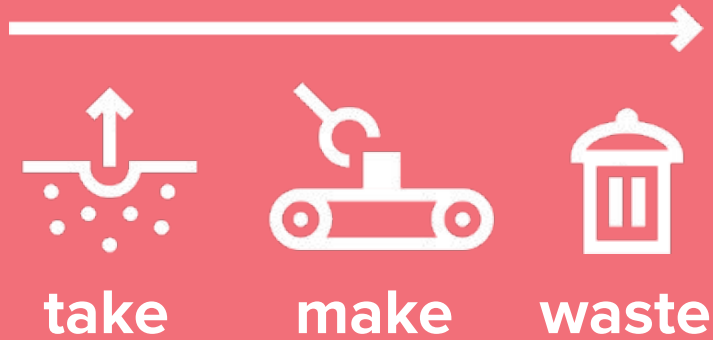


# The circular economy - a bigger idea

Sarah O'Carroll, Cities Lead

Circular Economy as a Means for Accelerating COVID-19 Recovery, and the SDGs and the Paris Agreement Implementation at City Level



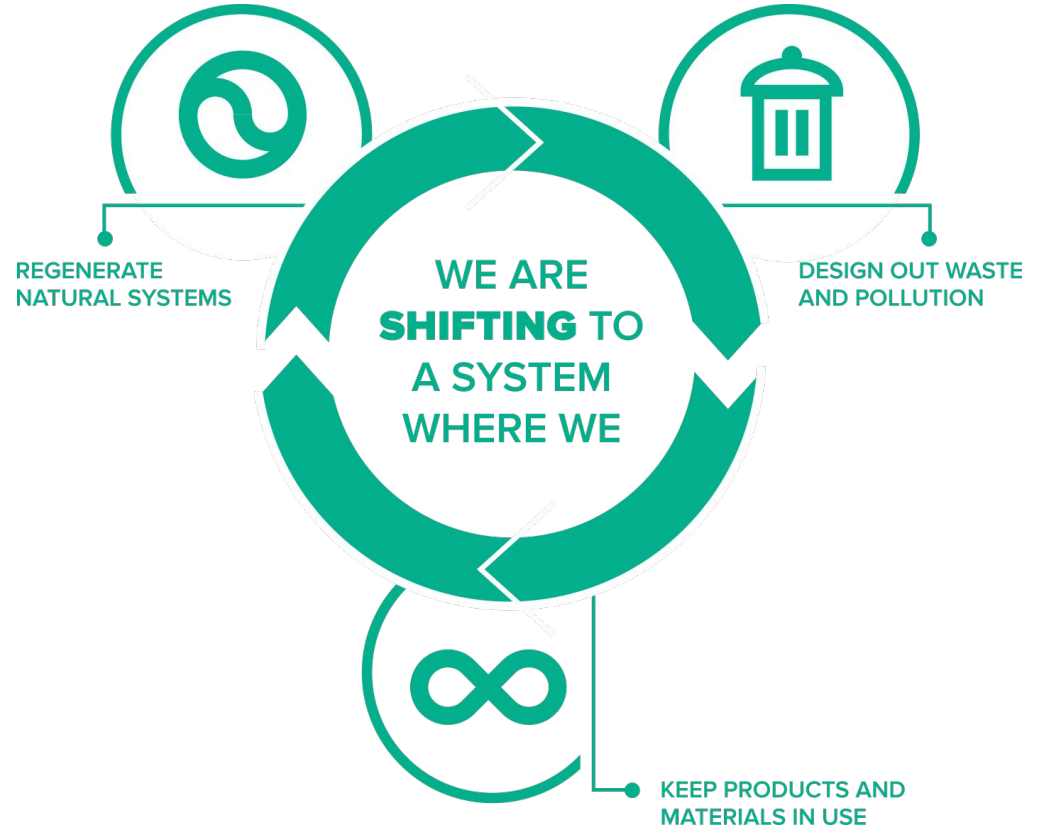


**Our current  
take-make-waste  
linear economy is  
reaching its limit.**

**We believe to change our  
economic system we need to  
work with the **whole** system.**

# The circular economy

is built on three principles, all  
**driven by design:**

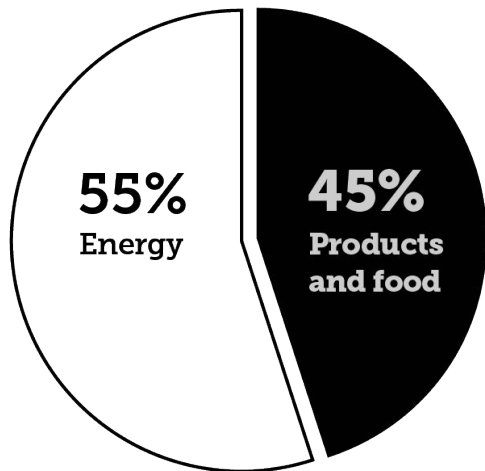


# Benefits of the circular economy

- **Better growth, aligned to the SDGs**
- **Tackles biodiversity loss**
- **Fix the economy, to fix climate**

# The circular economy and climate change

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

# The circular economy and cities

- **City governments have a critical role in creating and enabling the circular economy**
- **Cities will need to be pioneers**
- **City governments are uniquely positioned to accelerate the transition**

# The circular economy and cities



**ROADMAPS AND STRATEGIES**



**CONVENING AND PARTNERING**



**URBAN PLANNING**



**FINANCIAL SUPPORT**



**LEGISLATION AND REGULATION**



**AWARENESS RAISING**



**ASSET MANAGEMENT**



**FISCAL MEASURES**



**CAPACITY BUILDING**



**PUBLIC PROCUREMENT**



ELLEN  
MACARTHUR  
FOUNDATION



# Policymakers have a fundamental role to play in the Covid-19 recovery

- **Setting a common direction of travel:** a resilient recovery with the circular economy
- **Fostering collaboration** to obtain system-level solutions
- **Shaping incentives** to enable a low carbon economic recovery
- **Unlocking circular investment opportunities** to meet key public priorities

# **10 attractive circular investment opportunities to build a more resilient, low-carbon, and prosperous economy**

# 10 attractive circular investment opportunities to build a more resilient, low-carbon, and prosperous economy

## Built environment



Renovation and upgrade of buildings



Building materials reuse and recycling infrastructure

## Mobility



Multimodal mobility infrastructure



Automotive refurbishment, remanufacturing, and repair infrastructure

## Plastic packaging



Innovative reuse business models for plastic packaging



Plastic collection, sorting, and recycling infrastructure

## Fashion



Rental and resale business models for clothing



Clothing collection, sorting and recycling infrastructure

## Food



Tools enabling farmers to shift to regenerative agricultural production



Food surplus and by-product collection, redistribution, and valorisation infrastructure

Explore our website for more information:  
<https://ellenmacarthurfoundation.org/>

