

# Circular Economy: what's in it for the media?

Sören Bauer, REVOLVE Circular, President

**Founded in August 2020**

**Non-profit registered in Austria**

**Refuse - Reduce - Rethink**



**Constructive Journalism**



**Science Communication**



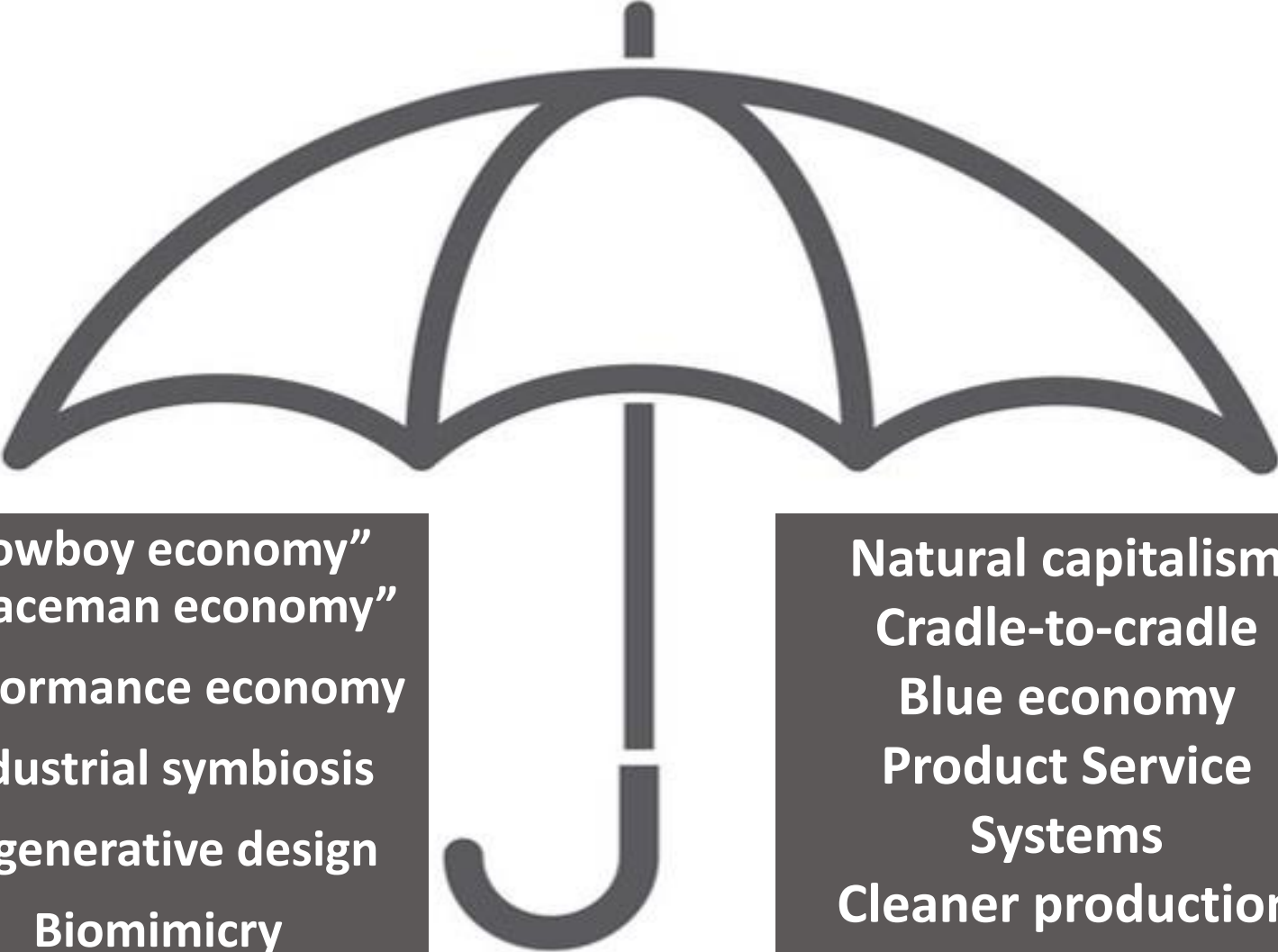
**Knowledge Brokerage**

## Circular Economy: what's in it for journalists, publishers & media decision-makers?

1. **Thousands of new stories** – on growth paradigms, various industries, resources, resistance to change, technological & societal innovation, and more
2. **Help policy-makers, entrepreneurs and others understand better by producing quality CE content**
3. **Play your watchdog role:** circulating yet, or still recycling? How much #circularity is there really in a business, product or policy? Is #circularity-washing the new #greenwashing?

