

# Stakeholder Engagement & Governance & Leadership

## Let's walk the talk!



# CIRCULAR CHANGE

THE BEST ENTRY POINT FOR YOUR CIRCULAR ECONOMY JOURNEY

INTERNATIONAL WEBINAR:

# CHILE'S ROAD TO A CIRCULAR ECONOMY: EUROPEAN STRATEGIES AND VISIONS

PANELISTS



**Ladeja Godina**  
Chair of the European  
Circular Economy  
Stakeholder Platform  
in Brussels



**Freek van Eijk**  
Director of  
Holland Circular  
Hotspot



**Linnet Solway**  
Director of Technology Transfer  
and Circular Economy  
at Eurochile

MODERATOR

Time for  
action is now!

**Daniel Calleja:** “Para recuperarnos de esta crisis,  
la circularidad tiene que convertirse en norma”



ORGANISED BY



SUPPORTED BY



Reino de los Países Bajos



# What keeps us awake?



EU says COVID-19 recovery plan should include fight climate crisis



# What brings hope?



**EU leaders strike deal on €750bn recovery fund after marathon summit**

# ECESP – the Network of Networks



**The Coordination Group brings together 24 members selected from civil society organisations, business and trade union representatives, think-tanks, research centres and public bodies that have a stake in the circular economy.**



#CEStakeholderEU

# We're part of the ECESP Coordination Group



Agencia nazionale per le nuove tecnologie,  
l'energia e lo sviluppo economico sostenibile



## THE CIRCULARS 2018 LEADERSHIP FINALISTS

ADAM LOWRY  
FRANS VAN HOUTEN  
LADEJA GODINA  
LISA JENNINGS  
PROFESSOR ALDO OMETTO  
VINCENT BIRUTA

In collaboration with Accenture Strategy  
Sponsors: Dell | Ecolab  
Media Partners: CNBC | Fortune

An initiative of



An initiative of The World Economic Forum and The Forum of Young Global Leaders

The Circulares 2018  
**FINALIST**

The Fortune Award for  
Circular Economy Leadership

[thecirculars.org](http://thecirculars.org)

In collaboration with Accenture Strategy

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# Circular Change – Setting the Trends



2016 2017



2018 2019

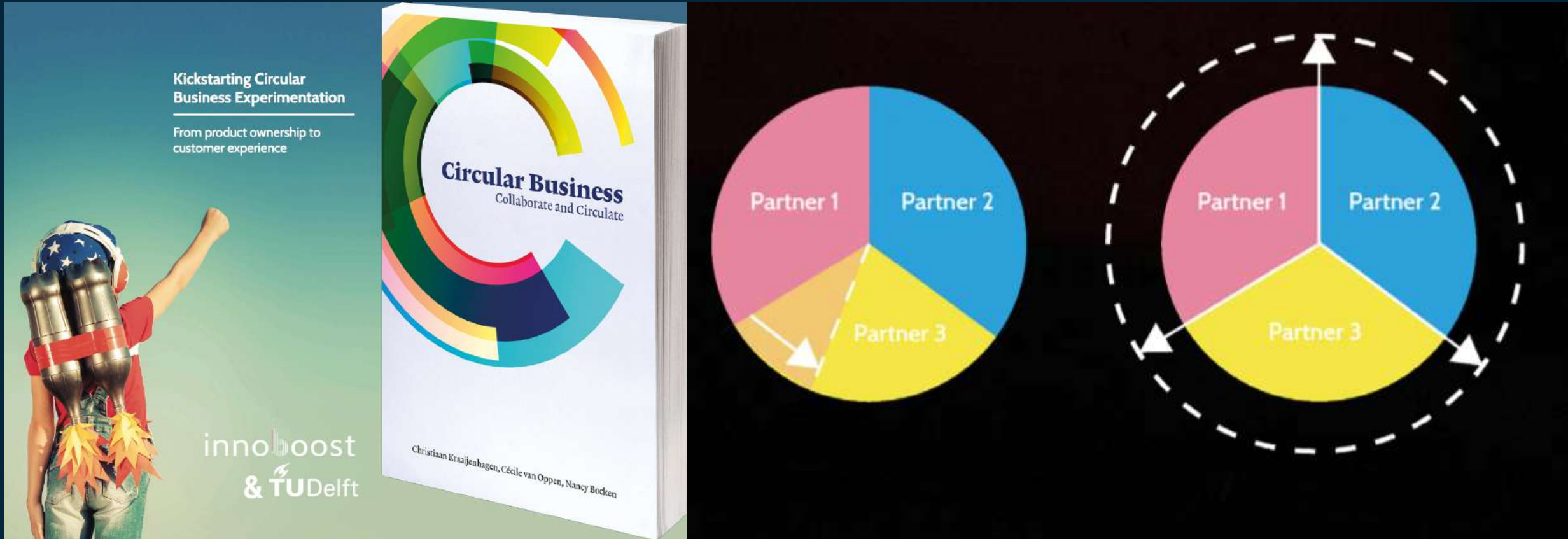


# Circular Economy – the new game changer

1. Stakeholder Engagement – what is in it for me
2. Governance - disruption is happening in every sector
3. Leadership – from competition to coopetition



