

# **CIRCLE LAB FOR CITIES**

INTRODUCTION TO  
CIRCLE ECONOMY CLUB  
KUALA LUMPUR

## CIRCLE ECONOMY'S VISION



OUR VISION IS TO PROVIDE URBAN CHANGE-MAKERS  
AROUND THE WORLD WITH **TOOLS THAT DELIVER  
EVIDENCE AND INSIGHTS TO CITY DECISION-  
MAKERS TO ACCELERATE CIRCULARITY AND  
IMPLEMENT PRACTICAL SOLUTIONS.**

# CIRCLE CITY SCAN PROCESS



## 1. Socio-economic analysis of key economic sectors

**1a Economic analysis**  
Analysis of key economic sectors and policy directions

**1b Circular jobs**  
Baseline measurement of circular jobs

**1c Status quo mapping**  
of circular economy in city

**Kick-off**  
Consortium kick-off combined with results of phase 1



## 2. Material Flow Analysis to Identify leverage points

**2a. Quick scan MFA**  
High-level understanding of material flows, and key leverage points for impact

**2b. In Depth MFA**  
In-depth analysis of Material flows in the city.

**Impact directions**  
Present MFA with high-level directions



## 3. Opportunity mapping to identify options

**3a. Circular strategies**  
Actionable strategies measured on KPI's

**3b. Policy instruments**  
Actionable strategies for the city council

**Industry workshop**  
Presentation of phase 2, combined with industry leaders workshops

**Policy interventions**  
Workshop where policymakers learn about policy instruments



## 4. Action plan to guide implementation

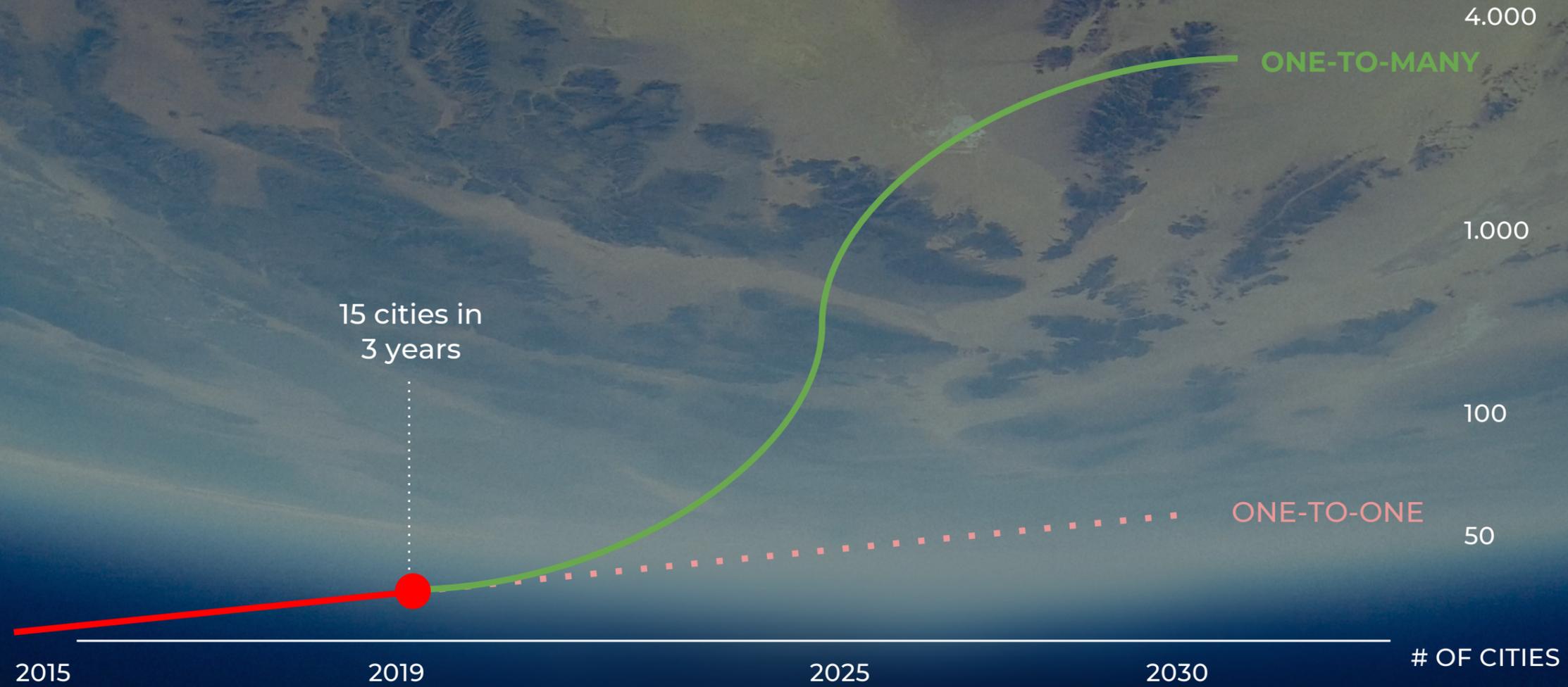
**4a. Business innovation**  
Actionable business plan with C&B analysis and circularity impact

