



#Circular Talks

Advanced Technology Policies for Green & Circular Industry

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**William NEALE
Adviser on Circular Economy & Green Growth
European Commission
Environment Directorate General**

New Commission Priorities



- **A European Green Deal**
- **A Europe fit for the digital age**
- *An economy that works for people*
- *Protecting our European way of life*
- *A stronger Europe in the world*
- *A new push for European democracy*

*'..a once-in-a-generation opportunity to ensure Europe leads the way on the **twin ecological and digital transitions**'.*

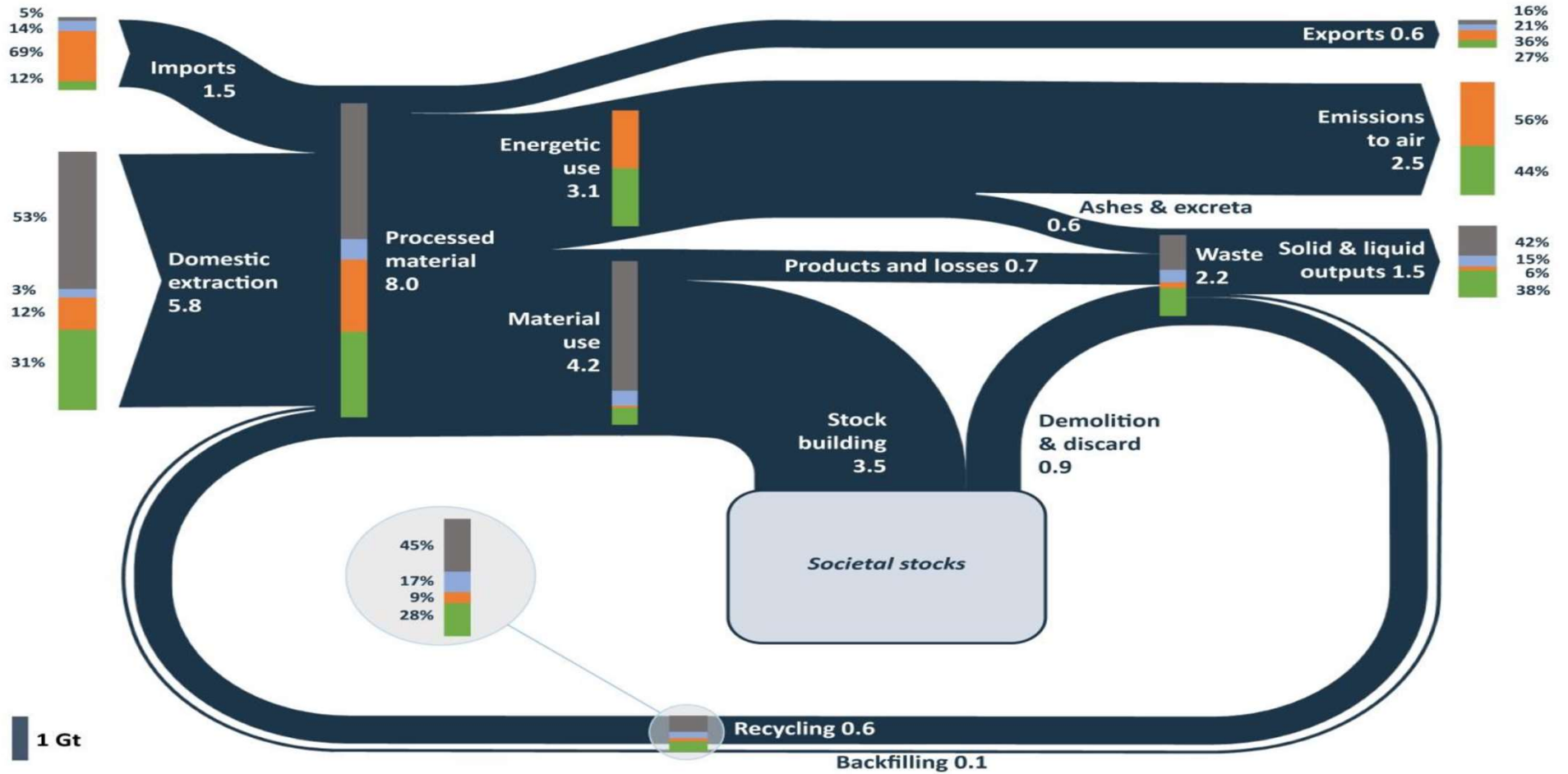
European Green Deal



CIRCULAR ECONOMY...



