



# The Circular Economy and Policy

**JPAC Public Forum**

**Circular Economy: Closing Material Cycles and Creating Sustainable Systems**

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**Director of Policy, North America**



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**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

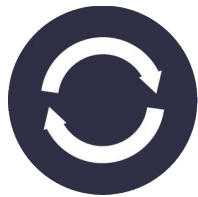


# We need a circular economy

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



**ELIMINATE**  
waste and  
pollution



**CIRCULATE**  
products and  
materials



**REGENERATE**  
nature





# Global team, global collaboration

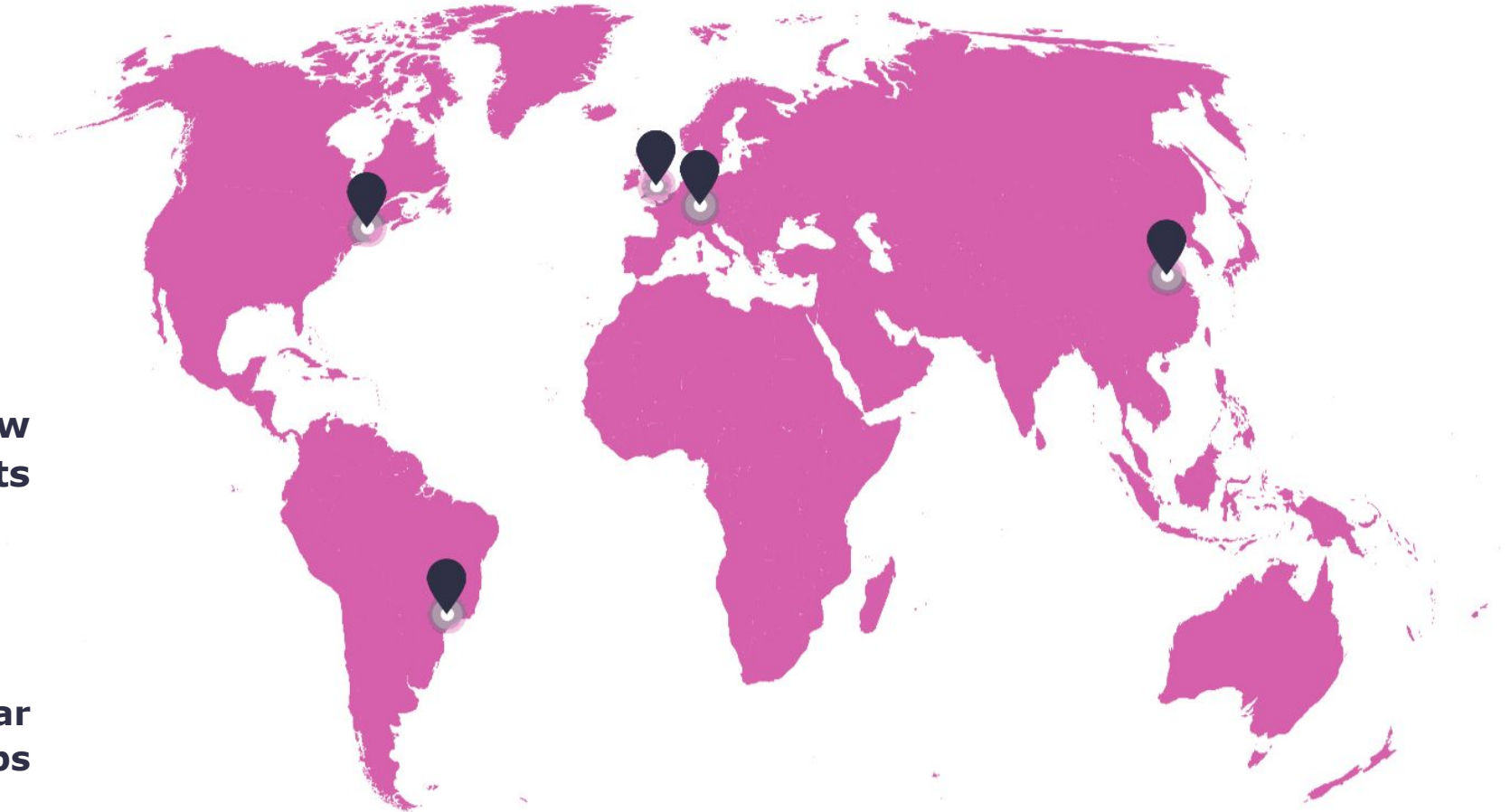
Our network represents over **twelve million employees** from businesses, NGOs, academic institutions and innovators responsible for nearly **USD 5 trillion in revenue** and supported by our teams in **five strategic locations**.

