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Richard Bubb | Anna Margolis

Motiva Breakfast Webinar | February 2024

Circularity Thinking Tools: Introduction for SMEs

In 2018, Climate-KIC ran a **feasibility study** to understand:

- What the current provision of circular economy training was?
- What were the needs of potential training participants?
- What were the preferred training formats and expectations from the training?
- What could be Climate-KIC's role in a future circular economy training market?

Around **150 people** took part in the research including circular economy experts, training experts and potential training participants.

Clear feedback showed the need for:

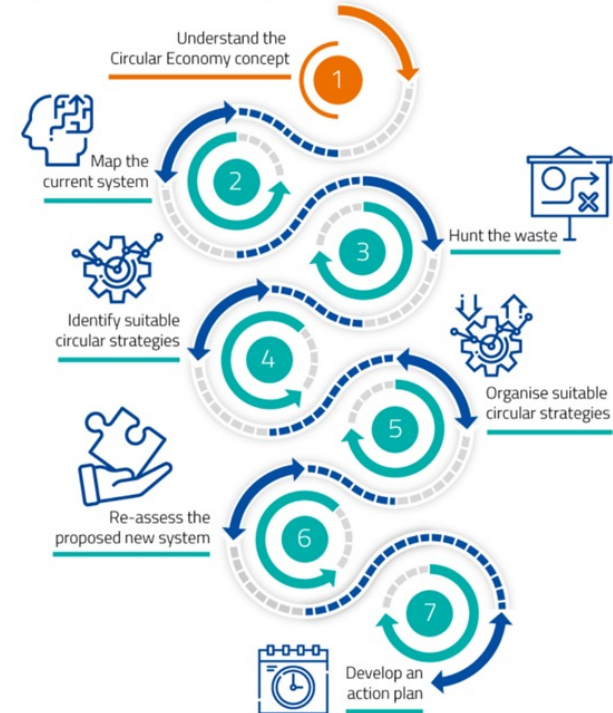
- **Workshop**-based training
- **Real-life case studies** and experiences – not just for very large companies
- **Project-based learning** – being able to apply circular tools
- Great importance of **practitioners** as trainers
- **Networking** for knowledge implementation and collaboration
- **Flexible tools** to contextualize for different place-based needs

Climate-KIC partnered with Professor Dr. Fenna Blomsma and colleagues to utilise the **Circularity Thinking tools** into a **training programme**.

Currently, it is applied in:

- Train-the-trainer programme
- In different sectors – private, public, community
- In different industries – food, manufacturing, automotive, energy
- As part of Climate-KIC's Deep Demonstrations