# 1. Stakeholder Engagement – what is in it for me?



Source: <https://www.innoboost.nl/>

## Stakeholder Map: Who Needs What?



**In theory**

**Should companies  
only strive to maximize  
shareholder value  
or try to serve the  
interests of all  
stakeholders?**



**In practice**





**Austria - January 2020**



**„Chile“ – July 2020**

# European CE Roadmaps

The European Commission proposes the Circular Economy action plan

EU Circular Economy Package adopted

National Circular Economy (CE) strategy papers



<sup>1</sup> Study carried out by EPEA on behalf of the Ministry of the Economy; national strategy paper planned for 2019

<sup>2</sup> Ed. Danish Advisory Board for Circular Economy

<sup>3</sup> OECD Environment Policy Paper, Country study: Ed. OECD. Content developed with the collaboration of the Ministry of the Environment of Slovakia

<sup>4</sup> Located in the Swedish "Agency for Economic and Regional Growth" in the Ministry of Enterprise and Innovation

<sup>5</sup> Contains a section on the Green Economy with reference to CE principles



## 5 STEPS - THE CIRCULAR ECONOMY IMPLEMENTATION MODEL

	WHAT	WHO	HOW	Activities led by sLOVEnia	Activities led by CIRCULAR CHANGE
1	AWARNESS	Frontrunners	Public events and media	NGOs and The Ministry of the Environment and Spatial Planning <b>YEAR 1</b>	Opening public events, working with media, contacting decision makers in Slovenia, learning from the Netherlands, launching the platform at the <b>1<sup>st</sup> Circular Change Conference</b>
2	INSPIRATION	Authorities	Dialogue with the government	Dr. Janez Potocnik, the former EU-Commissioner for the Environment who introduced the first CE Package in 2014, and Miro Cerar, Prime Minister of the Republic of Slovenia <b>YEAR 1</b>	Organising Dr. Potocnik's presentation to the Prime Minister and the government, working with different associations (Am Cham Slovenia, Managers Association, Chamber of Commerce, etc.)
3	COLLABORATION	Platforms / Networks	Mapping of best practices	Partnership for green economy in the cabinet of the Prime Minister <b>YEAR 2</b>	Mapping existing practices and connecting different stakeholders, publishing case studies, establishing an international network
4	NETWORKING	Various stake-holders	International engagement	Membership in the CE100-Elle MacArthur Foundation, the World Economic Forum and the Platform for Accelerating the Circular Economy <b>YEAR 2</b>	<b>2<sup>nd</sup> Circular Change Conference</b> – Collaboration with WEF, The Circulabs, Central European Convention, SITRA, Circle Economy and the Club of Rome, membership in the European Circular Economy Stakeholder Platform, international speaking opportunities, etc.
5	IMPLEMENTATION	Government	National documents	Vision 2050, Development Strategy 2030, Smart Specialisation, National Circular Economy Roadmap <b>YEAR 3</b>	Development of national roadmap, process engaged 3,000 contributors.  Official launch of National Circular Economy Roadmap on 11 May 2018 at <b>3<sup>rd</sup> Circular Change Conference</b> .

