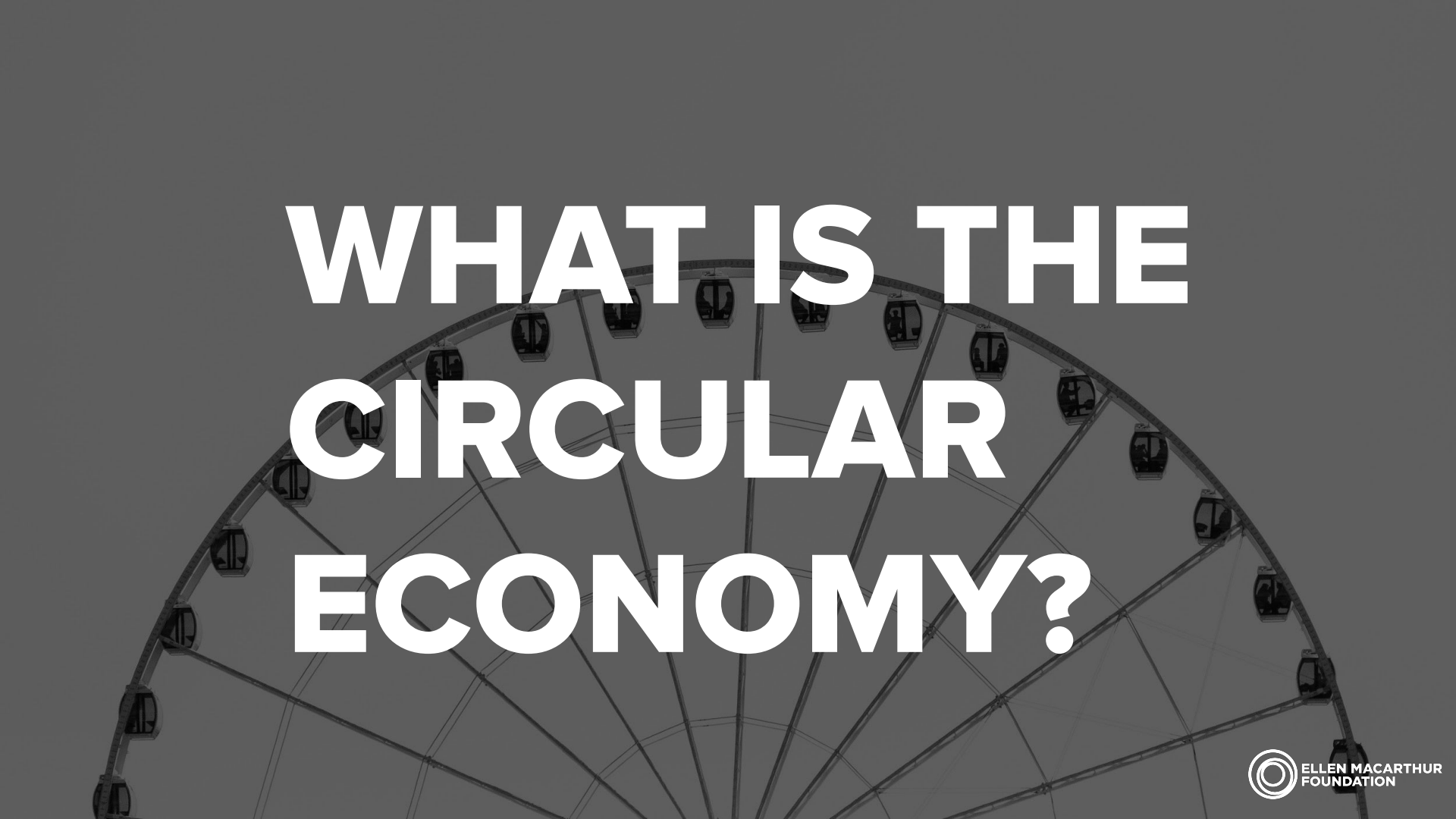

ELLEN MACARTHUR FOUNDATION
October 26th 2020
9:00 - 11:00 EST
BlackRock
DS Smith
Google
H&M Group
IKEA
INTESA SANPAOLO
MAVA
PHILIPS
RENAULT
SCJohnson
SOLVAY
SUN Institute
Unilever

WHAT IS THE CIRCULAR ECONOMY?