KEEPING VALUE IN



Material flows true to scale in Gt/year (billion tons/year) in 2014

Non-metallic minerals
 Metal ores
 Fossil energy materials/carriers
 Biomass

Note: Numbers may not sum up to total due to rounding.

The Butterfly



European Commission

Renewable materials



Finite materials

Regenerate

Renewables

Substitute materials

Virtualise

Restore

Renewables flow management

Stock management



Biological materials



Technical materials

Soil restoration

Biosphere



Biogas

Extraction of biochemical feedstock



Cascades

Consumer

Collection



Collection



Share

Maintain

Reuse/redistribute

Refurbish/remanufacture

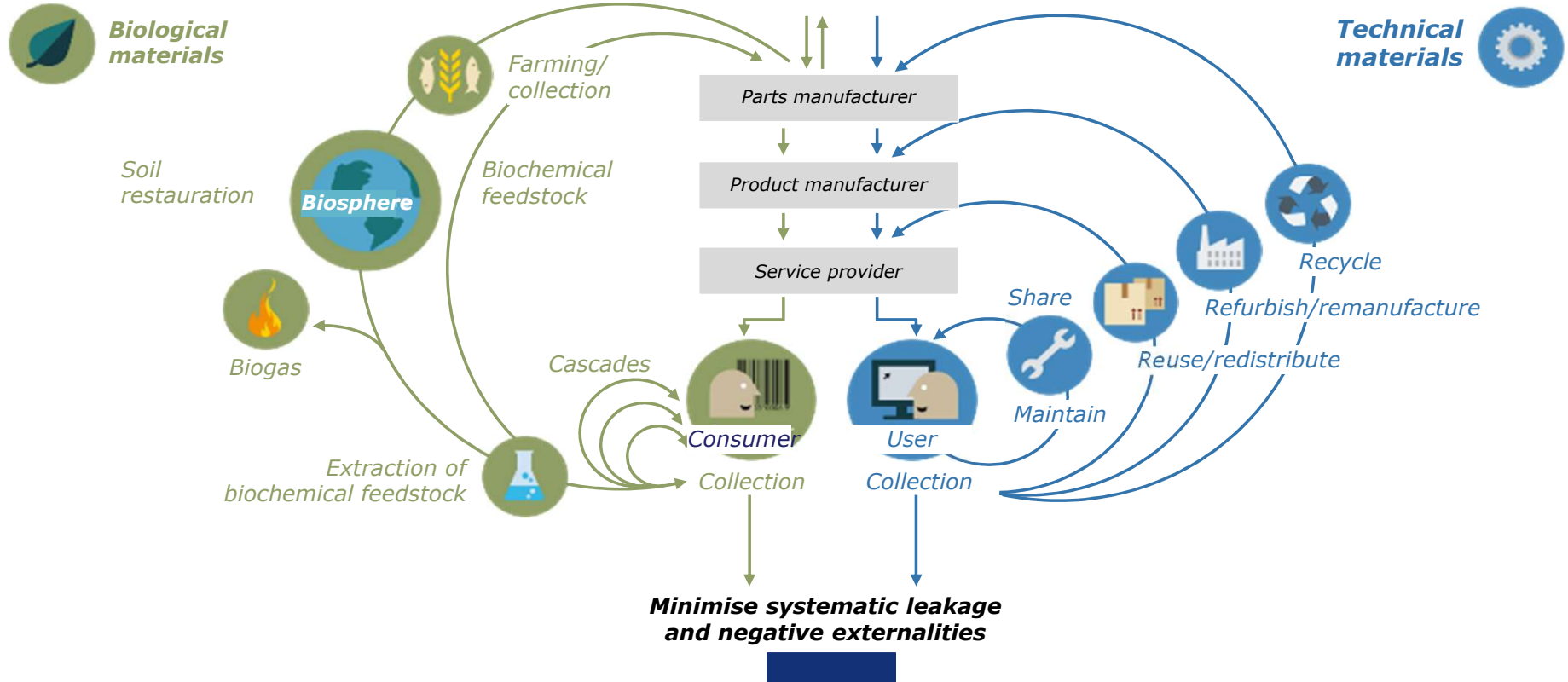
Recycle

Parts manufacturer

Product manufacturer