How to develop Circular Economy strategies: your step-by-step guide



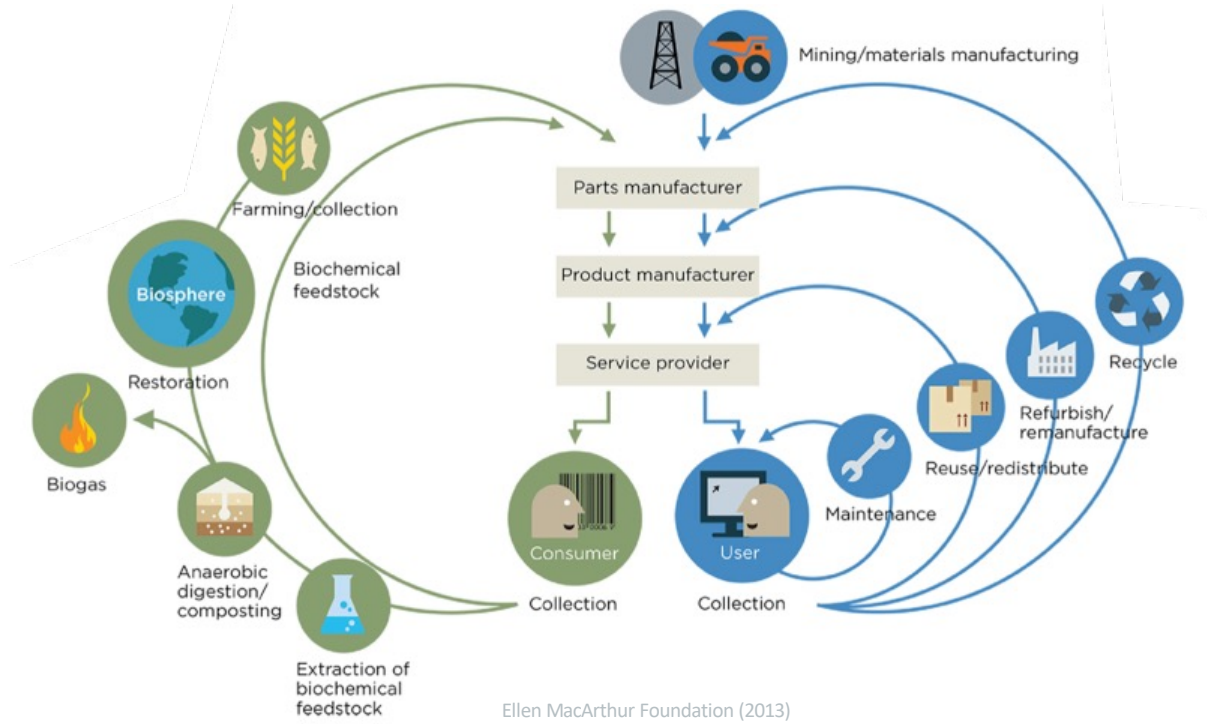


”GOING CIRCULAR”: A SIMPLE IDEA

With a lot to unpack

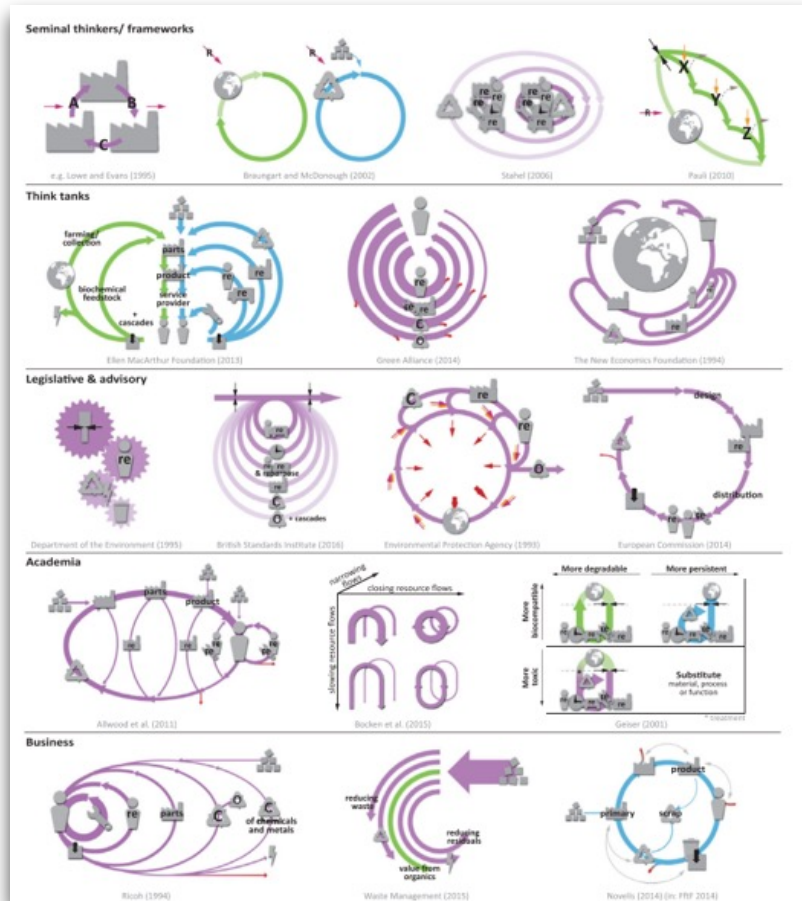
Circular Economy

A simple idea – or is it?



Circular Economy

and the many ways to understand it



RESEARCH AND ANALYSIS

The Emergence of Circular Economy A New Framing Around Prolonging Resource Productivity

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Keywords: circular flow; industrial ecology; resource efficiency; resource productivity; resource efficiency; waste management

Summary: In this article, we use Hirsch and Smith's notion of umbrella concepts as an analytical lens, in order to articulate the salable catalytic function the circular economy (CE) concept could perform in the waste and resource management domain. We outline the goal by anchoring the CE concept in this broader debate through a narrative approach. This leads to the insight that whereas the various resource strategies grouped under the CE banner are not necessarily individually the concept offers a new framing of these strategies by drawing attention to their capacity of prolonging resource use as well as to the relationship between these strategies. As such, the CE offers a new perspective on waste and resource management and provides a new cognitive unit and discussion space for debate. We conclude by discussing research opportunities for the industrial ecology (IE) community relating to the concept's theoretical development and its implementation. Specifically, we pose that negotiating and growing the social science aspects of IE is required for both. After all, it is understanding and facilitating the collective implementation of any idea, also the CE concept, that the potential lies for shaping our material future.