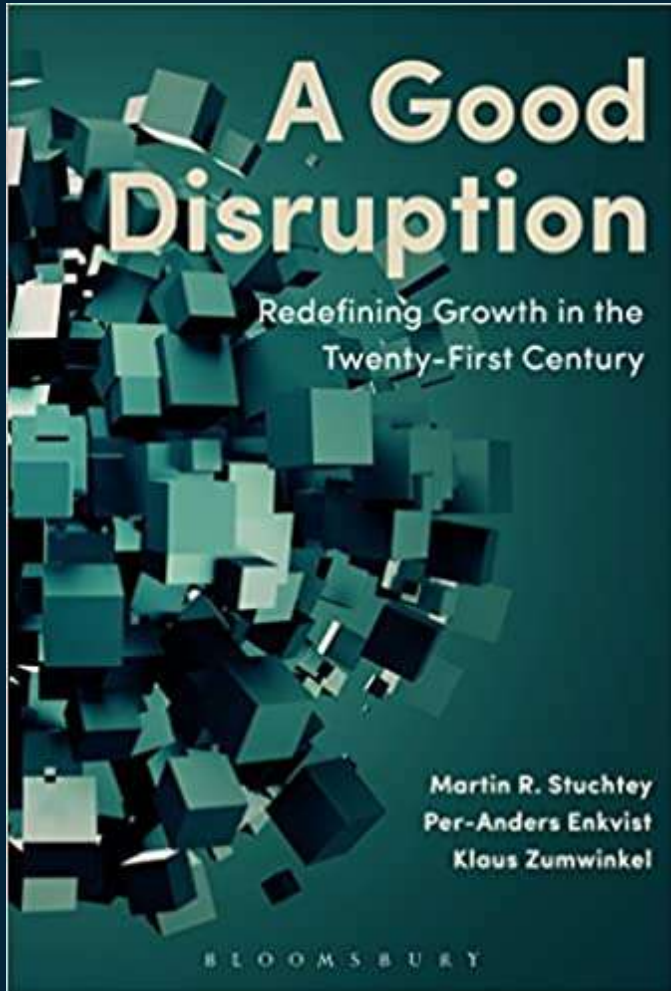
# BUILDING A CE HOTSPOTS NETWORK IN EUROPE

EVENTS - SHARING BEST PRACTICES & INSIGHTS - CE OFFER & DEMAND - ADVOCACY

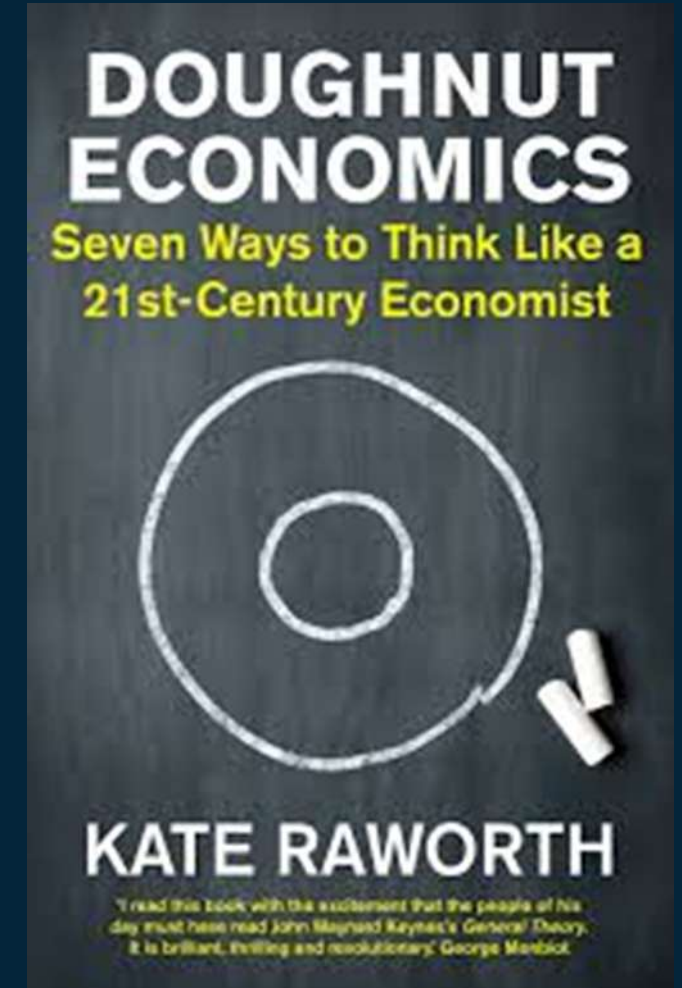




## 2. Governance – disruption is happening in every sector



Source: [www.circularchange.com](http://www.circularchange.com)