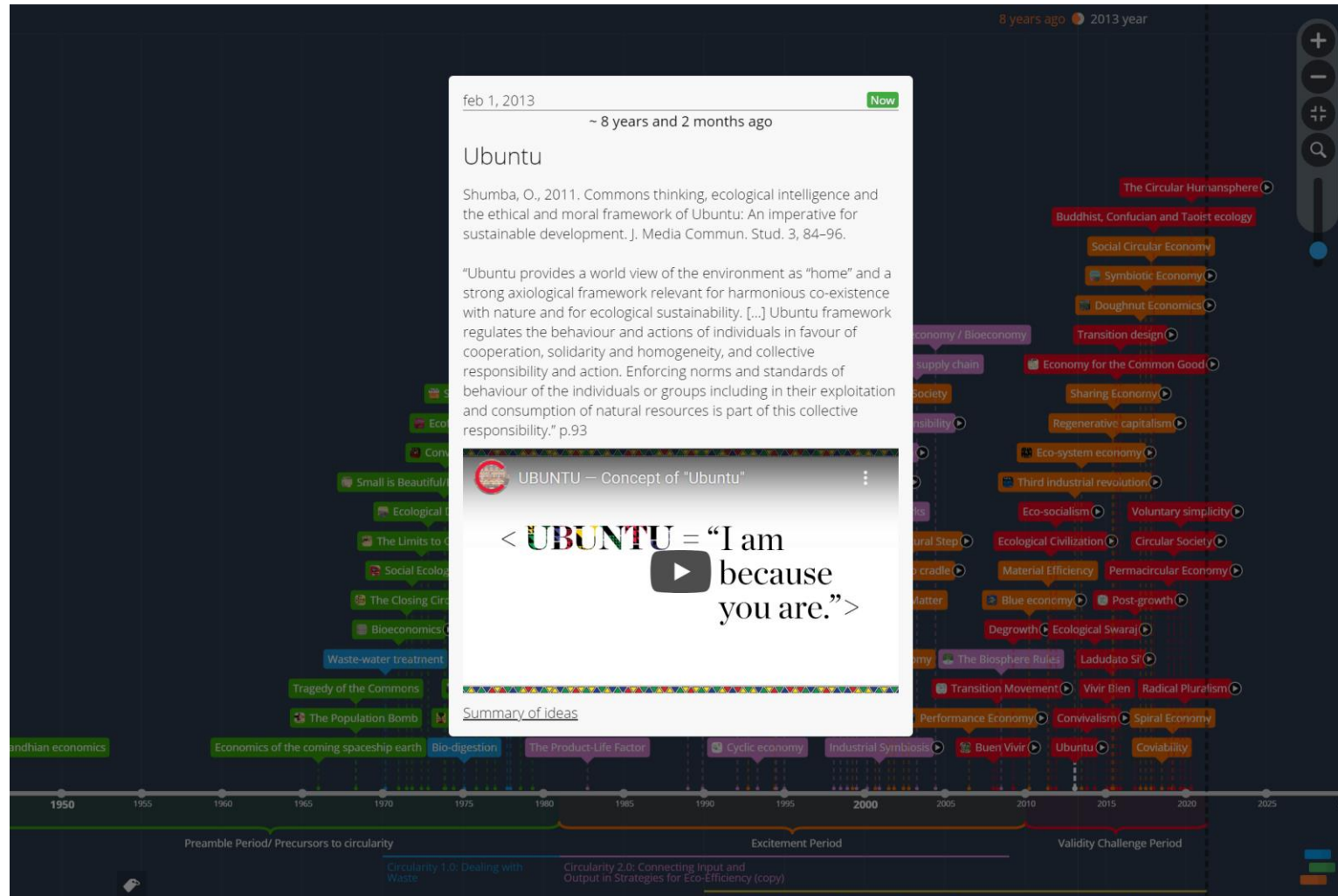
**= the Circular Economy has the potential for becoming a new “beat” – together with the blue economy, bio-based economy, green growth, doughnut economics & others.**

**Circular Economy:**  
an umbrella concept,  
inspired by  
many various  
existing  
concepts



**“cowboy economy”  
“spaceman economy”  
Performance economy  
Industrial symbiosis  
Regenerative design  
Biomimicry**

**Natural capitalism  
Cradle-to-cradle  
Blue economy  
Product Service  
Systems  
Cleaner production**



CRESTING has identified over 70 circularity concepts from the Global South and North alike.