Introduction

In this article, we examine the circular economy (CE) concept as an emergent framing around waste and resource management that aims to offer an alternative to produce linear take-make-dispose practices by promoting the reuse of raw materials and manufacturing opportunities throughout the supply chain. The goal of this article is to articulate the potentially catalytic function the CE performs in the waste and resource management domain by creating a cognitive unit and a discursive space that centres around the aspects of a group of waste and resource management strategies around the productive life of resources. Through this, the CE concept provides a service in what constitutes meaningful and actionable waste and resource management.

Our analysis builds on previous work, primarily from ecology and organizational studies, which poses that when both recycling and resource reuse operate at scale and are treated as value chains, industries, and other networks, they allow particular practices to emerge and become established. The practice involves the alignment of business and across which that particular technologies are adopted and the appropriate economic and regulatory opportunities are created (Eisenhardt et al. 2010; O'Brien 2008; Corvellec and Johnson 2011; Silva et al. 2016). Given sufficient time and scale, these practices progress and become established in industrial systems.

Conflict of Interest Statement: The authors have no conflict of interest in this article.

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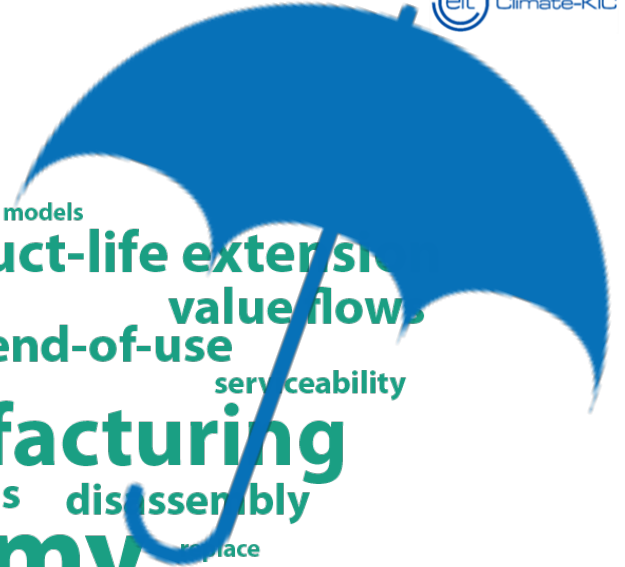
DOI: 10.1111/jiec.12107

Volume 11, Number 1
 www.wileyonlinelibrary.com/journal/jiec
 Journal of Industrial Ecology 483

From: Blomsmas and Brennan (2017)

