



***"Why circular economy is a must
in a clean energy transition"***

***Circular Economy Ambassador; COP 26 - Circular
Economy Lead***

26 April 2021

Instagram: @harry.circular

Twitter: @friedlh

www.haraldfriedl.earth

Who am I?

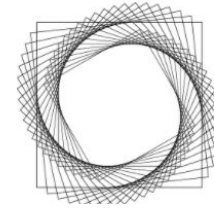


Circularity Gap Reports



Climate Champions
Circular Economy, Tech &
Innovation Lead

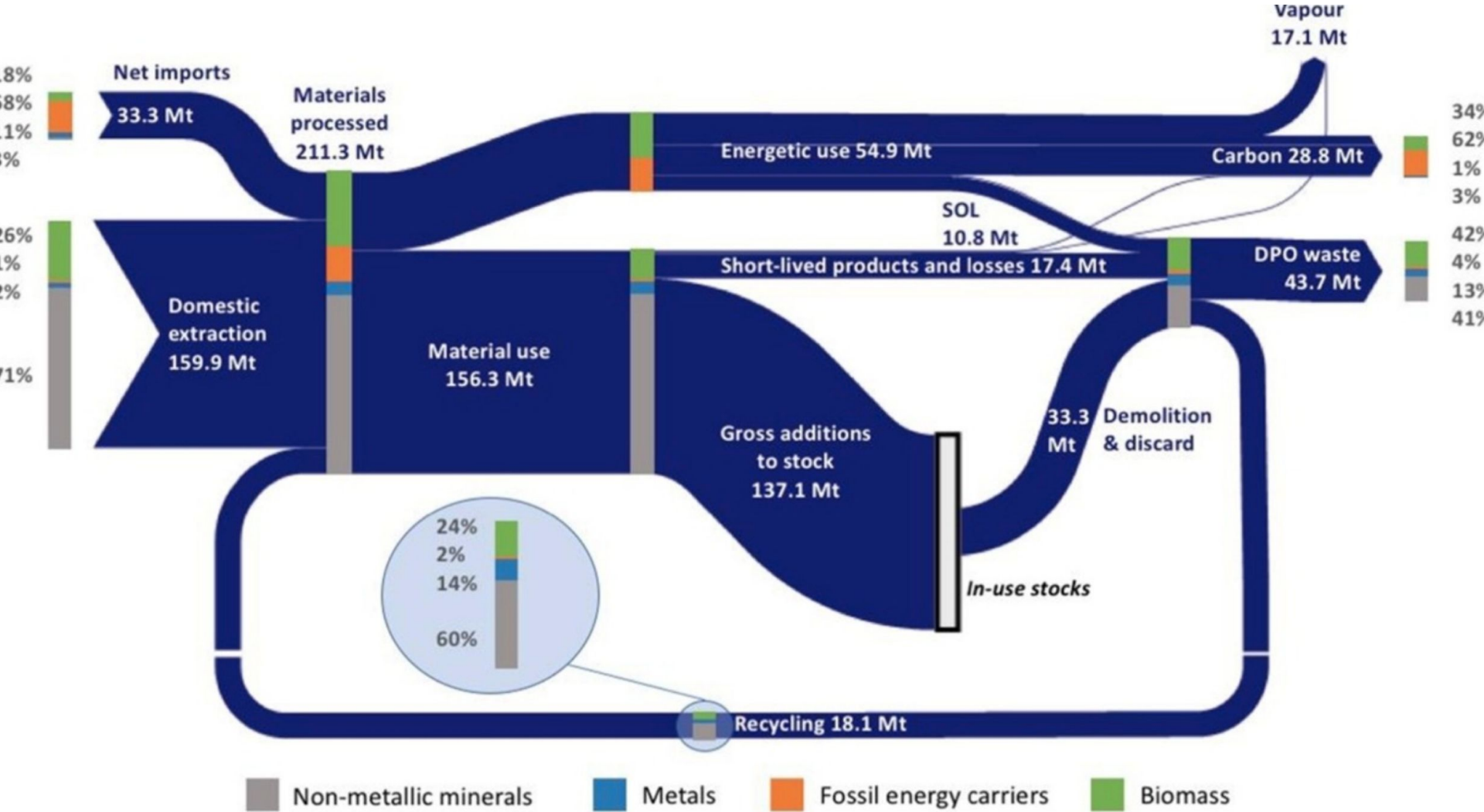
Launched circular heavy
industry initiative (!)