**4b. Policy intervention**  
A policy roadmap for the city, addressing key policy instruments

**4c. Roadmap and target setting**  
Timeline for implementation combined with key targets

**Lighthouse projects**  
Shared vision of local government and business marks the start of lighthouse projects

# CIRCLE ECONOMY'S IMPACT



**'ONE-TO-ONE' SCANS ARE NOT A SCALABLE WAY TO HELP CITIES AROUND THE WORLD LEARN, MEASURE, AND ENGAGE IN THE CIRCULAR ECONOMY.**

# CIRCLE CITY SCAN TOOL WHAT IS IT?

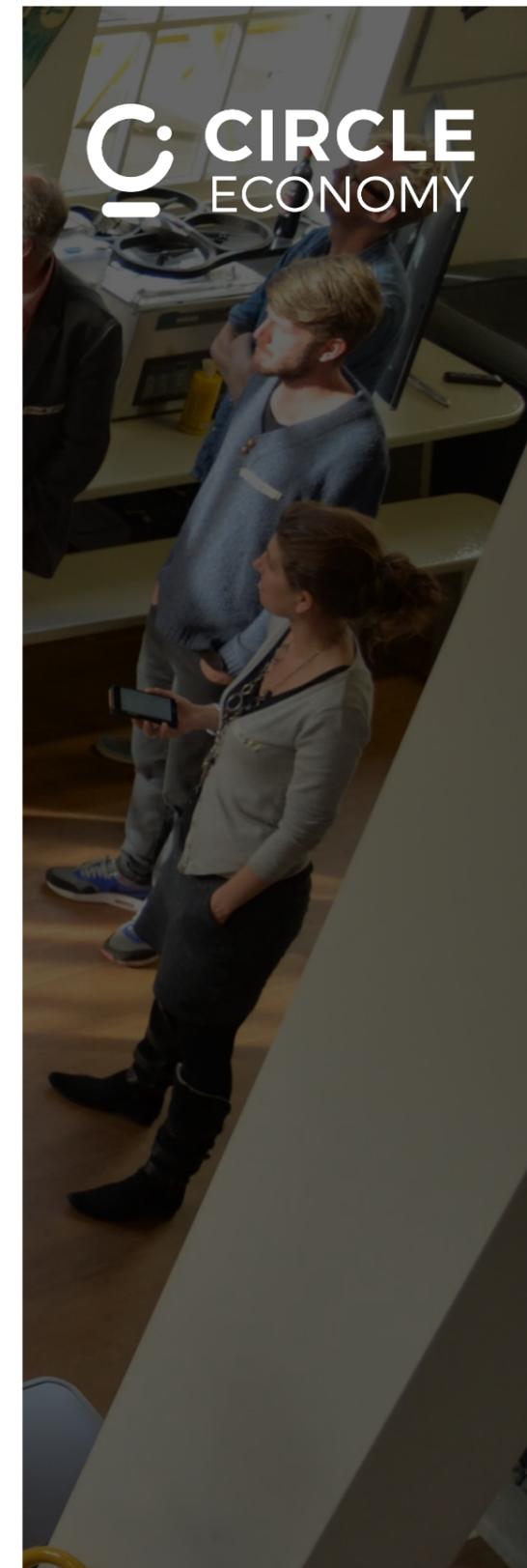
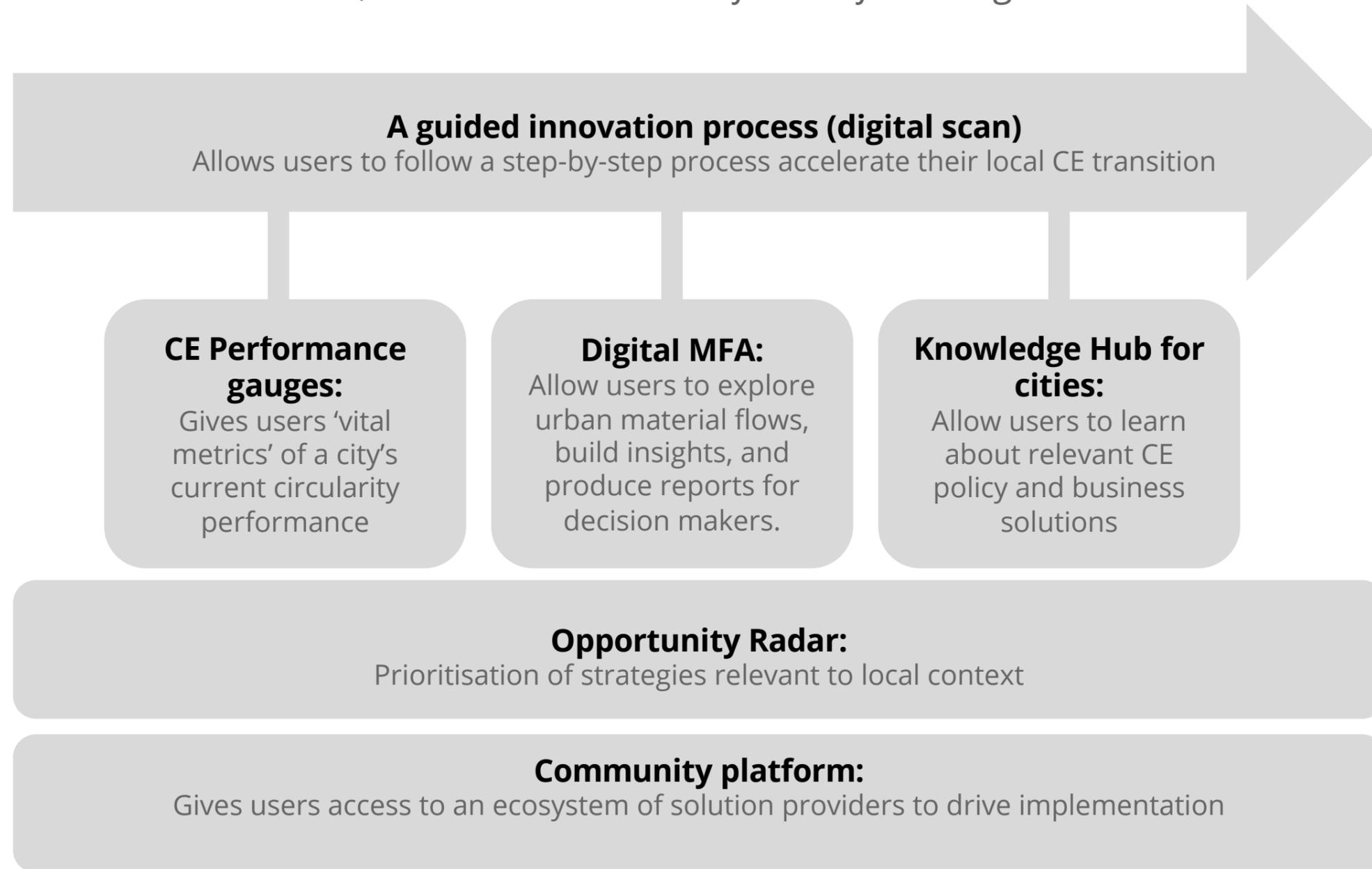