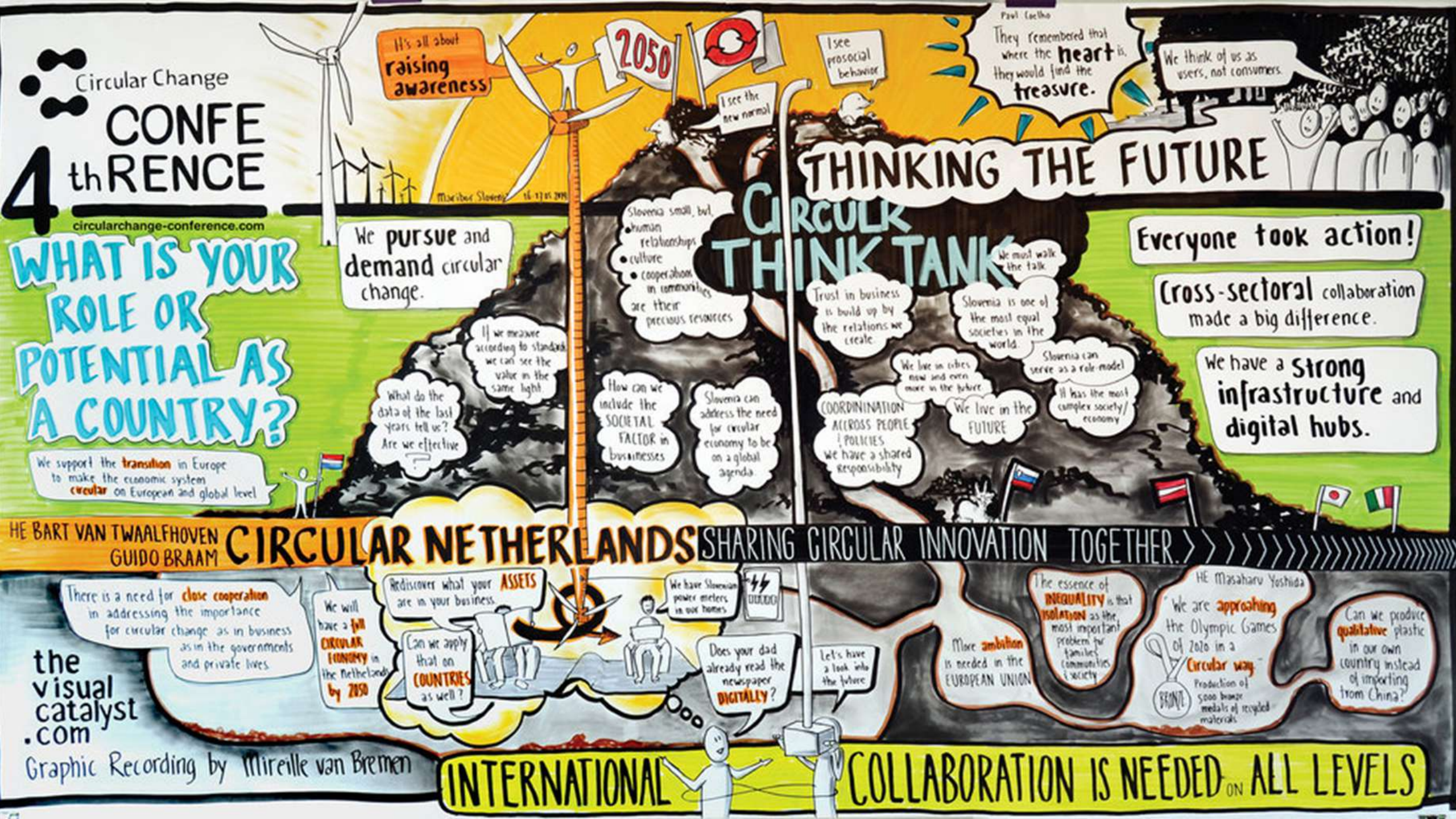


# Globally, we need a new approach to governance, based on regenerative systems:

- Governance for the Circular Economy is fundamental to engage necessary change.
- The COVID-19 pandemic offers the world a moment to pause and consider new approaches.
- In particular, we witness the result of supply chain collapse.
- Many initiatives are limited by systems controls, and values, in operation more than a half century.
- To enable transformation, new patterns of interaction in civil society, corporations and governments are required.

**Source:** <https://cirql.eu/>





Circular Change  
**4th CONFERENCE**  
circularchange-conference.com

**WHAT IS YOUR  
ROLE OR  
POTENTIAL AS  
A COUNTRY?**

We support the **transition** in Europe  
to make the economic system  
**circular** on European and global level

It's all about  
**raising  
awareness**

We pursue and  
demand circular  
change.

If we measure  
according to standard  
we can see the  
value in the  
same light

What do the  
data of the last  
years tell us?  
Are we effective

Slovenia small, but  
• human  
relationships  
• culture  
• cooperation  
in communities  
are their  
precious resources

How can we  
include the  
**SOCIETAL  
FACTOR** in  
businesses

Slovenia can  
address the need  
for circular  
economy to be  
on a global  
agenda

2050  
I see the  
new normal

I see  
prosocial  
behavior

Paul Coelho  
They remembered that  
where the **heart** is,  
they would find the  
**treasure**.

