

Zero Waste Live!

08 December 2020 - 02.00 p.m. CET



DOES ZERO WASTE MAKE ECONOMIC SENSE FOR MUNICIPALITIES?



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Data Strategist
at Circle Economy

A large, semi-transparent grey circle is centered on the page, serving as a frame for the main title text.

A ZERO WASTE EUROPE THROUGH CIRCULAR STRATEGIES

8 December, 2020



It is our **VISION** to contribute to a prosperous world of finite resources by accelerating the transition to a circular economy.

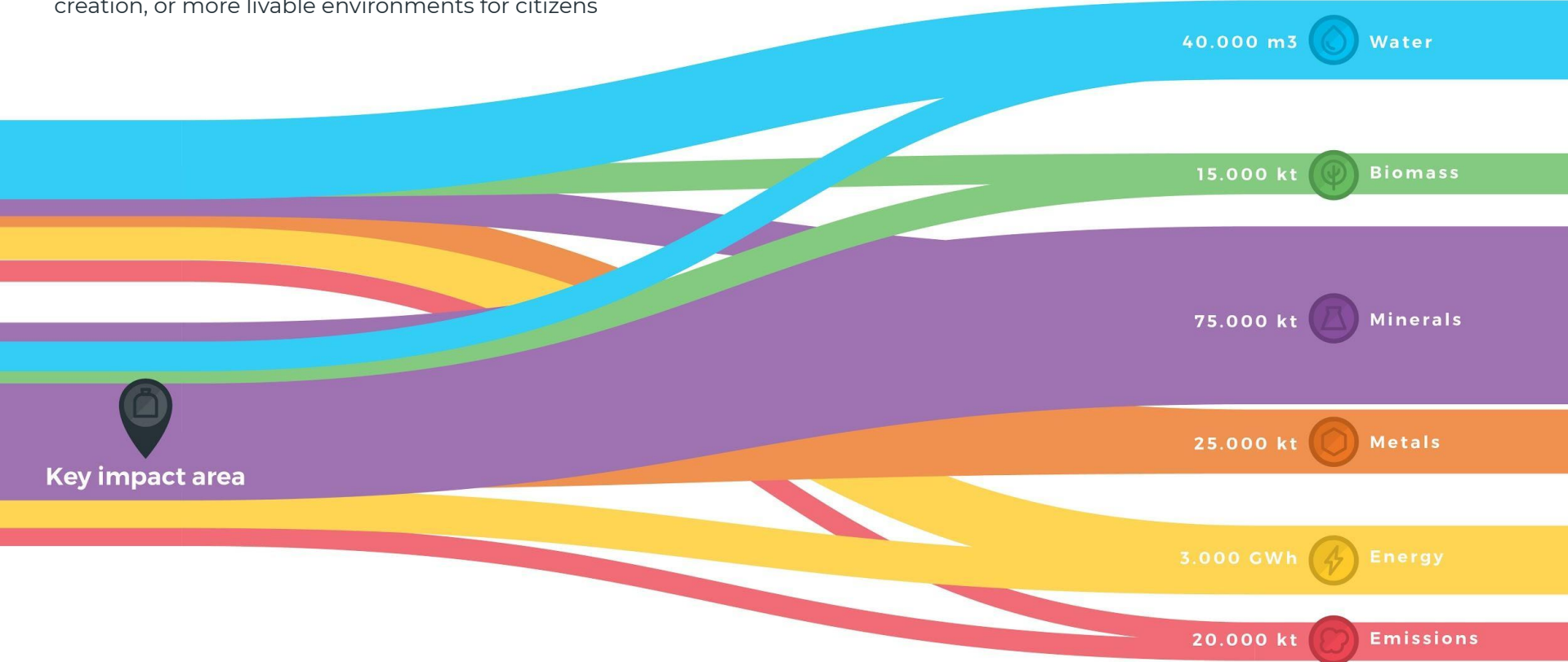
CIRCLE ECONOMY

To deliver on this it is our **MISSION** to deliver practical and scalable circular economy solutions to the world.

We help translate data into decisions



Our *material flow analysis* identifies the *key leverage points* where your city can have the largest impact; whether that be GHG reduction, job creation, or more livable environments for citizens



We recommend circular strategies

Our knowledge and services are translated into frameworks, databases and finally, digital products that support diverse stakeholders around the world looking to transition their nation, city or business to circularity



Design
for the
future



Rethink
the business
model



Incorporate
digital
technology



Collaborate
to create
joint value



Use
waste as
a resource



Preserve
& extend what's
already made



Prioritise
regenerative
resources

We scale through digital



Circle Lab is an ecosystem of digital products founded on a common data and knowledge platform

CIRCLE CITY SCAN TOOL

Create an action plan for the transition to the circular economy in your city

Circle City Scan Tool enables municipalities, consultants or project developers to identify focus areas, discover opportunities and create action plans for the circular economy.

