



LAUNCH OF THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

Carl Beer, Chief Executive
Merseyside Recycling and Waste Authority



CIRCULAR ECONOMY
CLUB
LIVERPOOL CITY REGION

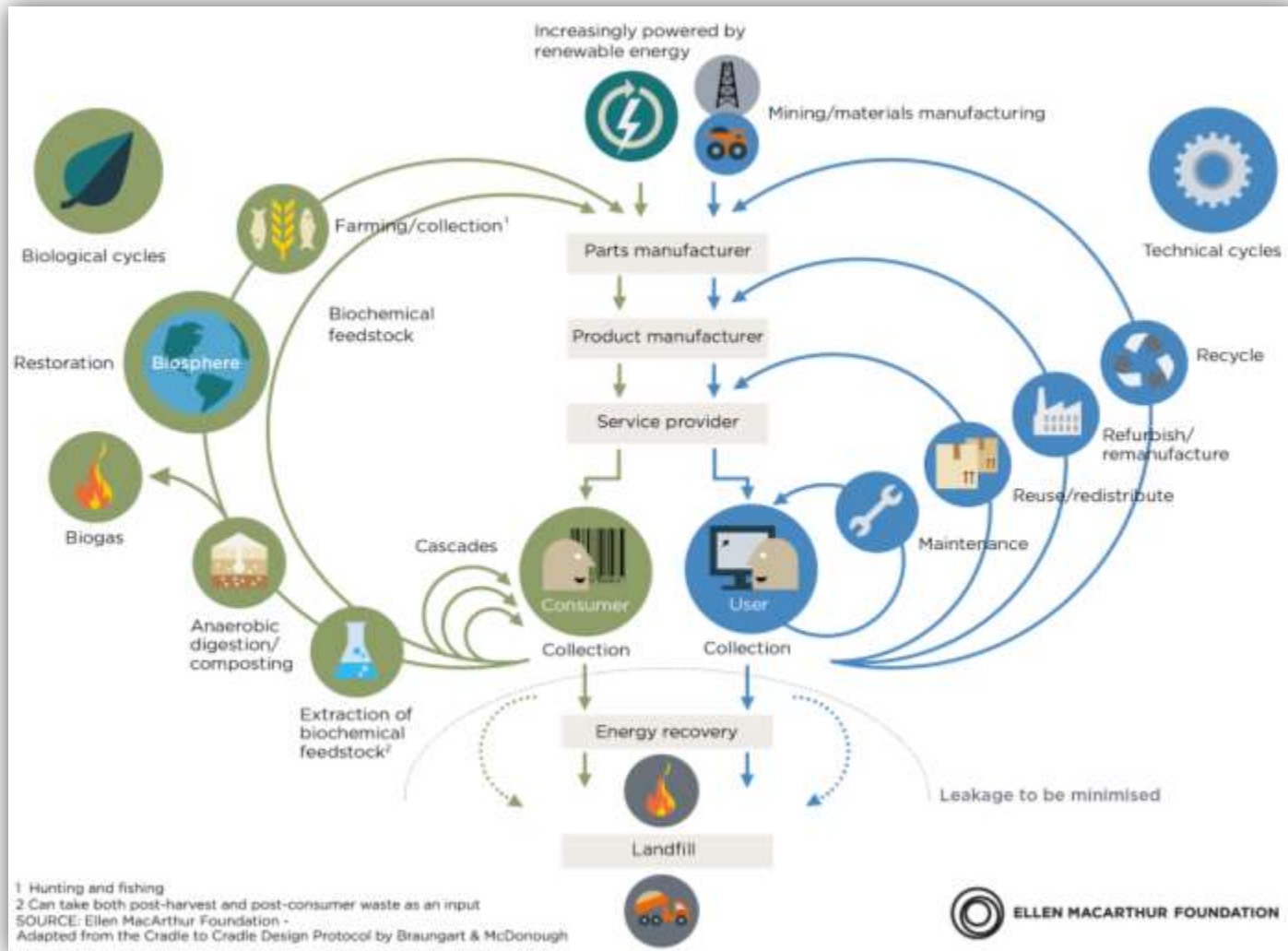
***“The Liverpool City
Region – a place
where nothing is
wasted”***



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THE CIRCULAR ECONOMY

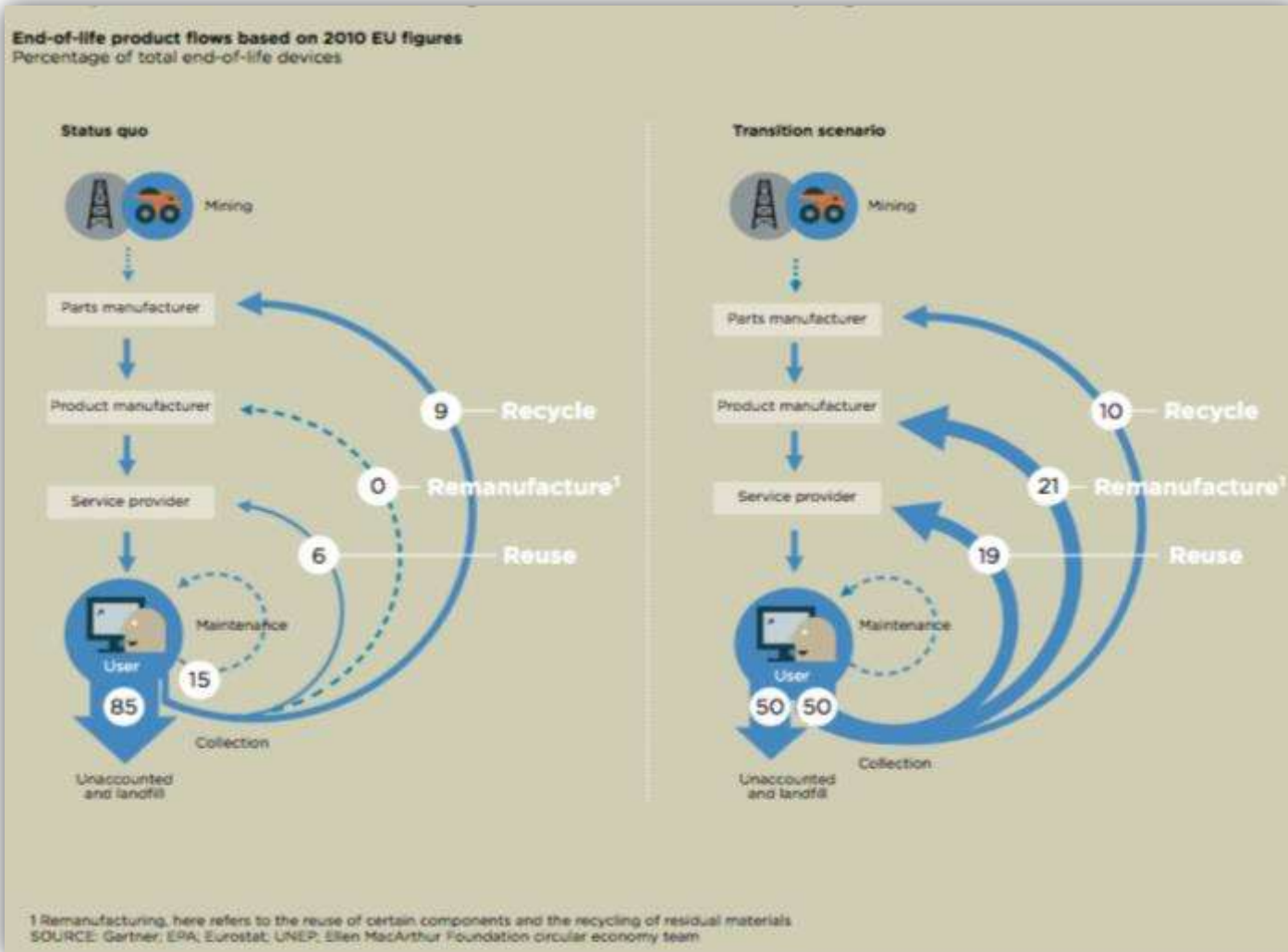
CIRCULAR ECONOMY: an industrial system that is restorative by design