Circular Economy

An umbrella concept



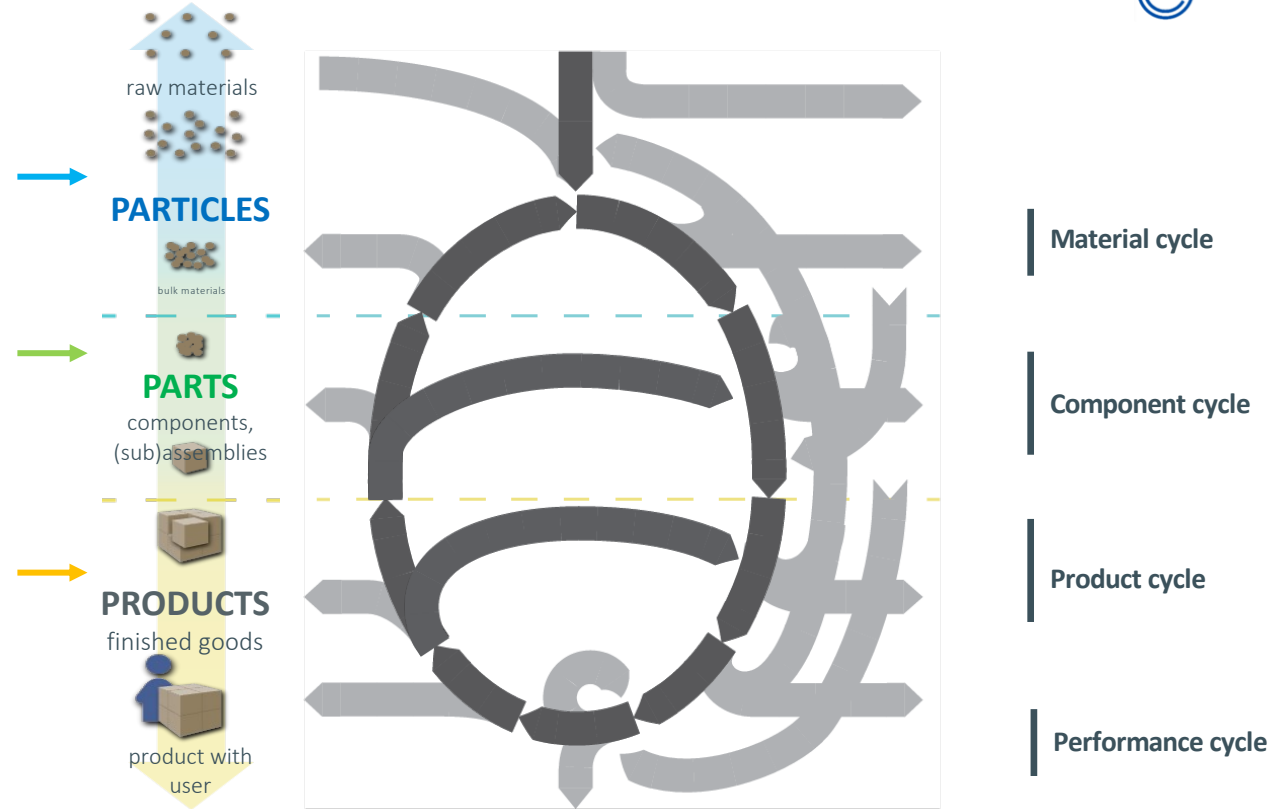
Circular Economy

An umbrella concept



Key Tool: Circularity Compass

Scanning
for circular opportunities



Source: Blomsma and Tennant (2020), Blomsma et al (2022).

Example Waste Hunt: Cups 'to-go'

Where in the industry value chain do we create waste?

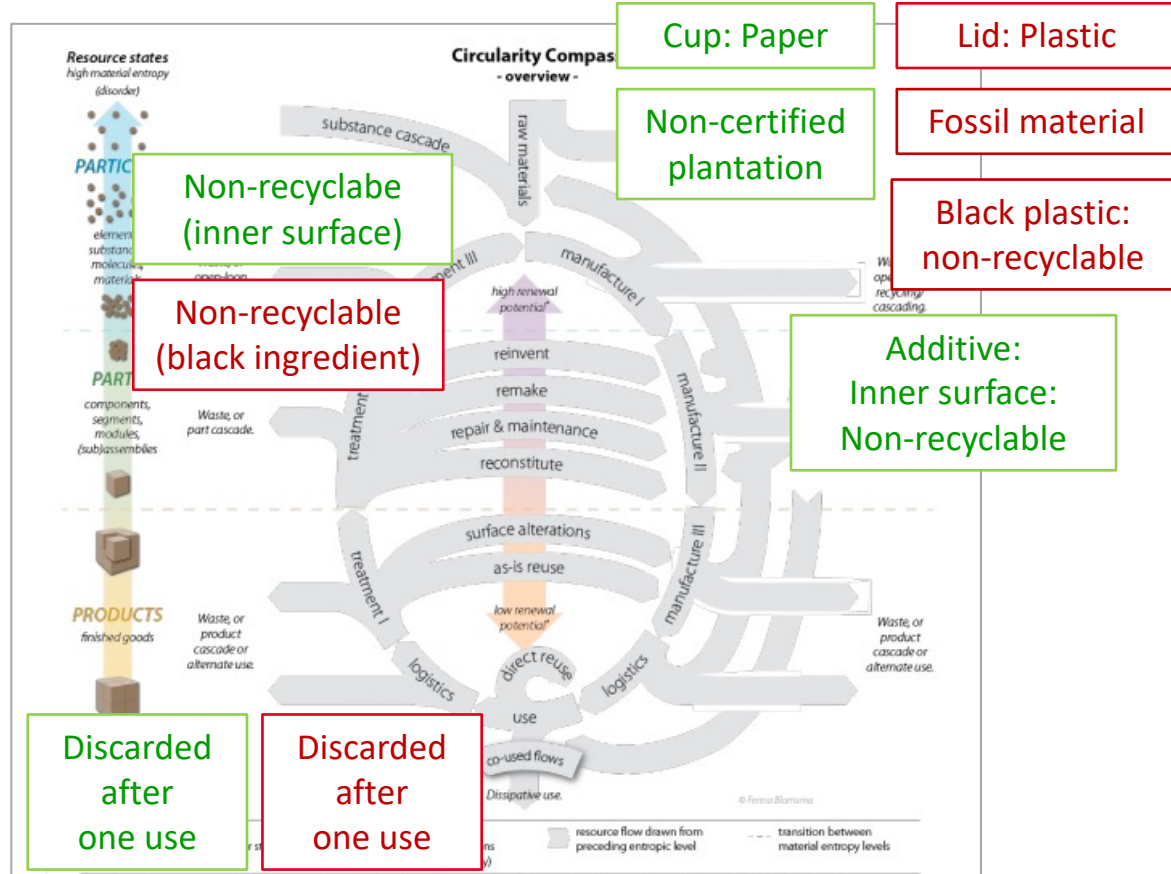
Circularity Compass

Blomsma & Tennant, 2020;

Blomsma et al., 2022



Image: by freefoodphotos from freeimageslive.co.uk



Example Circular Strategies: Reusable Cups

Which circular strategies do we need along the value chain?

