

Transitioning to a circular economy

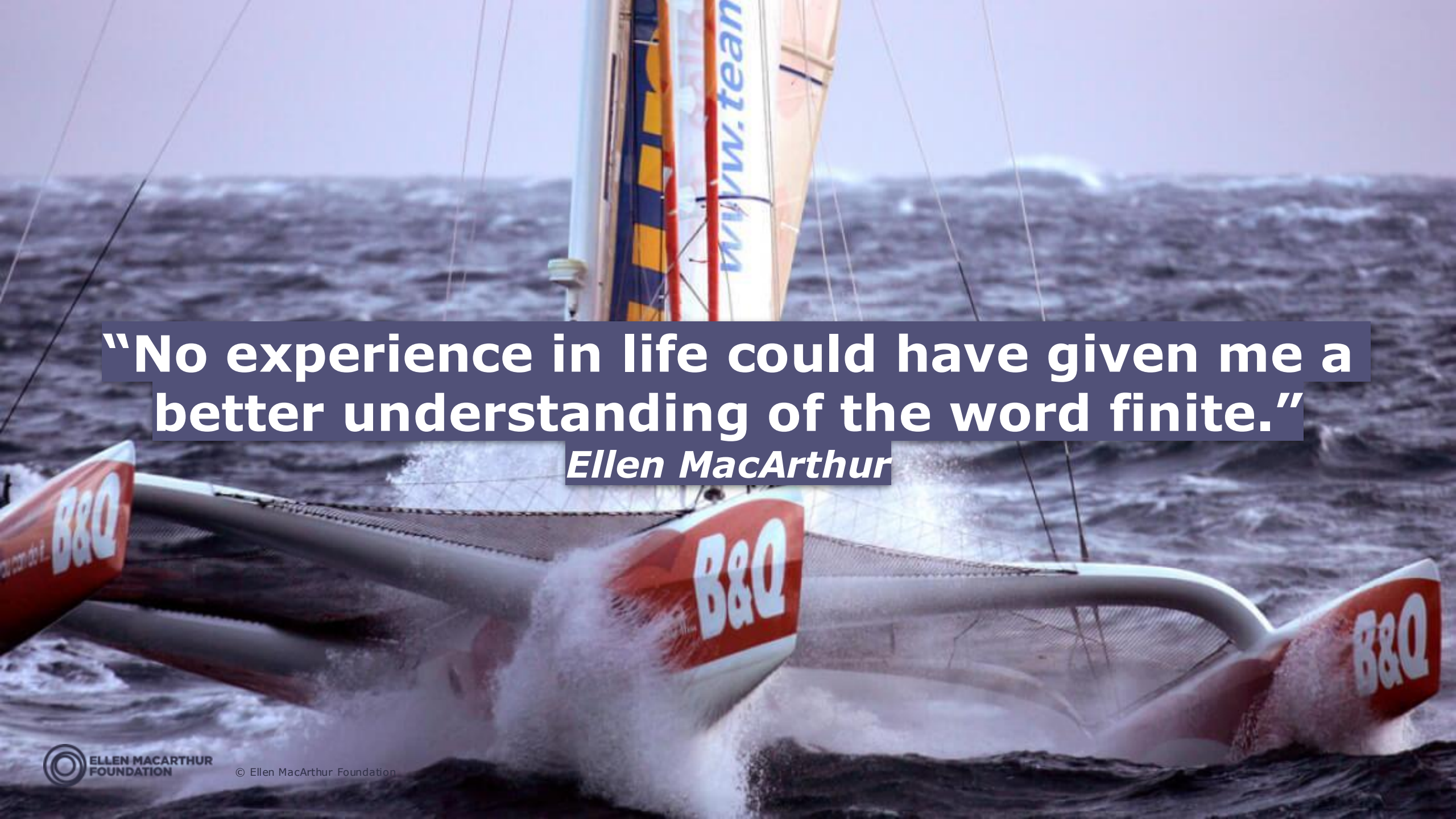
Global trends and lessons

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A B&Q trimaran sailing on a rough sea. The boat is white with red accents and the B&Q logo. The mast is white with blue and yellow stripes and the text 'www.team'. The background is a dark, choppy sea under a cloudy sky.

“No experience in life could have given me a better understanding of the word finite.”