We think of us as  
users, not consumers.

**THINKING THE FUTURE**

**CIRCULAR  
THINK TANK**

Trust in business  
is build up by  
the relations we  
create

Slovenia is one of  
the most equal  
societies in the  
world

We live in cities  
now and even  
more in the future

Slovenia can  
serve as a role-model

It has the most  
complex society/  
economy

**COORDINATION  
ACROSS PEOPLE  
& POLICIES**  
We have a shared  
responsibility

We live in the  
**FUTURE**

**Everyone took action!**

**Cross-sectoral collaboration  
made a big difference.**

We have a **strong  
infrastructure** and  
**digital hubs.**

HE BART VAN TWAALFHOVEN  
GUIDO BRAAM

**CIRCULAR NETHERLANDS**

SHARING CIRCULAR INNOVATION TOGETHER

There is a need for **close cooperation**  
in addressing the importance  
for circular change as in business  
as in the governments  
and private lives

We will  
have a **full  
CIRCULAR  
ECONOMY** in  
the Netherlands  
by **2050**

Rediscover what your **ASSETS**  
are in your business

Can we apply  
that on  
**COUNTRIES**  
as well?

We have Slovenian  
power meters  
in our homes

Does your dad  
already read the  
newspaper  
**DIGITALLY?**

Let's have  
a look into  
the future

More **ambition**  
is needed in the  
**EUROPEAN UNION**

The essence of  
**inequality** is that  
**isolation** as the  
most important  
problem for  
families,  
communities  
& society

HE Masaharu Yoshida  
We are **approaching**  
the Olympic Games  
of 2020 in a  
**Circular way**  
Production of  
5000 bronze  
medals of recycled  
materials

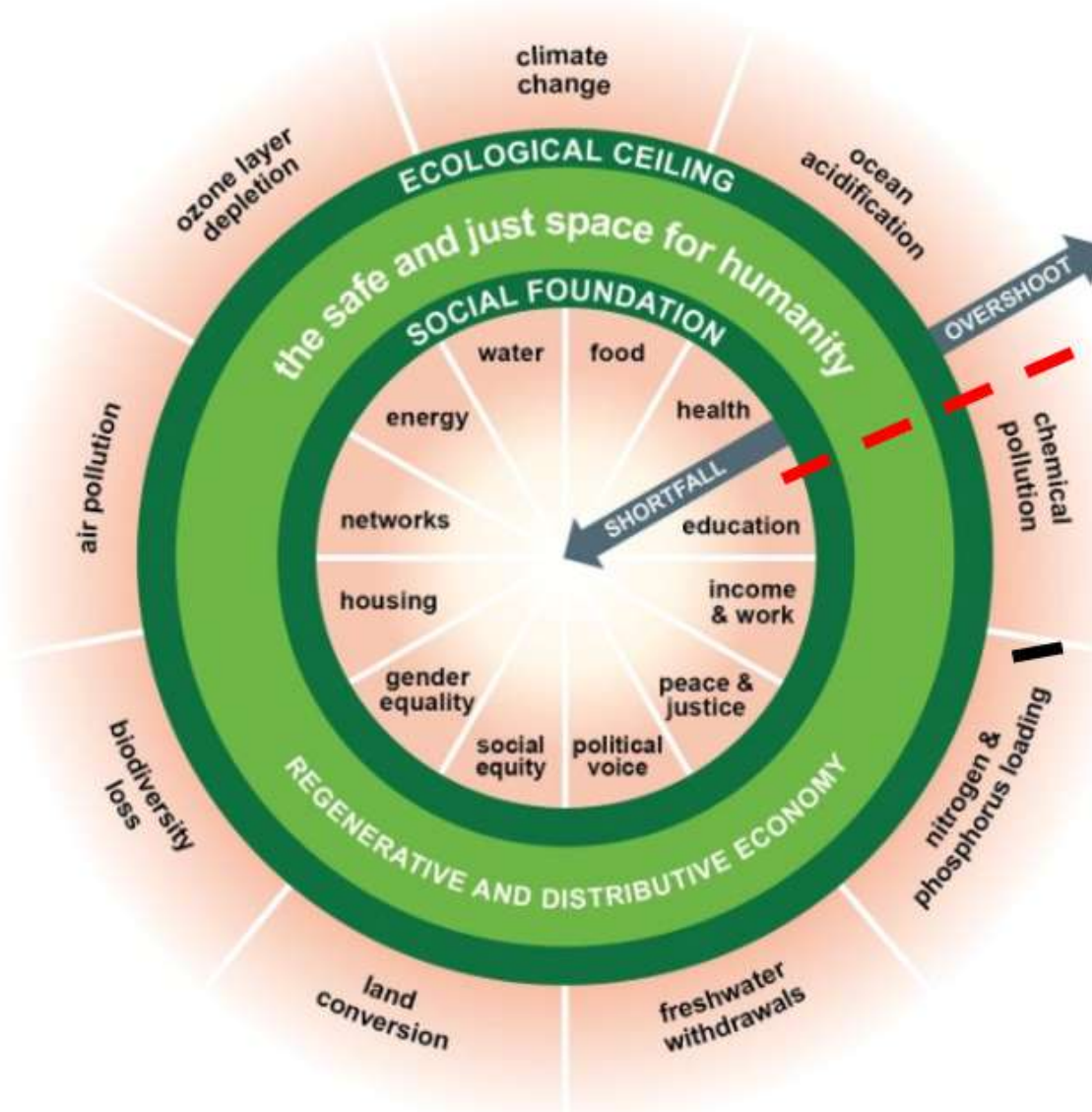
Can we produce  
**qualitative** plastic  
in our own  
country instead  
of importing  
from China?