Service provider

Minimise systematic leakage and negative externalities



Circular Economy Action Plan 2020

Structural overview



Sustainable Product Policy

- *Designing sustainable products*
- *Empowering consumers and public buyers*
- *Circularity in production processes*



Key Product Value Chains

- *Electronics and ICT; Batteries and vehicles;*
- *Packaging; Plastics; Textiles;*
- *Construction and buildings; Food, water and nutrients*



Less Waste, More Value

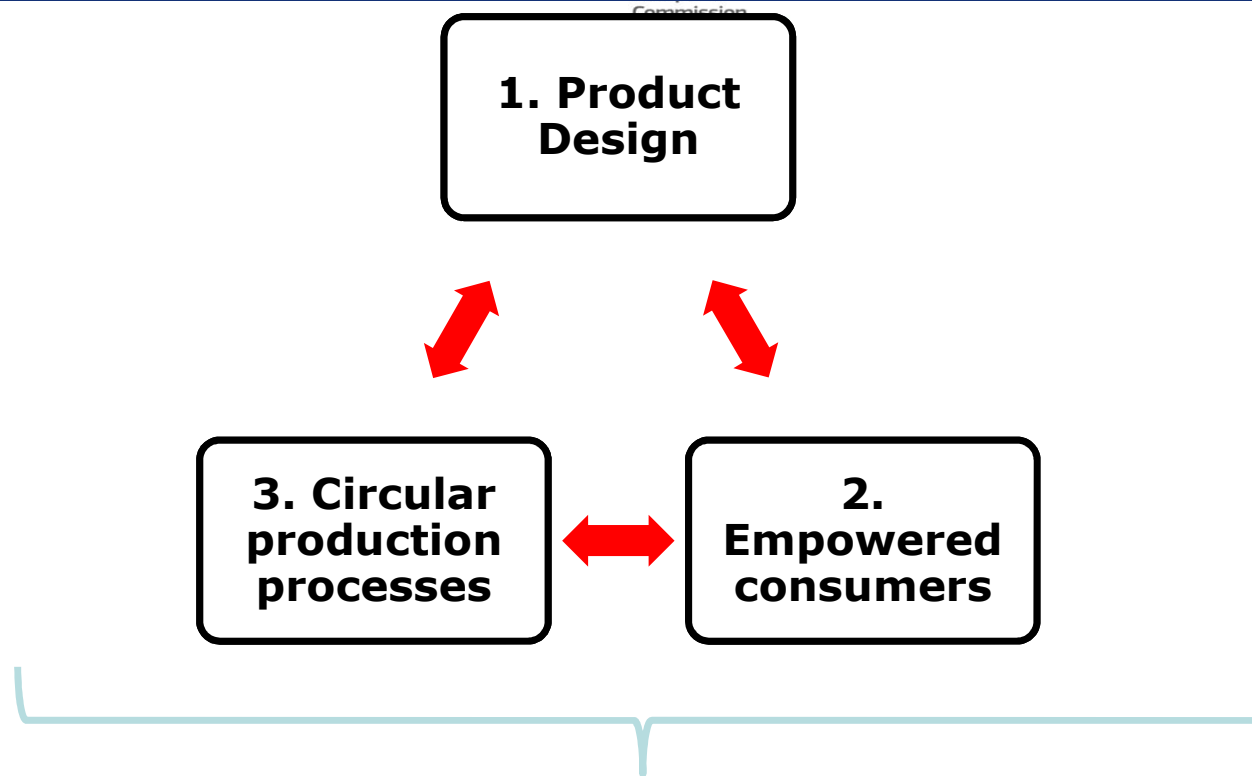
- *Enhanced waste policy (waste prevention, circularity)*
- *Enhancing circularity in a toxic-free environment*
- *Creating EU market for secondary raw materials*
- *Addressing waste exports from the EU*