Ellen MacArthur

Take

Make

Waste

LINEAR



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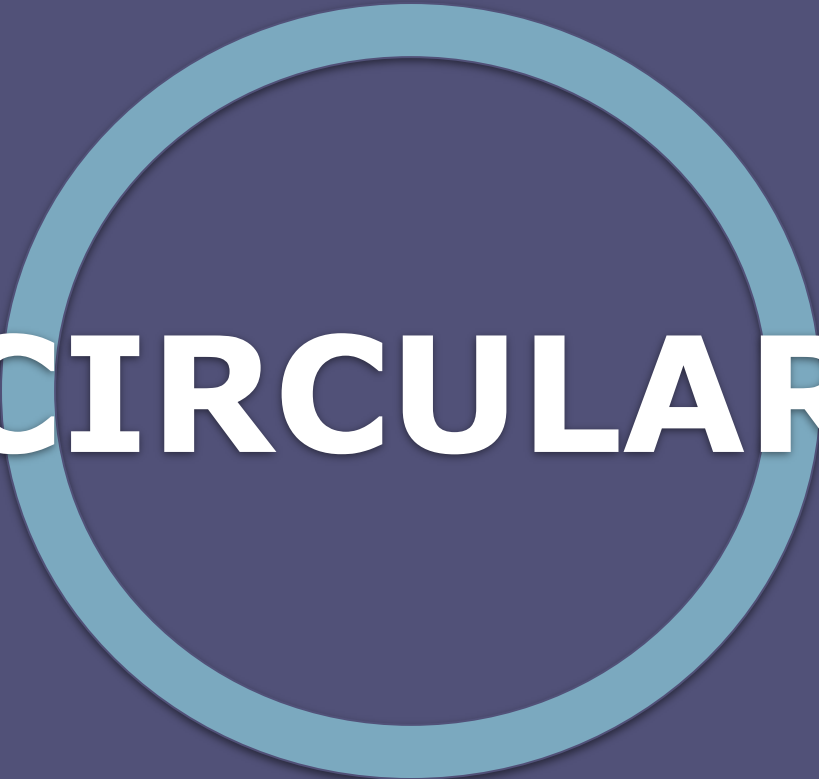
**If you could describe today's
global economy in one word,
what would it be?**

The Urgency

Our world is changing faster than ever!

- Climate impacts
- Biodiversity loss
- Waste and pollution
- Digital disruption
- Resource scarcity
- Political Volatility





CIRCULAR



Eliminate
waste and
pollution



Circulate
products and
materials

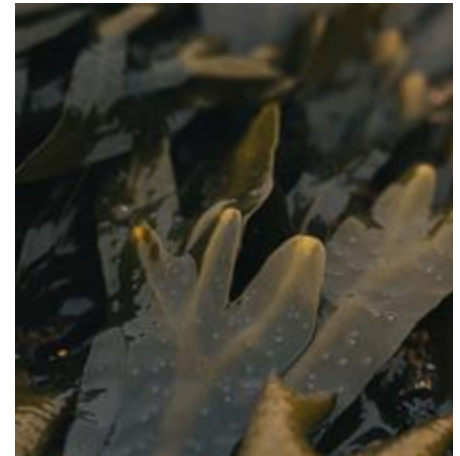


Regenerate
nature

Eliminate waste and pollution by design

By shifting our mindset, we can treat waste as a design flaw.

