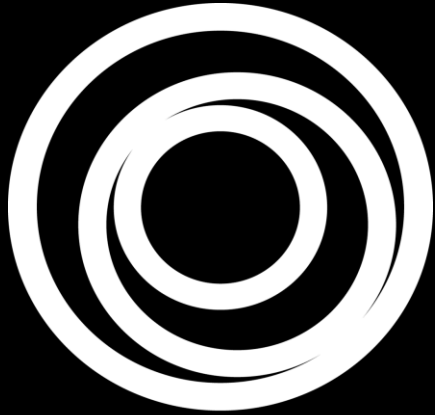


The background of the slide is a monochromatic blue image of an underwater coral reef. The coral is dense and textured, with various shapes and sizes of coral heads and branches. The lighting is soft, creating a serene and natural atmosphere. The text is overlaid on this background in white, providing a high-contrast and legible presentation.

THE CIRCULAR ECONOMY

... as a system solutions framework

10th Regional 3R and Circular Economy Forum
November 24th, 2020



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MACARTHUR
FOUNDATION**

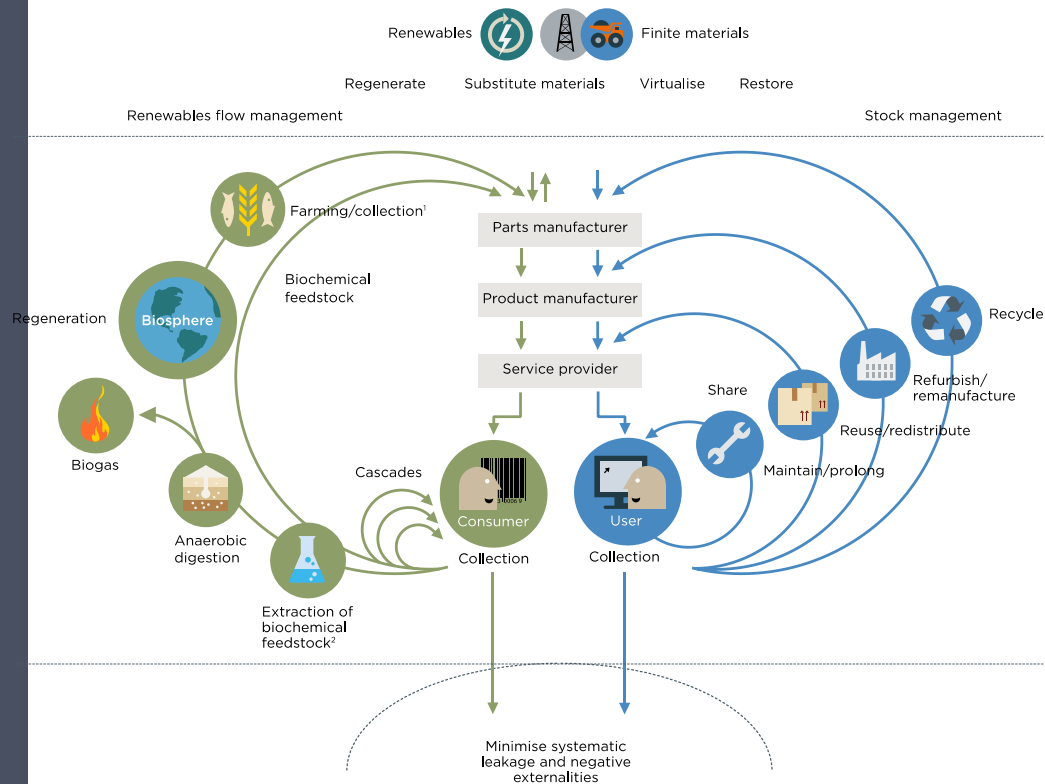
**OUR MISSION
TO ACCELERATE
THE TRANSITION TO A
CIRCULAR
ECONOMY**

**BETTER WASTE MANAGEMENT
AND RECYCLING
OR ...
A BIGGER IDEA?**



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CIRCULAR ECONOMY = a systems solution framework



By design ..

1. Eliminate waste and pollution
2. Keep products and materials in use
3. Regenerate natural systems

- Based on renewables
- A more resilient, distributed, diverse and inclusive economic model