Crosscutting Actions

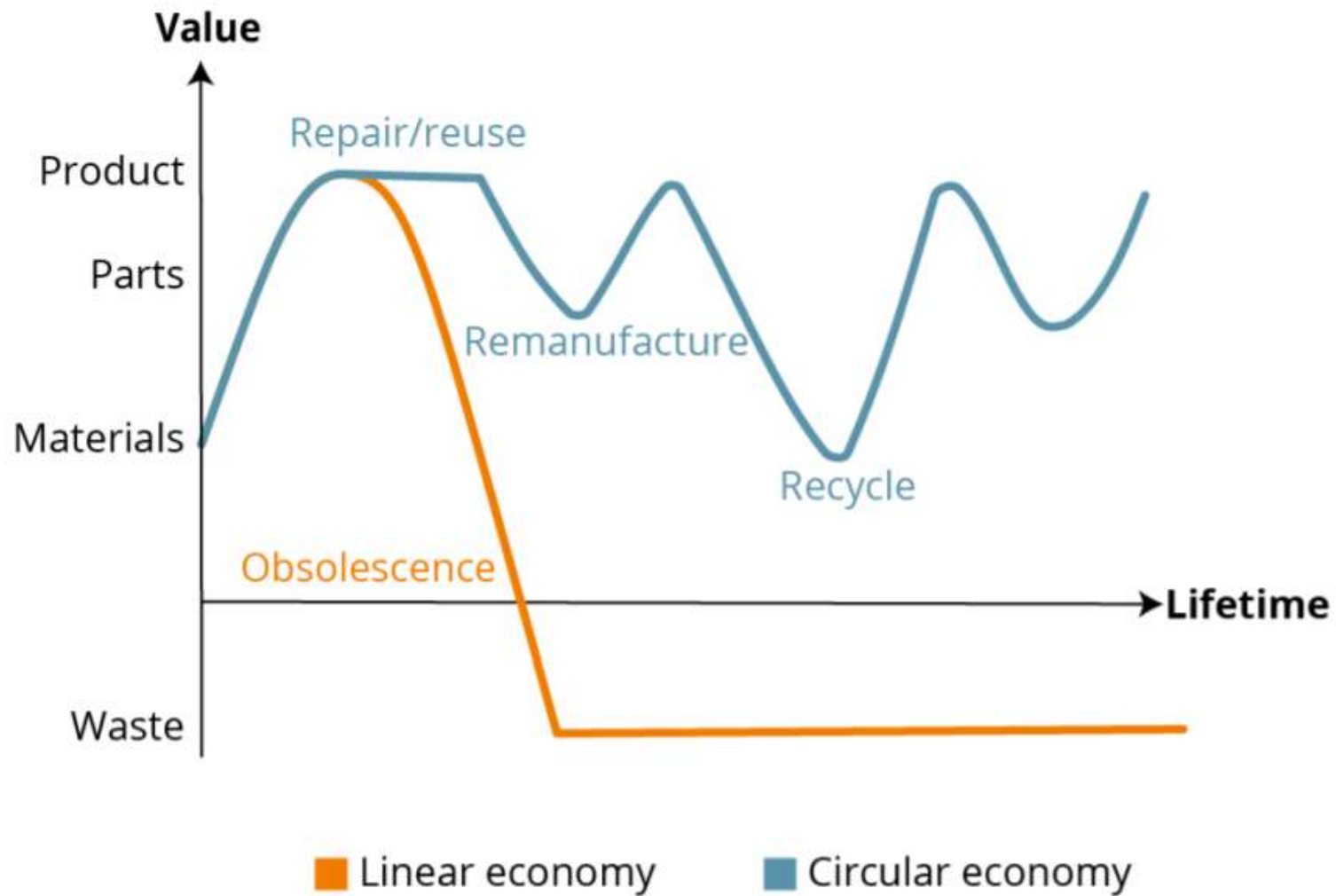
- *Circularity as a prerequisite for climate neutrality*
- *Getting the economics right*
- *Driving the transition through research, innovation and digitalisation*

