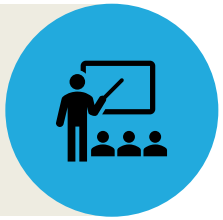
OBJECTIVES OF THE WEBINAR

OBJECTIVE 1: TRAINING OF TRAINERS (TOT) PURPOSE



This is a Training of Trainers (ToT), designed to prepare you to deliver the course to members of your Business Membership Organisation. To support you in this role, you will have access to:

- The full set of training PPTs;
- An online webinar as a self-learning tool, also available for your future trainees;
- A Trainers' Manual with guidance for each slide on its purpose and narrative, learning objectives, PPT content, and suggestions for interaction with participants.

This training will raise your awareness of the Circular Economy by:

- Understanding its key concepts and principles;
- Recognising why it matters for competitiveness, innovation, and sustainability;
- Exploring business models that put circularity into practice;
- Discussing how (you) BMOs can support members, especially MSMEs, in the transition;
- Identifying opportunities to promote awareness, build networks, and enable access to resources.

OBJECTIVE 2: CIRCULAR ECONOMY AWARENESS PURPOSE

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SESSION 1 – GOING CIRCULAR:

INTRODUCTION TO THE CIRCULAR ECONOMY

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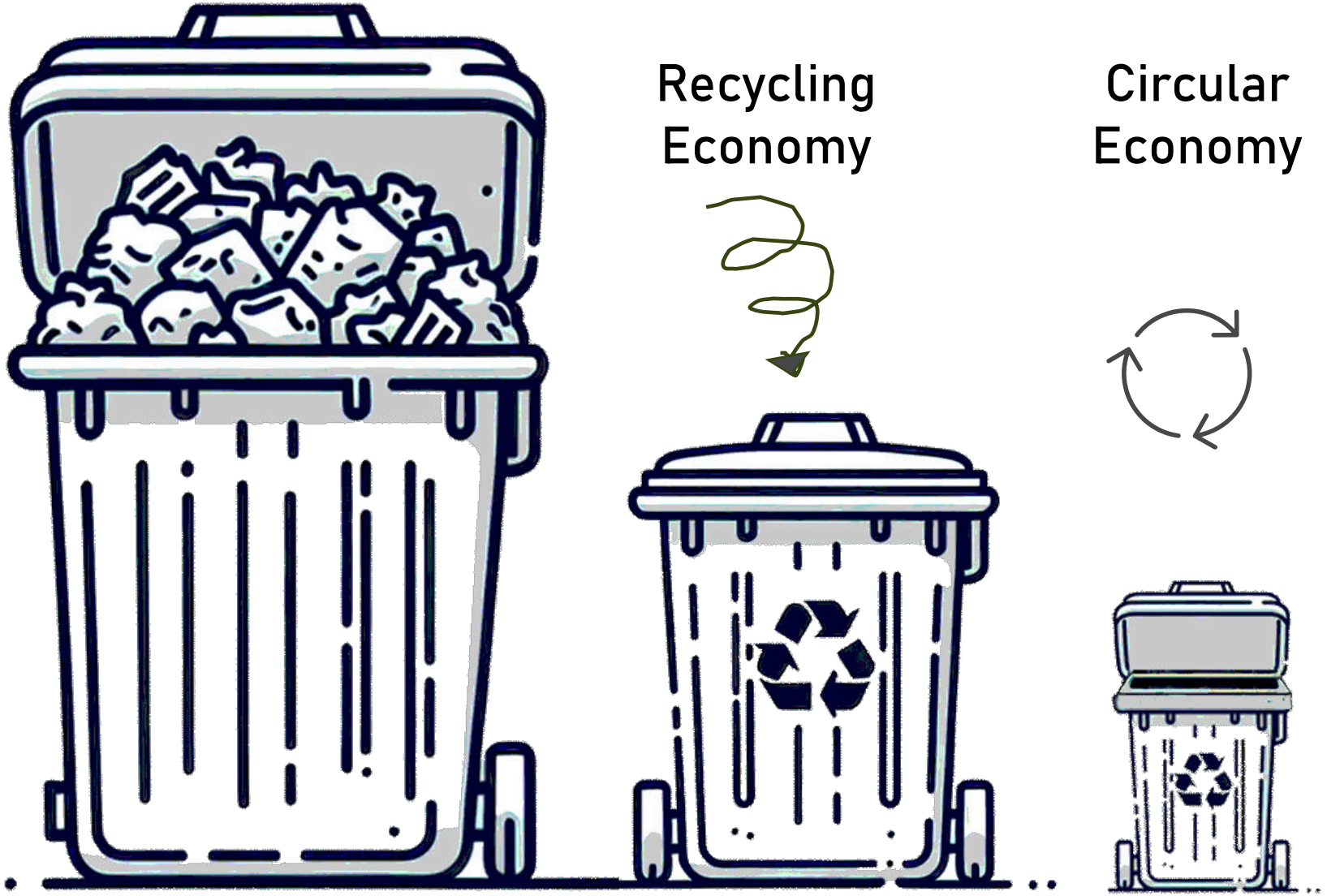
WHAT IS A CIRCULAR ECONOMY?