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THE LINEAR ECONOMY

Take - make - waste

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Photo by kazuend on Unsplash

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Design out waste and pollution

Keep products and materials **in use**

Regenerate natural systems

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University of BRISTOL

Imperial Food Co-op

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Regenerate natural systems

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University College London

Alex Green from the Sustainability Team at UCL created this awesome video

- **Very large University**
- **Savings in excess of £100K in 2 years**
- **26 tonnes supply chain CO2 avoided**
- **High proportion of trades are lab equipment**
- **Sharing between universities and 3rd sector.**
- **30 minutes per month management time**

WARPIT
Waste Action Reuse Portal

facebook.com/Choose-to-Reuse-MIT-325223677491306/

Search Facebook

6

Choose to Reuse

Choose to Reuse - MIT

Community

Design out waste and pollution

Keep products and materials **in use**

Regenerate natural systems

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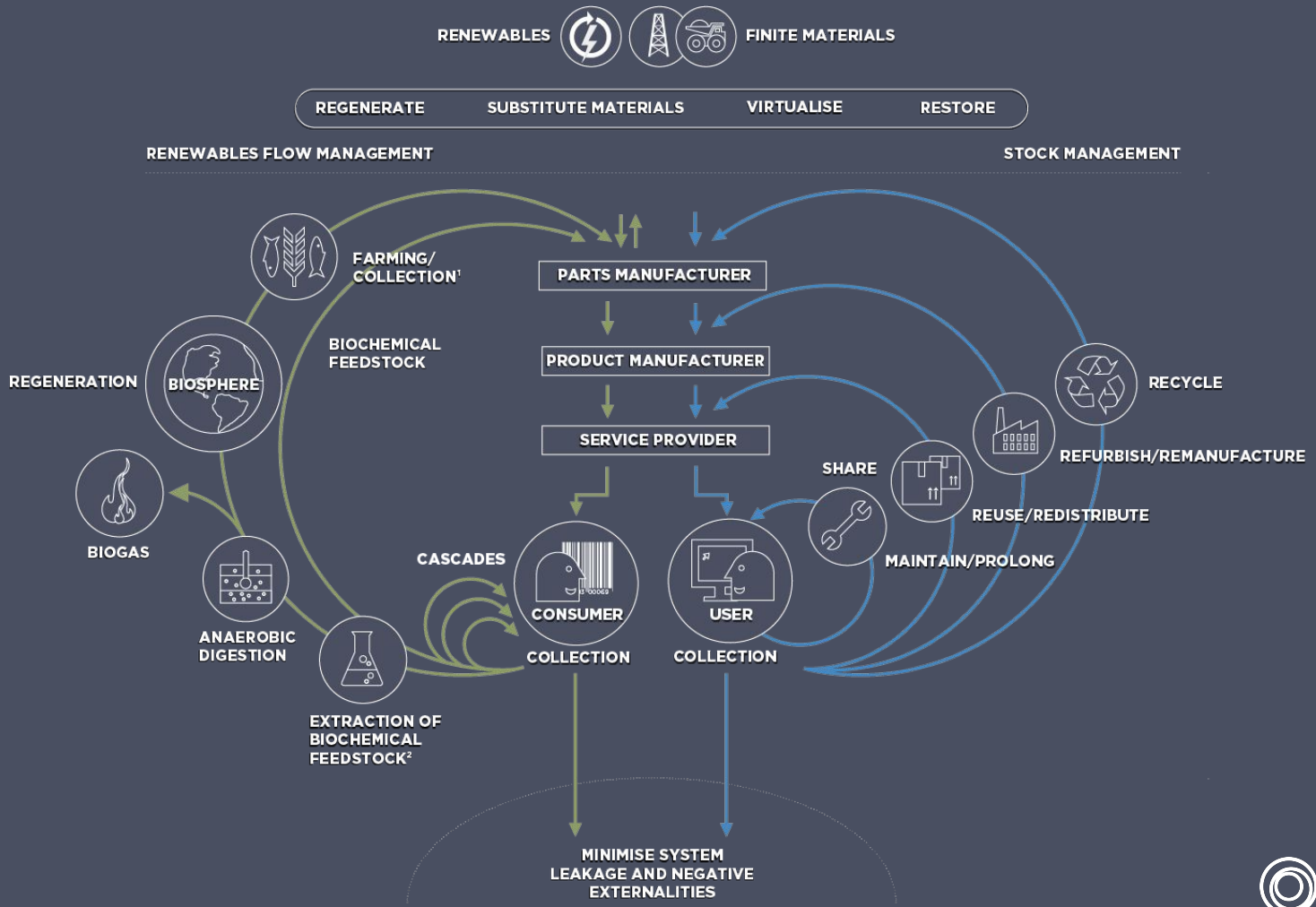
University of Roehampton London