the  
visual  
catalyst  
.com

Graphic Recording by Mireille van Bremen

**INTERNATIONAL COLLABORATION IS NEEDED ON ALL LEVELS**





*Basis human needs  
incl. minimum requirements  
of resource supply*

*Outer limit by Planetary  
Boundaries*

*Adapted from Raworth 2017*

**Safe Operating Space - "doughnut" perspective**



In past we used  
resources in ration of  
those provided by  
**1 Earth**



Past

Currently we use '**1.5 Earths**' in land and  
resources per year



2017

Our choice

'**2 Earths**' per year by  
2035



Back to '**1 Earth**' per  
year by 2035



2035

**90% of trash** floating on  
the ocean's surface is  
**plastic**

The textile industry uses  
**6 trillion L of fresh water**  
per year

**70%+ of textiles** are taken  
to **landfills** and not  
recycled or reused.

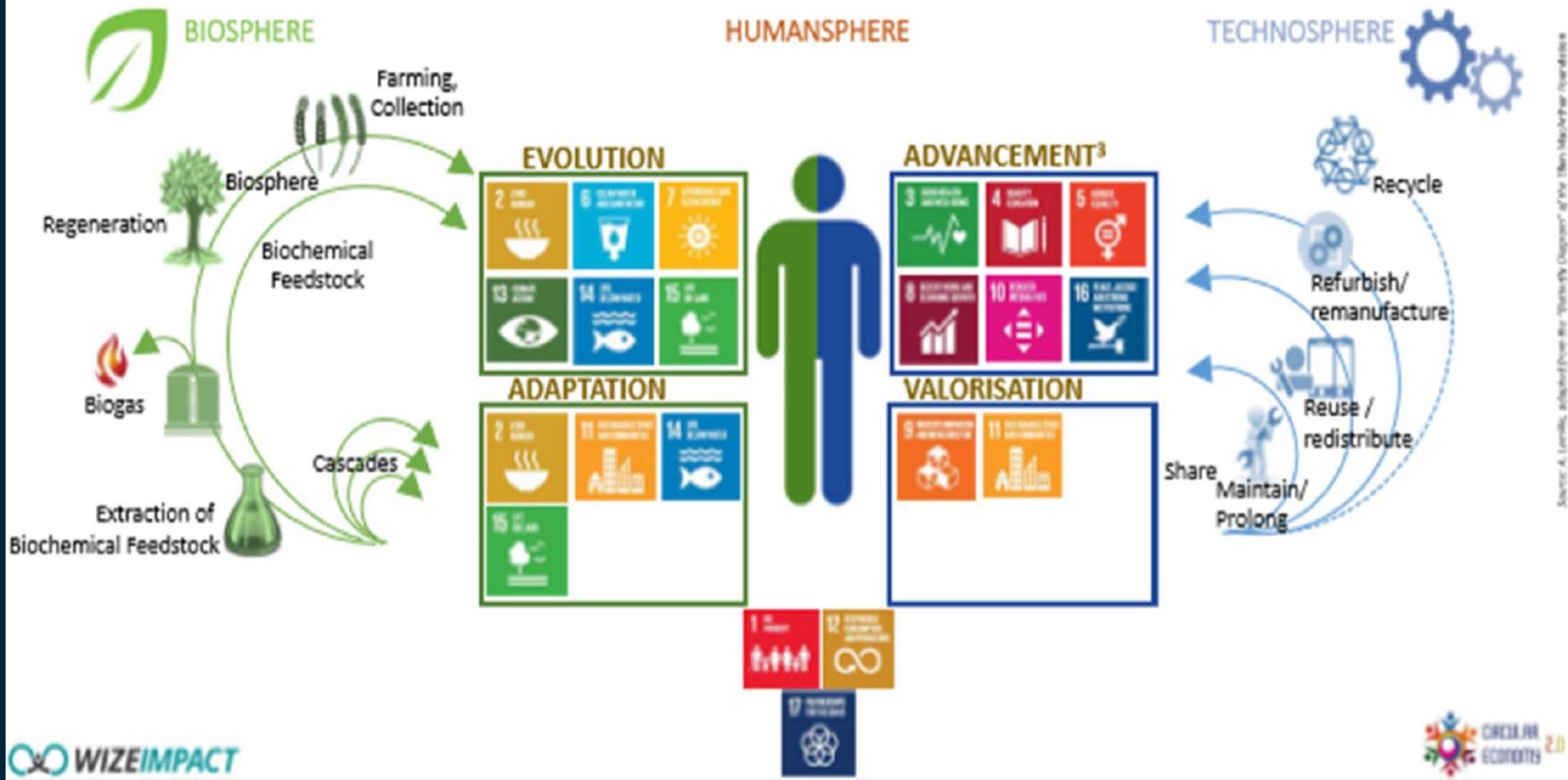


**1/3 of food produced is  
lost or wasted**

**800M** people on this  
planet suffer from  
hunger

The world has **lost 1/3 of  
it's arable land** in the past  
40 years

# We are globally interdependent and interconnected



Ellen MacArthur Foundation CE „Butterfly“ & SDG's



*SUPPLY SIDE  
SOLUTIONS*

*DEMAND SIDE  
SOLUTIONS*

*NATURE BASED  
SOLUTIONS*

*Energy,  
Carbon management*

*Circular Economy,  
Land, Water,  
Materials  
Management*

*Eco-system services  
Environmental sinks*

**Pillars For Efficient Climate Change Policy**

# Investments in CE

*Table 2 EIB CE lending in the period 2013 - 2017 (signed operations)*

Sector	CE lending 2013-2017 (EUR m)	Share
Industry and services sector	706	33%
Water management sector	554	26%
Agriculture and bioeconomy sector	366	17%
Waste management sector	331	16%
Mobility	95	5%
Urban development sector	50	2%
Energy sector	14	1%
<b>Total CE lending</b>	<b>2 116</b>	<b>100%</b>



