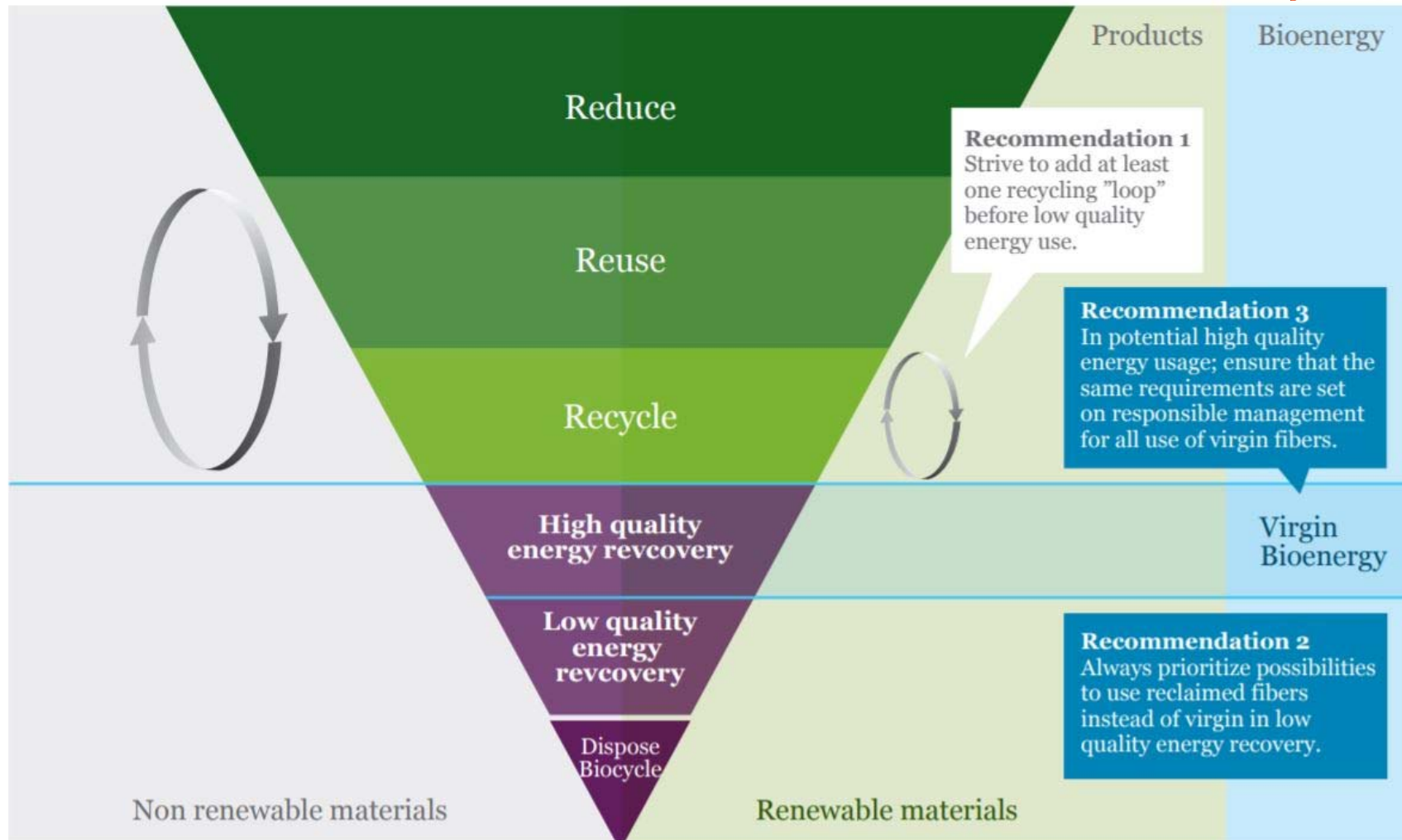
by Infinited fiber company, Finland

- Recycled textile and wood replacing cotton
- Water (20 000 litres for 1kg cotton), pesticide, CO2 savings in material sourcing
- If the company's approach could recycle 25 percent of the cotton and viscose textile currently placed in landfills or thrown in the garbage and substitute another 25 percent of the cotton used for textiles with wood pulp, the emission reduction would be **14.2 million tons of CO2** annually by 2026