Natural closed-loop system turns waste into wildlife

A series of reed beds at the School of Veterinary Sciences has provided an environmentally-enhancing and cost-effective solution to manage farm waste on the 255-acre site.

Results highlights

The reed beds have created the perfect habitat for many native plant species to thrive - helping us not only manage waste, but increase biodiversity at the same



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SEMANS GRISWOLD ENVIRONMENTAL HALL

AYERS SAINT GROSS

PRINCIPLES IN PERMACULTURE DESIGN

OBSERVE & INTERACT

Collect/process different perspectives to fully understand with the various elements in the system.

SELF-REGULATE & ACCEPT FEEDBACK

Discourage wasteful activities to ensure systems can function effectively.

DESIGN FROM OBSERVABLE PATTERNS

Only functional patterns exist in the natural world. Replicate these to maximize the value of your design.

CREATIVELY USE & RESPOND TO CHANGE

Vision is not seeing things as they are but as they will be.

CATCH & STORE ENERGY

Develop systems that collect resources when they are abundant, so they can be used during times of need.

LET NATURE TAKE ITS COURSE

Control over nature through excessive resource use is not only expensive, but has a negative effect on our environment.

INTEGRATE RESOURCES

The whole is greater than the sum of its parts. Combine resources to minimize the work involved

USE EDGES & VALUE THE MARGINAL

The interface between things is where the most interesting events take place. These are often the most valuable, diverse and productive elements in the system.

OBTAIN A RETURN

Maximize value and ensure that useful rewards are being obtained from the work being completed.

PRODUCE NO WASTE

It's easy to be wasteful in times of abundance, but this waste can be a cause of hardship later and prevented with timely maintenance.

USE SMALL & SLOW SOLUTIONS

Small and slow systems are easier to maintain than big ones. Make better use of local resources to produce more valuable outcomes – the bigger they are, the harder they fall.

USE & VALUE DIVERSITY

Diversity reduces vulnerability to a variety of threats and offers insurance against the variations of our environment.