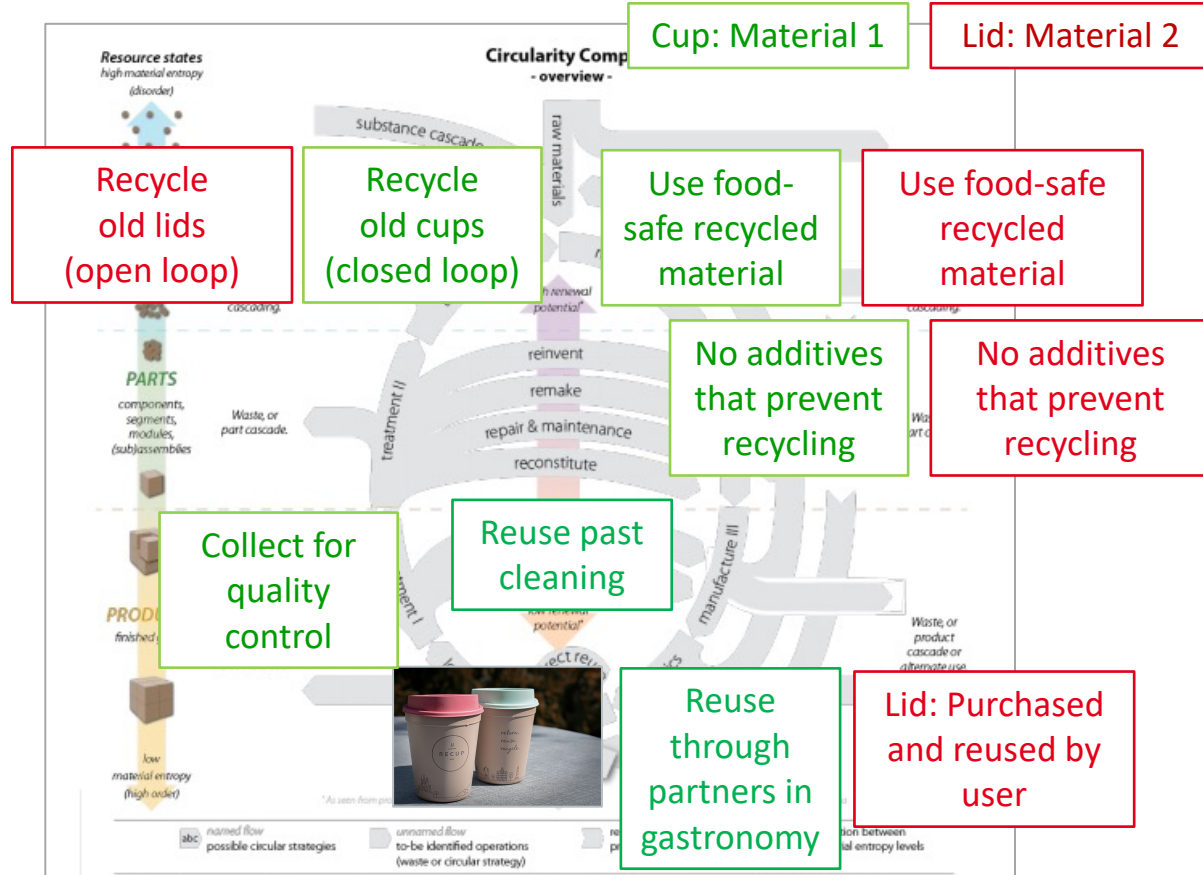
Circularity Compass

Blomsma & Tennant, 2020;

Blomsma et al., 2023



Image: www.recup.de



Example Action Plan: Reusable Cups 'to-go'