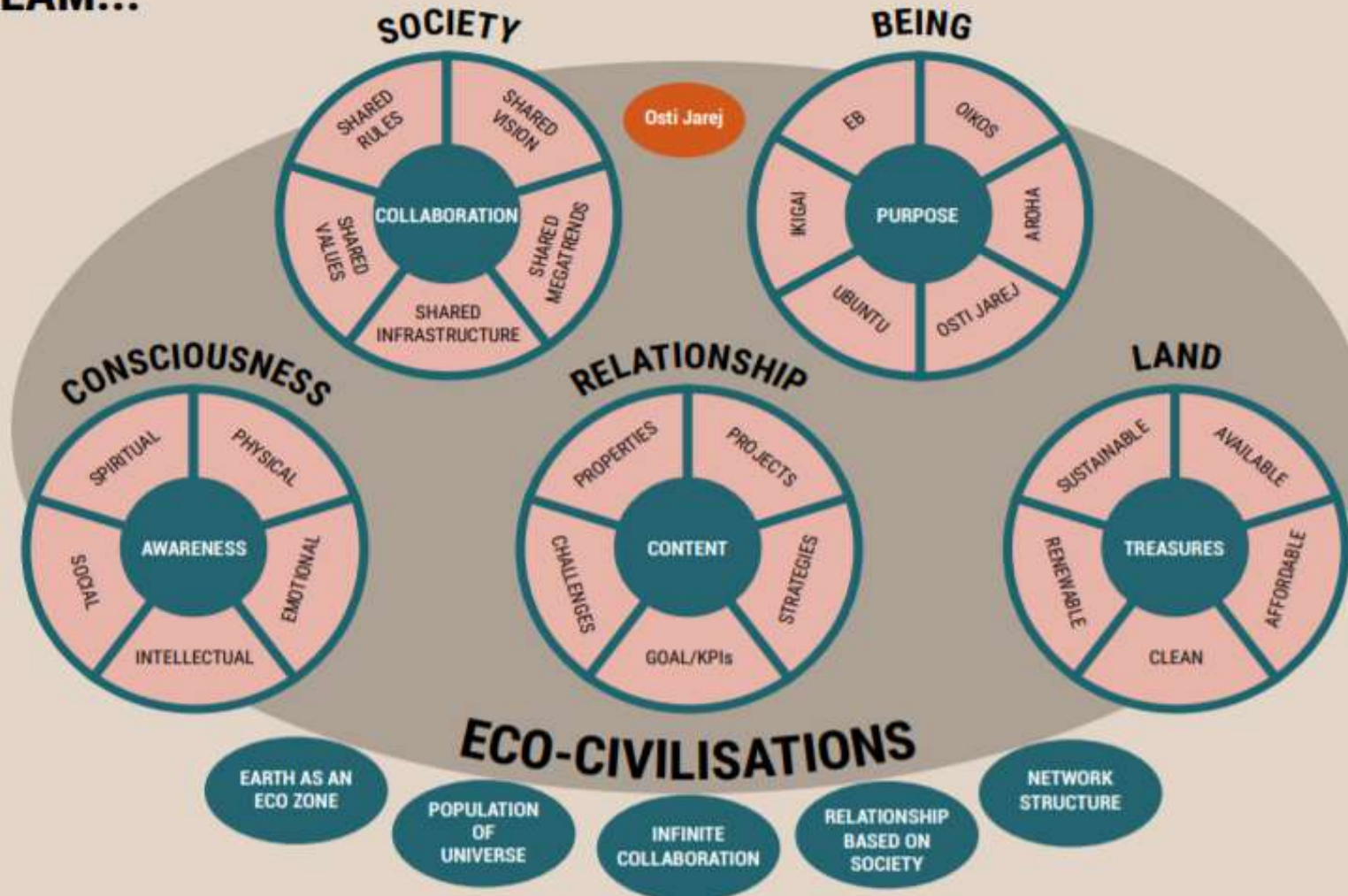
# **Circular Economy = good management!**

**Resources should be retained within the manufacturing and consumption cycles for as long as possible to retain the value of product, raw materials and material resources, and to minimize the production of waste.**

**Economic & environmental & social component.**

# 3. Leadership – from competition to coopetition

I HAVE A DREAM...



Source: Violeta Bulc, Former EU Commissioner, 2020

**“We need to address the societal well-being of our nation, not just the economic well-being.”**

**Jacinda Ardern**  
Prime Minister of New Zealand



WORLD  
ECONOMIC  
FORUM



# EU Policy Framework

## European Green Deal (2019)

- Europe as the first climate–neutral continent
- A Just Transition & Sustainable Europe Investment Plan
- Preserving Europe's Environment



## A NEW CIRCULAR EOCNOMY ACTION PLAN

# Impacts

Employment in CE related activities:

- 4 million workers
- 2012 – 2016 +6%

Repair, reuse, recycling:

- €147 billion value added
- €17,5 billion investments



Sonja Klopčič

# THE AEIOU OF LEADERSHIP

Five Approaches to Leadership for Tomorrow



Ladeja herself became the **embodiment of circular change**: she provided a link between stakeholders, a common laboratory of ideas, and an incubator for new, sustainability-focused projects. Companies, cities, NGOs, research studies, creative individuals, the media, government – she persistently spun a web of connections and, more often than not, found herself in the role of mediator between different interests and outlooks



# Circular Economy – the new game changer

1. Stakeholder Engagement – what is in it for me

**Get a bigger piece of pie by jointly making a pie bigger!**

2. Governance - disruption is happening in every sector

**Embrace the change - in every crisis lies the seed of opportunity!**

3. Leadership – from competition to coopetition

**Your daily decisions count!**



THERE IS A **CRACK** IN EVERYTHING, THAT'S  
HOW THE **LIGHT GETS IN.** LEONARD COHEN

# Thank you!

Meet THE CIRCULAR FACES on our platform and find out what COMPETENCES, EXPERIENCES, and KNOWLEDGE we can share.

A group of diverse people, including men and women of various ages and ethnicities, are smiling and socializing at a networking event. In the foreground, a man with a beard and a backpack is handing a white reusable shopping bag to a woman. Other people are standing and sitting at tables in the background, some holding glasses. The atmosphere is positive and collaborative.

FACES BEHIND THE CIRCULAR SCENE  
#fbtcs

Join us ☺ [ladeja@circularchange.com](mailto:ladeja@circularchange.com)

[www.circularchange.com](http://www.circularchange.com)