**Circular
Festivals**

Circular
Ambassador





"The next few years are probably the most important in our history."

Debra Roberts
Co-Chair of IPCC Working Group II

ACTION

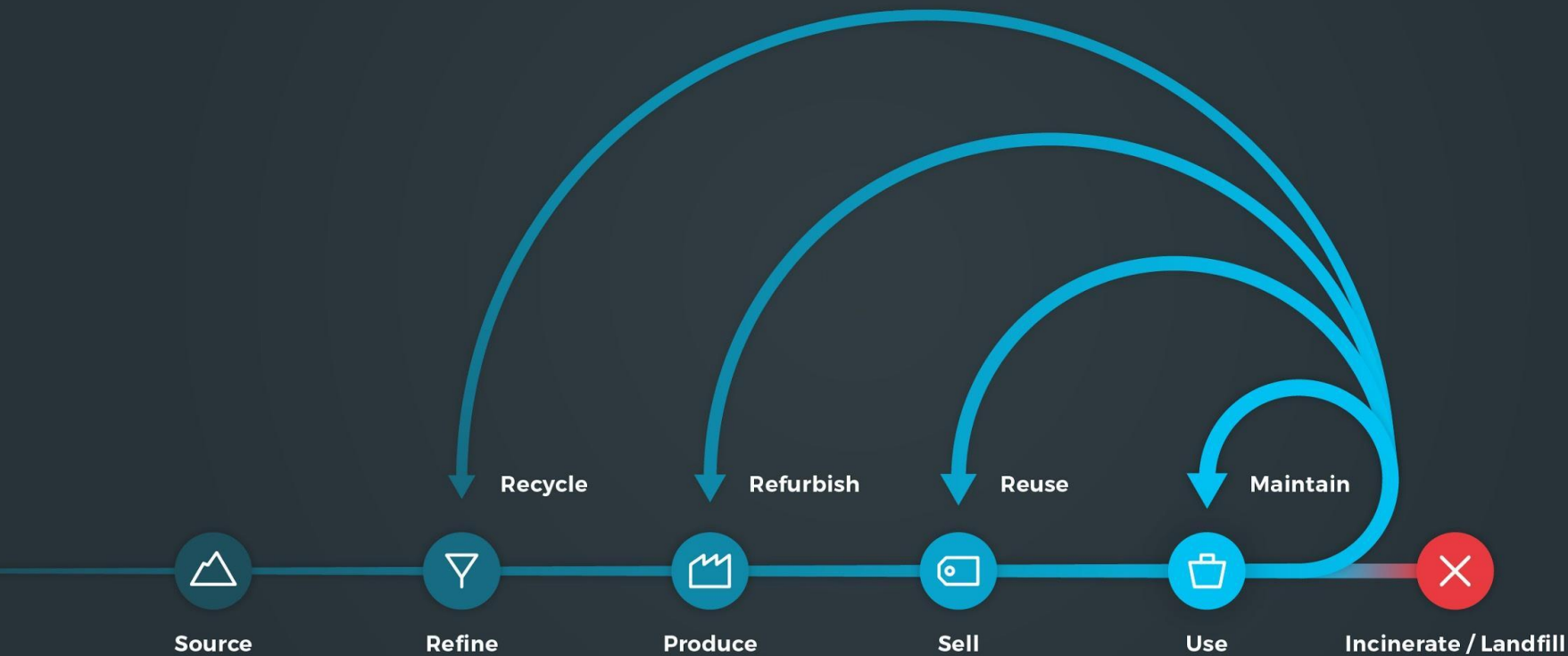
Al Gore Calls Climate Change The "Single Biggest Investment Opportunity In History"