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THE CIRCULAR ECONOMY

MOBILE PHONES: reuse and manufacturing as a viable alternative to recycling



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LATTE LEVY
2.5bn disposable cups thrown away in the UK annually
BBC NEWS 14:20 RE ON OUR TOP STORIES: bbc.co.uk/news



War on Waste: Engineer builds recyclable house to reduce waste and achieve sustainability

ABC Central Victoria By Larissa Romersley
Posted 20 Aug 2018, 7:41am



C&A unveils Cradle to Cradle Certified jeans

18
Aug '18



Source: C&A

C&A has become the first retailer to unveil jeans that are completely Cradle to Cradle Certified at the Gold level. Designed in partnership with Fashion for Good, a global platform that aims to make all fashion good, the jeans have been made with completely sustainable materials and produced in compliance with the high Cradle to Cradle Certified Gold level.



**CIRCULAR ECONOMY
CLUB**
LIVERPOOL CITY REGION

THE CIRCULAR ECONOMY

- **BREXIT and supply chains for materials**
- **E-commerce websites**
- **GPS tracking**
- **Online shopping**
- **Online food shopping**
- **3D printing at home**
- **Paperless transactions**
- **Electronic waste recovery**
- **Leasing - from cars to clothes**
- **Robotics and AI**
- **Battery power storage**



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THE CIRCULAR ECONOMY

- Closed loop systems – where waste from one process becomes the input to another process
- Focus on quality
- Faster adoption of new technologies
- Redesign of components, materials and products
- Redesign of business processes
- Sustainable use of resources



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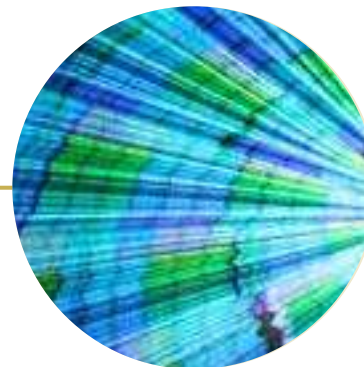
THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION



CIRCULAR ECONOMY
C L U B

The Circular Economy Club (CEC) is the international network of over 2,600 circular economy professionals and organisations from over 60 countries.

Non-profit | Global
Anyone can join online for free



CIRCULAR ECONOMY
C L U B
LIVERPOOL CITY REGION



THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

WHY ESTABLISH A CIRCULAR ECONOMY CLUB?



Bring the local business community together to solve local challenges when implementing the circular economy.



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LIVERPOOL CITY REGION

THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

WHY ESTABLISH A CIRCULAR ECONOMY CLUB?

- Build on the enthusiasm, drive and expertise that's already here.
- Develop a forum to share and develop expertise and knowledge in the sustainable use of resources.
- Develop and deliver resource management projects that reduce what we throw away, retain value and create employment.
- Accelerate circular economy activities across the Liverpool City Region.
- Share experiences and expertise
- Learn from an international network of more than 2,600 circular economy professionals and organisations across 60 countries.



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***The Circular Economy Club
Liverpool City Region
BECOME A MEMBER***



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THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

WHAT'S IN IT FOR ME?

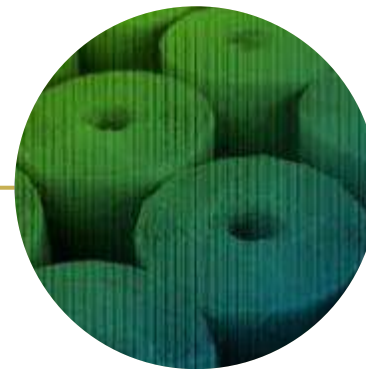
- Hear from practitioners who have already changed the way they do things
- Check if your organisation is using resources in the most efficient way
- Use circular economy thinking to:
 - Save money
 - Create jobs
 - Reduce impact on the environment
 - Create social value
 - Improve unique selling proposition (USP)



THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

WHAT'S IN IT FOR ME?

- Get access to best practice and toolkits to help you improve performance
- Get ideas to set your business apart from the crowd
- Increase your business contacts
- See the circular economy in action on the ground in the Liverpool City Region
- Tell your story and promote better business



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THE CIRCULAR ECONOMY CLUB LIVERPOOL CITY REGION

JOIN AT:

<https://www.circulareconomyclub.com/s2-register/>

Then become our Friend:

<https://www.circulareconomyclub.com/members/tonyscott>

CONTACT THE LIVERPOOL CITY REGION CLUB

Tony Scott, Coordinator CEC Liverpool City Region

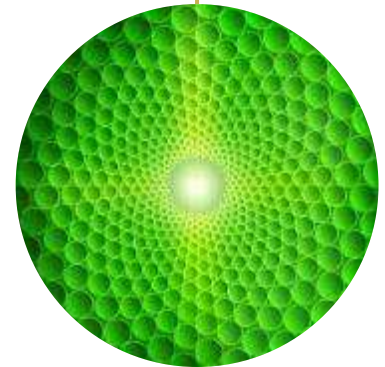
Tel: 0151 255 2567

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GET INVOLVED WITH CEC LIVERPOOL CITY REGION AT:

Linkedin: www.linkedin.com/groups/8685207



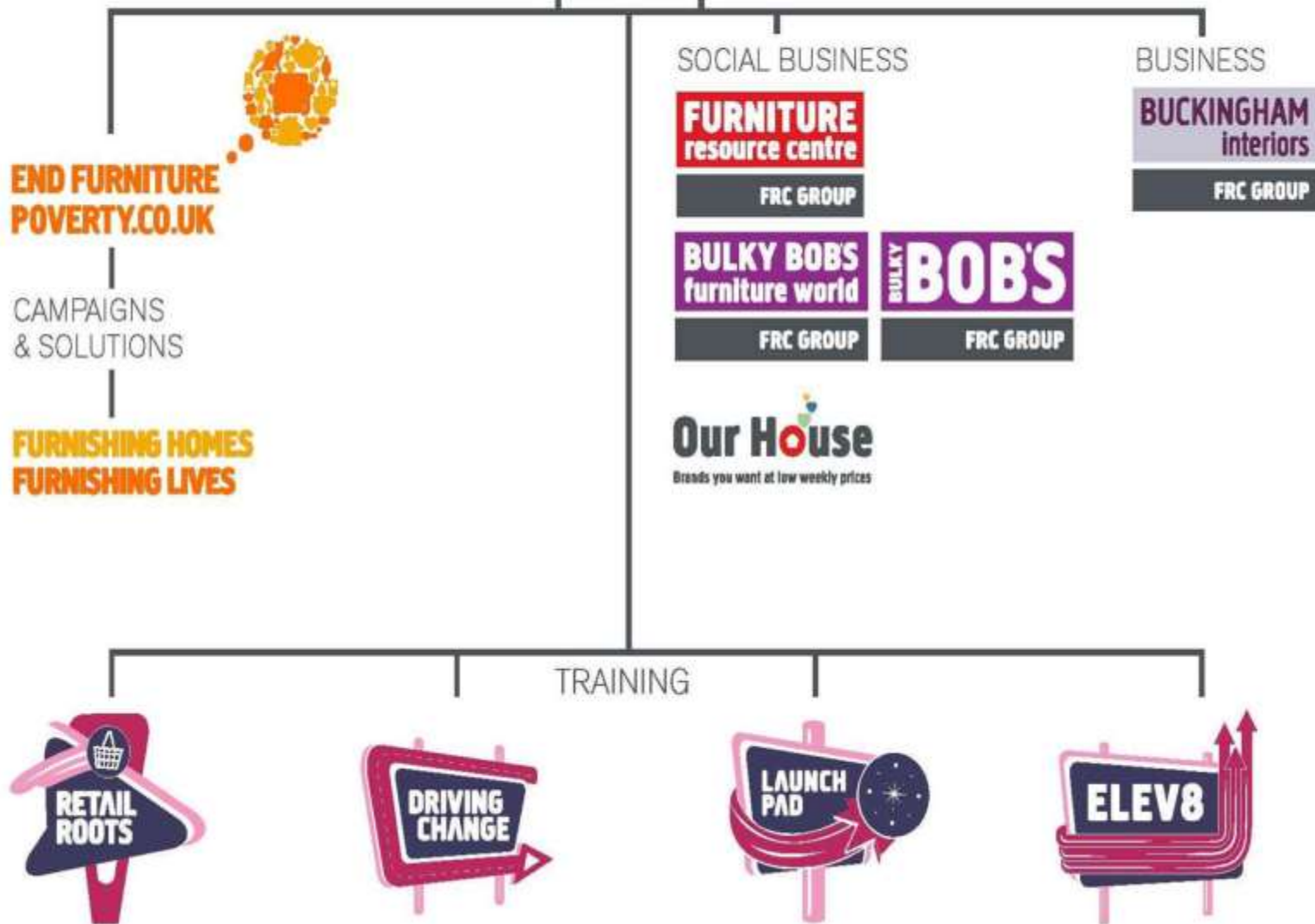
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Shaun Doran
Chief Executive Officer
FRC GROUP



CIRCULAR ECONOMY
CLUB
LIVERPOOL CITY REGION

FRC GROUP





The Essential Furniture Items

Furniture

- Bed, bedding and mattress
- Table and chairs
- Sofa and/or easy chairs
- Wardrobe/drawers

Indoor furnishings

- Carpets in living rooms and bedrooms
- Curtains or blinds

Electrical and white goods

- Washing machine
- Refrigerator and freezer
- Cooker/oven
- TV



A few words about poverty

- 14 million people live in poverty in the UK
- Over 1 in 5 of the population.
- 8 million working-age adults, 4 million children and 1.9 million pensioners.
- 8 million live in families where at least one person is in work.

Low-income tenants face 'heat, eat or pay rent' choices

Housing benefit freeze leaving poorest private renters with shortfall of up to £140 a week



▲ Housing benefit has failed to keep pace with rising private rents, according to the Chartered Institute of Housing. Photograph: Yui Mok/PA.

Advertisement





Collect, reuse and recycle
over 250,000 items
annually in Liverpool alone



Triple bottom line



- Financial Savings for customers v traditional disposal routes
- **Prohibitive cost of doing the 'right thing' v traditional disposal routes**
- Income for recycler



- Environmental benefits of reuse and recycling v disposal
- Security of raw materials



- For families getting furniture this includes health, esteem, optimism,
- For society this includes current savings in welfare budget, revenues when people move from benefit to earnings , future savings against 'slippery slope' outcomes that are a lot more costly to address