This timeline helps researchers and practitioners better situate and navigate the concept of circular economy, both in its rich historical origins and in its complex theoretical diversity.

## Media frames for thousands of Circular Economy stories

1. How you “package” and present the Circular Economy in your stories has a **huge impact on your audiences**
2. Which choices will you make? **Which topics will you highlight to influence how people view reality?**
3. Will you put the Circular Economy in a context of
  - **Growth vs. Reduction?**
  - **“Economic” growth vs. other growth?**
  - **Waste management & Recycling vs. Circular design (= designing out waste)?**
  - **Linear economy barriers vs. Circular economy opportunities?**

**How will YOU present the Circular Economy?**

## Media frames for thousands of Circular Economy stories: on what?



## Circular Cities in Africa

A reflection piece by Africans about Africa



### The Economics and Governance of Circular Economy in Cities



Bio-waste to compost

E-waste

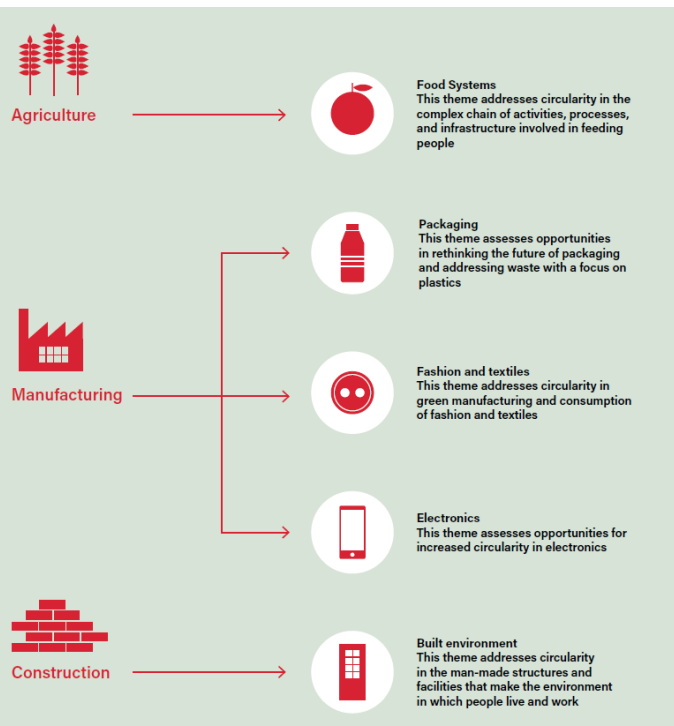
Plastics

Construction

Bio-waste to Feed

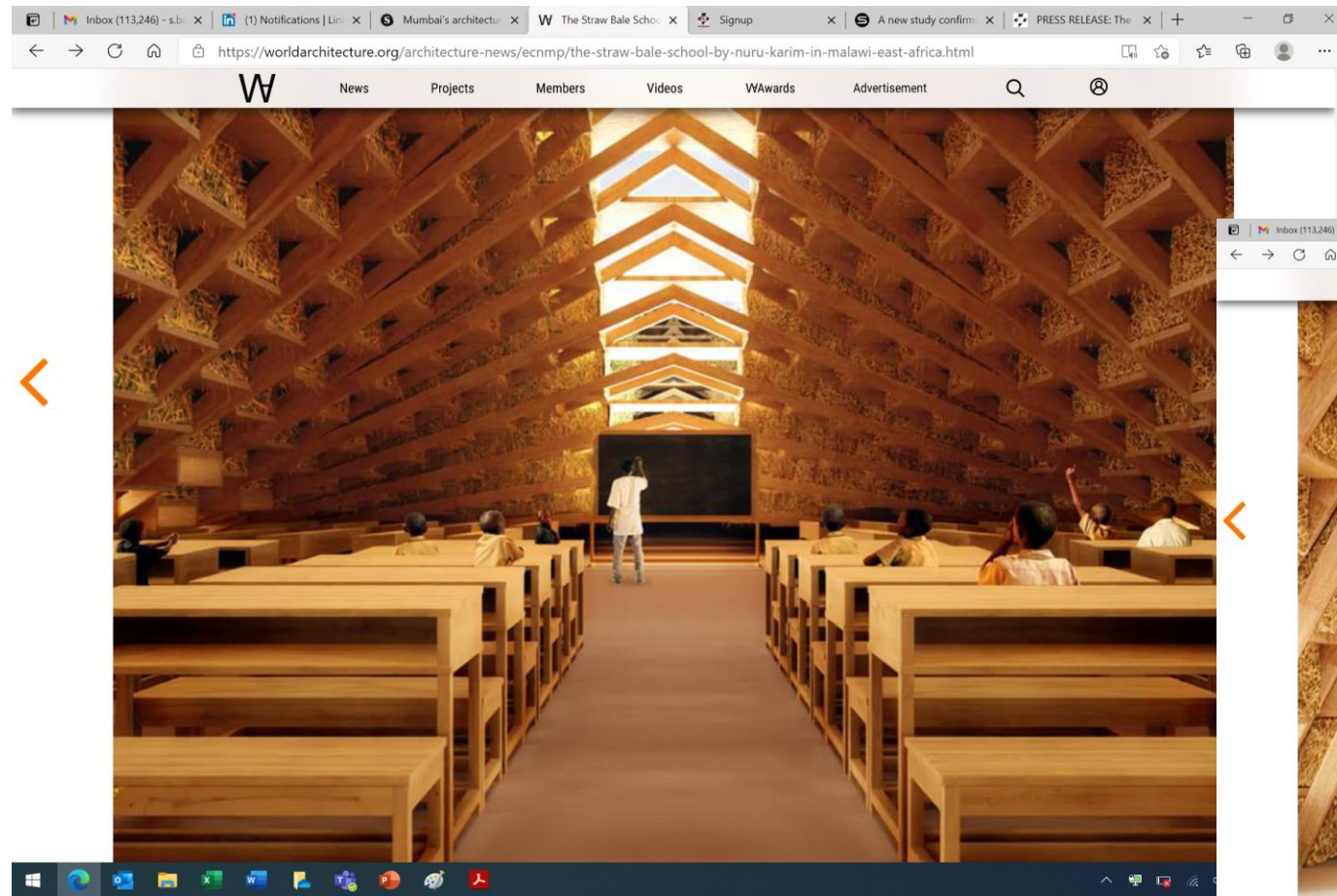
Textiles & Fashion

[www.revolve.media/circular](http://www.revolve.media/circular)