NOVEMBER 26, 2019

Origins: a tool, not an end goal



The **circular economy** provides a solution



7

KEY PRINCIPLES OF A CIRCULAR ECONOMY



Prioritise
Regenerative
Resources



Design for
the future



Preserve and
extend what's
already made



Collaborate
to create
joint value



Incorporate
Digital
Technology

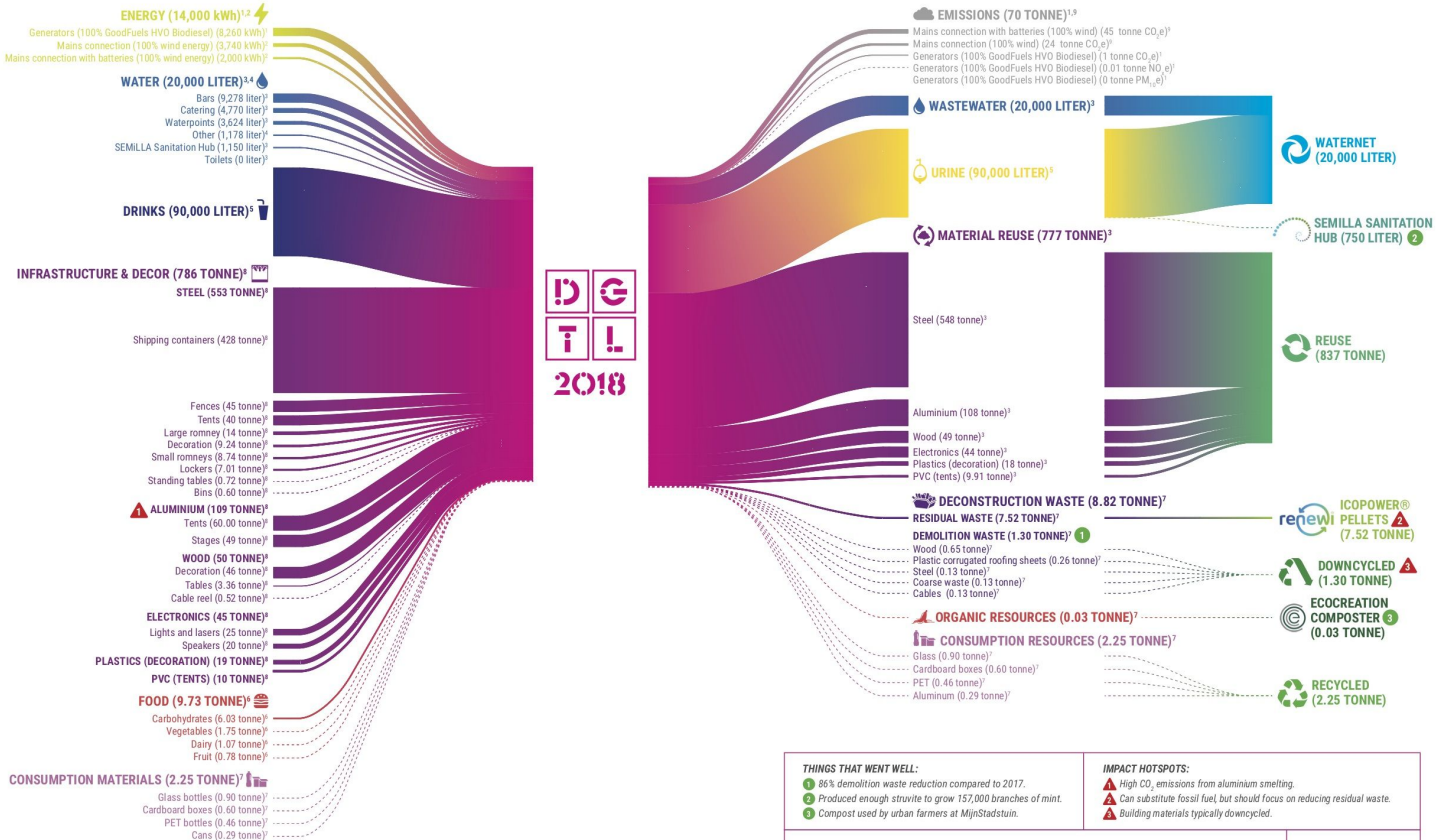


Use waste
as a resource



Rethink
the business
model

An economic model designed to eliminate waste and the continual use of resources



THINGS THAT WENT WELL:

- 1 86% demolition waste reduction compared to 2017.
- 2 Produced enough struvite to grow 157,000 branches of mint.
- 3 Compost used by urban farmers at MijnStadstuin.