Cheap
Intensive
COST COST COST

Landfill

Trash

Waste

Scale Rubbish

Outdated

Recycle

Modern
Regenerate










Recover

Circular economy

Aspirational Reuse

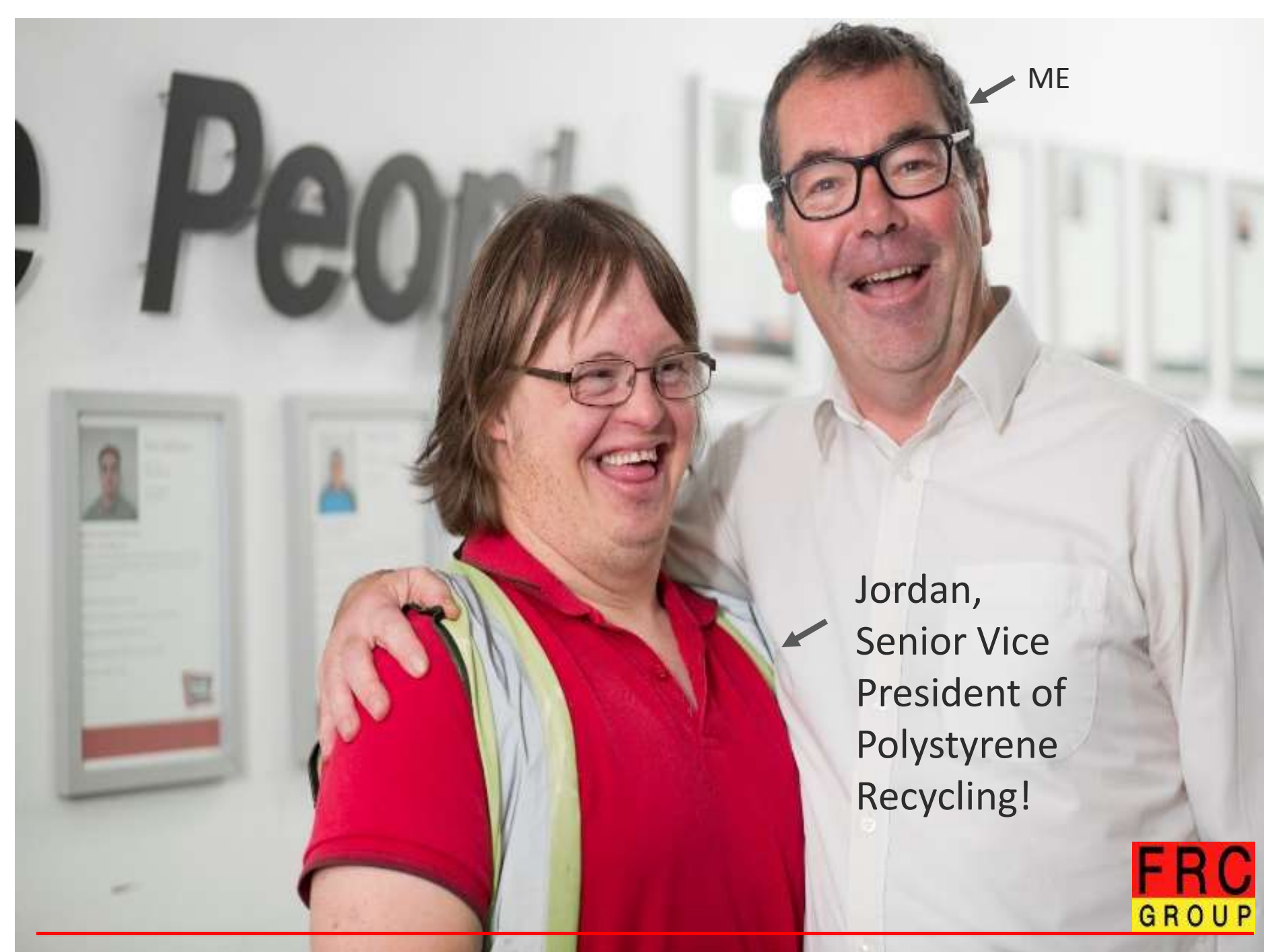
Resource Security

Three Circular economy opportunities

	Thinking / Rhetoric	Structures / Contracts / Payments	Outcome
Reusing / Recycling Industrial waste			
Reusing / Recycling Retail waste			
Reusing / Recycling Municipal			

Industrial waste - polystyrene recycling

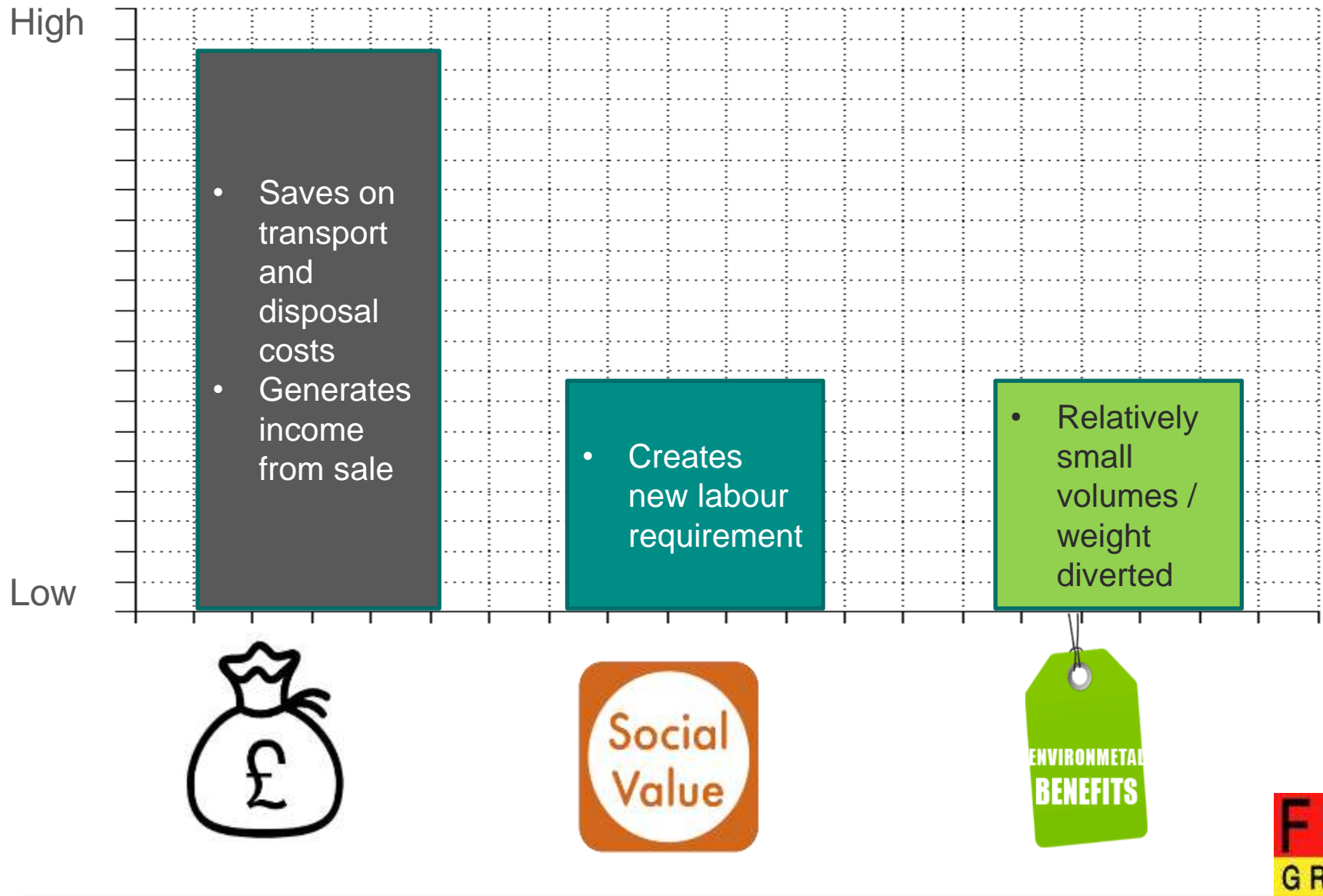




ME

Jordan,
Senior Vice
President of
Polystyrene
Recycling!

Triple bottom line - polystyrene recycling





Retail waste – Plastic hanger reuse and recycling



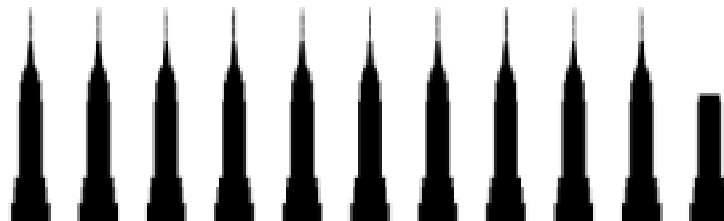
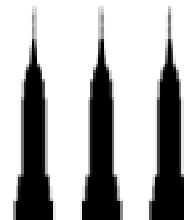
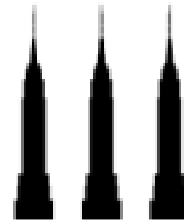
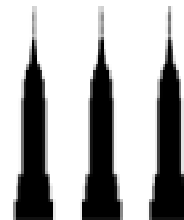
ONE-USE PLASTIC
HANGERS TAKE UP TO
1,000
YEARS TO BREAK
DOWN IN A LANDFILL

34 BILLION *
PLASTIC
HANGERS

WOULD FILL

➔ **19.6**

EMPIRE STATE BLDGS



1
LIVERPOOL
ONE

FRC
GROUP

“Having the furniture and everything has improved my quality of life. If you don't have anywhere to sit you feel awful. We can eat at the table. We can sit on the couch and not on the floor.”