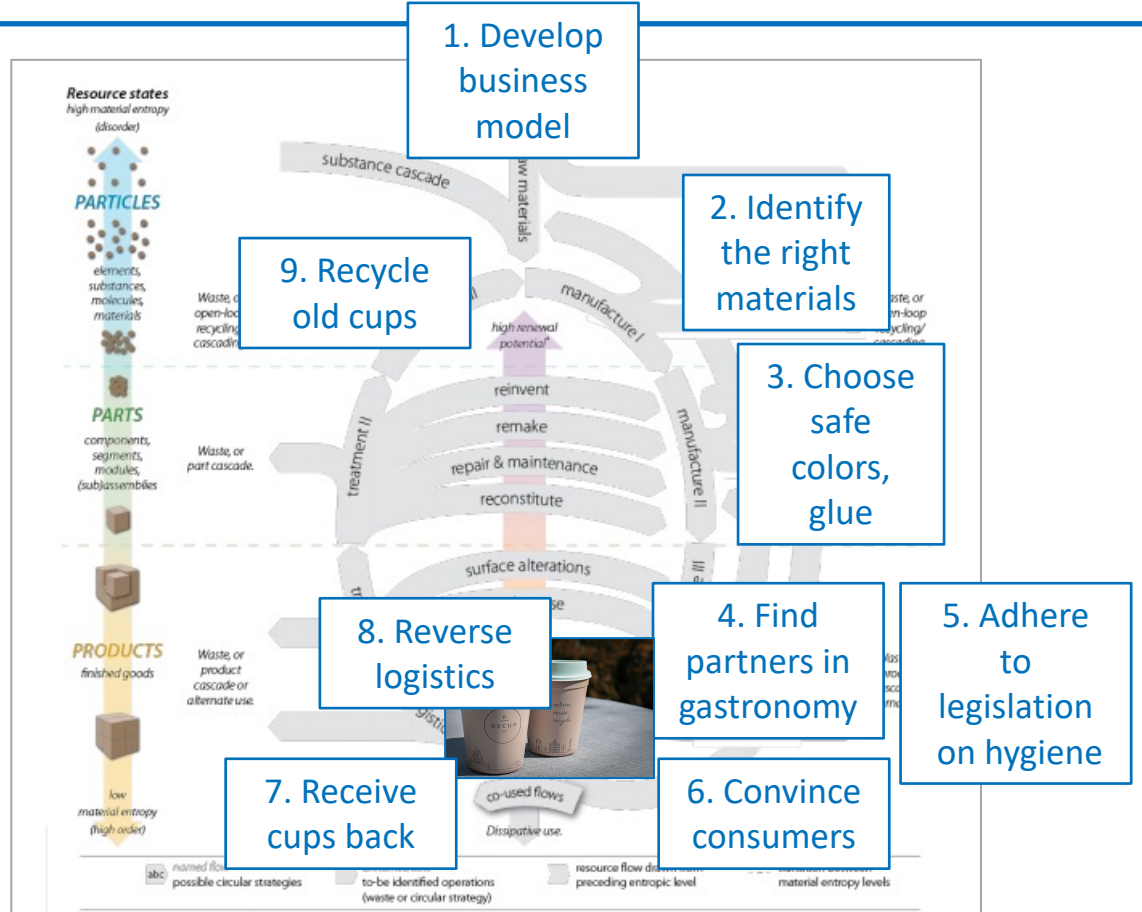
Where in the industry value chain do the actions reside?

Circularity Compass

Blomsma & Tennant, 2020;
 Blomsma et al., 2023



Image: www.recup.de



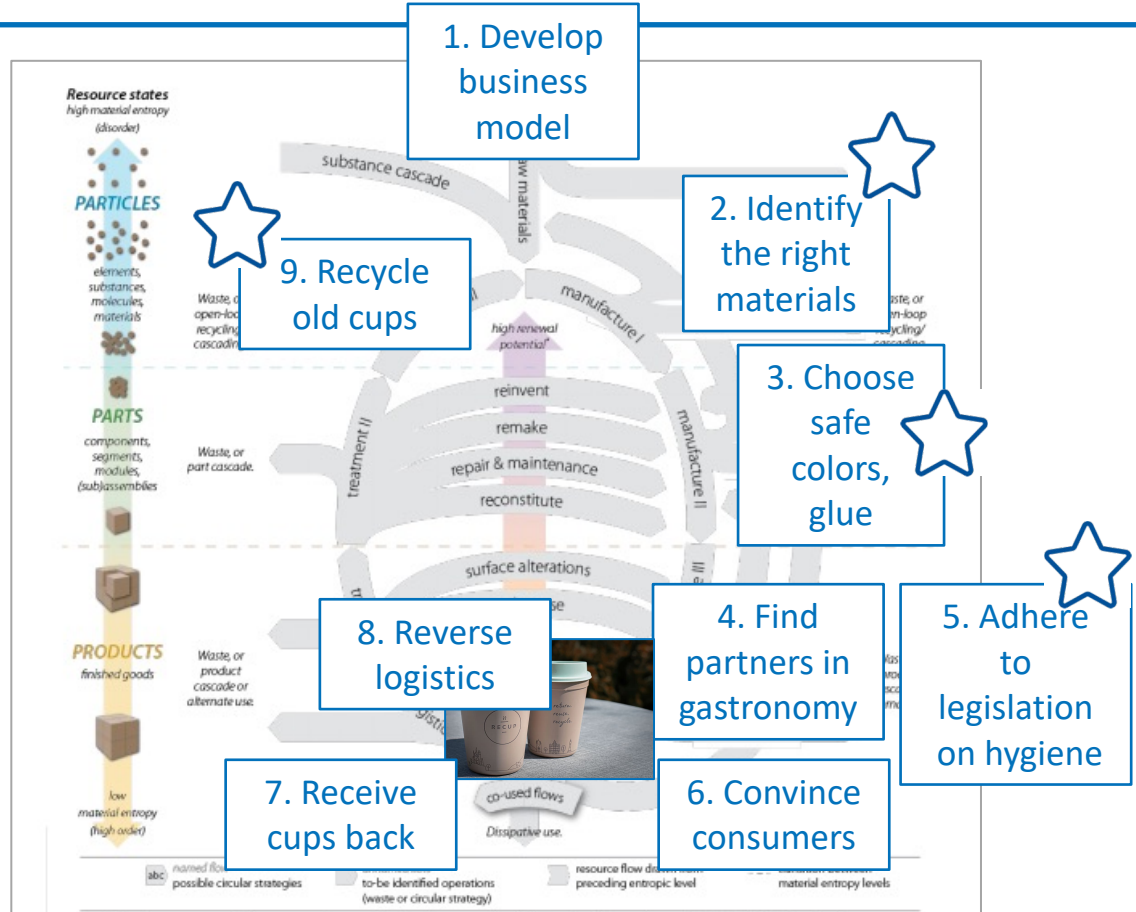
Example Action Plan: Reusable Cups 'to-go'