Linear Economy

Recycling Economy

Circular Economy



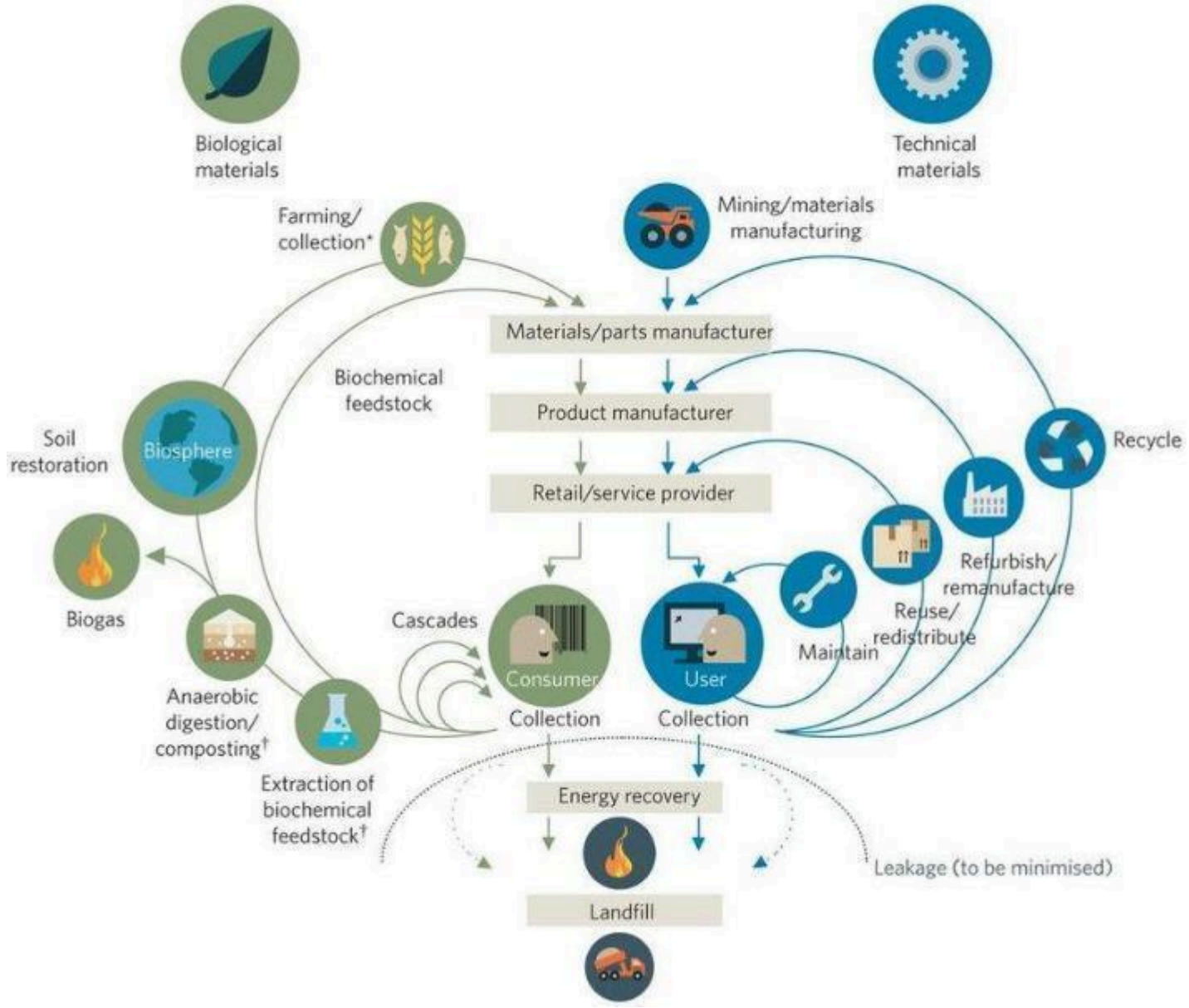
Credit: S2G/Dalle 3

HOW DOES A CIRCULAR ECONOMY WORK?

Mimic of the natural cycles in two material cycles:

a. biological cycle: residues are returned to nature after use;

b. technical cycle: products, components or materials are designed and marketed to minimise wastage



SOURCE
Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
Drawing based on Braungart & McDonough, Cradle to Cradle (C2C)

EUAFRICA switch2green
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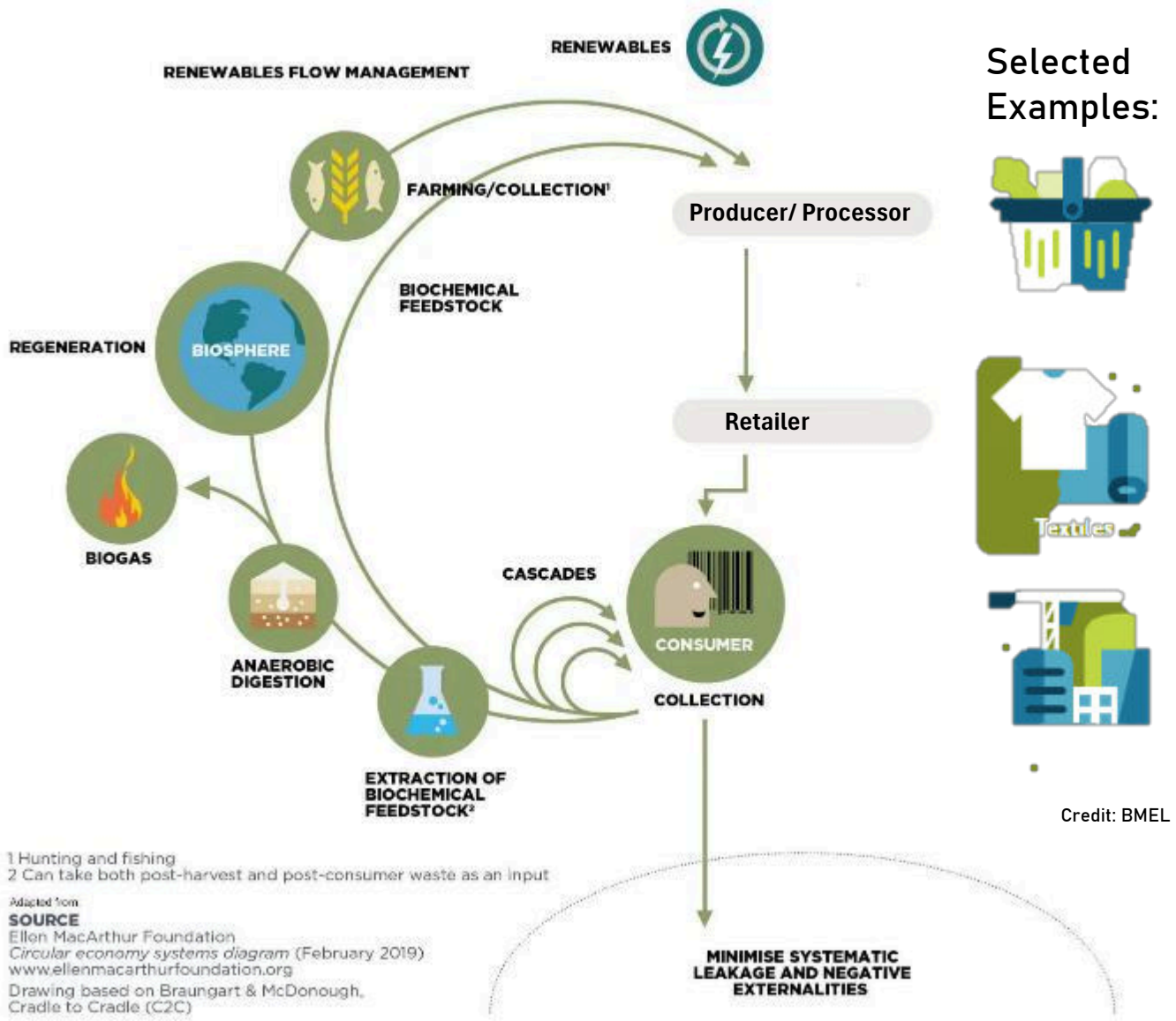
BIO ECONOMY / CIRCULAR ECONOMY