IMPACT HOTSPOTS:

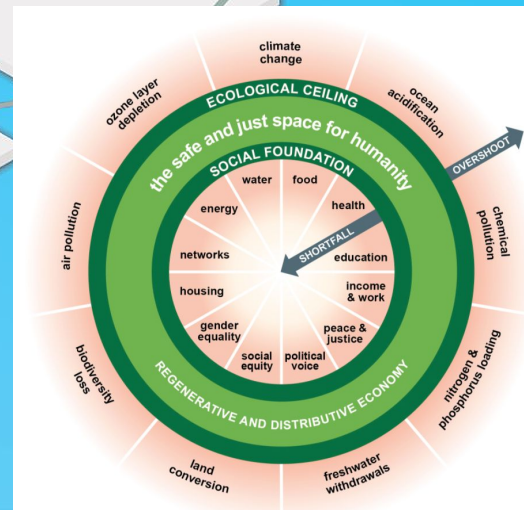
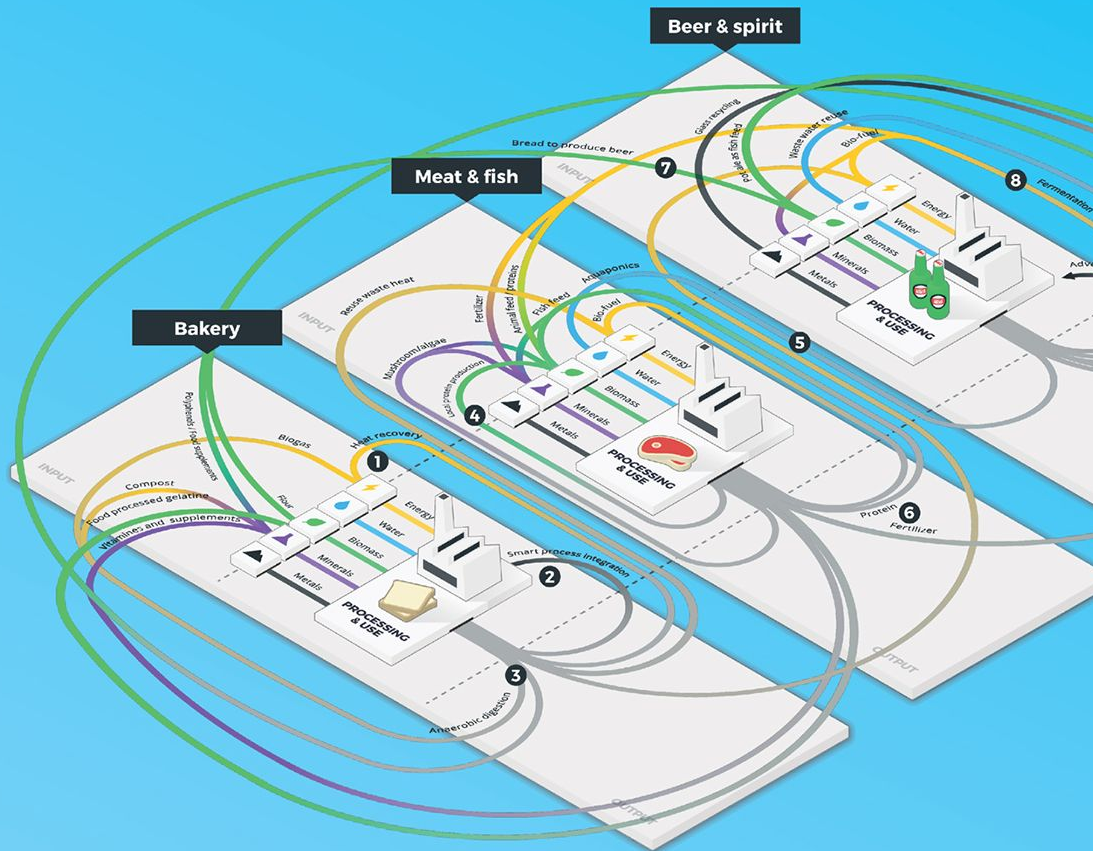
- ▲ High CO₂ emissions from aluminium smelting.
- ▲ Can substitute fossil fuel, but should focus on reducing residual waste.
- ▲ Building materials typically downcycled.