“My sons can put their clothes in a wardrobe and not in a suitcase.”

“Everything is neat and tidy. Before we did not have a fridge or microwave. Now we don't have to have junk food we can eat healthily.”

Liverpool , England , 2018



ASDA groceries

Search...

Fresh Food & Bakery Chilled Food Food Cupboard Frozen Food Free From Drinks Health & Beauty Laundry & Household Pets Baby, Toddler & Kids Home, Outdoor & Entertainment Rollback

Back



ASDA Velvet Clothes Hangers
5pk Product Code: 4773803

£2.00 (40.0p per teach)

Add

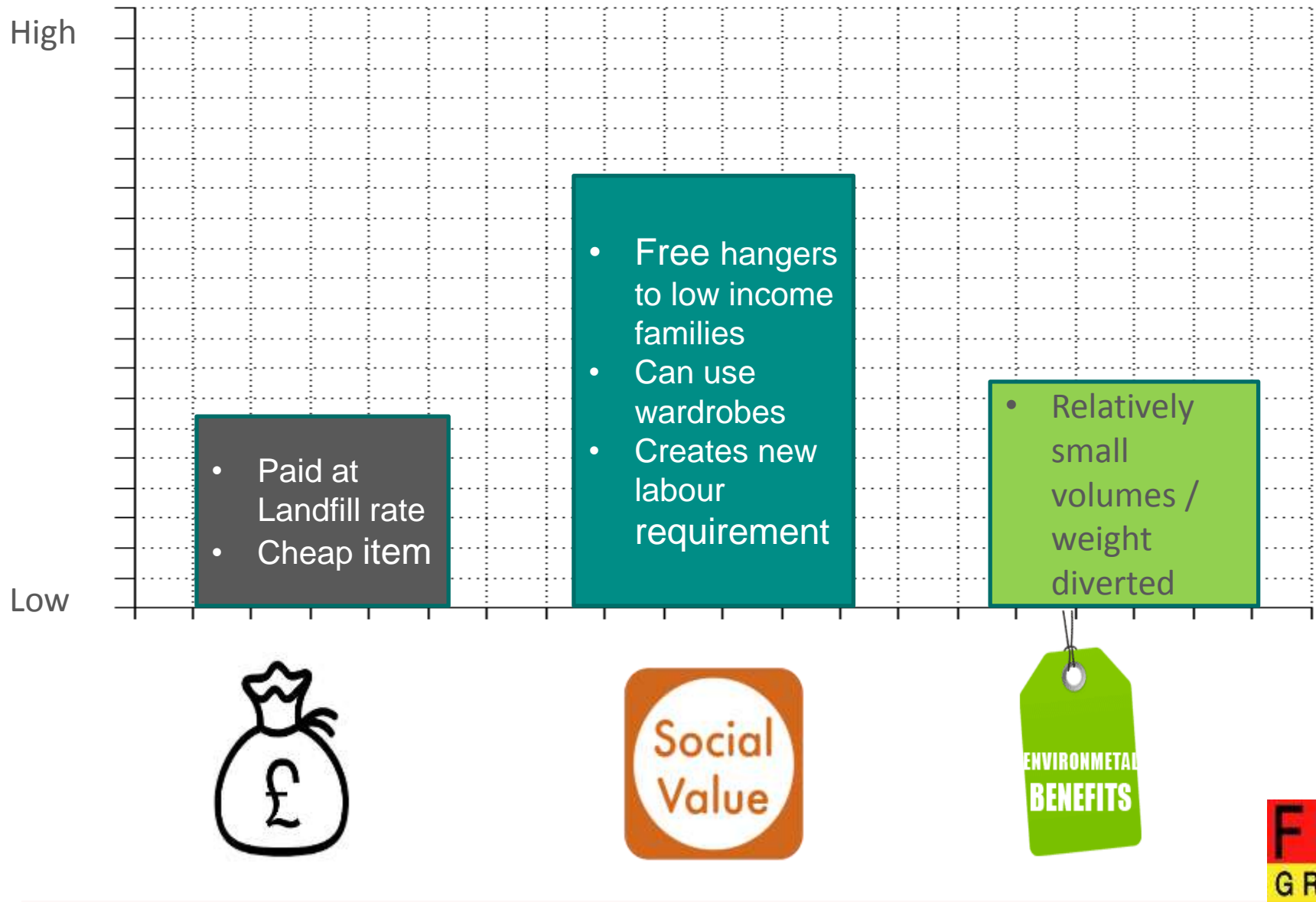
★★★★★ (2)

Description Reviews

.... OR £2'S FOOD?



Triple bottom line - hanger reuse/recycling



Municipal Waste – Mattress reuse and recycling



Mattress Facts

- 60k p.a managed by MRWA
- 10k p.a. collected by bed companies delivering new beds in Merseyside
- 30k student beds in Liverpool
- 6.5k hotel bed spaces in Liverpool
- Nationally, 5,900,000 disposed in 2014
- 16% (944k) recycled
- 11% (649k) incinerated for energy
- 73% (4.3M) Landfilled

Very few reused

Why do people get rid of mattresses?

Mainly because of circumstances:

- Downsizing
- Moving from single to double
- Moving from bunk beds
- Developed need for orthopaedic
- 'Fancy a change' – decorating
- Death & divorce
- Belief that it is 'too old'



Sometimes because of the mattress:

- Broken
- Ripped
- 'Accidents'