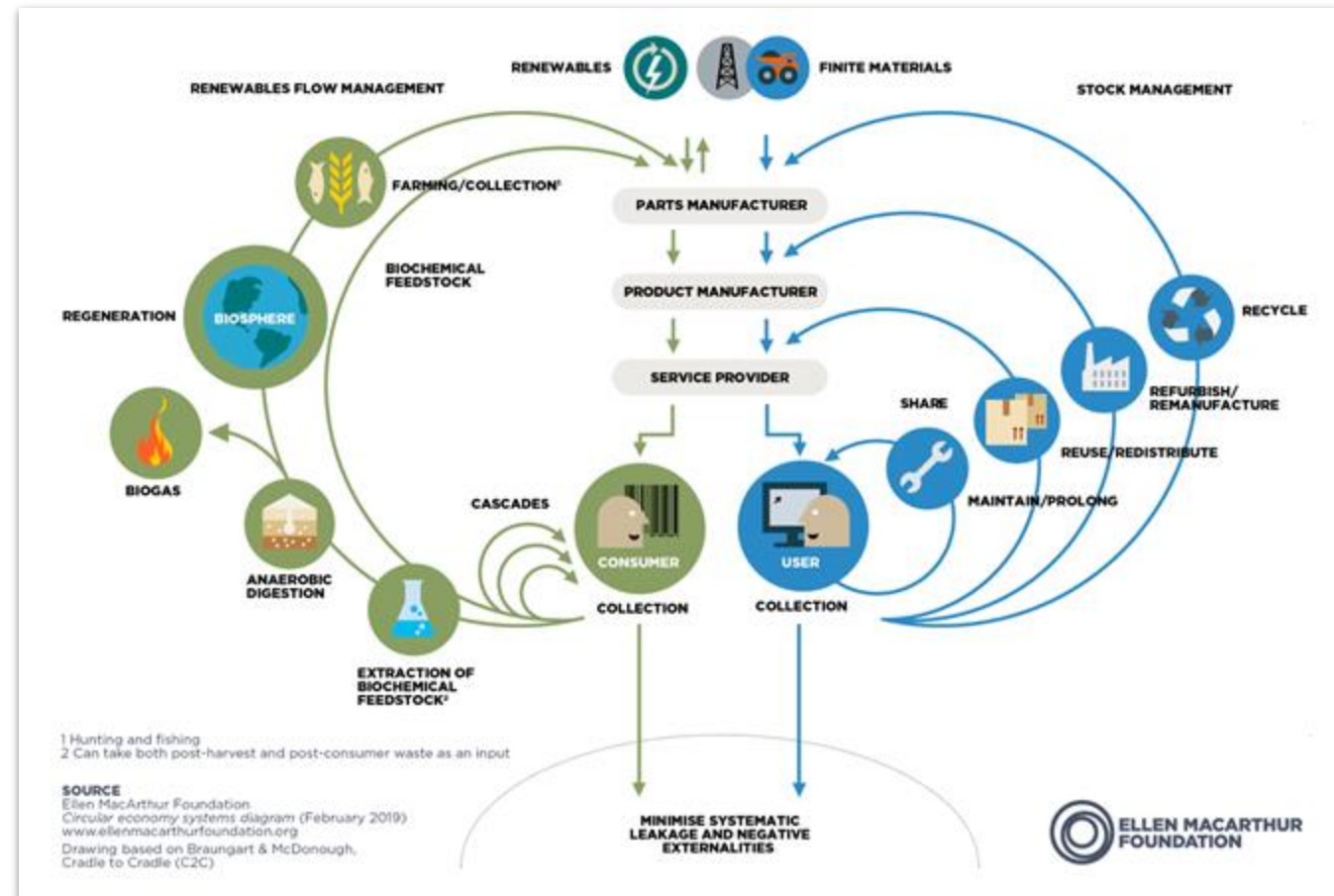
- Most products on the market today do not have an onward path after they are used - **they are designed to be disposable.**
- Companies around the world have been rethinking the way they design, make, and remake their products.
- Example: **Notpla** uses seaweed and plant-based alternatives to plastic packaging



Circulate products and materials at their highest value

By keeping products and materials in use, nothing becomes waste and their intrinsic value is retained.

- There are many ways products and materials can be kept in circulation.
- Two fundamental cycles:
 - The technical cycle
 - The biological cycle
- Example: **Ahrend** is an office furniture manufacturer that has built its business models around leasing, refurbishment, and material reuse



Regenerate Nature

Waste is a human invention.

- Instead of continuously degrading nature, we build natural capital.
- Food industry is a good starting point, but it doesn't stop there.
- Example: **Connect the Dots** is a city-led initiative to promote local regenerative agriculture in the rural zone of the state of São Paulo, protecting natural systems threatened by urban sprawl and conventional agricultural practises.

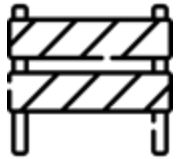


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**Can you think of an example
from your country that already
follows one of these principles?**

The Ellen MacArthur Foundation

Our mission: accelerate the circular economy transition



Our role: help tackle the barriers to scaling the circular economy



Our approach: leverage business and policy to unlock real-world progress at scale



Our focus: big impact
Plastics & packaging
Retail
Critical Minerals

Global trends and lessons

The circular economy is firmly on the global agenda.