Selected Examples:

Credit: BMEL

- ✓Focus on same principles
- ✓Applied to biological flows

A sustainable bioeconomy is the renewable segment of the circular economy. It can turn bio-waste, residues and discards into valuable resources.

THE BUSINESS PERSPECTIVE

Why go circular?

Credit. Envato

WHY GO CIRCULAR?

COMPETITIVENESS

A circular economy..

.. reduces exposure to volatility in raw material prices

.. increases resilience of the economic system

.. increases economic productivity as production processes are optimised giving companies a competitive edge

.. opens up new markets as companies adapt and deliver sustainable and resource-efficient products

Credit: ENVATO

Credit. Envato

WHY GO CIRCULAR?

INNOVATION

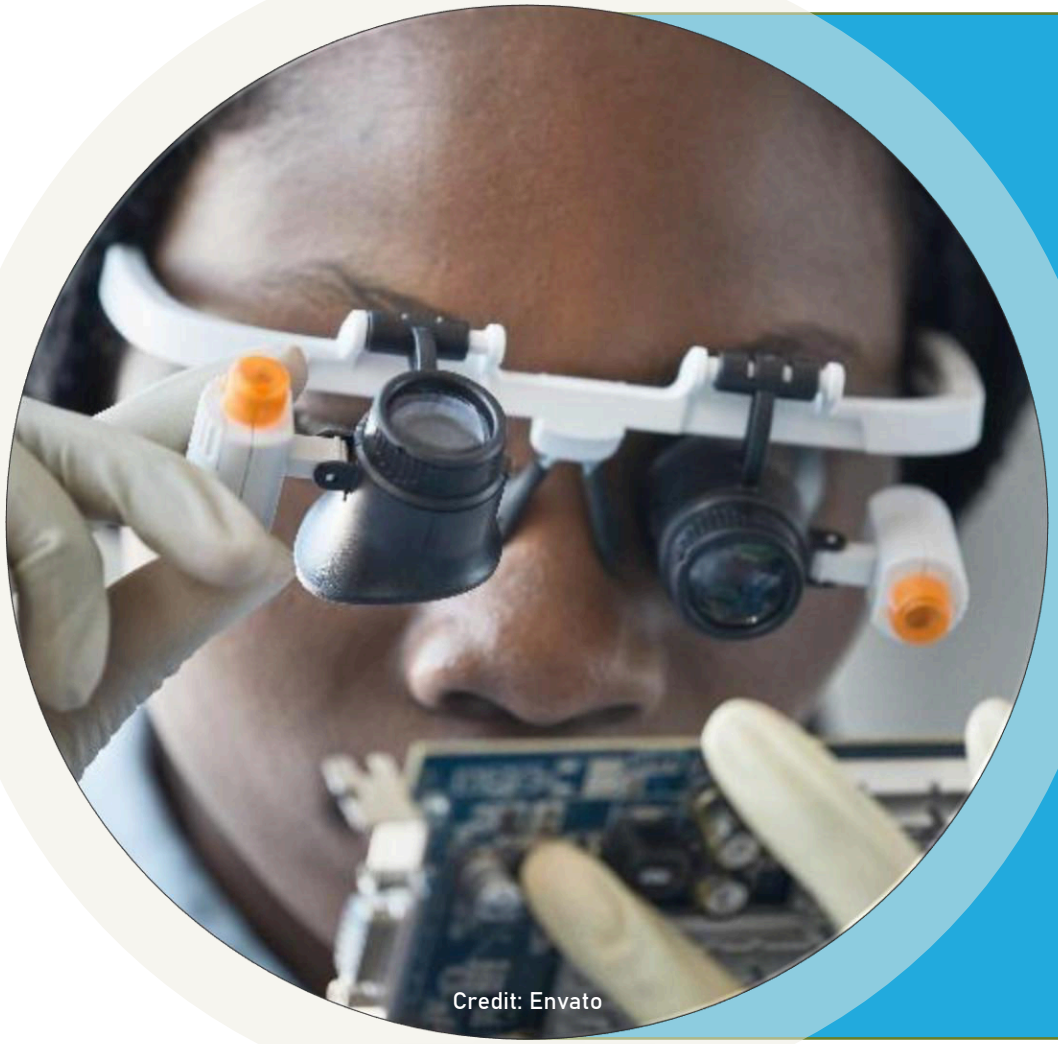
A circular economy…

.. drives new business including service models

.. pushes industrial renewal with digital technologies (e.g. block chain, cloud computing), artificial intelligence and innovative use of sensors for predictive and preventive maintenance to extend product lifespans

.. generates material and product innovation including eco-design and material research

.. stimulates process improvements such as reverse logistics and waste valorisation



Credit: Envato

WHY GO CIRCULAR?

