



IUC Cluster Meeting on Circular Economy

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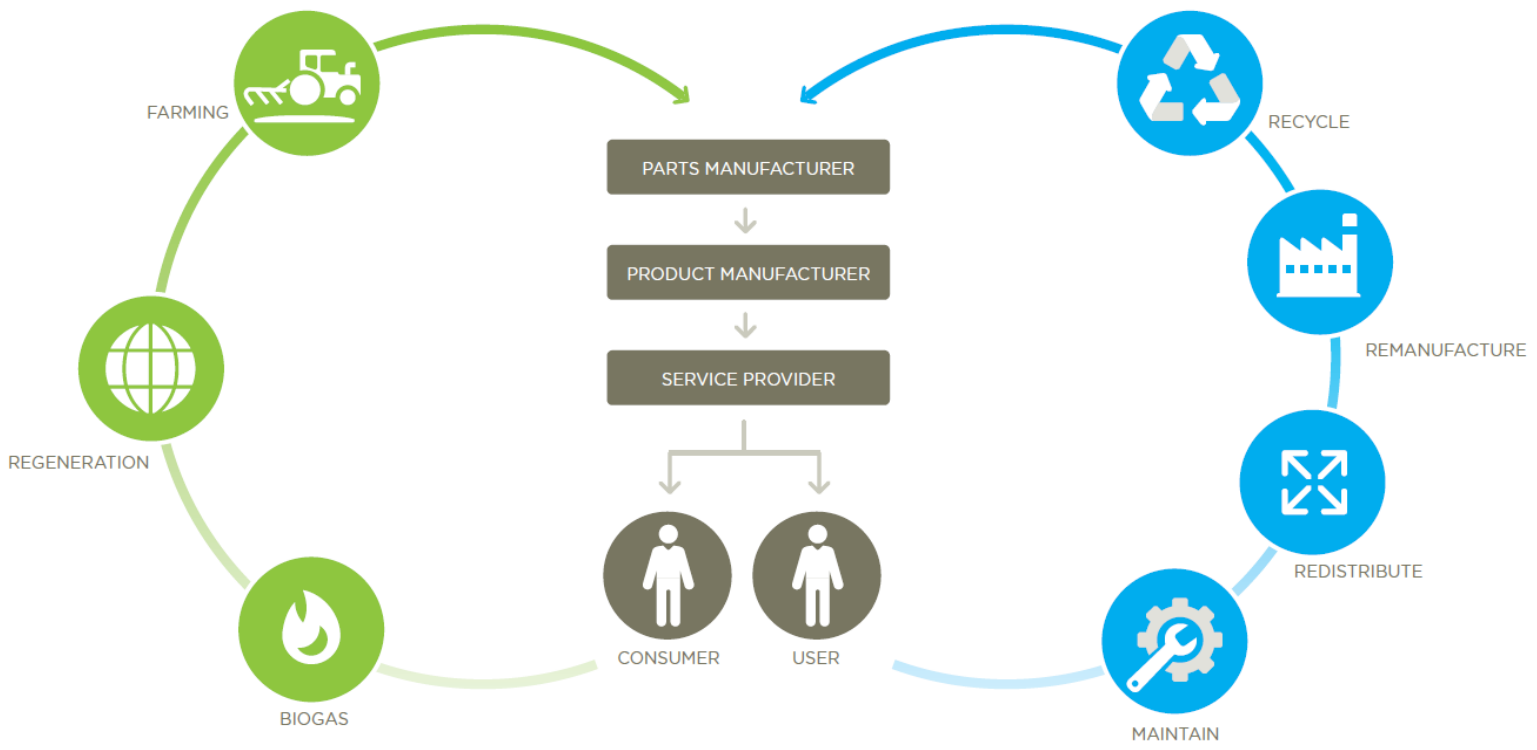
Content

Circular Economy: The Business Perspective

- Key drivers
- Business Case in the EU
- Innovation
- Business Models
- Services for Cities and Municipalities