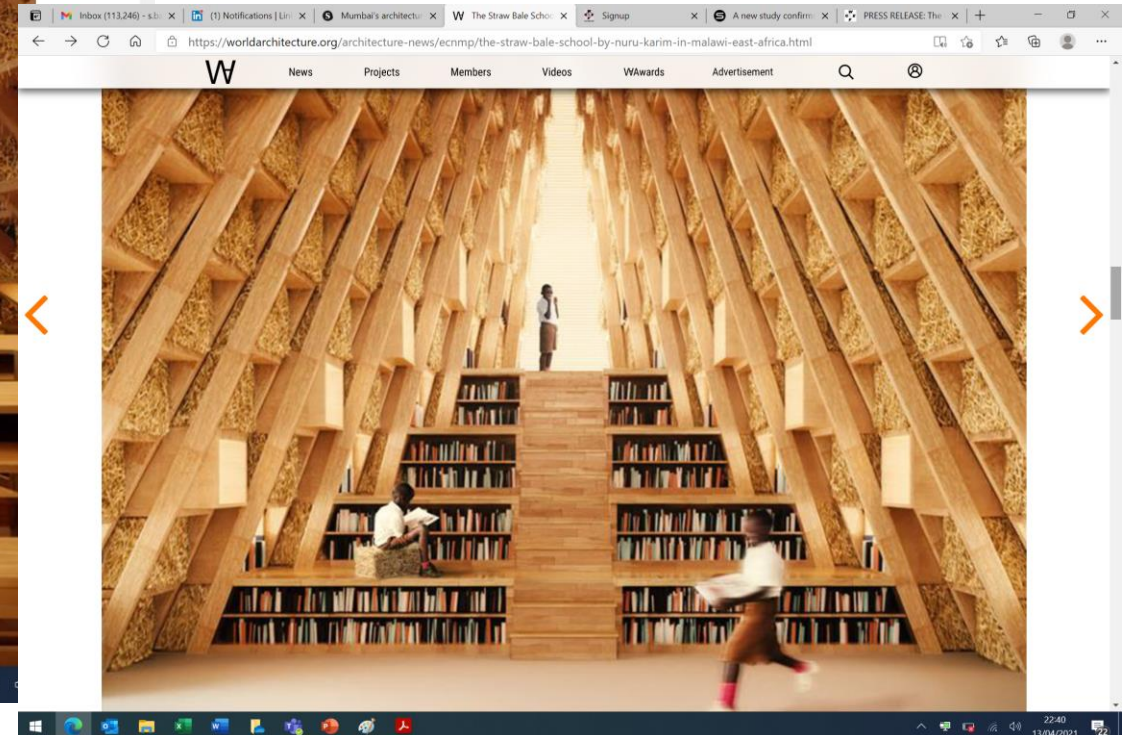




## Circular Economy in construction: local materials, modular