**A SUITE OF OPEN ACCESS  
TOOLS THAT GUIDES CITY  
DECISION-MAKERS TO  
ACCELERATE CIRCULAR  
ECONOMY**

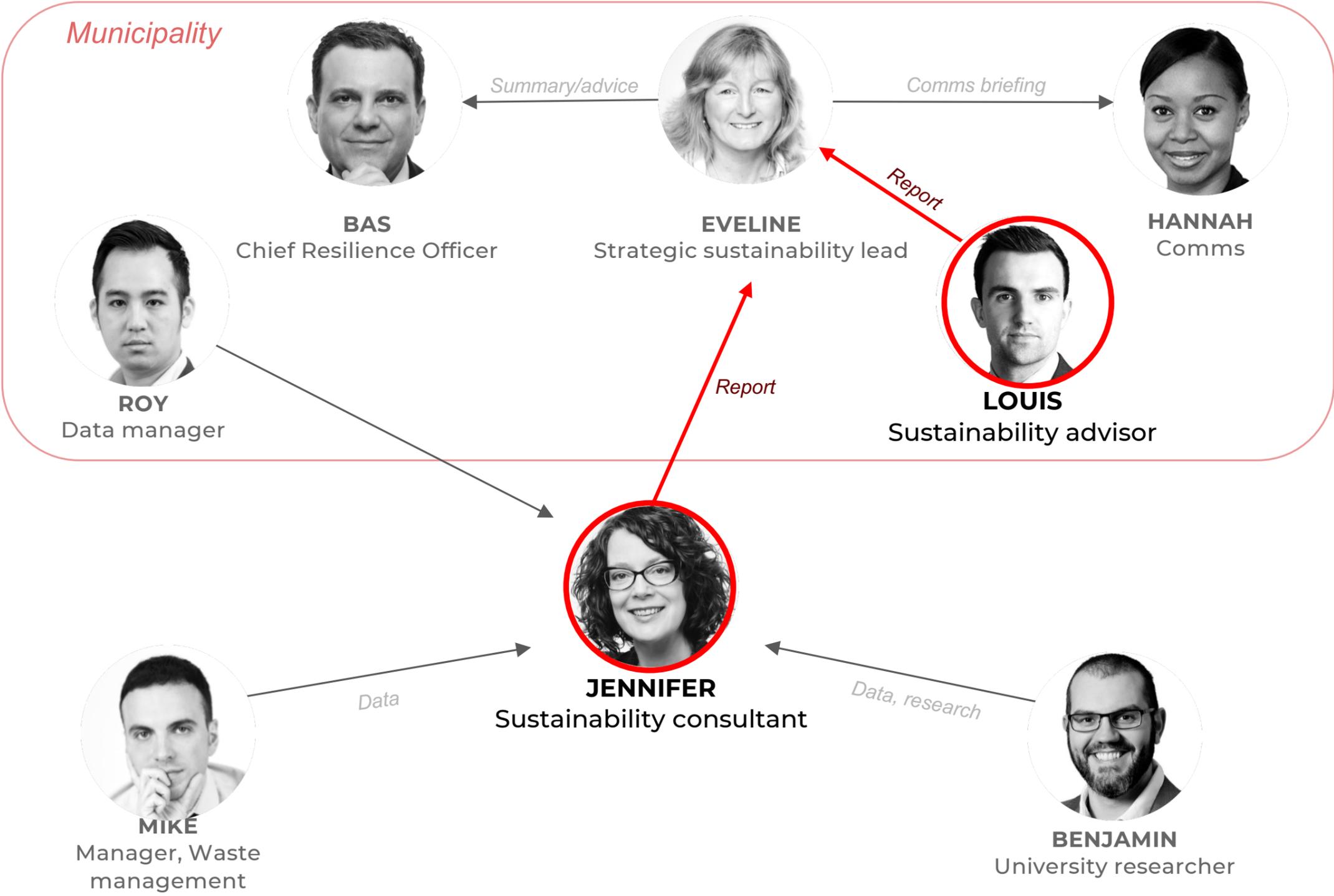


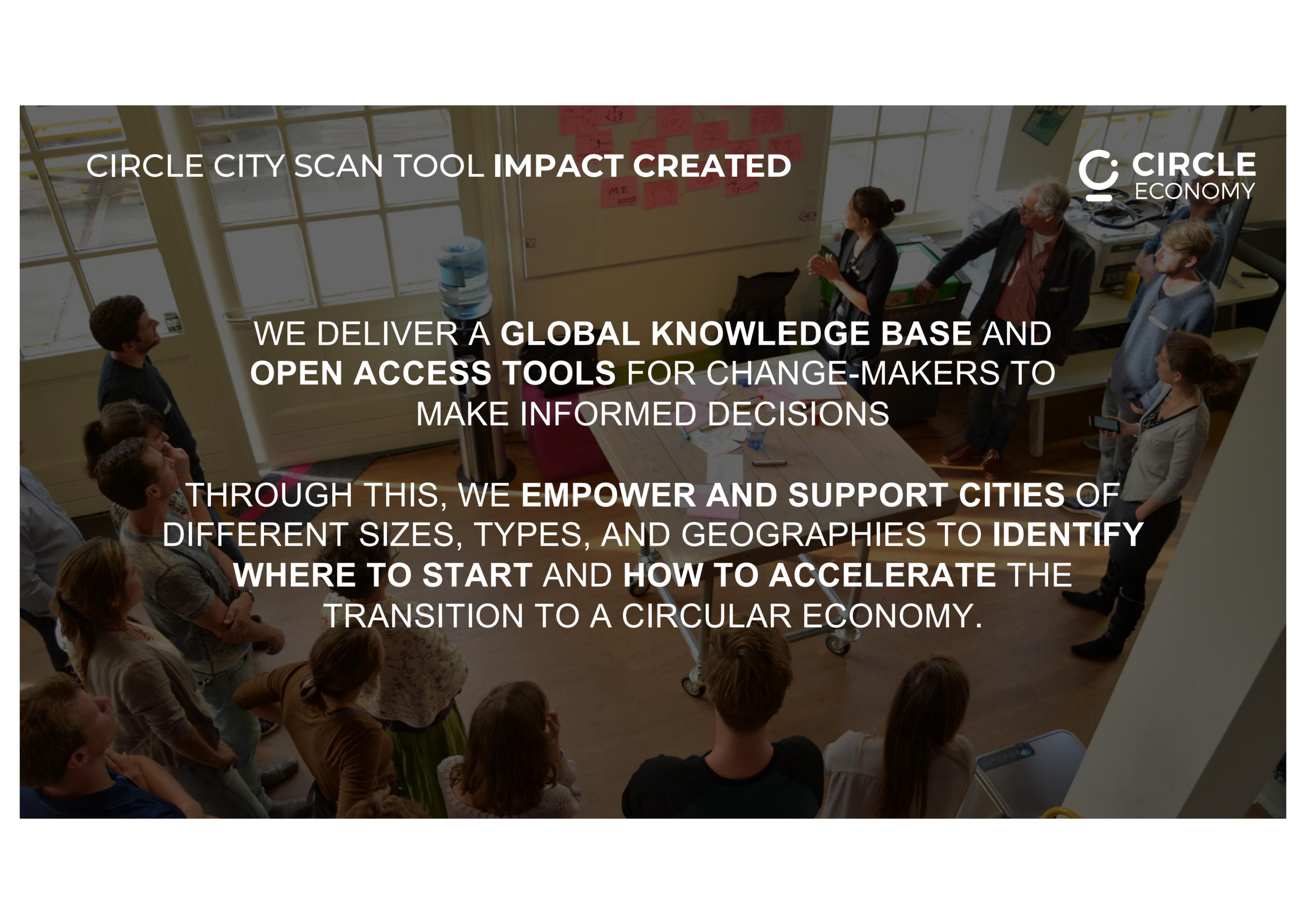
# CIRCLE CITY SCAN TOOL **WHAT IS IT?**

*To achieve this vision, there is a clear need for the following:*



# CIRCLE CITY SCAN TOOL WHO IS IT FOR?





**CIRCLE CITY SCAN TOOL IMPACT CREATED**



**WE DELIVER A GLOBAL KNOWLEDGE BASE AND  
OPEN ACCESS TOOLS FOR CHANGE-MAKERS TO  
MAKE INFORMED DECISIONS**

**THROUGH THIS, WE EMPOWER AND SUPPORT CITIES OF  
DIFFERENT SIZES, TYPES, AND GEOGRAPHIES TO IDENTIFY  
WHERE TO START AND HOW TO ACCELERATE THE  
TRANSITION TO A CIRCULAR ECONOMY.**