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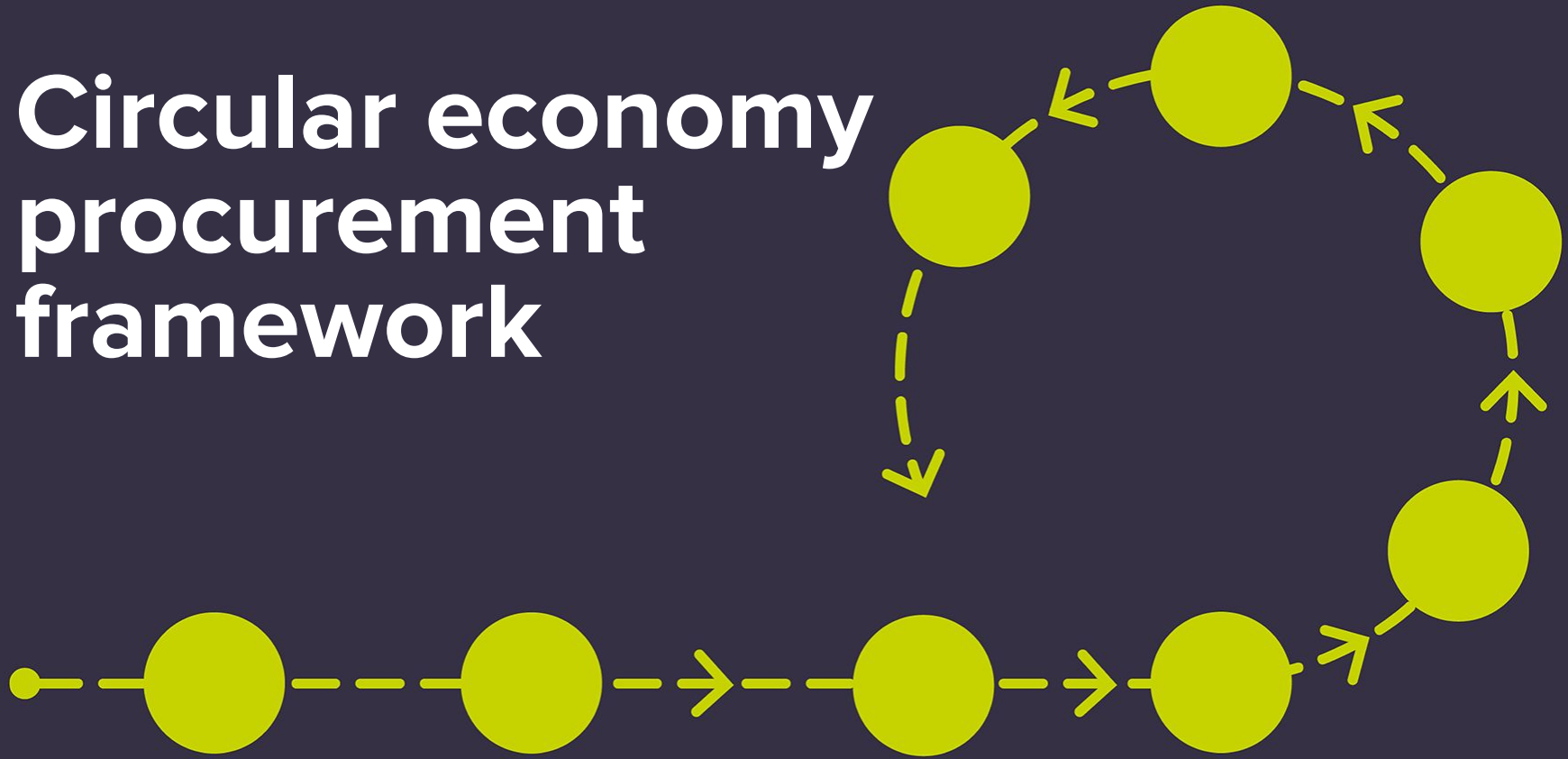
Circular economy procurement framework