Sustainable Product Policy Framework

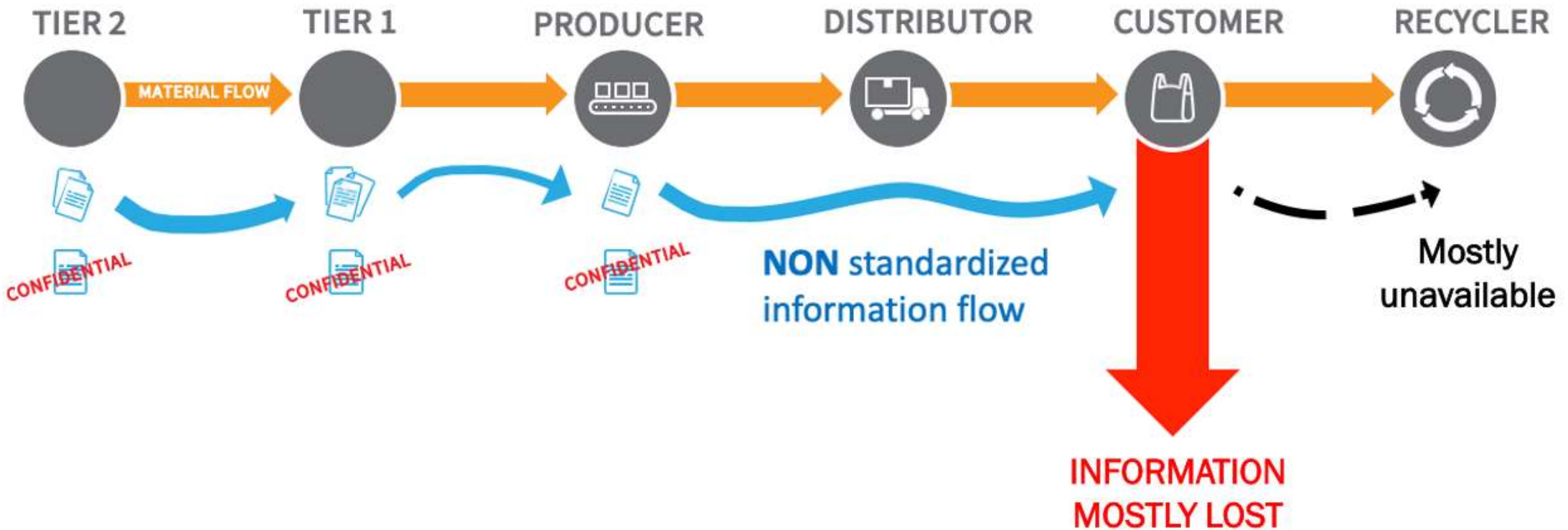


A new overarching framework





Information flow in a linear economy



Key product value chains



Food, water & nutrients



Electronics and ICT



Batteries & vehicles



Construction & buildings



Packaging

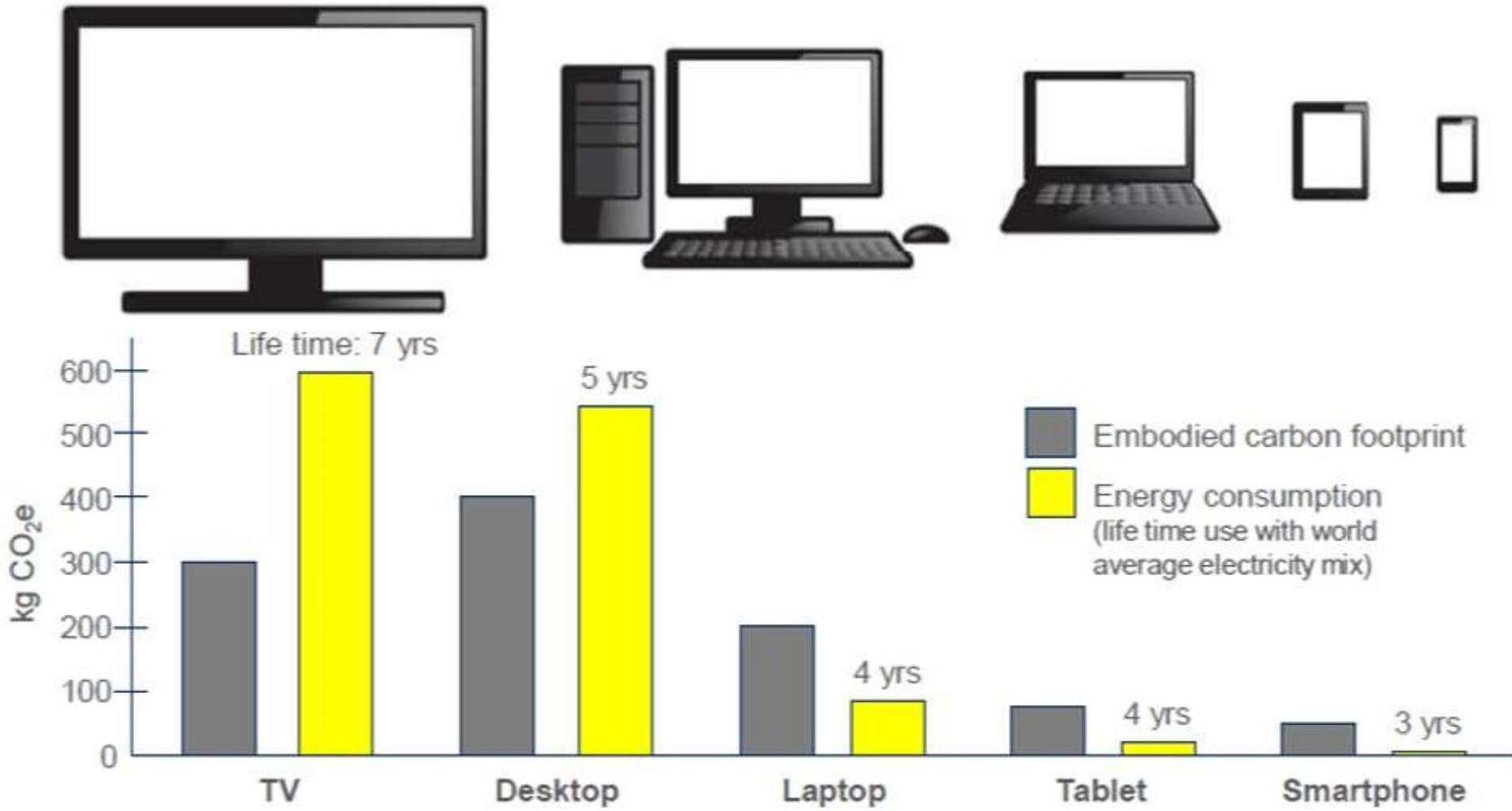


Textiles



Plastics





Digitally enabled new businesses 'Product as a Service'



- **Precision farming** is delivering benefits, but producers of pesticides and fertilisers are still quantity based driven.
- **New business model: protection of crop services enabled by IoT, Satellite services images, GPS, drones, robotics.**
- **Chemical companies can increase profits by minimising the use of pesticides and fertilisers to only if/when needed**





Stakeholder engagement

European
Commission

#CEstakeholderEU

European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee



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Link to website: <http://circulareconomy.europa.eu/platform/>