# CIRCLE CITY SCAN TOOL FEATURES

## 1. DIGITAL MATERIAL FLOW ANALYSIS (MFA) TOOL

*Allows users to explore urban material flows, build insights, and produce reports for decision makers.*

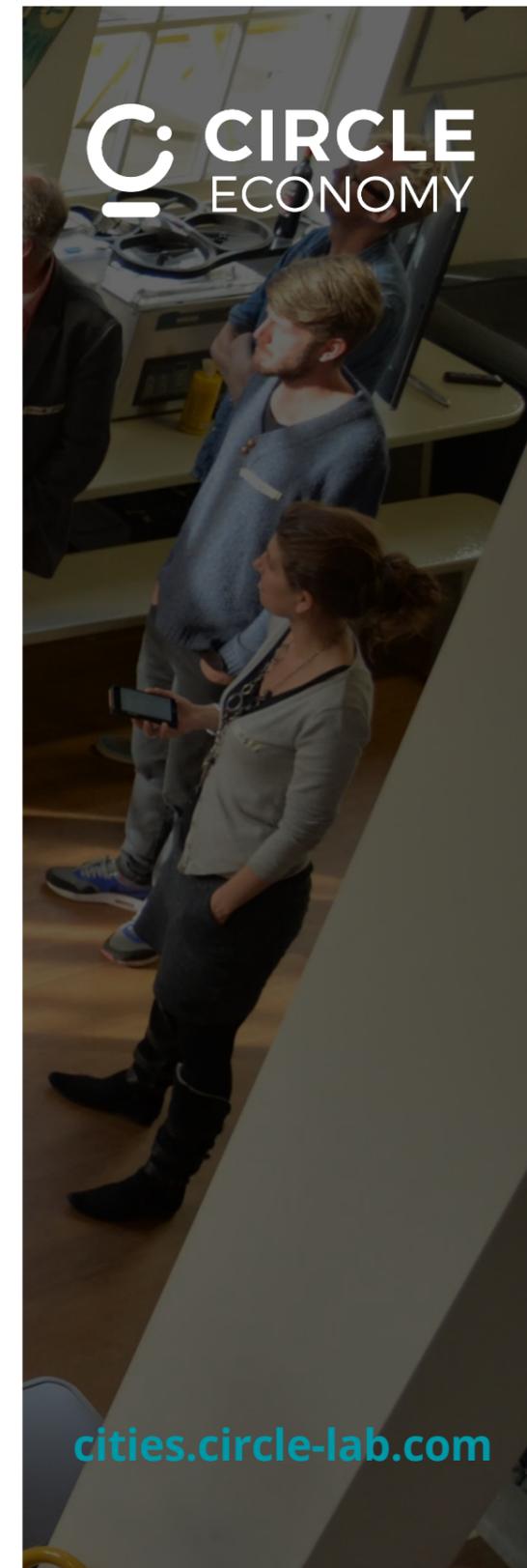
A tool that will enable external consultants and municipality's internal analytical teams to perform material flow analysis to identify circular opportunities and to produce visual reports that can be effectively presented to policy decision makers. The digital MFA tool could also help create awareness that such analytical tools can be used as a common platform to collect bottom-up material flow data.

### GET INVOLVED

Contribute socioeconomic and material flow and waste data towards a shared evidence base for circularity in your city



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# CIRCLE CITY SCAN TOOL FEATURES

