

**KNOWLEDGE TOOLKIT FOR  
SUSTAINABILITY PROFESSIONALS**

Vol 4

**Top #10 resources on Circular Economy**

## Dear Readers,

Since the Industrial Revolution, the global economy has been based on the linear 'take, make, dispose' model. This model on which our economy is based relies heavily on easily accessible resources and energy. However, this model is reaching its physical limits and now poses a severe risk to our planet's survival. We urgently need to shift to a more sustainable approach- the Circular Economy model.

We, at Sustainability Knowledge Group, have developed this collection of publications on the Circular Economy so you can assess valuable resources in

one place and learn more about the very concept of Circular Economy; the principles it is based on, its practical application, its financial benefits and its connection to other Sustainability frameworks and standards.

We invite you to explore the collection of resources, and we trust you will find the publications interesting, practical and useful. Enjoy the reading and take an active role in the creation of a sustainable future!

**Sustainability Knowledge Group**

# STAKEHOLDER VIEWS REPORT: ENABLERS AND BARRIERS TO A CIRCULAR ECONOMY

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**Publication Title:** Stakeholder Views Report:  
Enablers and Barriers to a Circular Economy

**Issued by:** The R2π Project Consortium

**Publication Date:** September 2018

**Description:** “R2π – tRansition from linear 2 circular” is an EU Horizon 2020 project that aims to enable companies and their value chains to transition towards more viable, sustainable and competitive economic models. This report outlines the obstacles and drivers of the change, providing key information to guide the transition of the business sector towards circularity.

**Keywords:** Circular economy, stakeholders, enablers, barriers, business, policy

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## Stakeholder Views Report Enablers and Barriers to a Circular Economy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 730378

# MAPPING THE BENEFITS OF A CIRCULAR ECONOMY

**Publication Title:** Mapping the Benefits of a Circular Economy

**Issued by:** The McKinsey Quarterly

**Publication Date:** June 2017

**Description:** This publication lays out the key findings of the McKinsey study that was done in collaboration with the Ellen MacArthur Foundation. The report points out to all potential benefits of implementation of the circular economy model.

**Keywords:** Circular economy, business, waste flow, fast fashion, supply chain

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June 2017

McKinsey  
Quarterly

## MAPPING THE BENEFITS OF A CIRCULAR ECONOMY

Companies in many industries can improve their financial performance by reconfiguring product life cycles and reusing natural capital.

Is there a reliable way for industries to increase their profitability while reducing their dependence on natural resources? In recent years, McKinsey research has shown that the circular economy—using and reusing natural capital as efficiently as possible and finding value throughout the life cycles of finished products—is at least part of the answer.<sup>1</sup> In 2015, as part of a major study with the Ellen MacArthur Foundation, we demonstrated that such an approach could boost Europe's resource productivity by 3 percent by 2030, generating cost savings of €600 billion a year and €1.8 trillion more in other economic benefits.

Exhibit 1 shows that most of the 28 industries we studied could adopt three to four of six potential circular-economy activities, improving performance and reducing costs accordingly. These are shifting to renewable energy and materials (Regenerate), promoting the sharing of products or otherwise prolonging product life spans through maintenance and design (Share), improving product efficiency and removing waste from supply chains (Optimize), keeping components and materials in "closed loops"

through remanufacturing and recycling (Loop), delivering goods and services virtually (Virtualize), and replacing old materials with advanced renewable ones or applying new technologies such as 3-D printing (Exchange). Most industries already have profitable opportunities in each area.

On the next pages we explore how leaders are putting these principles to work in three short case studies covering emerging markets and specific industries.

For additional research on the circular economy, see "Finding growth within: A new framework for Europe," in *The circular economy: Moving from theory to practice*, McKinsey Center for Business and Environment, October 2016, on [McKinsey.com](#), by [Morten Rossé](#), an associate partner in McKinsey's Munich office, [Martin Stuchtey](#), an alumnus and former director of the McKinsey Center for Business and Environment, and [Helga Vanthournout](#), a senior expert in the Geneva office.

<sup>1</sup> See, for example, Hanh Nguyen, Martin Stuchtey, and Markus Zis, "Remaking the industrial economy," *McKinsey Quarterly*, February 2014, [McKinsey.com](#); and Scott Nyquist, Matt Rogers, and Jonathan Woetzel, "The future is now: How to win the resource revolution," *McKinsey Quarterly*, October 2016, [McKinsey.com](#).