DATA SOURCES:

1. Interview with GoodFuels 2. Interview with revolution manager 3. Interview with production crew 4. Interview with SEMILLA Sanitation Hub 5. Estimation based on visitors 6. Estimation based on sample 7. Interview with Green Events and Renewi 8. Estimation based on interview with production crew 9. CO2 Emission Factors: co2emissiefactoren.nl

LEGEND:

----- Less than 2 tonne





Circular Economy & Current Crisis

- A. Vulnerability global supply chains
- B. Well being as key variable often underestimated
- C. Need for community building & reconnection



**Let's break
it down**



**PRIORITISE
REGENERATIVE
RESOURCES**

While resources are in-use, maintain, repair and upgrade them to maximise their lifetime and give them a second life.

Repair Cafes enable consumers to repair their own devices



**PRESERVE AND
EXTEND WHAT'S
ALREADY MADE**

Toss it? No way!

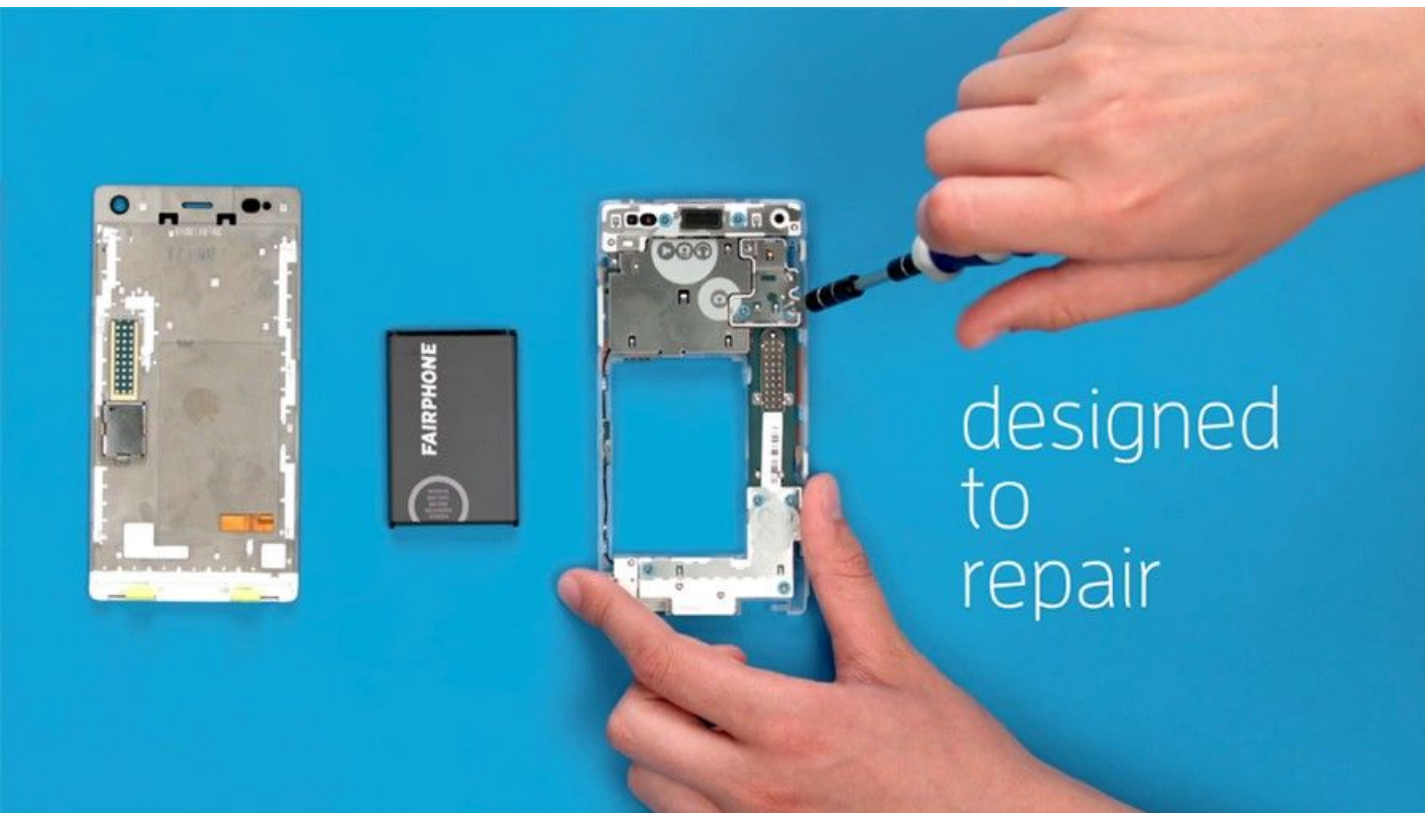
FIND A REPAIR CAFÉ

START A REPAIR CAFÉ



WASTE AS A RESOURCE





**DESIGN FOR
THE FUTURE**

COLLABORATE TO CREATE JOINT VALUE
THE VALLEY



- Joint industry ventures
- Cross-industry dialogues
- Customer programs
- Advocacy for circular economy policy
- Government programs
- Trainings on the circular economy
- Internal stakeholder guidance
- Financial incentives tied to circular economy



DIGITAL TECHNOLOGY REVERSE LOGISTICS IN THE CITY



Digital platforms or marketplaces

Data analytics & modeling

Internet enabled connectivity

Sensors and monitoring systems

Advancing technologies (3D printing)

Robotics or artificial intelligence

What needs to happen