## 2. KNOWLEDGE HUB FOR CITIES

*Allows users to learn about relevant CE policy and business solutions*

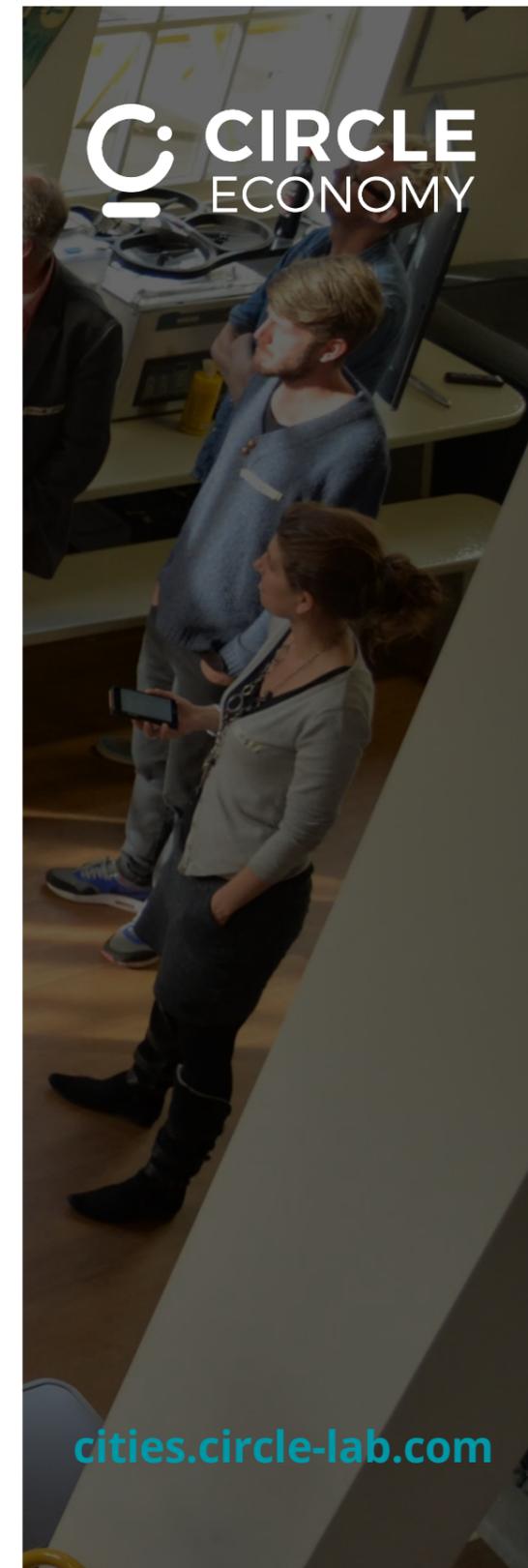
The Knowledge Hub is already a successful digital product of Circle Economy populated with over 1.500 case studies and policy instruments. This helps in providing a comprehensive overview of local circular economy initiatives within a city, and enables municipalities and local businesses to learn from the successes of other cities and further refine their own circular economy agenda.

### GET INVOLVED

Contribute cases about Malaysian cities  
to the Circle City Scan Tool



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# CIRCLE CITY SCAN TOOL FEATURES

## 3. OPPORTUNITY RADAR

*Prioritisation of strategies relevant to local context*

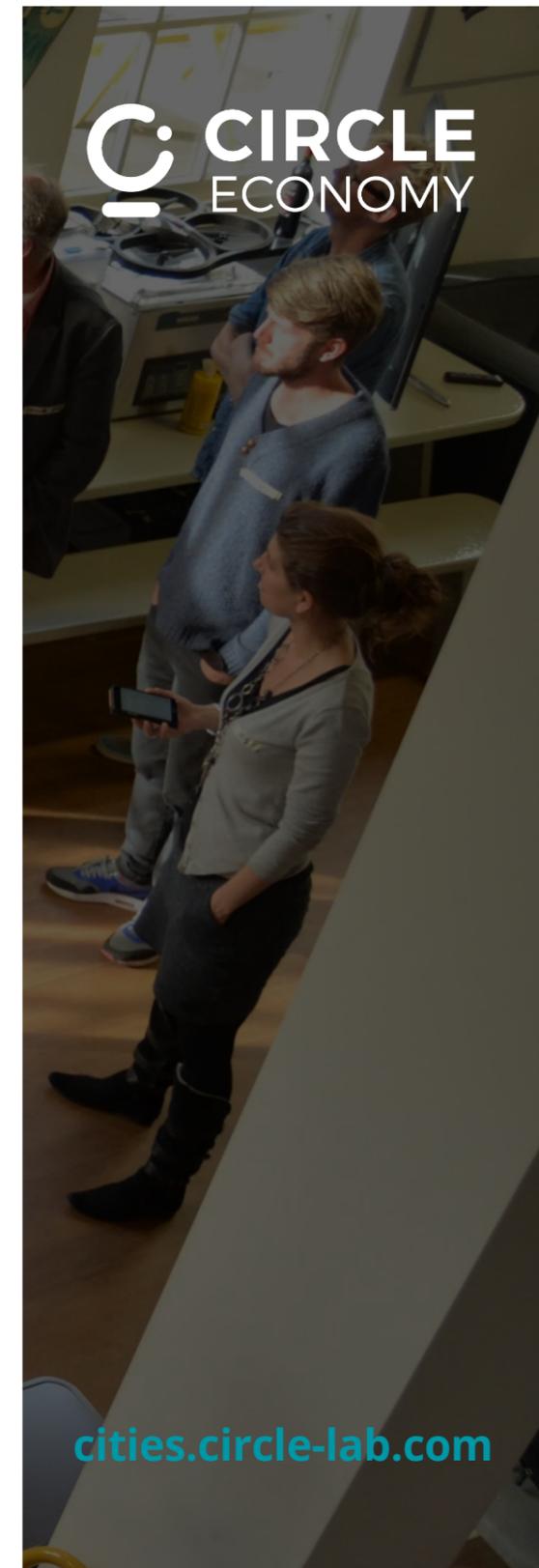
Multitudes of frameworks exist to describe the circular economy. Though there are a finite set of opportunities in can be challenging to dissect or combine these opportunities in ways that are meaningful to the locale. The opportunity radar offered within Circle City Scan Tool is a combination of expert and algorithmic derived prioritisation, with the attempt to support local consultants and diverse stakeholders in shortlisting avenues for exploration in their city.

