

The Circular Economy and Policy

JPAC Public Forum

Circular Economy: Closing Material Cycles and Creating Sustainable Systems

July 24, 2025

Jennie Romer
Director of Policy, North America





If we get this right, and we innovate, and we are creative, we can build an economy which can thrive and can run forever.



Dame Ellen MacArthur

Founder and Chair of Trustees





We need a circular economy

To tackle some of the biggest global challenges we need to redesign how we make, grow, and use things.











Global team, global collaboration

Our network represents over **twelve million employees** from businesses, NGOs, academic institutions and innovators responsible for nearly **USD 5 trillion in revenue** and supported by our teams in **five strategic locations.**

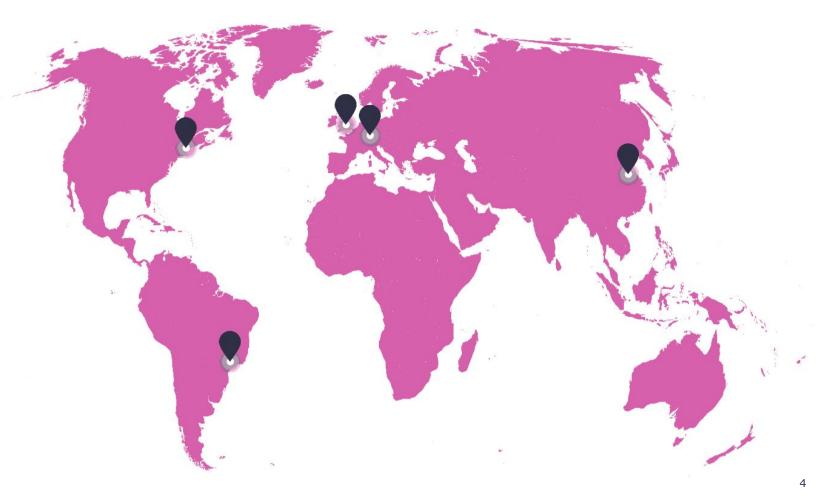
55%

of large businesses have now made circularity commitments

75+

Countries have adopted circular economy roadmaps





Our Network Strategic Partners

...amongst a wider network of over 200 businesses, universities, NGOs and experts.











H&M Group

























Catalyzing the circular economy

Plastics and Packaging



The Global Commitment, launched in 2018 by the Foundation and the United Nations Environment Programme has mobilised over 1,000 organisations behind a <u>common vision</u> and aligned 2025 targets, underpinned by common metrics and definitions. This group includes:

- 250+ businesses representing 20% of all plastic packaging globally, across the value chain and the world (the majority of business signatories are active across four or more continents)
- 55 governments representing over 1 billion people, across five continents
- 2004 endorsing signatories, including 27 financial institutions with a combined USD 4 trillion of assets under management; leading institutions such as the Consumer Goods Forum, the International Union for Conservation of Nature (IUCN), National Geographic, Systemic, the Waste and Resources Action Programme (WARP), the World Economic Forum, and World Wide Fund for Nature (WWF); and 50 academics, universities, and other educational and research organisations.
- 800+ organisations that are members of one or more of the 11
 <u>Plastics Pacts</u> around the world, which are all working towards the same common vision and aligned 2025 targets.

1,000
ORGANISATIONS
BEHIND A
COMMON VISION

Critical Minerals





Retail







Stimulate design for the circular economy:

Enabling and incentivizing the switch to upstream circular design practices and business models across multiple sectors.



- Eco-design standards, incentives for durability, and tools like digital product passports
- Encouraging regenerative production through agriculture, land-use and food policies
- Aligning chemical legislation, restrictions, and bans for circular outcomes
- Stimulating circular building designs through construction and planning policies



Manage resources to preserve value:

Developing a rich system of resource management that keeps these goods and materials in productive use and at high value, in complement to Goal 1.



- Strengthening circular economy outcomes through
 Extended Producer Responsibility and Deposit Return
 Schemes
- Reviewing and harmonizing resource classification in waste legislation
- Advancing collection and sorting policies to enable onward flows of goods and materials



Make the economics work

Creating the broader economic conditions needed to scale circular outcomes, and that support the resource loops enabled by Goals 1 & 2.



- Aligning taxation with circular economy outcomes
- Reforming **subsidies** to shape the transition
- Reviewing **competition policy** to foster collaboration
- Using **public procurement** to grow new markets



Invest in innovations, infrastructure, and skills

Using public finance capabilities to invest in circular economy innovation, infrastructure, skills, and to mobilize private investment.



- Incorporating the circular economy in school and higher education curricula
- Developing training programs and apprenticeships
- Providing interdisciplinary research funds for system change solutions
- Offering early-stage venture funding to catalyze innovation



Collaborate for system change:

Focusing on the mechanisms to create a responsive, inclusive, collaborative approach, building insights and targets through which to measure progress.



Example policy mechanisms:

- Setting indicators and targets to track progress
- Building international policy alignment
- Developing collaborative, inclusive roadmaps
- Transitioning a value chain through multi-stakeholder alliances





Thank you

To learn more about the circular economy see: https://www.ellenmacarthurfoundation.org/





