innovention SERIES 9

TUESDAY 02 NOV 11.00 AM (WAT) 20 21

Brands, Innovation and Circular Economy

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The Innovention series is an initiative of the Verdant Zeal Group

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VERDANTZEAL

So, what is a **circular economy?**

And what it might have to do with **Innovation and Brands …**

Content

1. Four Circular Economy Stories
2. Towards Circularity: Overcoming Four Types of Barriers
3. Towards Innovation from a Consumer Perspective : Four key mechanisms shaping the role of products
4. How Four Different Kinds of Brands Use Circularity

Constructive Journalism

Science Communication

Knowledge Brokerage

www.revolve.media/circular

Four stories about how Circular Mindsets (might) already succeed …

1. **Reusing** natural ‘waste’: Pineapple leather from Ivory Coast
2. **Repairability** of electronics: An official Index in France
3. **Renovating and retrofitting:** A King’s Palace in South-West Nigeria
4. **Reducing** excessive overconsumption: Just when?

1. Reusing natural ‘waste’:

Pineapple leather from Ivory Coast

Pineapple leather

TYEGRO CI

Key messages? Innovation?

1. **‘Waste’** (in this case pineapple skin) **is a resource.**
2. How do you take such thinking further? Apply it to other sectors?

Food waste conversion industry
Converting food waste to organic fertilizer to increase circularity in food systems.

Five Big Bets for Africa’s path to circularity

2. Electronics in France:

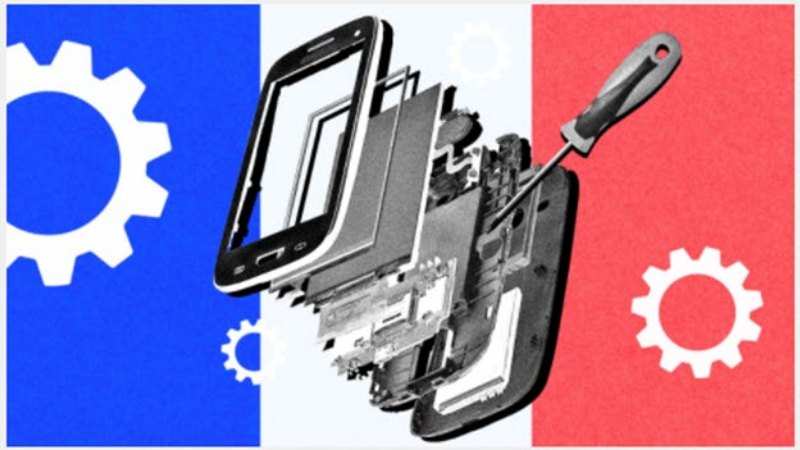
A Repairability Index

Fix

Grist

Why France's new 'repairability index' is a big deal

A new law in France aims to help keep smartphones out of the dump. It also has global implications.



Grist / Yomka / Getty Images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INDICE DE RÉPARABILITÉ

Only one-fourth

of the countries in Africa have a national e-waste legislation or policy in place

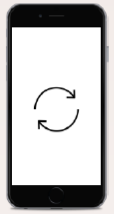
~ 100 000

Nigerians work in the country's informal e-waste sector – but activities are dominated by male workers