# COMPLETING THE PICTURE: HOW THE CIRCULAR ECONOMY TACKLES CLIMATE CHANGE

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**Publication Title:** Completing the Picture: How the Circular Economy Tackles Climate Change

**Issued by:** The Ellen MacArthur Foundation

**Publication Date:** September 2019

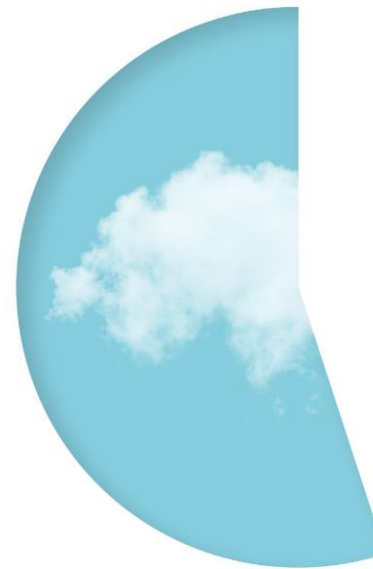
**Description:** “Completing the Picture” highlights the indispensable role that the circular economy plays in tackling the climate crisis. It aims to demonstrate how circular economy principles and strategies significantly reduce greenhouse gas emissions. It sets out analysis on industry and the food system to illustrate how the circular economy transforms the way products are made and used, and how this transformation has the potential to reduce emissions.

**Keywords:** Circular economy, climate change, industry, food system

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V.3 - 26 SEPTEMBER 2019

## COMPLETING THE PICTURE HOW THE CIRCULAR ECONOMY TACKLES CLIMATE CHANGE



**MATERIAL**  
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# THE CIRCULAR ECONOMY AND BENEFITS FOR SOCIETY: JOBS AND CLIMATE CLEAR WINNERS IN AN ECONOMY BASED ON RENEWABLE ENERGY AND RESOURCE EFFICIENCY

**Publication Title:** The Circular Economy and Benefits for Society: Jobs and Climate Clear Winners in an Economy Based on Renewable Energy and Resource Efficiency

**Issued by:** The Club of Rome with support from Avfall Norge

**Publication Date:** 2016

**Description:** The report discussed the topic of resource efficiency and proposes the circular economy as a major prerequisite to stay within the Planetary Boundaries. It broadly explores (in the case of Norway) the potential for a significant increase in resource efficiency and to specifically assess what the main benefits for society would be - looking at carbon emissions and employment in particular.

**Keywords:** Circular economy, resource efficiency, decoupling, policy

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A report commissioned by the Club of Rome with support from Avfall Norge



## The Circular Economy and Benefits for Society Jobs and Climate Clear Winners in an Economy Based on Renewable Energy and Resource Efficiency

A study pertaining to the Norwegian economy

Authors: Anders Wijkman and Kristian Skånberg

Modelling: Kristian Skånberg and Mårten Berglund

# THE CIRCULARITY GAP REPORT 2020

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**Publication Title:** The Circularity Gap Report 2020