POLLUTION REDUCTION

A circular economy..

..reduces total material input

.. reduces resource extraction and pollution and thereby protects eco-systems

...puts less pressure on natural resources as CE generates material-efficient products

WHY GO CIRCULAR?

REGULATORY REQUIREMENTS

- Environmental regulations and standards necessitate the shift towards CE
- Market Access is shaped by regulation
- Incentives can drive the CE transition
- CE practices support ESG-aligned management
- Regulation can shift consumer behaviour and thereby influences market demand

SUMMARY: DRIVERS FOR GOING CIRCUALR

Competition: Productivity improvement

Market: New products and services

Policy: Compliance to regulations

Consumer demand (for green products)

Investments by PRIVATE SECTOR

HOW TO ACHIEVE CIRCULARITY: THE PRINCIPLES

Less Waste:

Design out waste and pollution

Products and materials in use:
Design long-lasting, easy-to-reuse products

Giving back to Nature:

Regenerate natural systems

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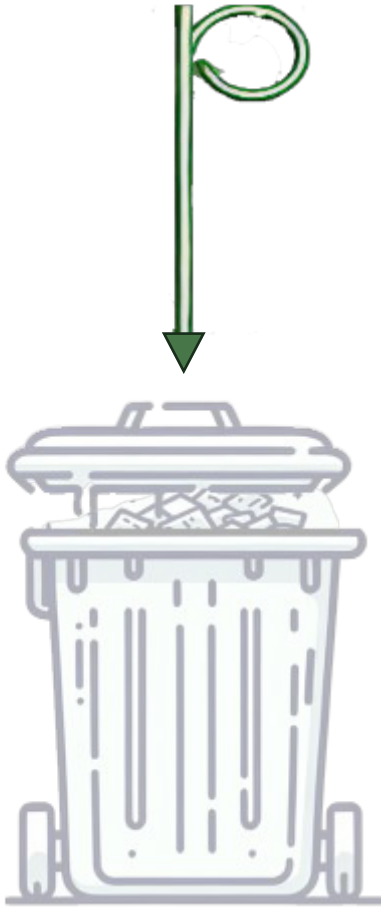
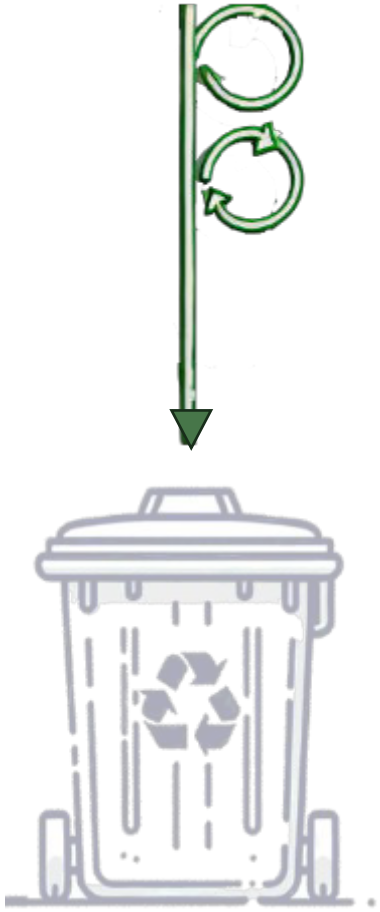
WHAT ENTAILS A CIRCULAR ECONOMY?

Linear Economy

Resource Efficiency (RE)



RE and Better Product Design



RE, Better Product Design and Sustainable Consumption

Circular Economy (RE, Better Product Design, Sustainable Consumption, Waste Management, Resource Recovery and Recycling)

Credit: S2G/Dalle 3

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SESSION 2 – CIRCULAR ECONOMY BUSINESS MODELS

WHAT CIRCULAR ECONOMY MEANS FOR BUSINESS

TYPES OF CIRCULAR BUSINESS MODELLS

Product life & use extension

Repairing, remanufacturing, refurbish, reusing/reselling repurpose

Resource recovery

Recycling, upcycling, composting, energy recovery

Product-as-a-service

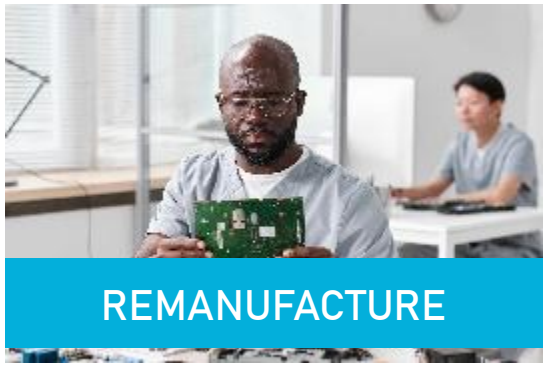
Leasing, sharing, subscription models (pay per use models)

CIRCULAR BUSINESS MODEL

PRODUCT LIFE & USE EXTENSION

.. ..