- More than 55% of businesses have circular economy ambitions/targets
- There are more than 75 national circular economy roadmaps

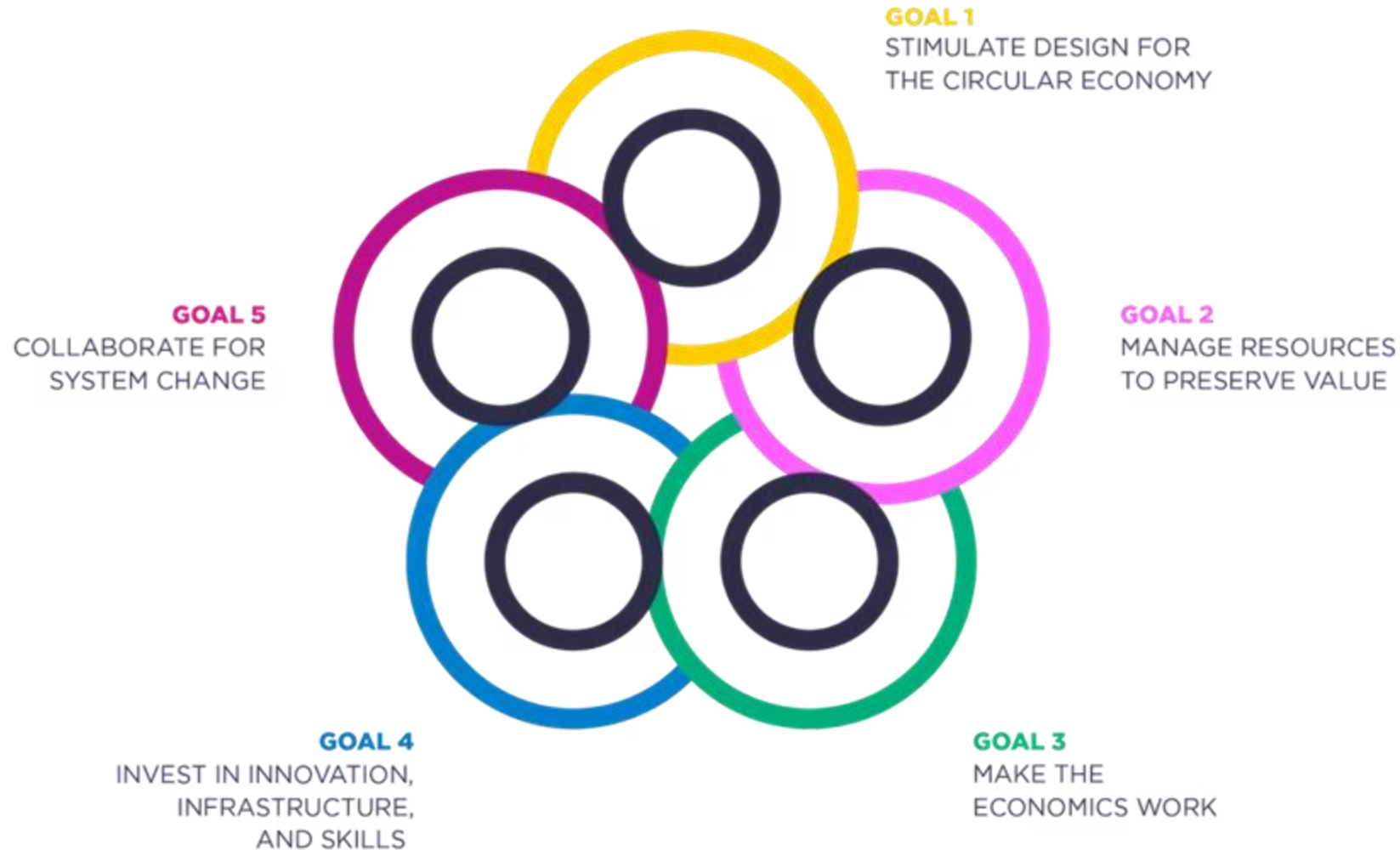
But to scale we need to accelerate circular economy implementation by focusing both business and policy action on overcoming systemic barriers.



Systemic barriers to implementation

01	Linear lock-in	Current policy frameworks are built on linear economy assumptions resulting in circular solutions competing with established, lower-cost linear practices.
02	Policymaker capacity	Governments frequently face fragmented mandates, short-term political priorities, and limited institutional capacity.
03	Lack of policy coherence	Lack of coherence between policies aimed at supporting the circular economy and other relevant policies (e.g. climate, biodiversity, bio-based resources)
04	Political dynamics	Shifting political contexts and changing agendas can alter priorities and disrupt progress.

The Universal Circular Economy Policy Goals



African leadership and innovation

African countries offer unique insights into circular economy implementation

- Informal sector models
- Decentralised infrastructure solutions
- Innovation despite limited resources

African Circular Economy Alliance

17+
countries

12
circular
strategies

36
bans on
single-use
plastics

16
EPR
schemes

Now it's your turn.



Thank you

Explore more at:

<https://www.ellenmacarthurfoundation.org/>

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