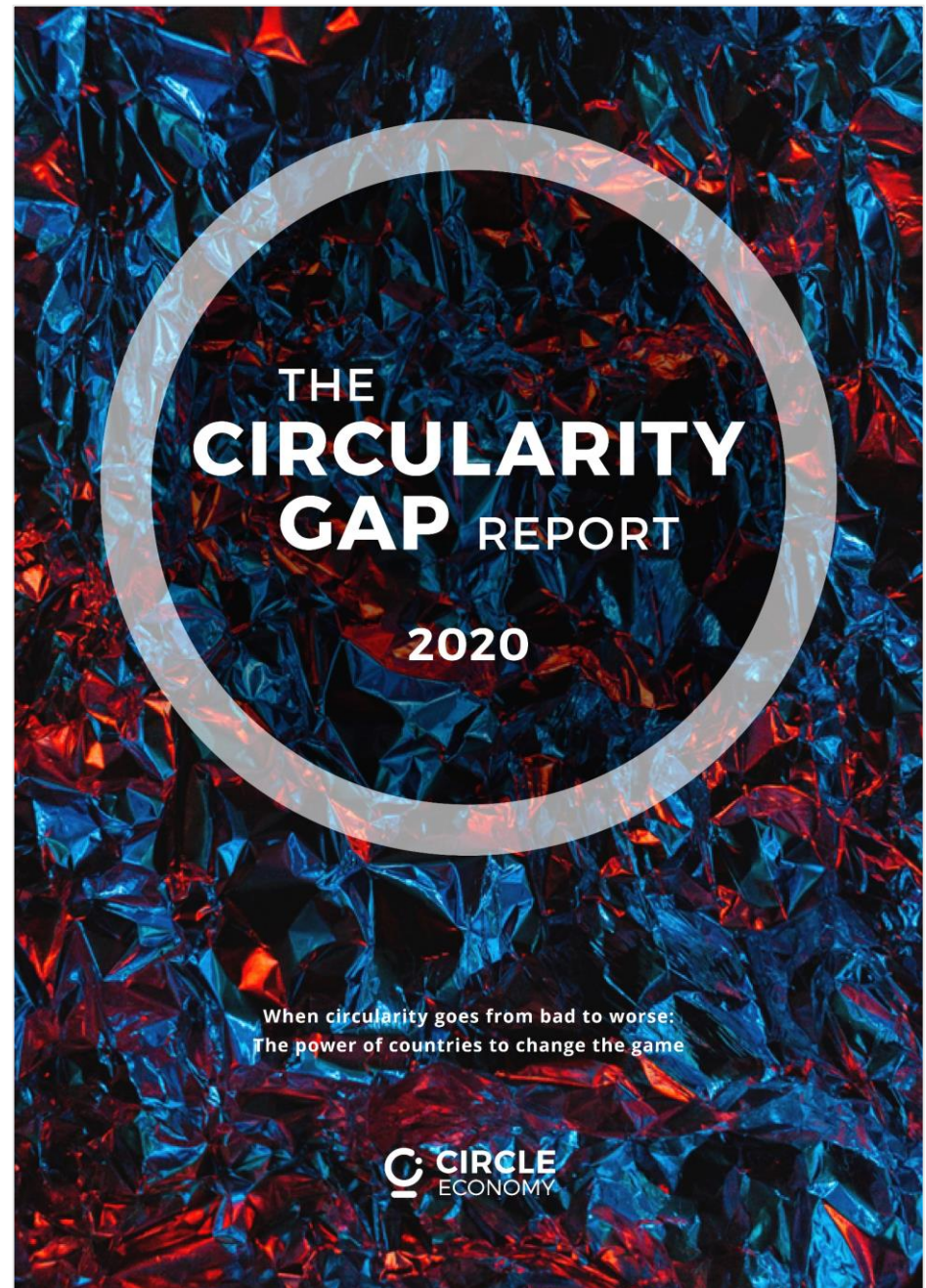
**Issued by:** The Circle Economy

**Publication Date:** 2020

**Description:** This report provides an insight into current state of affairs regarding circular economy and lays out solutions on how to tackle the circularity gap.

**Keywords:** Circular economy, the circularity gap, sustainability equation, economy

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# CEO GUIDE TO THE CIRCULAR ECONOMY

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**Publication Title:** CEO Guide to the Circular Economy

**Issued by:** World Business Council for Sustainable Development (WBCSD)

**Publication Date:** June 2017

**Description:** This Guide aims to give CEOs and business leaders the tools they need to implement circular economy principles. It outlines five business models and three disruptive technologies companies can explore and implement in order to seize the USD\$ 4.5 trillion opportunity the circular economy represents.

**Keywords:** Circular economy, business models, disruptive technologies

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# CIRCULAR BY DESIGN: PRODUCTS IN THE CIRCULAR ECONOMY

**Publication Title:** Circular by Design: Products in the Circular Economy

**Issued by:** European Environment Agency (EEA)

**Publication Date:** 2017

**Description:** This report explores the circular economy from a product perspective, applying a systemic approach and transition theory. Drivers of product design and usage are discussed in the context of emerging consumption trends and business models. For governance to be effective, it has to address the product life-cycle and the societal context determining it. Indicators and assessment tools will be needed to fill the current data and knowledge gaps.

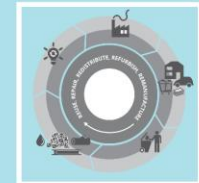
**Keywords:** Circular economy, product circularity, production system, consumption system

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EEA Report | No 6/2017

## Circular by design Products in the circular economy

ISSN 1977-8449



European Environment Agency 

# EXECUTIVE BRIEFING: BS 8001 – A GUIDE

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**Publication Title:** Executive Briefing: BS 8001 – a Guide

**Issued by:** BSI

**Publication Date:** 2017

**Description:** This Executive Briefing is aimed at executives, decision-makers and senior managers. It provides a short overview of why the circular economy might be beneficial to organizations and how BS 8001 can help them take steps towards becoming more circular and create direct and indirect value.