components

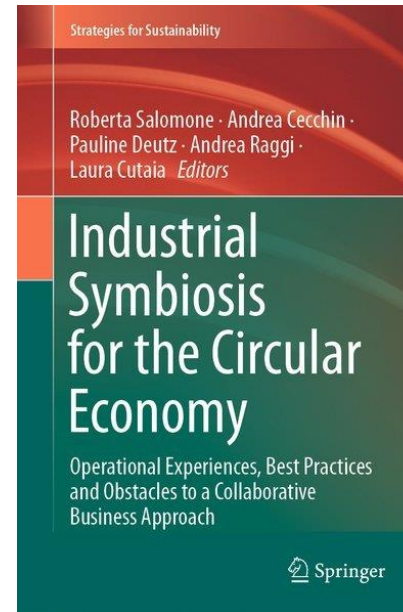
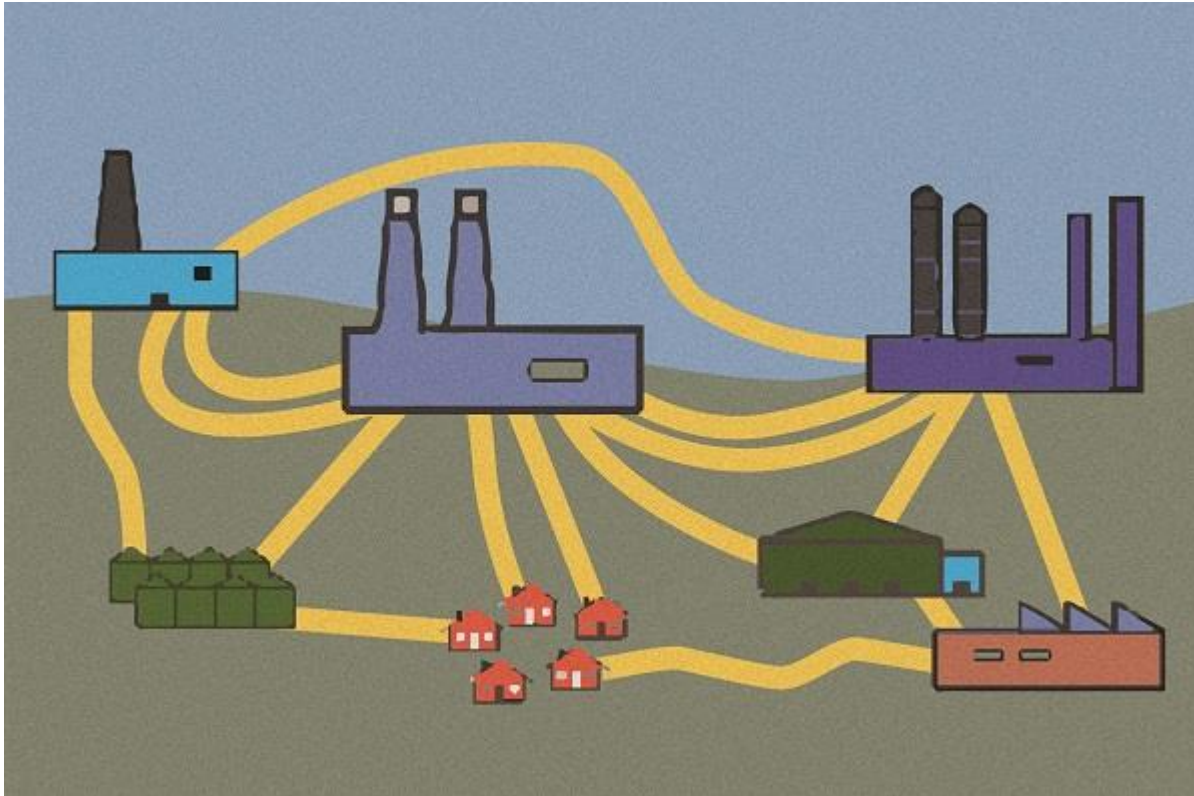