# WWF / IKEA Partnership | Close the loops





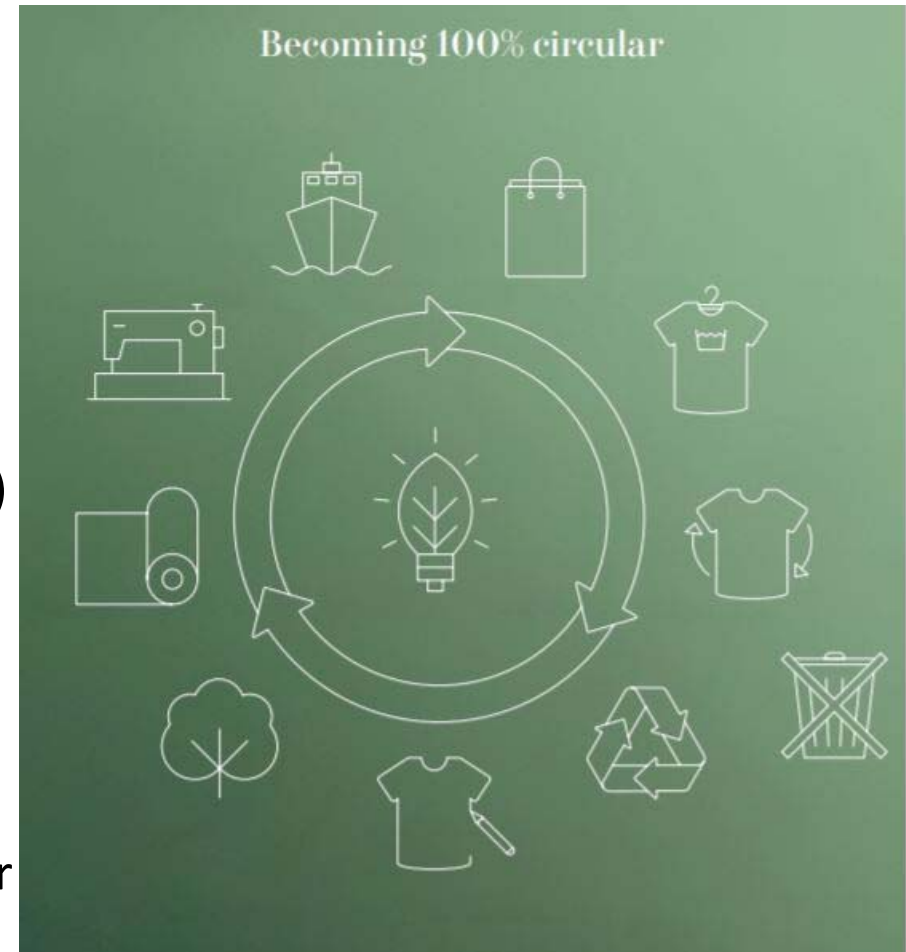
## WWF / H&M Partnership | 100% Circular and Renewable

### 100% Circular, eg

- Become circular on 80% of store concepts by 2025.
- Use 100 % recycled or other sustainably sourced materials by 2030
- Use 100% cotton from sustainable sources by 2020, including certified organic, recycled and Better Cotton (BCI)
- Increase the collected volume of garments to reach 25,000 tonnes annually by 2020

### 100% Renewable, eg

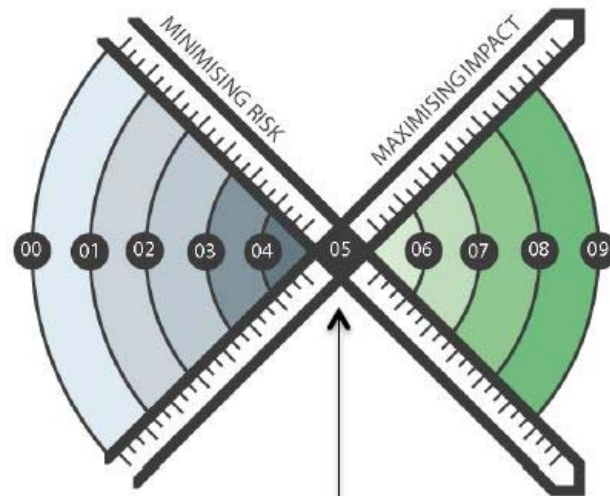
- become climate positive throughout our value chain by 2040
- use 100% renewable energy in our own operations





# WWF Project – X | Accelerating resource efficient, circular technologies in corporate supply-chains

## 2 PHASES



**PHASE 1**  
*MINIMISING RISK*  
RESEARCH,  
FOCUS &  
EVIDENCE

**PHASE 2**  
*MAXIMISING IMPACT*  
VERIFY,  
SCALE &  
ROLL OUT

Source: Project – X







## Policy Options

- Reduce energy AND material throughput
- Non Renewable / Renewable Waste Hierarchy prioritizing high value use
- Carbon price (embedded and internal)
- Phase out incumbency subsidies
- Work vs Resource tax reforms
- Tax/Pricing schemes that ensure good quality of recycling and minimize uncontrolled down-cycling
- Green public procurement
- Renewable energy (power & thermal) investment support schemes
- Public Demonstration and/or Guarantees
- Acceleration programmes for minimising risk and maximizing impact of circular economy





## More Policy Options

- VAT exemption for secondary materials goods
- Stimulate the development of new business models – moving from selling things to offering high-quality services
- Ensure sustainable sourcing of renewable materials (eg biobased feedstock) that replace non-renewable material
- Energy and resource efficiency standards
- Specific resource efficiency targets for key materials
- Just transition programmes for workers
- Consumer education programmes for more circular life style choices



Innovate like there is a tomorrow

Thank You !