REPAIR



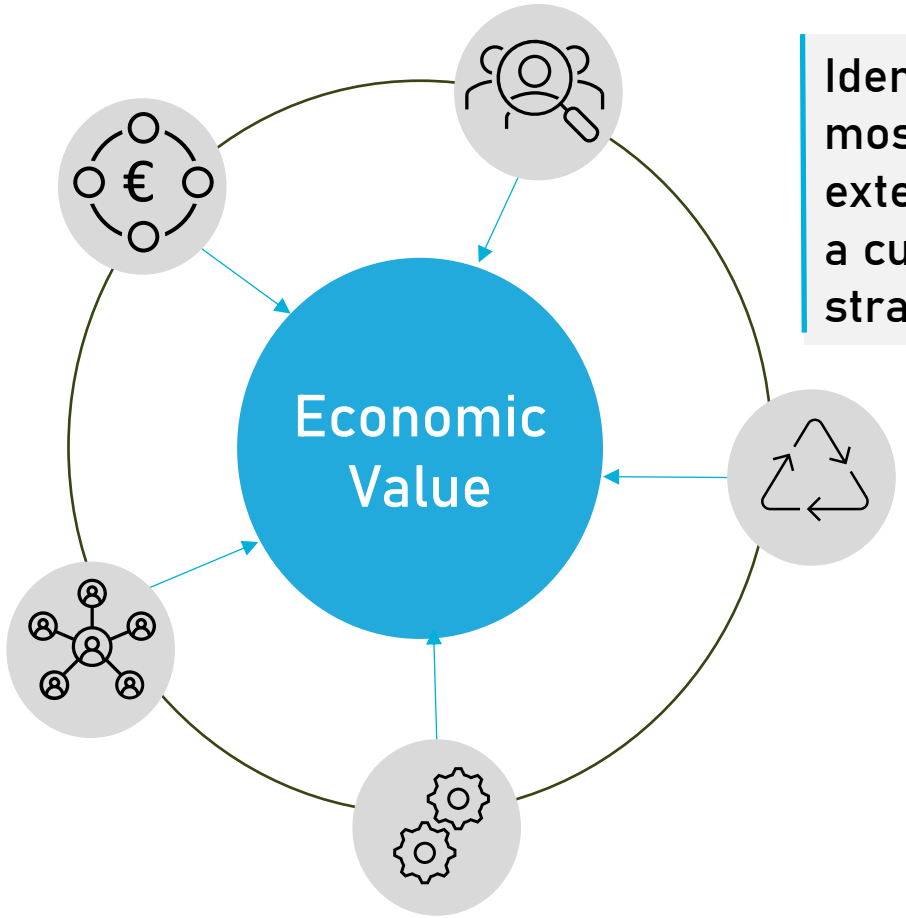
REMANUFACTURE

RE-SELL/RE-USE

REPURPOSE

EXTENDING PRODUCT LIFESPAN: STRATEGIES

Incentivize internal stakeholders to develop and implement lifespan extension solutions and showcase valid business cases



Identify customers that are most likely to value lifespan extension solutions and develop a customer engagement strategy

Establish a scalable take-back process by incentivizing customer participation and establishing a network of local partners for handling logistics and repairs

Enhance connectivity across a product's life to monitor sold products in real time, from how they are used to the state of wear and tear

Identify how and where profit tools are likely to evolve and establish value-creation opportunities across them product life cycle

Source: Circular Transformation of Industries initiative

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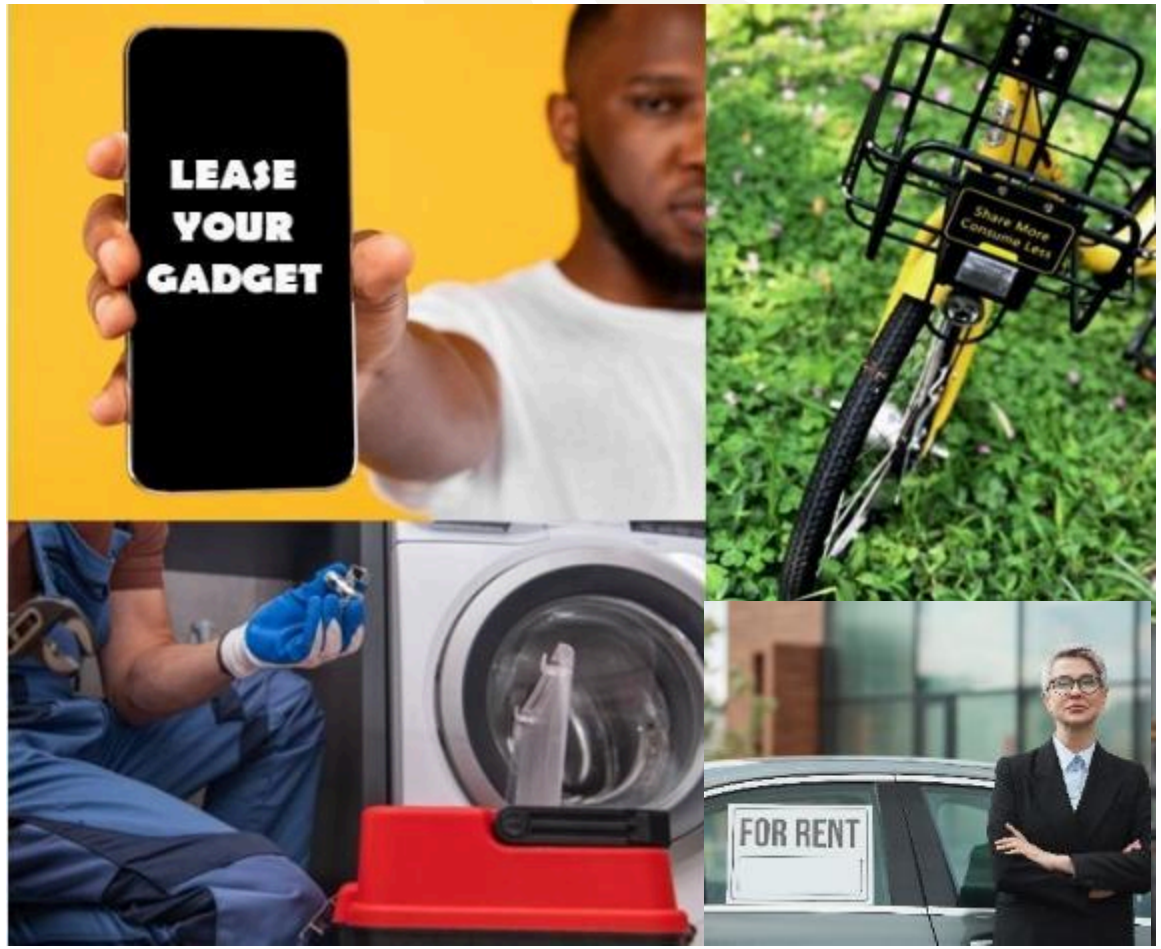
CIRCULAR BUSINESS MODELL
RESOURCE RECOVERY