Circular Economy Cluster in IUC Asia

- Topics
- Expected results
- Timeline
- Support from IUC Programme



Circular Economy

Key Drivers

Environmental

- Climate Change
- Resource Scarcity

Economic

- Fourth Industrial Revolution
- Regulation & Legislation

Social

- Customer Expectations

The Business Case

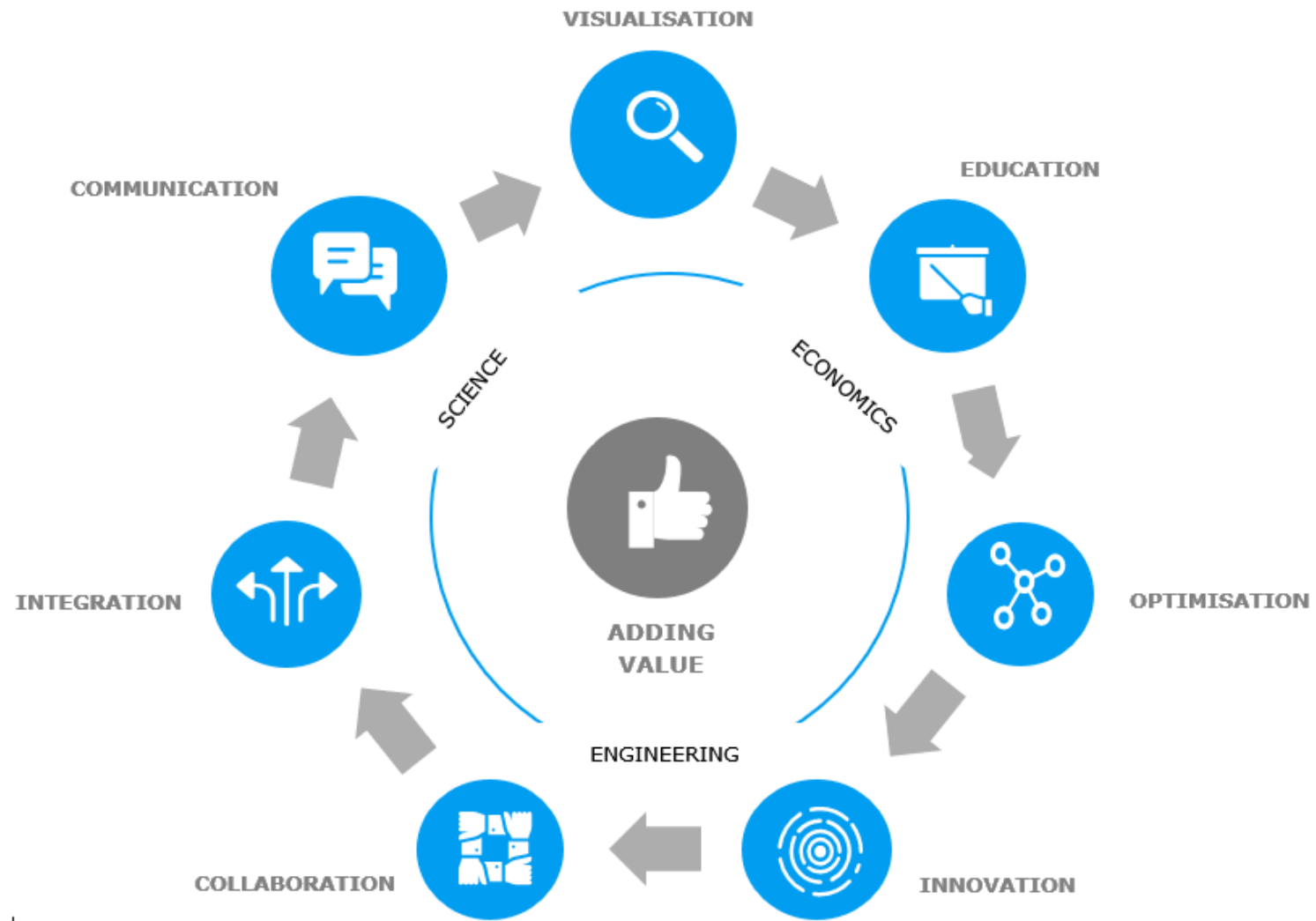
Reduce material inputs by up to **24%** by 2030.

Reduction in greenhouse gas emissions of **48%** by 2030 and **83%** by 2050 compared with 2012

Annual net benefits up to **EUR 604 billion**

Creation of up to **178,000** new direct jobs by 2030.

- *Source: Circular Economy in Europe, EEA 2016*



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Circular Design Models

Circular design models, which happen when a product is well designed (or re-designed) to last longer or be easy to maintain.

Optimal Use Models

Optimal use models that aim to increase the value of a product during an extended life, oftentimes transforming the product into a service, or replacing ownership with sharing.

Value Recovery Models

Value recovery models focus on maximizing recovery and recycling of products and materials after use into new products. This means that waste becomes a resource

Innovation

- Process innovation
- Product innovation
- Business innovation

Role of Municipalities & Cities

Circular Strategy and Planning

Operations & Management

Establishing a Circular Framework

Material Resource Flows

Evaluation and selection of chains

City planning & design

Circular construction

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Topics

Topic	City
Urban Agriculture practices	Rome
Waste Prevention Recycling	Bologna
Urban/Rural linkages Education Tourism	Reggio Emilia and
Recycling Energy	Weinan

Expected
results

Thematic Action Plans

- pilot projects (18 months)
- Focus on sustainability (long term)

Business matching activity

IUC competitive fund

Timeline - Meetings

April 2019

1st Chinese cities mission to Europe
Cluster Meeting in Brussels

October 2019

Regional IUC C1 cluster meeting in
Penang

~~November 2019~~

2nd EU Cities Mission to China
Cluster Meetings in China

Support from
IUC
Programme

5 web-based coaching
sessions for the EU cities

3 business roundtables

Cluster Manager