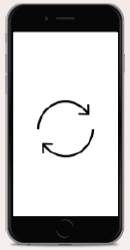
AFRICAN CIRCULAR ECONOMY ALLIANCE

How to make Africa's electronics sector **more circular?**

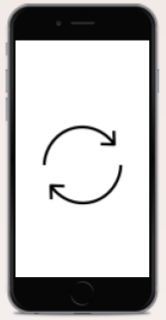
PRODUCTION



PROCESSING & DISTRIBUTION



CONSUMPTION



POST-CONSUMPTION

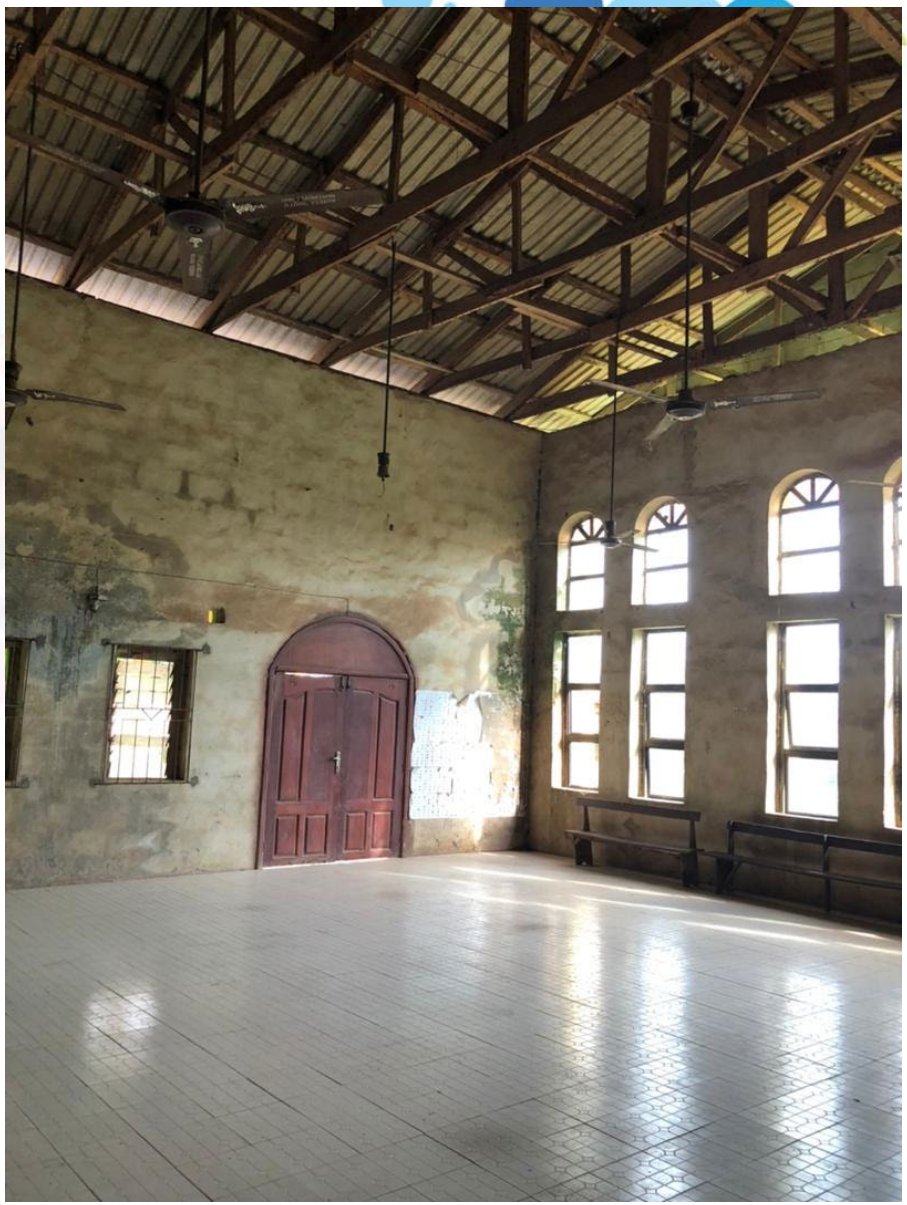
Five Big Bets for Africa's path to circularity

Key messages? Innovation?

1. **CE needs legislation** & more countries need to legislate e-waste
2. New legislation needs to enable CE – and empower the consumer!
3. **Innovation is not in Recycling – it's in Product design** = we want more modular and reparable cellphones & other electronics
4. **Thousands of jobs can be created** by recognizing and professionalizing the repairing of electronics, and other goods

3. Renovating and retrofitting a King's Palace in South-West Nigeria

(rather than demolishing it)



Ground Floor Plan:

Future Palace of the Oba of Igbesa Land, in Ado-Odo/Ato, Ogun State, Nigeria.

By fittedCity
INNOVATION FOR FUTURE CITIES

Built Environment & the circular economy in Africa

How to make the African built environment **more circular?**

DESIGN

Designing circular buildings must speak to the importance of ecological custodianship and evolve toward a “planet-centric design” for sustainability.

