

Sustainable Materials & the Circular Economy | Newsletter

February 2017

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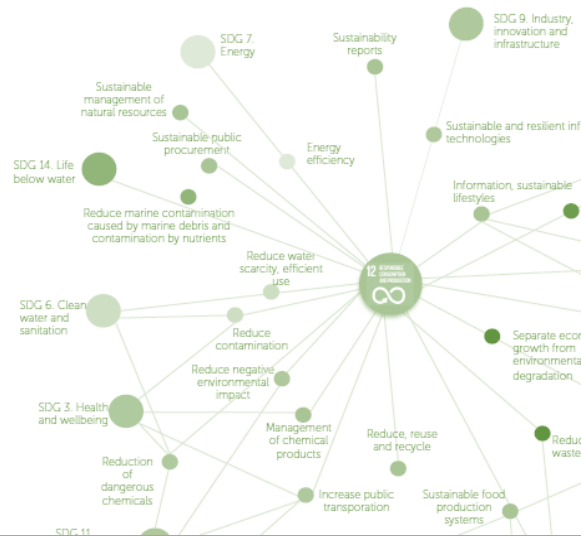
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To achieve WBCSD's Vision 2050 of a world without a particle of waste, eco-efficiency of material consumption must improve by a factor of 10.

We are focused on discovering innovative ways to move to a circular economy - where resources are used wisely, processes create the greatest possible value, and nothing is wasted.

Factor10, a new collaborative circular economy platform will bring together companies to unlock opportunities that can shift the sense of what's possible, and pave the way for a 'new normal' in business practices.



WBCSD & the Circular Economy

Value Proposition

The circular economy represents an alternative perspective to business as usual that mitigates risk, creates financial opportunity, and contributes to the achievement of the SDGs. WBCSD supports the business community by addressing critical information gaps and delivering practical solutions needed to transition the private sector towards a circular economy.

Priorities

The three priorities for WBCSD's circular economy program in 2017 are:

- Become the circular economy **information hub** to help WBCSD companies understand the landscape, best practices, showcase leadership, and inform policies;
- Establish a collaborative circular economy platform to collectively develop **transformative solutions** that unlock opportunities for business;
- **Amplify the business voice** globally, by forging partnerships, identifying platforms that showcase business solutions from leading companies and global network partners.

Circular Economy Information Hub

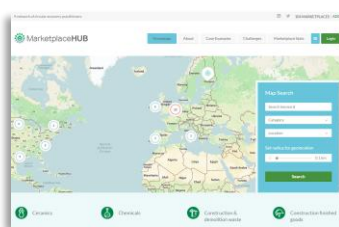
The [Sustainable Materials cluster](#) has developed several outputs that have contributed to increase the knowledge and understanding of the circular economy. Please visit the website for more information and to download reports.

MarketplaceHUB.org

The MarketplaceHUB is a web-based platform for businesses and policymakers to locate secondary material marketplaces, understand existing barriers to scaling up secondary material re-use, and identify best practice examples of markets overcoming common challenges.

[Informal Approaches Towards a Circular Economy](#)

This report uses the example of India to raise awareness of the scale and structure of the informal recycling sector and its contribution towards a more circular plastic economy.



The MarketplaceHUB.org aims at facilitating knowledge exchange through case studies and encourages users to contribute to the website by submitting new marketplaces, best practice and other insights.



In collaboration with the [World Resources Forum](#) and [EMPA](#), the WBCSD discusses the informal plastics recycling sector in India and its implications on the SDG.

Engagement Opportunities

Companies have multiple ways to engage with the WBCSD Sustainable Materials cluster to circular economy. The table below outlines the engagement opportunities available to WBCSD companies and project members.

Priority 1: Information Hub		
<i>Guide to the Circular Economy</i>	Companies and organizations are invited to contribute content for the Guide by sharing insights on your company's circular strategies, examples, tools, and publications. The online guide will be publicly launched in June 2017.	Submit content at https://goo.gl/OtLpWRR

Priority 2: Transformative Solutions		
<i>Factor10</i>	A collaborative framework and agenda, Factor10 is an action-oriented program that brings together companies and partners to accelerate the development of circular solutions. Business Solutions that are currently part of the Factor10 platform include: ROW; Scaling Up Secondary Material Markets; Closing Industrial Water Loops; and the Bio-Economy.	Join the working group by contacting Andrea at brown@wbcسد.org
<i>Roadmap on curbing Ocean Waste (ROW)</i>	This business solution aims to establish a Roadmap for how business can take an active role in addressing marine debris through on-land solutions. Working Group (WG) members are developing a clear business case for taking action on solutions.	Join the WG by contacting Brendan at Edgerton@wbcسد.org
<i>Scaling Secondary Material Markets</i>	Contribute your local, online secondary material marketplace to the MarketplaceHUB! Share success stories, marketplaces and information updates.	Submit marketplace information here

Priority 3: Amplifying Business Voice		
<i>World Circular Economy Forum – Helsinki, FI (June 5-7)</i>	As co-organizer with SITRA and other internationally recognized organizations, the WBCSD is bringing the business perspective to the conference. If you are interested in attending or exploring speaking opportunities for our CEO or Council Member, please contact us.	Contact Andrea at brown@wbcسد.org
<i>UN Oceans Conference – NYC, US (June 5-6)</i>	The high-level United Nations Conference to Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.	Contact Irge at Aujouannet@wbcسد.org
<i>National Circular Economy Summit – Washington D.C., US CCC (June 26-28)</i>	In collaboration with the US Chamber of Commerce Foundation, WBCSD is a co-partner in bringing thought leaders and practitioners from business and other strategic stakeholders to explore approaches for implementing the circular economy and achieving the SDGs.	Contact Andrea at brown@wbcسد.org

2017 Outputs & Deliverables

Deliverable	Target Date
Global Material Flows & Circular Priorities Report (with Ecofys)	March 2017
Scaling Up Secondary Material Re-use	March 2017
Business Case for Action on Plastic Marine Debris (ROW)	March 2017
Business Case for the Circular Economy	April 2017
CEO Pocket Guide to the Circular Economy	June 2017
Guide to the Circular Economy (website)	June 2017

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