Where can we apply existing solutions and best practices?

Circularity Compass
 Blomsma & Tennant, 2020;
 Blomsma et al., 2023



Image: www.recup.de



Example Action Plan: Reusable Cups 'to-go'

Where do we need to explore & experiment?



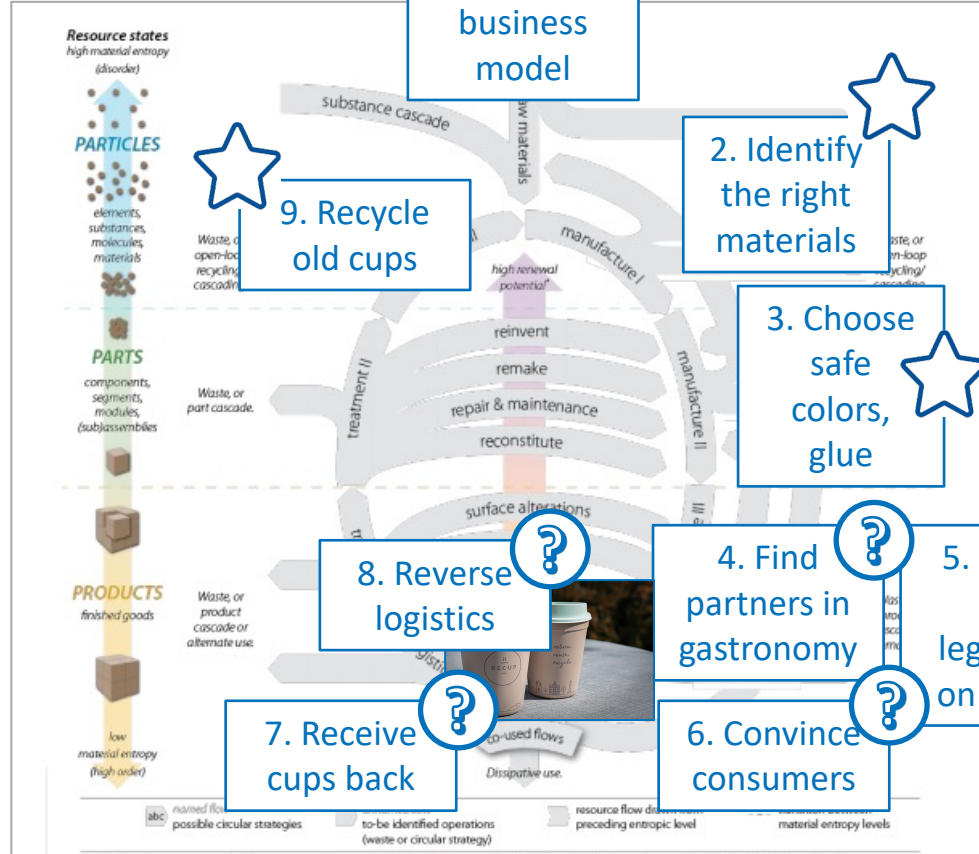
Circularity Compass

Blomsma & Tennant, 2020;