### GET INVOLVED

Co-create an opportunity radar that accurately reflects your city



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# CIRCLE CITY SCAN TOOL FEATURES

## 4. COMMUNITY PLATFORM

*Gives users access to an ecosystem of solution providers to drive implementation*

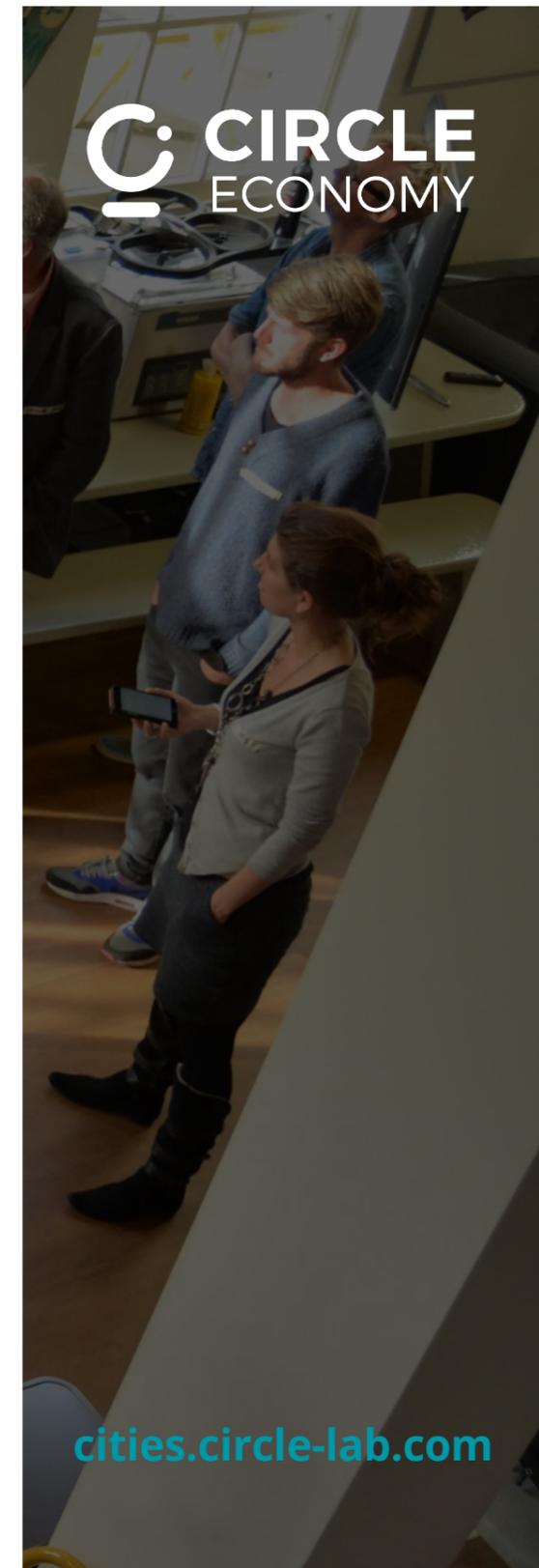
The key value add of the City Scan Process is activation of a set of local stakeholders who can collaborate on problem definition and co-create and implement solutions. The City Scan Tool is linked to a directory of solution providers ranging from implementation organisations to knowledge consultants who can support the design and delivery of an appropriate solution.

### GET INVOLVED

Contribute circular organisations servicing your city and surrounds to the Circle City Scan Tool