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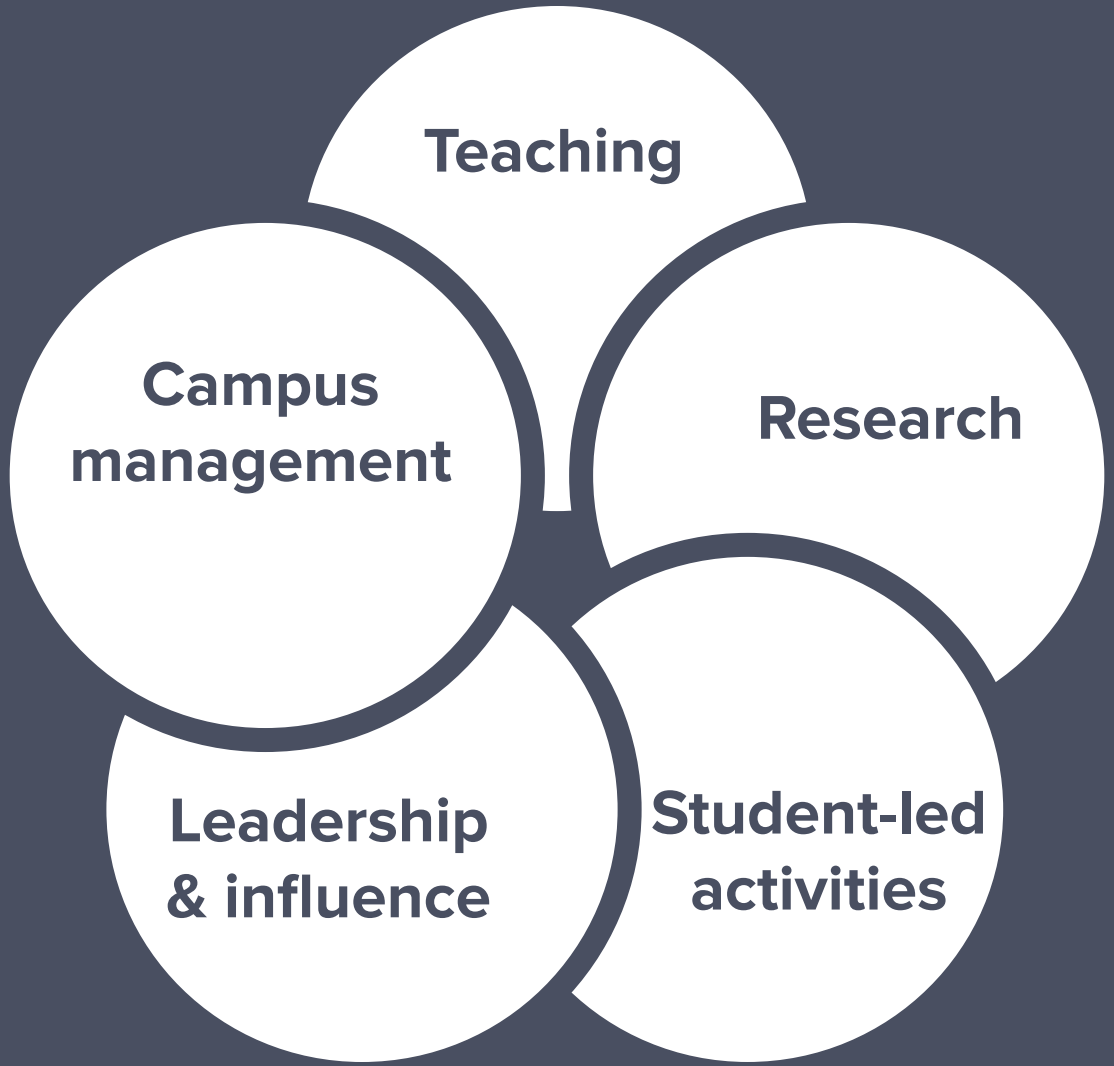

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Higher education city demonstrators

London - sectoral potential

3 London Universities in UK top 5

40+ higher education institutions in London

About **500 000** students + 1000's of staff

1.5 million+ meals per day!

£1.12bn - annual expenditure - Imperial

London is the most popular city world-wide for students

(student.com 2018)

HE resources

LinkedIn groups

Case study library

RESOURCES

https://www.ellenmacarthurfoundation.org

YouTube Channel

Procurement Framework

From Linear to Circular

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