Blomsma et al., 2023

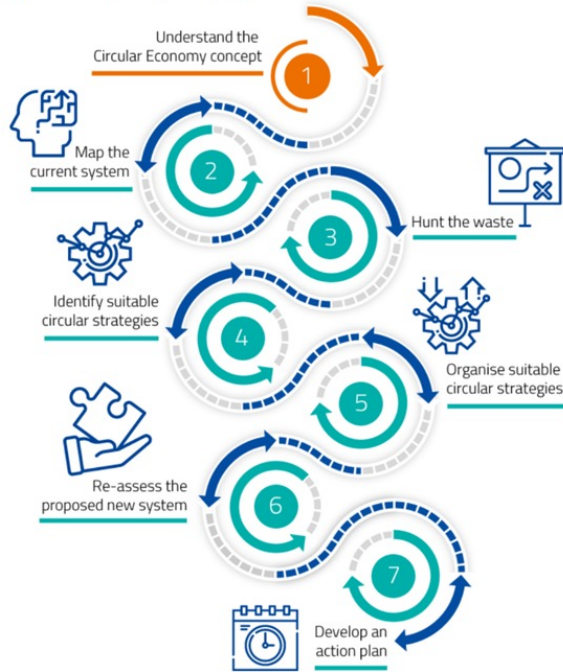


Image: www.recup.de



The Circularity Thinking Process

How to develop Circular Economy strategies: your step-by-step guide



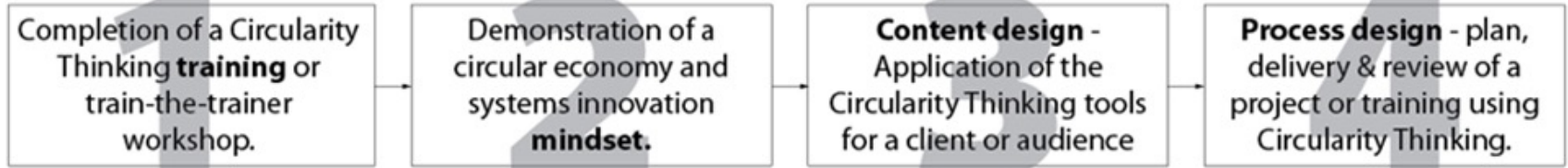
- Understand what CE means
- Map your system
- Hunt the waste
- Identify and priorities circular strategies
- Re-assess the new system
- Develop an action plan

Further Reading

- **Aligning Actors and Action in Circular Ecosystems: A Method for Systemic Problem-Solution Assessment (SProSA)** – Margolis and Blomsma (upcoming, 2024). In the book: Circular Entrepreneurship Ecosystems: Theory and Practice. Editors: João J. Ferreira, Magnus Klofsten, David Urbano (upcoming, 2024). Edward Elgar Publishing.
- **Resources, waste and a systemic approach to CE** - Blomsma and Brennan (2023). In: Handbook of Circular Economy – Transitions and Transformation. Editors: Allen Alexander, Stefano Pascucci and Fiona Charnley (2023) - <https://doi.org/10.1515/9783110723373>
- **Making sense of circular economy - understanding the progression from idea to action** - Blomsma, Tennant and Ozaki (2022) - <https://onlinelibrary.wiley.com/doi/full/10.1002/bse.3107> (open access)
- **Circular economy: Preserving materials or products? Introducing the Resource States framework** – Blomsma and Tennant (2020) - <https://www.sciencedirect.com/science/article/pii/S0921344920300203>
- **Collective ‘action recipes’ in a circular economy – On waste and resource management frameworks and their role in collective change** – Blomsma (2018) - <https://doi.org/10.1016/j.jclepro.2018.07.145>
- **The emergence of circular economy: a new framing around resource productivity** – Blomsma and Brennan (2017) - <https://onlinelibrary.wiley.com/doi/pdf/10.1111/jiec.12603> (open access)

3 key elements:

- Impactful training that can be **adapted** to different circumstances
 - Creating a **community** that collaborates, learns and develops new opportunities
 - Ensuring that Circularity Thinking **experts** are recognised for their skills and qualities
- Led to the development of an **accreditation** status for practitioners and trainers.



An accreditation submission needs to show:

- Why the problem needs a **circular solution**, and how a **circular mindset** is important.
- How the user **designed and delivered** a project.
- How the user **reflects** on the process after delivery.



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Accreditation process
Circularity Thinking Network

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SME coaching program
Scientific collaboration

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SME Training
Train-the-trainer

<https://www.climate-kic.org/spotlight-initiatives/circularity-thinking-programme/>

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