Benefits

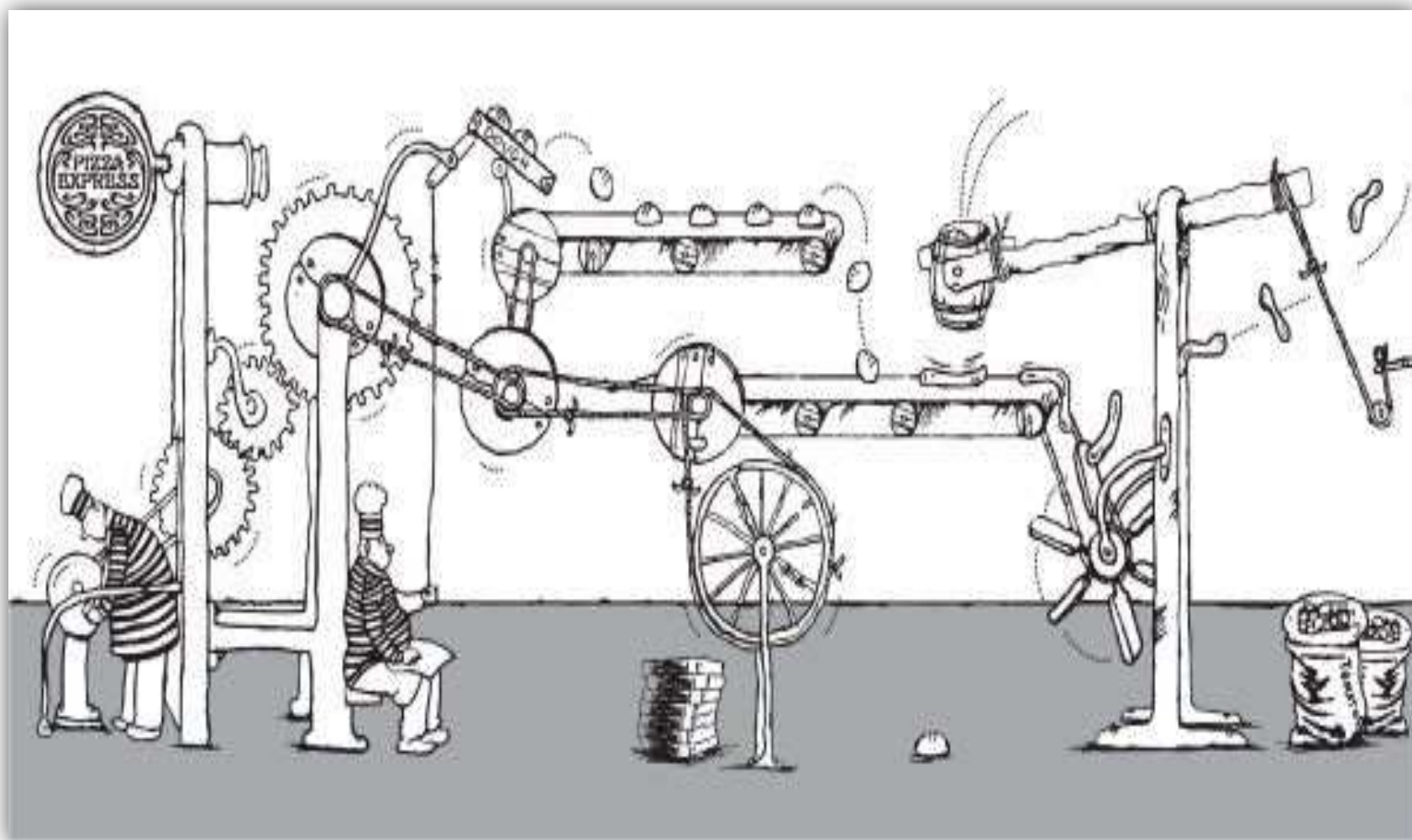


- All horrible mattresses stripped down to component parts and recycled to avoid landfill
- Jobs and salaried training opportunities created
- Environmental benefits

Six Step ultraclean process comprising:



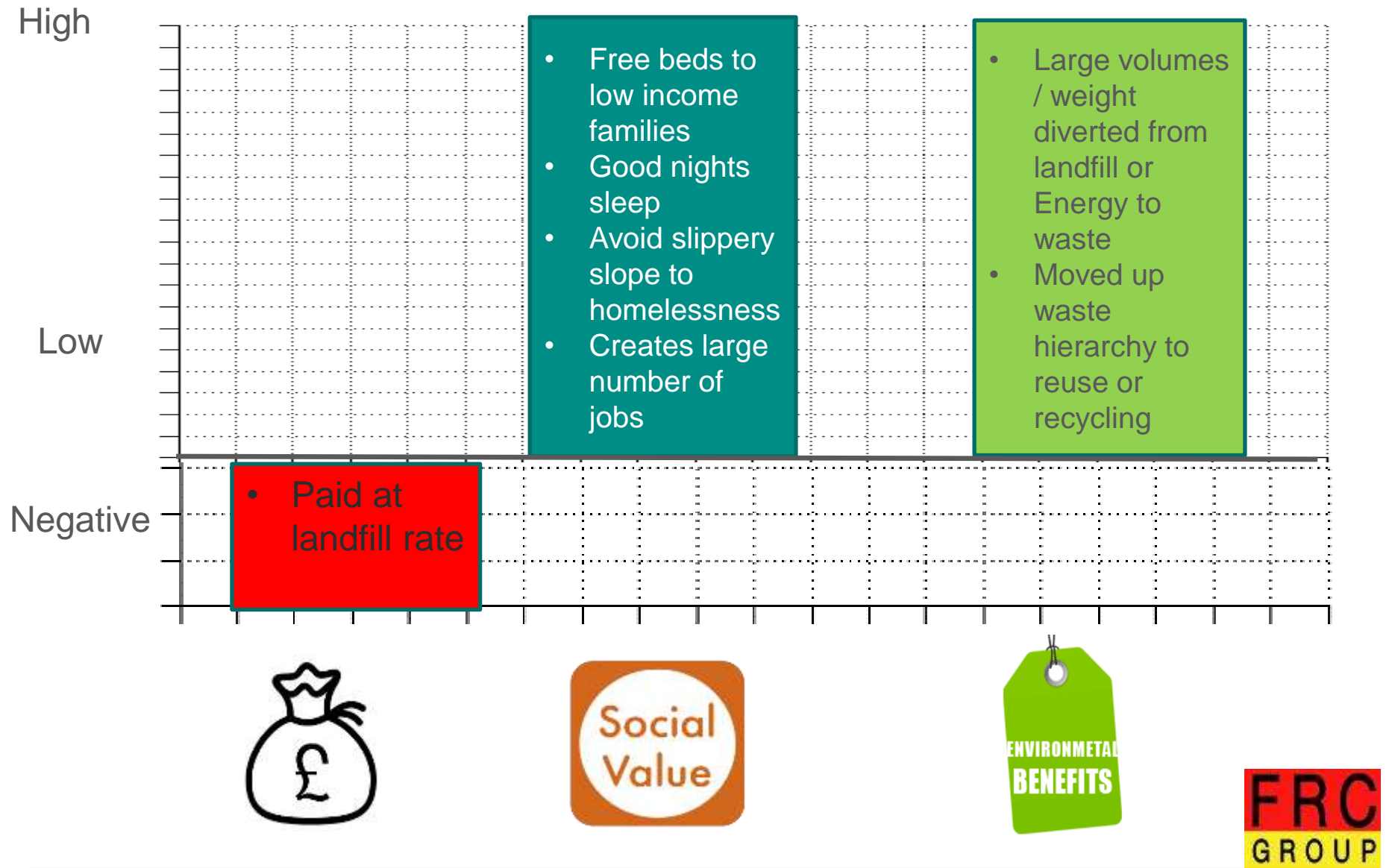
- Inspection and quality check
- Stain treatment
- Infra Red Heat
- Intensive UV Light Treatment
- Overheated Dry Steam
- Industrial grade vacuuming
- Deodorising
- All dust mites, bed bugs and bacteria killed and removed along with dead skin and hair












Giveaway free to low income families



Triple bottom line - mattress reuse



Three Circular economy opportunities

	Thinking / Rhetoric	Structures / Contracts / Payments	Outcome
Reusing / Recycling Industrial waste			
Reusing / Recycling Retail waste			
Reusing / Recycling Municipal			

CONCLUSIONS

- Rhetoric is at times ahead of the reality – no bad thing
- Success of circular economy sometimes requires structural change at a system level – not just a change in thinking. Especially relevant to large scale, long duration, municipal contracts.
- Who pays for the wider social / environmental value created by the circular economy?
- We need people to make the change from cost to benefit thinking and action
- What role can people in this room play?