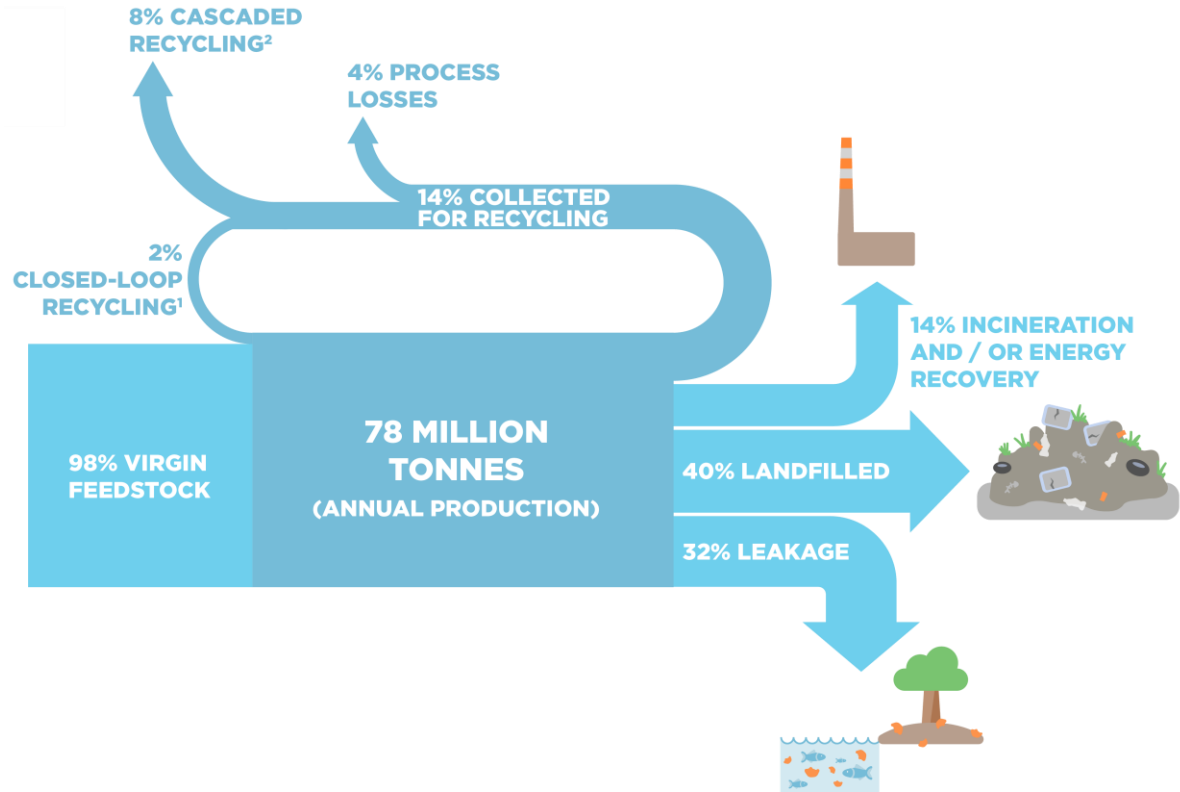
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PLASTICS AS A USE CASE

The New Plastics Economy ...





IT'S A SYSTEM



**WE NEED A
SYSTEMS SOLUTION APPROACH**



The New Plastics Economy set a common vision and focus on three key actions ...



ELIMINATE

all problematic and unnecessary plastic items



INNOVATE

to ensure that the plastics we do need are reusable, recyclable, or compostable



CIRCULATE

all the plastic items we use to keep them in the economy and out of the environment



ELIMINATE ... 50% of BAU production on market by 2040

CORE PACKAGING FUNCTIONS

Protection

from natural deterioration, physical damage, contamination

Containment

contain and deliver a product

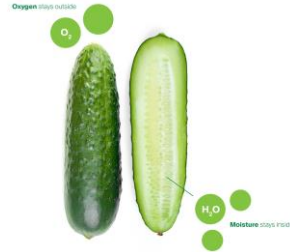
Convenience

facilitating use of the product on-the-go

Aesthetics & branding

brand recognition, Communicate information

DESIGN AND INNOVATION APPROACH



Rethink the packaging

- *Make packaging consumable/dissolvable*
- *Incorporate the function of a packaging component into the essential packaging*

Deliver function while eliminating single-use packaging



Rethink the product

- *Rethink the product in such a way that it doesn't need any packaging*



Rethink the system

- *Dare to rethink the 'normal' way of bringing products to people*

INNOVATE ... for Resuse and by focusing upstream



2019 Book



2020 multi-language multi-format digital resources

CIRCULATE, including ...



Upstream Innovation Guide




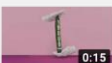
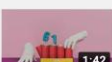


7 videos • 451 views • Updated 3 days ago



Upstream innovation is about preventing waste from being created in the first place. It requires a shift in mindset, and involves rethinking not just the packaging itself, but also the product and the broader business model. We must move beyond just focusing on incremental packaging improvements towards fundamentally rethinking how to best deliver products and services to a user.

Our latest guide is designed for marketers, product designers, and packaging engineers who are new to circular economy, as well as seasoned practitioners. It includes tools and +100 examples from companies across a range of sectors to inspire and empower to take action on upstream innovation and achieve a circular economy for plastic, in which plastic stays in the economy and out of the environment.