CIRCULAR BUSINESS MODEL

PRODUCT-AS-A-SERVICE

Utilisation over Ownership

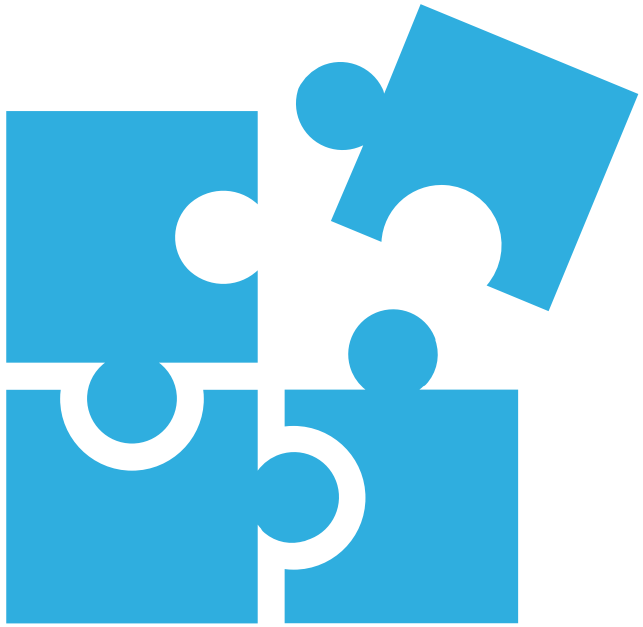
- Tech-as-a-Service (iPhones, laptops, and gadgets on subscription, pay per use)
- Appliance-as-a-Service (leasing of washing machines, TVs, and home tech on rental plans)
- Mobility- as-a-Service (e-bikes on monthly plans with maintenance included)
- Hardware-as-a-Service (printers, laptops, and tools offered as a service).
- Sharing Models (carsharing, platform economy)



CIRCULAR BUSINESS MODEL
HOW CAN A BUSINESS TURN CIRCULAR

Business Model Innovation

Design and System Efficiency



Reverse Logistics and Supplier Engagement

Customer Participation and Incentives

BRAINSTORMING

What role can BMOs play in the circular economy transition?

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ROLE OF BMO TO SUPPORT CE BUSINESS MODELS

Collaboration and Networking:

- Building Ecosystems to foster collaboration among various stakeholders, including businesses, government agencies, and non-profits to facilitate knowledge sharing, resource pooling, or collective processes such as extended producer responsibility.
- Facilitating supply chain optimisation, raise awareness on how to redesign supply chains to be more circular

Access to Funding and Resources

- Support to identify and apply for CE grants, subsidies, or funding opportunities
- Connect businesses with investors interested in sustainable and circular business models.

Policy Advocacy

- Influencing Policy that support the circular economy (EPR, circular procurement; incentives, product policies, waste frameworks)
- Feedback Channels to inform to policymakers on the challenges businesses face in implementing circular practices, helping to shape supportive regulatory environments.

Advisory Services and Technical Assistance:

- Facilitate tailored guidance to identify opportunities for circular practices.
- Feasibility Studies to evaluate the potential for adopting circular models
- Implementation Support: Facilitate access to TA and capacity building in circular practices, such as resource recovery solutions, sustainable sourcing, and product lifecycle assessments.