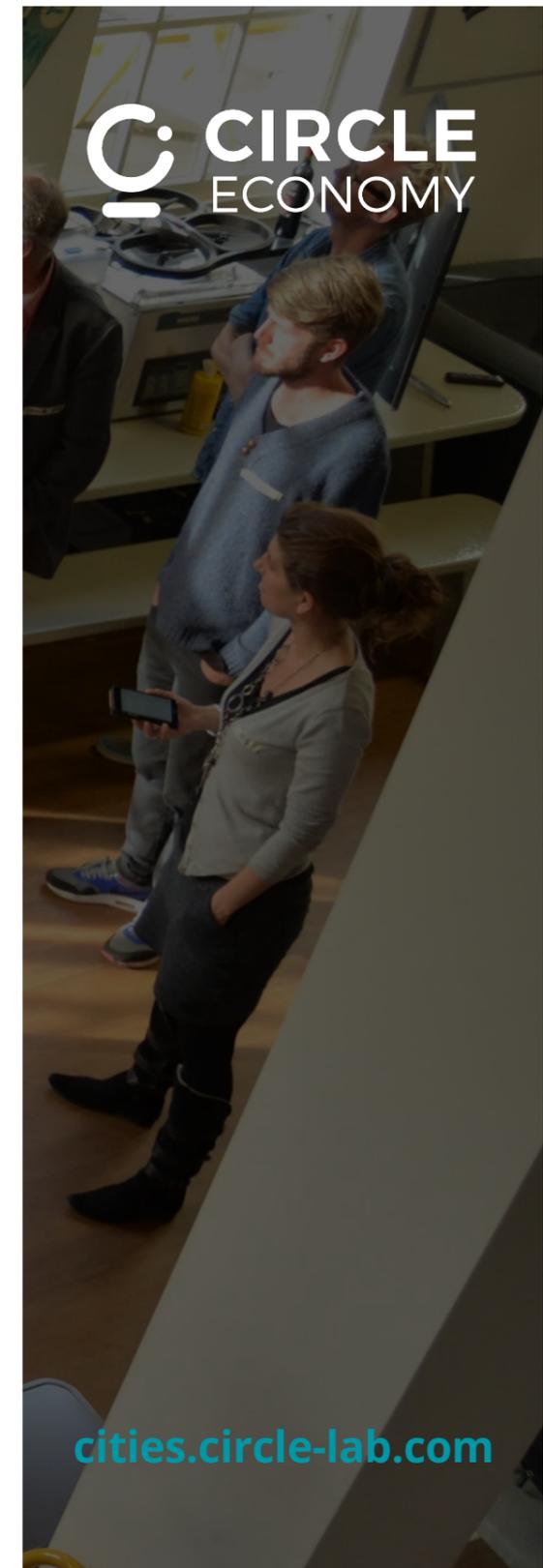


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## LOOKING AHEAD

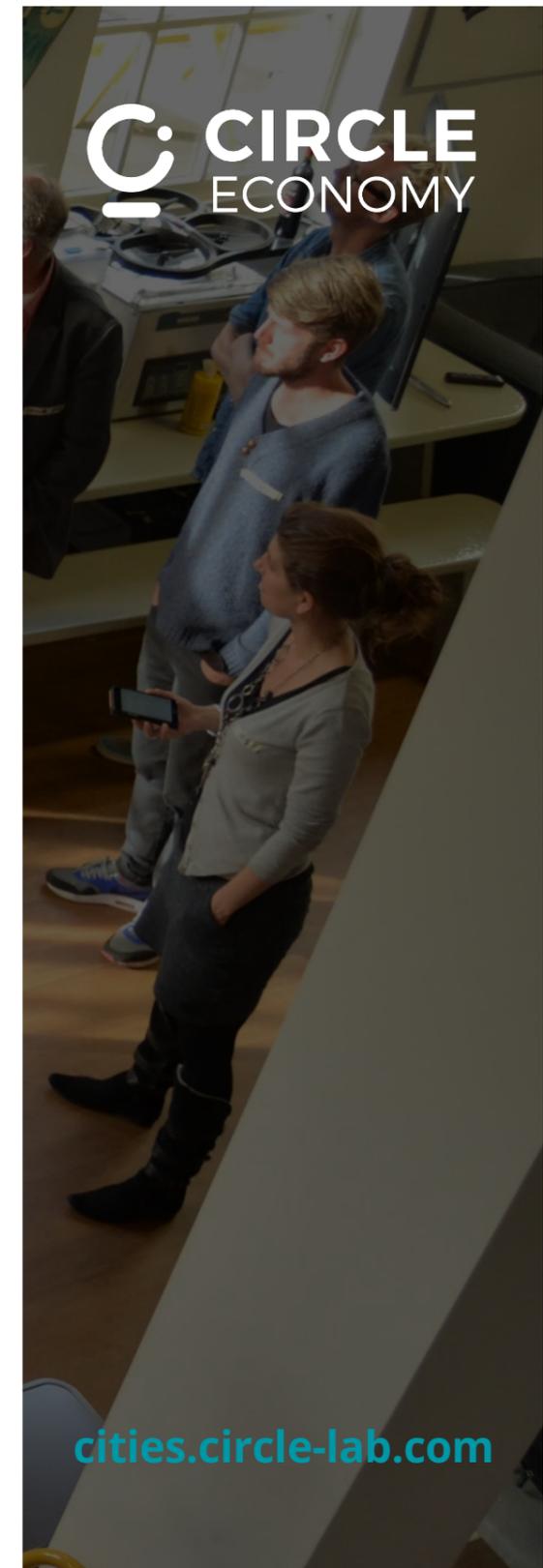
- **INTEGRATED SUITE OF TOOLS**  
that are easy to use and deliver clear and relevant insights
- **MULTIPLE USERS FROM 100 CITIES**  
regularly use the product in their daily work
- **A LIVING LIBRARY OF CE POLICIES AND BUSINESS CASES**  
are actively developed by users
- **A THRIVING COMMUNITY OF SOLUTION PROVIDERS**  
are engaged through the platform
- **A DATA UPLOAD PORTAL**  
for bottom-up data and evidence
- **ACCOMPANYING OFFLINE SERVICES**  
to train local consultants and deploy the City Scan



# PARTNER ORGANISATIONS



geoFluxus



## CONTACT US FOR MORE INFORMATION



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Access the Circle City Scan Tool at **[cities.circle-lab.com](https://cities.circle-lab.com)**

Find out more about Circle Economy at **[circle-economy.com](https://circle-economy.com)**