Explore the guide at plastics.emf.org/upstream

- 1  **Let's Talk About Solutions to Plastic Pollution | Summit 2020**
Ellen MacArthur Foundation 6:39
- 2  **How to Save Billions of Single-Use Bottles - The Upstream Innovation Guide (teaser)**
Ellen MacArthur Foundation 0:15
- 3  **This is a Video About Plastic Pollution. Err... Actually It's About Reuse Solutions.**
Ellen MacArthur Foundation 1:25
- 4  **Upstream Innovation Guide - Elimination models - (teaser)**
Ellen MacArthur Foundation 0:15
- 5  **This is a video about plastic pollution. Err..actually it's about elimination solutions.**
Ellen MacArthur Foundation 1:42
- 6  **Upstream Innovation Guide - Material circulation (teaser)**
Ellen MacArthur Foundation 0:15
- 7  **This is a video about plastic pollution. Err..actually it's about material circulation solutions.**
Ellen MacArthur Foundation 1:32

Private and public sector innovation ...

- Leveling the playing field to create effective markets for recycled content (a 'virgin plastics tax' ... and/or 'feed in tariff' model for plastics)
- Funding critical investment into waste infrastructure for collection/sorting (investment of circa \$150b by 2050)
- Global design standards and labelling

Upstream Innovation – design for circulation



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The Global Commitment ..

250+

Signatories (business)

20

national, sub-national and
local level governments
across five continents

20%

of all plastic
packaging used
globally

200+

Endorsing signatories,
including National
Geographic, WWF, WEF,
IUCN



NEW
PLASTICS
ECONOMY



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Common vision ..



NEW
PLASTICS
ECONOMY



ELIMINATION OF PROBLEMATIC OR UNNECESSARY PLASTIC PACKAGING



MOVING FROM SINGLE-USE TO REUSE MODELS



100% REUSABLE, RECYCLABLE OR COMPOSTABLE BY DESIGN



REUSE, RECYCLING OR COMPOSTING IN PRACTICE



DECOUPLING FROM THE CONSUMPTION OF FINITE RESOURCES



TRANSPARENCY



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Annual reporting mechanism ...



New Plastics Economy
Global Commitment:
2019 Progress Report



New Plastics Economy
Global Commitment:
2020 Progress Report



NEW
PLASTICS
ECONOMY



We call on businesses to...



Take bold action on **packaging types** that are not recyclable today



Set ambitious **reduction targets**

and governments to...



Establish policies and mechanisms for **stable funding for recycling**, e.g. through EPR



Set an **international framework for action** for a circular economy for plastic, through the UN Environment Assembly



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Circular economy as a system solutions framework for achieving the 1.5 degree climate target ...



Completing the picture: tackling the overlooked emissions

TOTAL CURRENT GLOBAL GREENHOUSE GAS EMISSIONS

HOW THE CIRCULAR ECONOMY HELPS TACKLE CLIMATE CHANGE



Design out waste and pollution
to reduce GHG emissions
across the value chain



Keep products and materials in use
to retain the energy embodied
within them



Regenerate natural systems
to sequester carbon
in soil and products

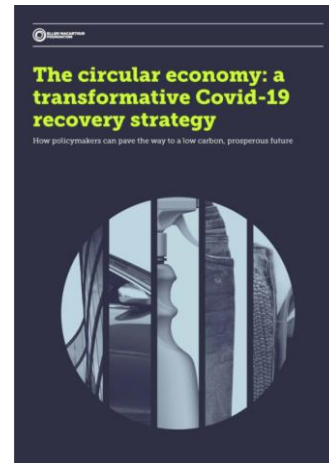
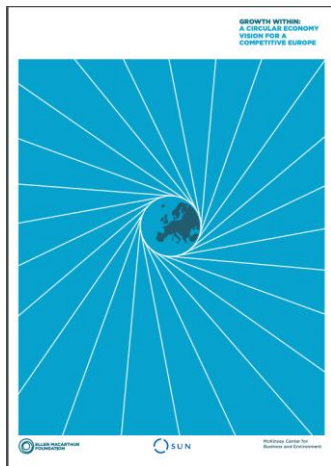
A system solutions framework for food, biomaterials, water, biodiversity and other SDG ...





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Better Growth - representing a compelling private and public investment case ...



‘What is the role of a circular economy in accelerating achievement of the SDGs?’ ...

1. Circular Economy as a **BIGGER IDEA**

- a design led system solutions framework

2. Representing **BETTER GROWTH**

- with huge value creation and investment opportunity, better system and societal outcomes, and growth that is more resilient, distributed, diverse and inclusive

3. And rapidly **SCALEABLE SOLUTIONS**

- driven by global business innovation, powered by digital technologies and enabled by enlightened public policy



OUR MISSION IS TO ACCELERATE THE TRANSITION TO A CIRCULAR ECONOMY

The Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.

[See more](#)