BUILDING MATERIALS

Use alternative building materials such as mass timber for construction. Other materials include fly ash, recycled aggregate concrete and other more sustainable alternatives.

FITTING & FIXTURES

Scale secondhand markets for materials and build circular models for fixtures and fittings – such as a product-as-a-service, leakage monitoring, and clean energy technologies.

WASTE MANAGEMENT

Use waste materials to create affordable building materials, e.g. plastic for bricks and tiles for floors, and use regenerative approaches to manage garbage and wastewater.

Key messages? Innovation?

1. Keep what is already there – **don't demolish!**
2. **Renovating, retrofitting** saves costs and material.
3. **Scale 2nd hand markets** for materials & **use secondary raw materials.**
4. **Reduce carbon footprint** of Africa's rapid urbanization.

4. Reducing excessive levels of consumption:

Just when?

The Norwegian economy is 2.4% circular

With the right interventions, Norway could increase its circularity up twenty times.

August, 27, 2020– Today, Circle Economy and Circular Norway launch the Circularity Gap Report Norway. The report finds that the Norwegian economy is only 2.4% circular. This is compared to a global average of 8.6%, 9.7% in Austria and 24.5% in the Netherlands.

But Norway has enormous potential: with the right interventions, the country could see a 20-fold increase in its circularity.

An economy rooted in the take-make-waste tradition

The Circularity Gap Report Norway is an in-depth analysis of how Norway consumes raw materials—metals, fossil fuels, biomass and minerals—to fuel its societal needs. Currently, 97.6% of materials consumed each year never make it back into the economy. Norway also has one of the highest per capita consumption rates in the world at 44.3 tonnes per person. If everyone were to live like Norwegians, we would need the equivalent of three and half globes worth of resources.

… Global domestic material consumption per capita rose by 7 per cent, from 10.8 metric tons per capita in 2010 to 11.7 metric tons in 2017 …

… 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 ….”

United Nations, Economic and Social Council (2020):
Progress towards the Sustainable Development Goals, Report of the Secretary-General, p. 14

Key messages? Innovation?

1. *"… Worldwide **consumption and production**, a driving force of the global economy, **rely on the use of the natural environment and resources in a model that continues to lead to destructive impacts on the planet …** (UN SG Report 2020)*
2. While **Reduction** is one of the most important **'Circular Economy Action Imperatives', industrialized and emerging economies alike seem to struggle with it.**

How do we innovate by making less consumption attractive?

Way forward for **societal innovation: buy less, own less – share more ?**

Role of the ad industry?

So, what's the elephant in the room?

"We are all operating in a world that is only 8.6% circular and the legacy of the linear economy is embedded Deep in Norway's society too. Now, with its own Circularity Metric and analysis, Norway has the tools to cement its circular future. A future that can withstand the struggles of the 21st century world" - Marc de Wit, Director of Insights at Circle Economy

It's the legacy of the linear economy …

EMBARGOED until 00:01 CET, Tuesday January 21, 2020

World risks disaster as global resource consumption passes 100 billion tonnes a year

Circular economy strategies essential as reuse of resources falls to 8.6%

January 21, Davos – The global economy is consuming 100 billion tonnes of materials a year for the first time ever but reuse of resources has gone into reverse, reveals a report from impact organisation Circle Economy launched today in Davos at the annual meeting of the World Economic Forum.

The Circularity Gap Report 2020 finds that the world's economy is now only 8.6% circular – of all the minerals, fossil fuels, metals and biomass that enter it each year just 8.6% are reused. This has fallen from 9.1% in the two years since the annual report was first launched in 2018.

From a Linear Take – Make – Waste – Loose Economy to a more Resource-Efficient Circular Society

Why is it not happening?