EXAMPLES OF CIRCULAR BUSINESSES IN AFRICA

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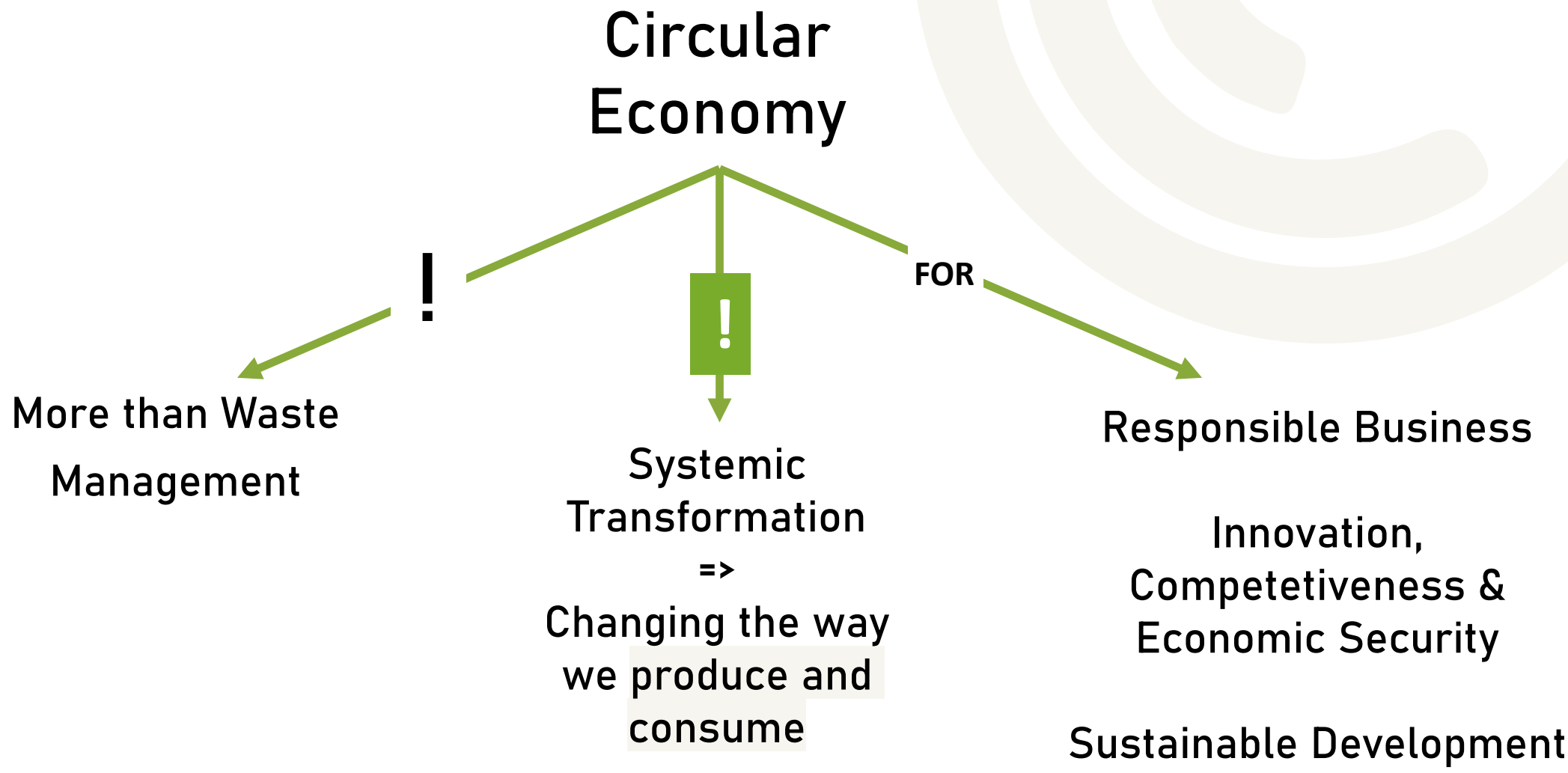
Nokia/Orange EGYPT

Equatorial Coca-Cola Bottling Company (ECCBC) MORROCCO

Rewoven/ SOUTH AFRICA

Hello Tractor / KENYA/UGANDA

SUMMING UP


Circular Economy
!
!
FOR
More than Waste Management
Systemic Transformation
=>
Changing the way we produce and consume
Responsible Business
Innovation, Competetiveness & Economic Security
Sustainable Development

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Credit:
Miccrosoft stock image

REGULATIONS ACCELERATION A CIRCULAR ECONOMY

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African Union

Continental Circular Economy Action Plan for Africa

(2024-2034)

REGULATORY FRAMEWORK IN AFRICA
TO ACCELERATE THE CIRCULAR ECONOMY

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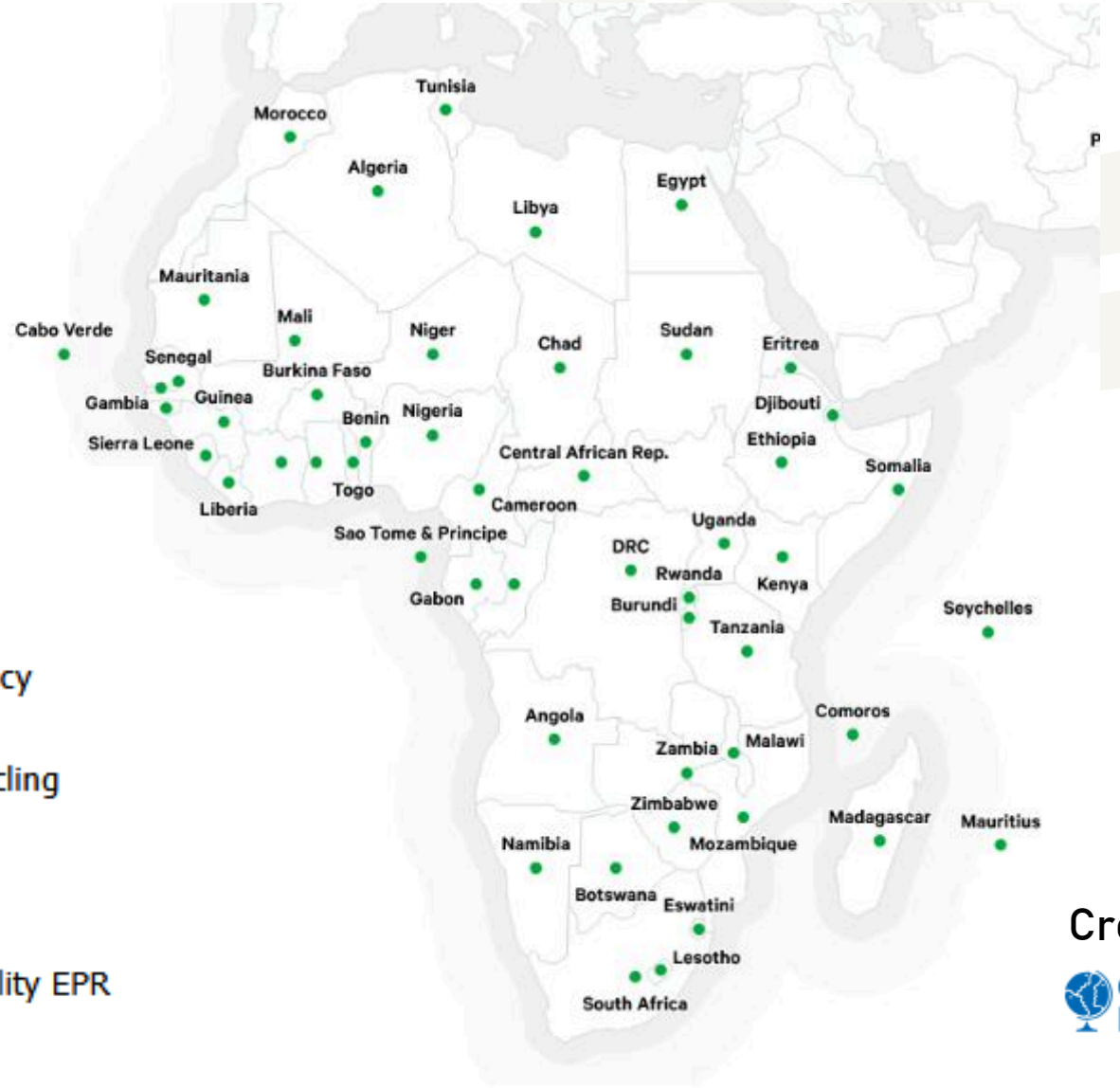
CIRCULAR ECONOMY .EARTH