### Straw Bale school in Malawi





**Your country's or region's industrialization strategy: industrial symbiosis?**



**Ever heard of**  
**« Secondary Raw Materials »**  
**?**

THE TOP 10 PRIORITY TARGETS FOR THE CIRCULAR ECONOMY



TARGET 2-4

By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production.



TARGET 3-9

By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.



TARGET 6-3

By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.



TARGET 7-3

By 2030, double the global rate of improvement in energy efficiency.



TARGET 8-4

Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on SCP, with developed countries taking the lead.



TARGET 9-2

Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries.



TARGET 11-6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



TARGET 12-2

By 2030, achieve the sustainable management and efficient use of natural resources.



TARGET 12-5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



TARGET 14-1

By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



***“ ... domestic material consumption per capita in Europe and Northern America is still 40 per cent higher than the global average, indicating the need to enhance resource efficiency and practices to reduce consumption in the future ....”***

UN Secretary General 2020 Report “Progress towards the SDGs”



## Circular Economy & Climate change

### PRESS RELEASE

*The circular economy is crucial to achieving the Paris climate goals*

**THE NETHERLANDS AND THE FINNISH INNOVATION FUND SITRA TO HOST  
ONLINE WORLD CIRCULAR ECONOMY FORUM + CLIMATE ON 15-16 APRIL 2021**

THE HAGUE – March 2021 **If we are to achieve the goals of the Paris Climate Agreement, the world needs to transition to a circular economy. A circular economy will reduce greenhouse gas emissions by around 20 per cent and should thus be an integral part of the agreements made in the Paris Climate Agreement. The World Circular Economy Forum + Climate is the online conference to draw attention to the importance of a circular economy in reaching the climate goals.**

## Two words of caution

1. **When technological progress or government policy increases the efficiency with which a resource is used ...  
... the rate of consumption of that resource is likely to increase demand.**  
= Jevons paradox (1865), perhaps the most widely known paradox in environmental economics
2. **Circular Economy is useless if you don't put people at the center**

Word of caution I:

Jevon's paradox  
and rebound  
effects:

Just where is our  
obsession with  
« economic  
growth » coming  
from?





**Word of caution II:**

**Circular economy  
is useless if you  
don't put people  
at the center**



- Official launch on 19 April
- Until 15 Jan. 2022
- One mio. respondents
- Q 1: Action imperatives?
- Q 2: Select 1 of 4 CE visions
- Q 3: CE influence on phenomena
- Q 4 (voluntary): YOUR CE?!



The graphic features a large orange question mark at the top. Below it, the text "I M A G I N E CIRCULARITY" is displayed in a spaced-out, sans-serif font. The main headline "How do you imagine a circular economy?" is in a large, bold, black font. Below the headline, a smaller line of text reads: "Partner up with the first-ever survey initiative seeking to understand how people perceive a circular economy." At the bottom, there is an orange rounded rectangle containing the text "imagine-circularity.world". The background is a light orange color with faint, stylized circular patterns.

I M A G I N E  
CIRCULARITY

# How do you imagine a circular economy?

Partner up with the first-ever survey initiative seeking to understand how people perceive a circular economy.

[imagine-circularity.world](https://imagine-circularity.world)

## **Join and work with us: (Re-)publishing, MOOC « CE4journalists », CE Media Award**

- 1. (Re-)publishing high quality Circular Economy content in REVOLVE quarterly magazine**
- 2. Co-creating the first Massive Open Online Course MOOC “Circular Economy for journalists & media decision-makers”**
- 3. Establishing the first-ever Circular Economy Media Award, with entries evaluated by well-reputed senior journalists only**

# Thank you!

Sören Bauer, REVOLVE Circular, President