Circular Economy Barriers – and Innovation Opportunities

Four Types of Barriers

- Technological
- Market / Economic
- Institutional / Regulatory
- Cultural / Social

Technological Barriers

- Product Design
- Quality of recycled goods
- Know-how of technical solutions
- IT Systems for monitoring progress

Market / Economic Barriers

- Difficulties for funding for CE business models
- High up-front investment costs
- Low virgin material prices = high 2^{ndary} raw material prices

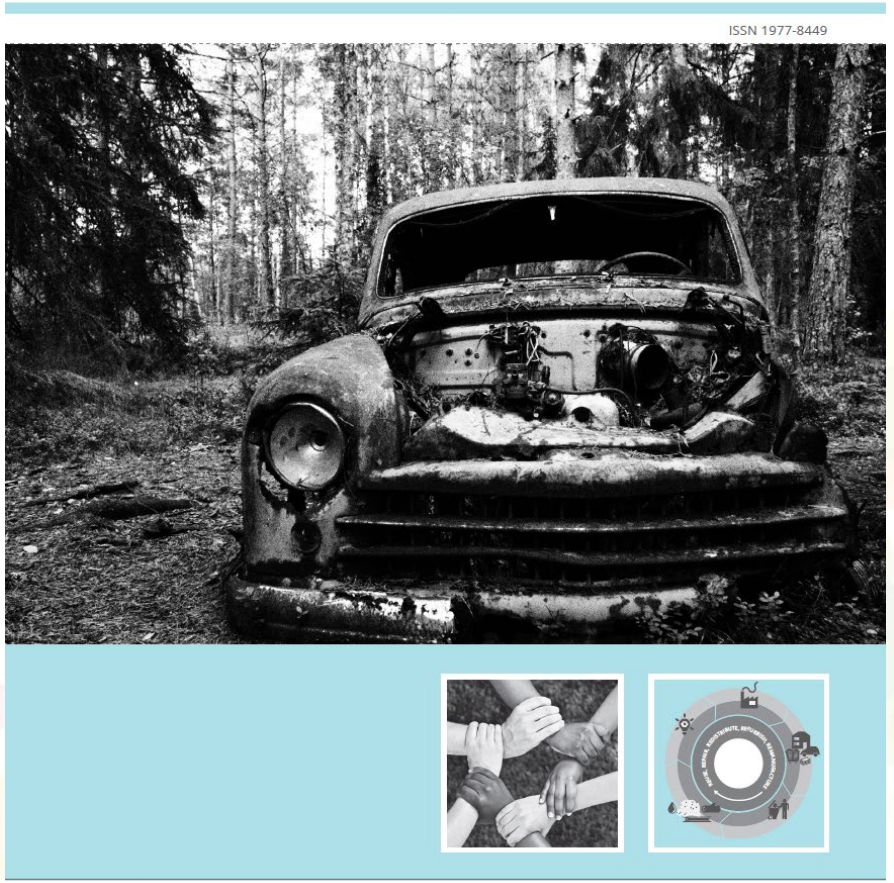
Institutional / Regulatory Barriers

- Counterproductive or inexistent laws
- Inconsistent policy - messages
- Poor institutional infrastructure

Cultural / Social Barriers

- Resistant company culture
- Lack of consumer awareness
- Weak cooperation throughout the supply-chain

Towards Innovation from a Consumer Perspective : Four key mechanisms shaping the role of products



VERDANTZEAL REVOLVE Circular

INNOVENTION SERIES 2021
02 November 2021


MINDSET SHIFT
POLICYMAKER
I review policies being used elsewhere to incentivize circular practices, and together with our communities of practice we continuously re-formulate them, optimizing for our specific context and working together to remove barriers to circular practice
URBAN PLANNER
Becoming a zero-waste city is my main aspiration. I view building and planning codes as a pathway to re
material flows, fos
energy footprints,
vast material desti
CEO
I now look at our corporate waste streams as our future production inputs - once we revealed all that hidden value
our costs, our
ariability, and
r bottom line
CONSUMER
First, I don't buy it if I don't need it, I consider its origin and what I will do with it when I'm finished. I know purchase of a potentially circular product still isn't one until I help it get to the place it can be re-used!
PRODUCT
I think throu
cycle impac
I'm designir
with our en
set quantifi
energy and
to improve
MULTINATIONA
We make it clear t
and manufacturers
economy is the wa
and we helped the
inventories, docun
technologies to eli
manufacturing, pa
Source: GRID-Arendal.
CIRCULAR ECONOMY ON THE AFRICAN CONTINENT
PERSPECTIVES AND POTENTIAL
GRID ARENDAL
A UNEP Partner
AFRICAN CIRCULAR ECONOMY NETWORK
FOOTPRINTS AFRICA
ICLEI
PRODUCT DESIGNER
I think through the full life-cycle impact of the product I'm designing and together with our engineers work to set quantified targets on all energy and material flows to improve them each year