**55%**

**of large businesses have now made circularity commitments**

**75+**

**Countries have adopted circular economy roadmaps**



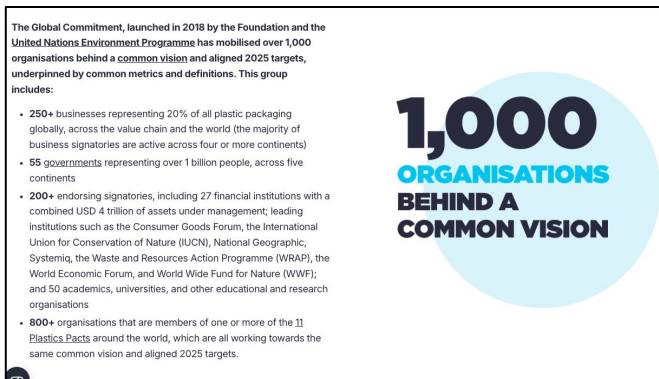
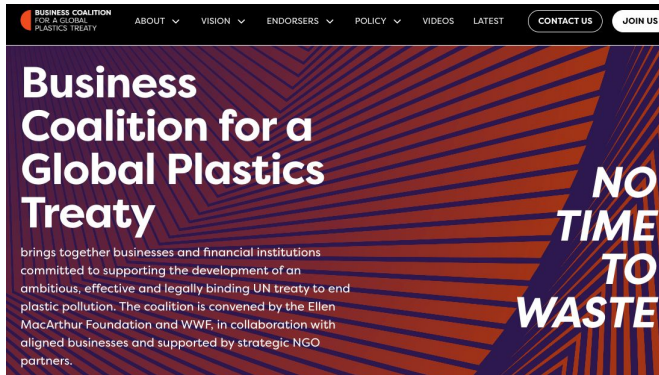
# Our Network Strategic Partners

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

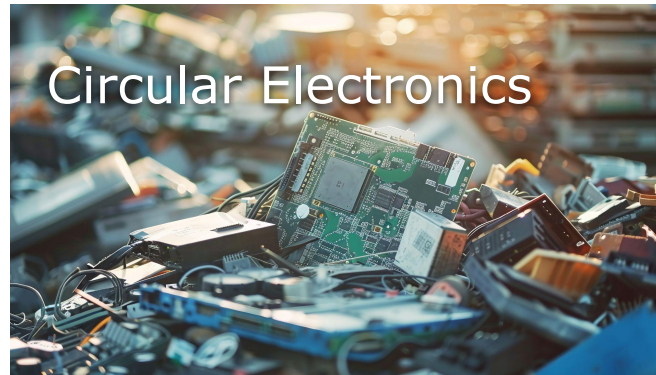


# Catalyzing the circular economy

## Plastics and Packaging



## Critical Minerals



## Retail



# CIRCULAR ECONOMY

## POLICY GOAL 1

### Stimulate design for the circular economy:

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



#### Example policy measures:

- **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**



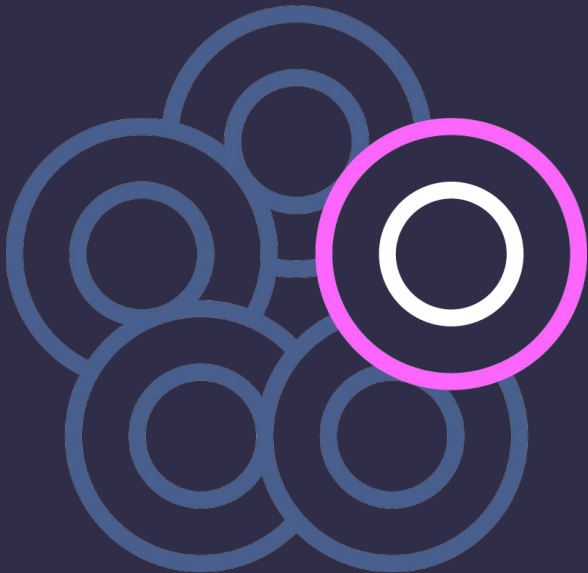
## CIRCULAR ECONOMY POLICY GOAL 2

### 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.

#### Example policy measures:

- 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





## CIRCULAR ECONOMY POLICY GOAL 3

### 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.

Example policy measures:

- **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



## CIRCULAR ECONOMY POLICY GOAL 4

### Invest in innovations, infrastructure, and skills

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

#### Example policy measures:

- 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**



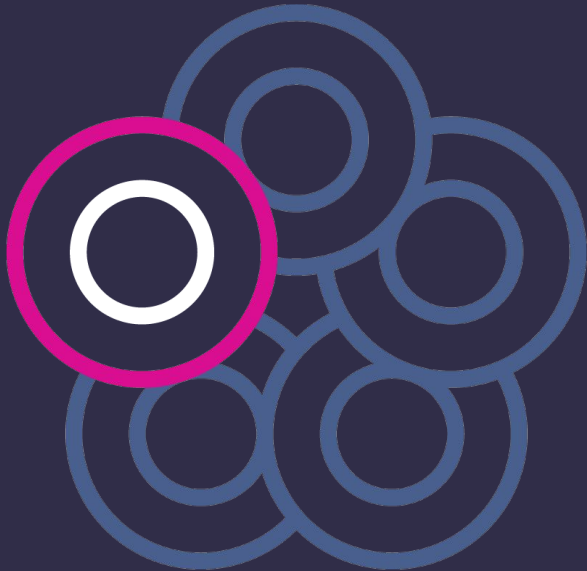
## CIRCULAR ECONOMY POLICY GOAL 5

### 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/>