SHAUN DORAN

CEO – FRC GROUP

Wayne Hubbard
Chief Executive Officer
LONDON WASTE AND RECYCLING
BOARD



LWARB

Wayne Hubbard
Chief Executive
Officer,

London Waste and
Recycling Board



Collaboration

Work with Corporates, SMEs,
Universities, Investors and Public
Sector to drive CE innovation

Policy

Route Map, Environment Strategy,
Industrial Strategy, New Plastics Economy,
Plastic Pact

Communication

Behaviour change campaigns,
promoting best practice, case
studies, social media campaigns

Capital

Invest into disruptive CE SMEs
Innovation Acceleration
VC & PE Funds

Advice

Collection & Recycling advice to Local Govt;
Business advice to SMEs

LWARB's programmes

Resource London: Partnership with WRAP - Supporting London's local authorities

- Minimising the amount of waste produced and maximising re-use
- Increasing and improving the capture of unavoidable food waste
- Improving the yield and quality of dry recycling
- Restricting residual waste



Advance London: Investment and business support

- Portfolio management
- New investment activity
- Collaboration
- Business support



Circular London: Driving the circular economy agenda in London

- Communication
- Collaboration
- Demonstration



‘a circular economy keeps products and materials circulating within the economy at their highest value for as long as possible, through re-use, recycling, remanufacturing, delivering products as services and sharing’

LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY





An aerial photograph of London, showing the River Thames winding through the city. The skyline is visible in the background with numerous skyscrapers. A large white circle is superimposed on the left side of the image, containing the title 'London' and a bulleted list of facts about the city's growth and the circular economy.

London

- London is growing fast – population is predicted to reach **11m by 2050** which means our attitude to waste needs to change
- The circular economy provides a sustainable and profitable solution to the challenges of this dramatic growth
- **By 2041 could reduce waste by 60%**
- By 2036, the circular economy could provide London with net benefits of at least **£7bn every year** and **40,000 new jobs (12,000 net additional jobs)** in the capital by 2030
- Embedding circular economy in Mayoral strategies

London's circular economy route map - outlines 100 practical actions to transition London to a circular economy whilst providing jobs, growth and impact.

FOCUS AREAS:

- built environment
- food
- textiles
- electricals
- plastics



- Technical assistance to the GLA in the development of the draft London Plan, including the circular economy statement.
- Working with Clarion to embed circular economy principles into a new development .
- Running a pathfinder project funded by Climate KIC to work with built environment clients to specify more circular outcomes.
- Signed up to be a supporter of UKGBC's circular economy programme.



The circular economy opportunities in the built environment will add £3-5bn to GDP by 2036.

Example interventions include:

- innovations like modular construction.
- more effective utilisation of buildings.
- design for building disassembly, material management and re-use.

- TRiFOCAL - London-wide behaviour change initiative could save Londoners £330m, reduce avoidable food waste in the capital and increase awareness of more healthy and sustainable eating, led by Resource London (EU Life)
- Resource London are supporting local authorities to introduce food waste collections and increase volume of collections where they already exist
- The Circular London team developed circular food waste scenario's for the Old Oak Park Royal area of London together with ARUP and the GLA



The circular economy opportunities in the food sector will add £2-4bn to GDP by 2036.

Example interventions include:

- raising consumer awareness and knowledge.
- reducing avoidable food waste.
- using unavoidable food waste to create energy/compost.

- LWARB and QSA Partners are working with international online retailer ASOS to pilot a new circular business model (ECAP, EU Life).
- Been successful in gaining funding from C&A Foundation to take a similar approach with four further retailers .
- Running the 'Love not landfill' campaign a behaviour change campaign targeted at London's 16-24 year olds (ECAP, EU Life).
- Circular economy expert in residence at London College of Fashion, UAL.



The circular economy opportunities in the textiles sector are over £1bn by 2036.

Example interventions include:

- increasing the lifetime of clothes through design and innovative technologies.
- increasing the usage of clothes through renting or leasing.
- increasing the re-use, repair and recycling of clothes via incentivised return schemes.

- Promoting circular for all office items including IT, together with Business in the Community.
- Resource London supported 10 Restart electricals repairs parties in 2017.
- Advance London are supporting Tryatec and Stuffstr, both companies whose business models help to reduce our consumption of electrical equipment.

Electricals



The circular economy opportunities in the electrical and electronic equipment sector will be at least £900m by 2036.

Example interventions include:

- sharing, renting and product as service business models.
- increased re-use/effective recycling rate.
- designing better products that enable longer product life.

- The Mayor is supporting the reduction of the use of single use plastics in the city – water fountains and refill London
- LWARB is one of the founder members of the Ellen MacArthur Foundation's New Plastics Economy initiative
- Responding to UK Government consultations on single use plastics



The circular economy opportunities in the plastics sector will be at least £200m by 2036.

Examples interventions include:

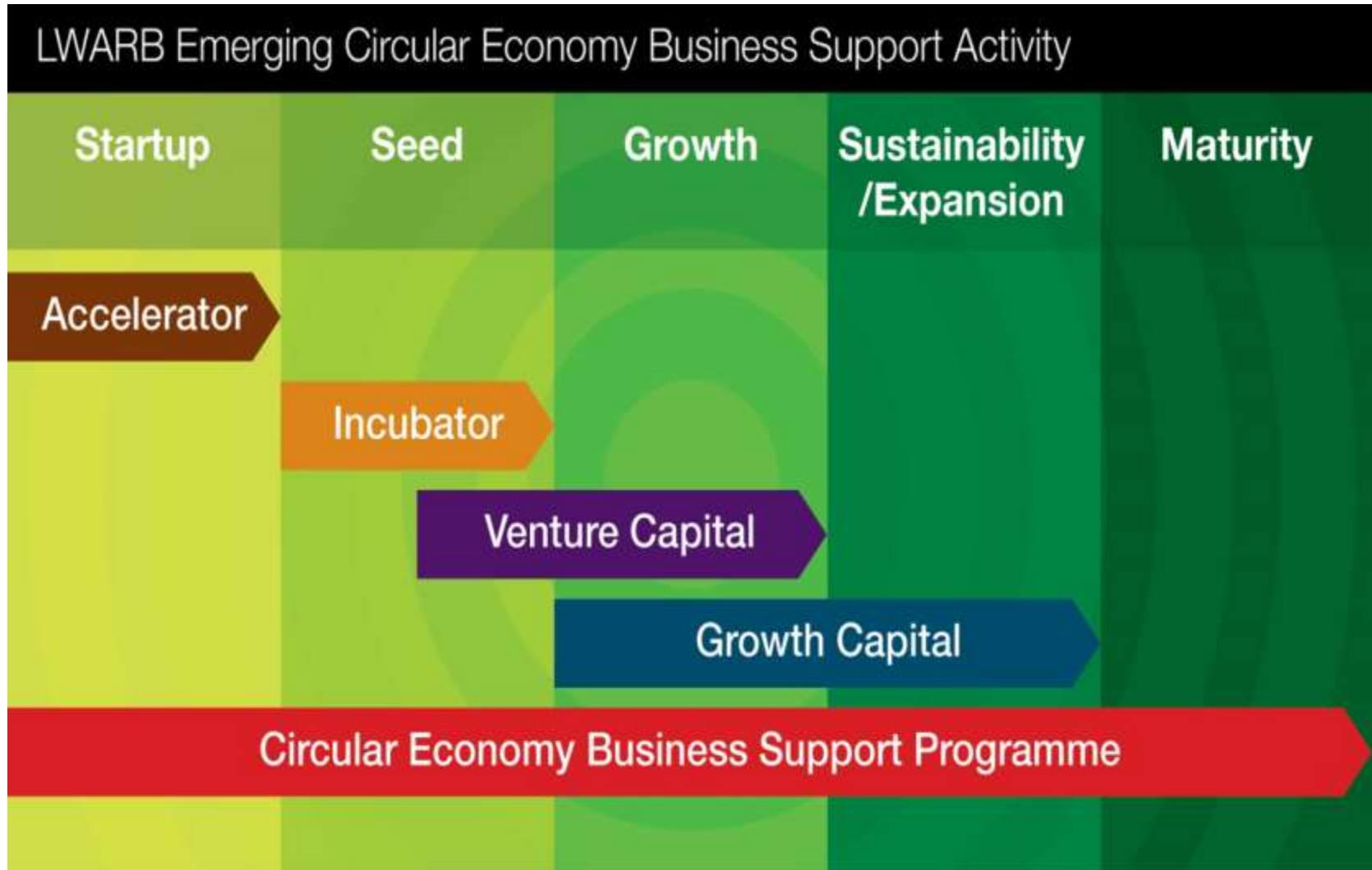
- activities to reduce plastic use.
- increasing the recycling rate.
- innovative recycling technologies.

Make Circular Economy activity a real part of your everyday business operation

Learn. Engage. Share. Collaborate

Get started





Advance London

Advance London is a three-year SME programme jointly funded by ERDF and LWARB. We provide free advisory support to SMEs in London to transition to circular business models. Our services are provided in one-to-one direct support to businesses or in workshops.



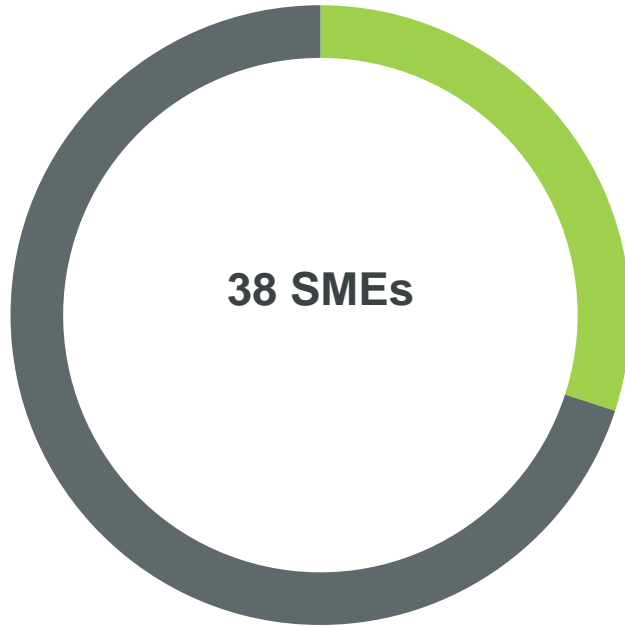
Advance London

Circular Economy SME Business Support Programme for London



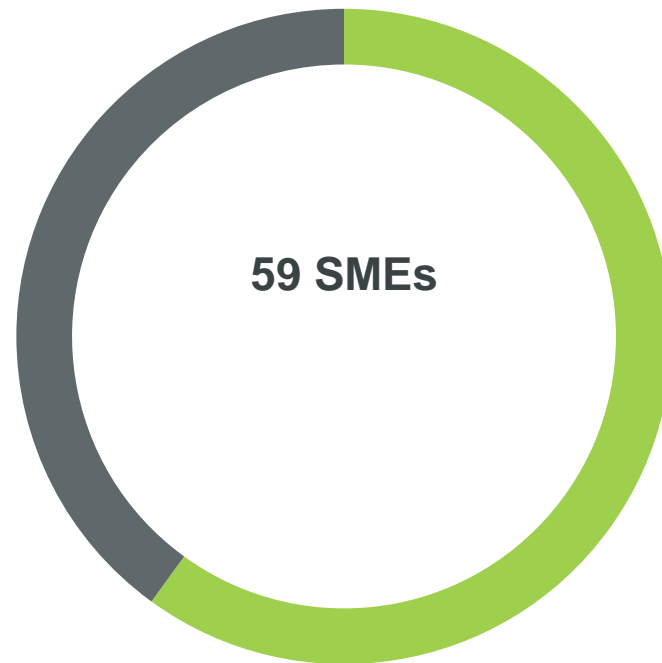
Advance London

Circular Economy SME Business Support Programme for London



38 SMEs

Year 1: Target



59 SMEs

Year 1: Achieved



LWARB



European Union
European Regional
Development Fund

on #CEweekLDN

Our Portfolio





Wayne Hubbard

Chief Executive Officer



Wayne.hubbard@lwarb.gov.uk

@LWARB

www.lwarb.gov.uk



LWARB



Circular London

#CEweekLDN



Advance London



Resource London

WHAT HAPPENS NEXT?

A PLAN FOR THE CEC LIVERPOOL CITY REGION – WHAT'S NEXT?

- Join the CLUB: www.circulareconomyclub.com/s2-register
- Join the CEC LCR Linkedin Group: www.linkedin.com/groups/8685207
- Post case studies and best practice
- Signpost and publish the latest thinking and delivery
- Canvass and poll members on issues
- Host further events
- Applying circular thinking practices to your business
- Hear from experts and practitioners in the circular economy delivery
- Develop and champion local examples of the circular economy in action
- Celebrate and promote the success of local businesses
- Opportunity for members to host further events and workshops
- Network and share resources and advice



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Thank you

***Circular Economy Club
Liverpool City Region***

Questions



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