Policies Trade

Policy types

Circular Economy policy categories



- Fiscal Policy
- National Circular Economy Policy
- Waste Management And Recycling
- Product Policy
- Extended Producer Responsibility EPR

Credit:

CHATHAM HOUSE

TYPOLOGY of Regulatory measures supporting the Circular Economy

Credit: Envato

Selection only:

Fiscal instruments

Examining or introducing fiscal instruments, such as subsidies and incentives, investment funds or taxes, charges, rebates, and fees

Producer requirements

Affecting producer requirements, for example, by extending producer responsibility or guidelines

Product requirements

Affecting product requirements, for example, by developing circular economy criteria or establishing targets and rates for circular products

Public Procurement

Introducing guidelines and criteria for circular public procurement practices such as product as a service models, or procuring goods which have greater durability, repairability or recyclability

Trade policy and international governance

Putting in place measures to support collaboration with the international community and circular economy trade related measures

Waste management

Supporting waste management, for example, by facilitating waste collection, recovery and management, or establishing waste criteria

ADDRESSING THE WHOLE VALUE CHAIN

Fiscal instruments

Trade Policy

Product requirement

Producer requirement

Public procurement

Extended Producer responsibility

Waste management

Extraction | Design & Production | Distribution | Use/Consumption | End of Life






Circular Economy and Trade with the EU

Product imports into the EU will face stricter environmental standards, mandatory sustainability disclosures, and increased recycled content requirements.

Regulation with impacts on imports to the EU include:

- Ecodesign for Sustainable Products Regulation (ESPR)
- Waste Directive including Extended Producer Responsibility (EPR)
- Waste Shipment regulation
- Single-Use Plastic
- Packaging Directive
- CBAM

IMPLICATION OF EXTENDED PRODUCER RESPONSIBILITY

- Extended Producer Responsibility (EPR) places specific obligations on producers requiring them to take responsibility for the end-of-life management of their products.

- As the EU enforces EPR regulations, producers in third countries may need to invest in compliance measures, which could increase their production costs.
- Stakeholders in third countries are encouraged to engage with the EU's regulatory processes to better understand and adapt to these changes.

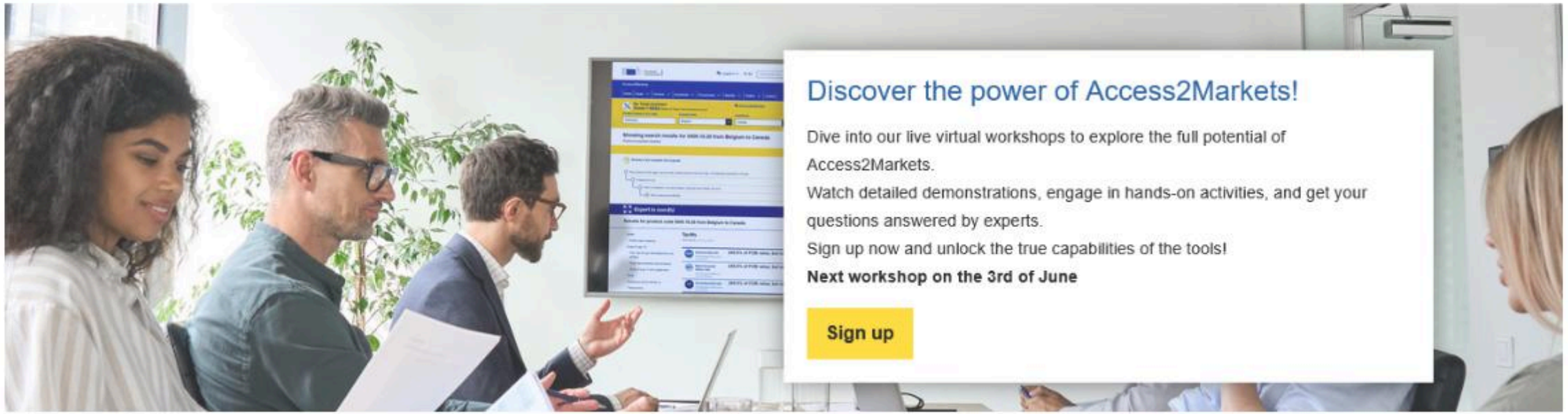
Single Entry Point

Are you facing trade barriers? Contact us for help

The Single Entry Point is the first point of contact within the European Commission's trade department for all EU stakeholders who are facing market access issues in third countries or who find non-compliance with sustainability commitments.

Single Entry Point ›

Existing trade barriers



Trade agreements | Existing trade barriers | Statistics | Company stories | Focus on SMEs | Videos

https://trade.ec.europa.eu/access-to-markets/en/home#my-trade-assistant

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ANY QUESTIONS?

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BUSINESS FORUM FACILITY

THANK YOU

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Contact DG INTPA E2/3