**Keywords:** Circular economy, benefits

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## Executive Briefing: BS 8001 – a Guide

The world's first standard for implementing the principles of the circular economy in organizations



# BUILDING CIRCULARITY INTO OUR ECONOMIES THROUGH SUSTAINABLE PROCUREMENT

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**Publication Title:** Building Circularity into our Economies through Sustainable Procurement

**Issued by:** The United Nations Environment Programme (UNEP)

**Publication Date:** 2018

**Description:** This publication aims to introduce the role that sustainable procurement can play to accelerate the transition to a circular economy and the shift towards more sustainable patterns of consumption and production, based on the work conducted by the United Nations Environment Programme in this field and on experience documented by partners and governments. The document intends to inform dialogues on how best to bring more circularity in our economies at global level; it is addressed to both public procurers and policy makers, as well as corporate buyers and business leaders.

**Keywords:** Circularity, sustainable procurement, circular economy

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## BUILDING CIRCULARITY INTO OUR ECONOMIES THROUGH SUSTAINABLE PROCUREMENT

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# NEW CIRCULAR ECONOMY ACTION PLAN: FOR A CLEANER AND MORE COMPETITIVE EUROPE

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**Publication Title:** New Circular Economy Action Plan: For a cleaner and more competitive Europe

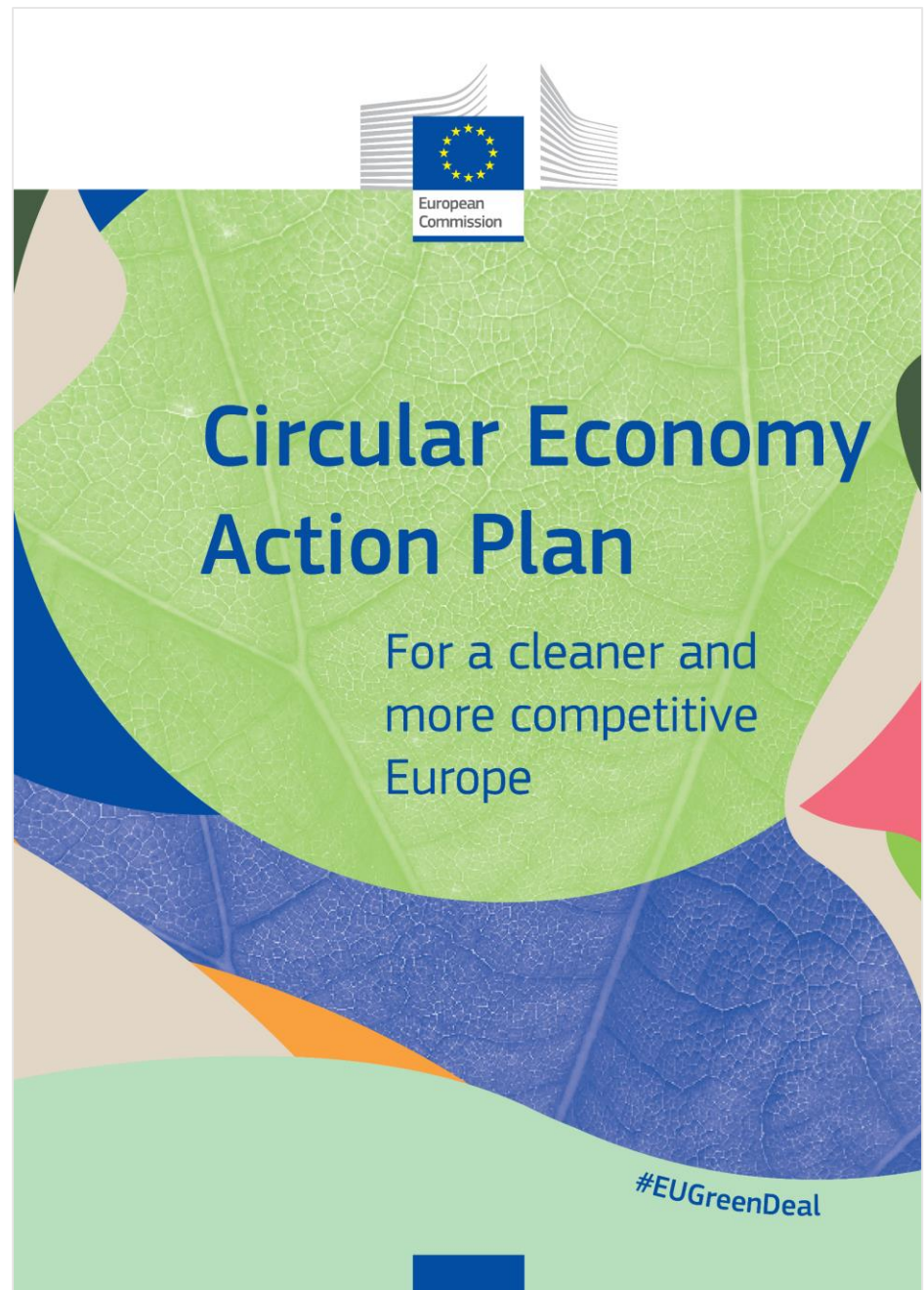
**Issued by:** European Commission (EC)