Consumer Perspective

Linear mechanisms

1. **Consumerism** follows marketing
2. International opportunities **for cost reduction**
3. **Ownership** is the norm
4. **Low/no residual value** of products

Circular mechanisms

1. **Customer satisfaction** is an important driver
2. **Local-first** attitude
3. **Accessibility** is the norm
4. **End-of-use incentives** incorporated

Table 2.1 Key mechanisms shaping the role of products in a linear and a circular economy *

Linear system mechanisms	Circular system mechanisms
Consumerism follows marketing Consumers want new products that keep pace with fashion and technological advances. Consumers must match their needs with the product offerings available.	*Customer satisfaction is an important driver* In a service relationship with a company, the customer experience feeds back more strongly to the service provider, raising consumers' awareness of their actual needs. In other cases consumers become prosumers who co-create or co-produce the products and services they need.

Table 2.1 Key mechanisms shaping the role of products in a linear and a circular economy *

Linear system mechanisms	Circular system mechanisms
International opportunities for cost reduction Consumers seek the cheapest version of a product on international markets, enabled by e-commerce.	*Local-first attitude* Accessibility to the service provider is part of the service experience, which leads to proximity as a customer choice criterion.

Table 2.1 Key mechanisms shaping the role of products in a linear and a circular economy *

Linear system mechanisms	Circular system mechanisms
Ownership is the norm Owning a product is regarded as the normal way to fulfil needs. Over time, previously luxury products become commodity goods due to decreasing production costs. Beyond legal warranty, product repair is considered too expensive compared with buying a new product. Do-it-yourself repair is considered too difficult due to complex and protective product design.	*Accessibility is the norm* Fulfilling needs is driven first and foremost by accessibility of a product and the satisfaction provided by its use. Different consumer segments can access products of their choice through customised services or by sharing products, for instance in peer-to-peer networks. Service agreements provide an incentive for product care for the producer and the user, depending on the agreement.

Table 2.1 Key mechanisms shaping the role of products in a linear and a circular economy *

Linear system mechanisms	Circular system mechanisms
 *Low/no residual value of products* End-of-life products (broken or obsolete) are considered a burden, to be disposed of as cheaply as possible — by selling on the second-hand market, storing at home, or through regulated waste disposal systems or illegal incineration or dumping.	 *End-of-use incentives incorporated* If products are part of a service, there are incentives to return them to the provider after use, avoiding stocks of obsolete products in households, or illegal dumping.

Typology of ‘Circular Economy’ brands:

from ‘circular by design’ to ‘circular-washing’

Typology of Circular Economy Brands

1. Circular by design

Brands with **genuine closed-loop business models at the core**

2. Circular Ecosystem

Brands which **manage waste, recycle, repair, remanufacture, repurpose …**

3. Let's try circular

Linear brands with **circular pilot projects** (even wanna-be circular by incl. more & better recycling)

4. Circular-washing

Tend to be big linear brands which **misuse circular economy, manipulate the narrative, mislead consumers**

What else do we do?

IMAGINE CIRCULARITY

circularity.ng

CE4Media

Capacity-Building

REVOLVE Circular

Join us!

Universiteit Utrecht

Copernicus Institute of Sustainable Development

circularity.ng

The world
is ready for a dramatic comedy
against the odds of a linear economy.

Are you
ready to fund it?

Is Nollywood
ready to produce it?

Principal Partner

REVOLVE Circular

Legal advisor

Vavrovsky Heine Marth

Implementation Partners

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UNDERDOG PRODUCTIONS

Thank you!

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www.revolve.media/circular