CE & Climate & Pandemic

- **Setting a common direction of travel:** a resilient recovery with the circular economy
- **Fostering collaboration** to obtain system-level solutions
- **Shaping incentives** to enable a circular, low-carbon economy
- **Unlocking circular investment opportunities** to meet key public priorities

The circularity gap and climate emissions

Laxmi Haigh | 10th February 2021 | © Creative Commons 4.0



LAUNCH EVENT: Global Alliance on Circular Economy & Resource Efficiency (GACERE)

By bringing together governments and relevant networks and organisations, the Global Alliance on Circular Economy and Resource Efficiency (GACERE) aims to provide a global impetus for initiatives related to the circular economy transition, resource efficiency and sustainable consumption and production, building on efforts being deployed internationally.

22 February, 14:00-15:00 UTC+3



Virginijus SINKEVICIUS
EU Commissioner
for Environment,
Oceans and Fisheries



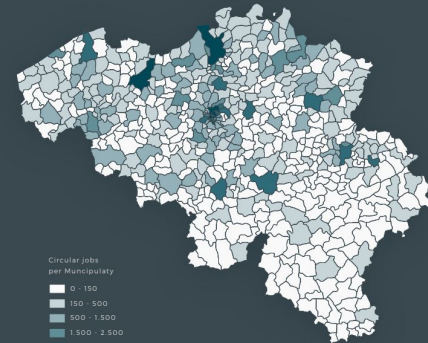
Inger ANDERSEN
UN Under-Secretary-General
& UN Environment Programme
Executive Director



Li Yong
Director-General
United Nations Industrial
Development Organisation



7.5%
OF ALL JOBS IN
BELGIUM ARE CIRCULAR



A large crowd of people is shown from behind, with their arms raised in the air, suggesting a concert or festival. The scene is lit with warm, golden-yellow stage lights, creating a hazy and energetic atmosphere. The background shows a stage with a grid of lights and some smoke or haze.

Human & Planet at Center

Radical Transparency.
Inclusive collaboration.
Communities.