**Publication Date:** 2020

**Description:** A new circular economic action plan 2020, adopted by the European Commission that aims to make our economy fit for a green future, strengthen our competitiveness while protecting the environment, and give consumers new rights. The new plan focuses on the design and production for a circular economy, to ensure that the resources used are kept in the EU economy for as long as possible.

**Keywords:** Circular economy, Action Plan

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# Links to Publications

No.	Publication Title	Link
1.	Stakeholder Views Report: Enablers and Barriers to a Circular Economy	<a href="http://www.r2piproject.eu/wp-content/uploads/2018/08/R2pi-stakeholders-report-sept-2018.pdf">http://www.r2piproject.eu/wp-content/uploads/2018/08/R2pi-stakeholders-report-sept-2018.pdf</a>
2.	Mapping the Benefits of a circular economy	<a href="https://www.mckinsey.com/business-functions/sustainability/our-insights/mapping-the-benefits-of-a-circular-economy#">https://www.mckinsey.com/business-functions/sustainability/our-insights/mapping-the-benefits-of-a-circular-economy#</a>
3.	Completing the picture how the circular economy tackles climate change	<a href="https://www.ellenmacarthurfoundation.org/assets/download/Completing_The_Picture_How_The_Circular_Economy_Tackles_Climate_Change_V3_26_September.pdf">https://www.ellenmacarthurfoundation.org/assets/download/Completing_The_Picture_How_The_Circular_Economy_Tackles_Climate_Change_V3_26_September.pdf</a>
4.	The Circular Economy and Benefits for Society Jobs and Climate Clear Winners in an Economy Based on Renewable Energy and Resource Efficiency	<a href="https://pdfs.semanticscholar.org/5c8e/3b3ae3fe3f8ae28a6dbf29817b388460ee29.pdf?_ga=2.185045353.1530787733.1575473936-1564096398.1575473936">https://pdfs.semanticscholar.org/5c8e/3b3ae3fe3f8ae28a6dbf29817b388460ee29.pdf?_ga=2.185045353.1530787733.1575473936-1564096398.1575473936</a>
5.	The Circularity Gap Report 2020	<a href="https://pacecircular.org/sites/default/files/2020-01/Circularity%20Gap%20Report%202020.pdf">https://pacecircular.org/sites/default/files/2020-01/Circularity%20Gap%20Report%202020.pdf</a>
6.	CEO Guide to the circular economy	<a href="https://docs.wbcsd.org/2017/06/CEO_Guide_to_CE.pdf">https://docs.wbcsd.org/2017/06/CEO_Guide_to_CE.pdf</a>
7.	Circular by design Products in the circular economy	<a href="https://www.eea.europa.eu/publications/circular-by-design">https://www.eea.europa.eu/publications/circular-by-design</a>
8.	Executive Briefing: BS 8001 – a Guide	<a href="https://www.bsigroup.com/Sustainability/BS8001_Executive_Briefing.pdf">https://www.bsigroup.com/Sustainability/BS8001_Executive_Briefing.pdf</a>
9.	Building Circularity into our Economies through Sustainable Procurement	<a href="https://wedocs.unep.org/bitstream/handle/20.500.11822/26599/circularity_procurement.pdf?sequence=1&amp;isAllowed=y">https://wedocs.unep.org/bitstream/handle/20.500.11822/26599/circularity_procurement.pdf?sequence=1&amp;isAllowed=y</a>
10.	New Circular Economy Action Plan: For a cleaner and more competitive Europe	<a href="https://ec.europa.eu/environment/circular-economy/pdf/new_circular_economy_action_plan.pdf">https://ec.europa.eu/environment/circular-economy/pdf/new_circular_economy_action_plan.pdf</a>



**Sustainability Knowledge Group** is a global advisory firm dedicated in creating value for businesses through **strategic advisory** and **training solutions**. In recognition of the importance of sustaining competitive advantage in today's marketplace, we support companies to develop and apply strategies that minimise risks and demonstrate leadership.

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