Enter city name

Open loop upcycling
Relevance: 73/100

CIRCLE CIRCULAR JOBS MONITOR

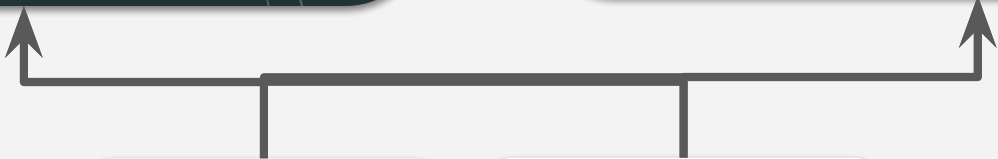
COLOR BY # % FILTER BY All Circular Jobs MAP LEVEL SCOPE SHOW Top 5

Ireland United Kingdom Denmark Germany

Find inspiring examples of the circular economy in practice

Recent contributions

Key impact area



AIMS OF THE TALK



EXAMPLES
OF CITIES WORKING TO
ZERO WASTE THROUGH
DIGITAL



MODELS
TO PRIORITISE
INTERVENTIONS



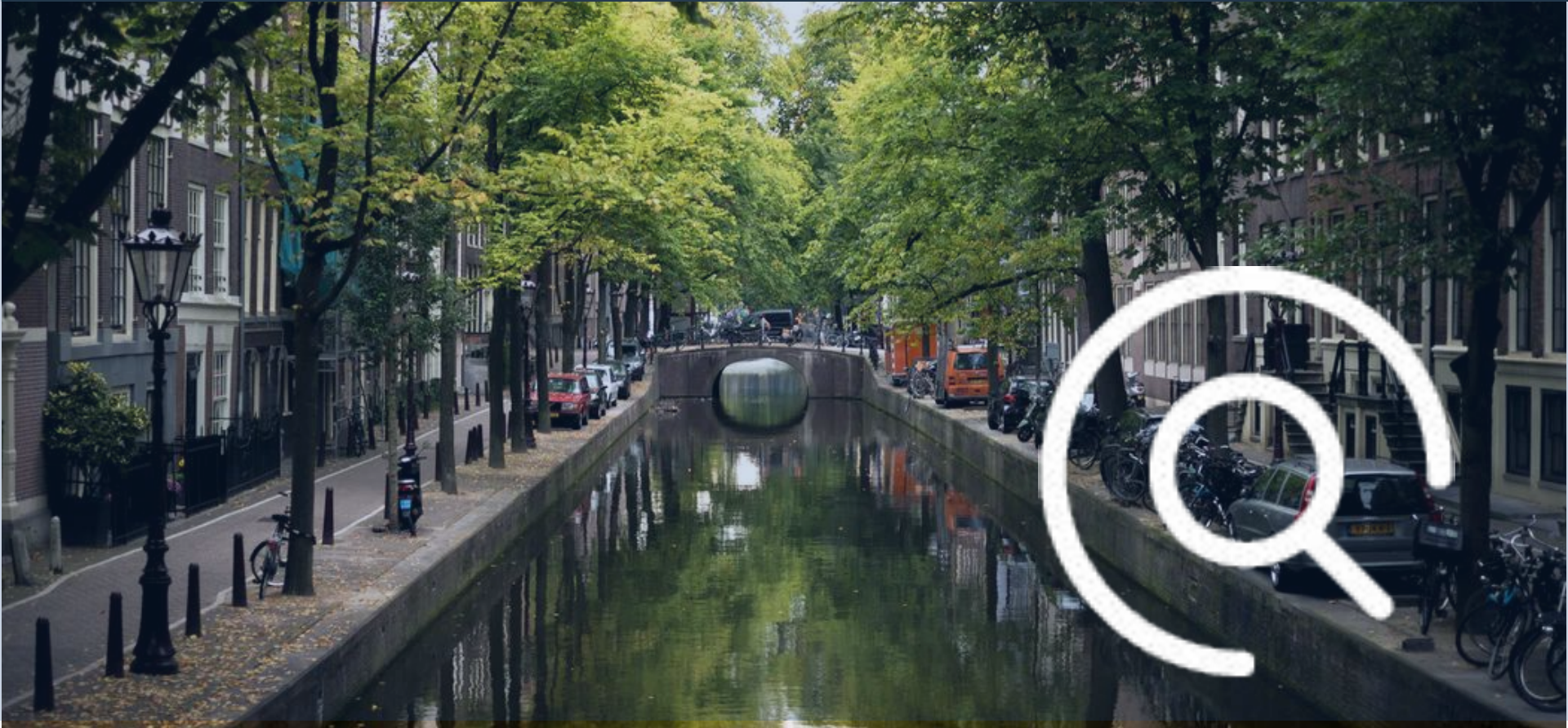
OPPORTUNITIES
FOR DIGITAL CIRCULARITY



AMSTERDAM

Optimising Waste Collection

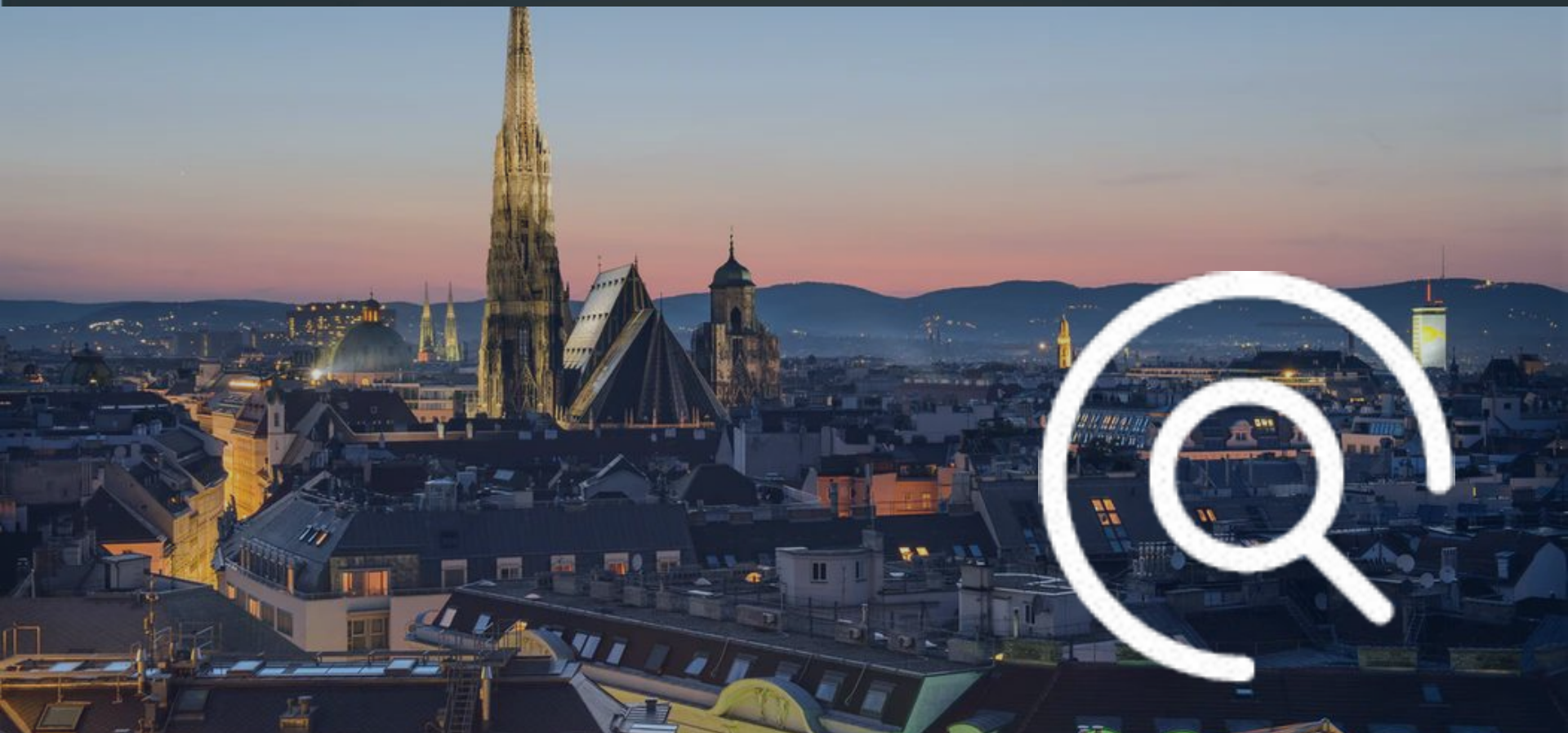
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ECONOMY





Vienna
Encouraging Repair

CIRCLE
ECONOMY





MARIBOR

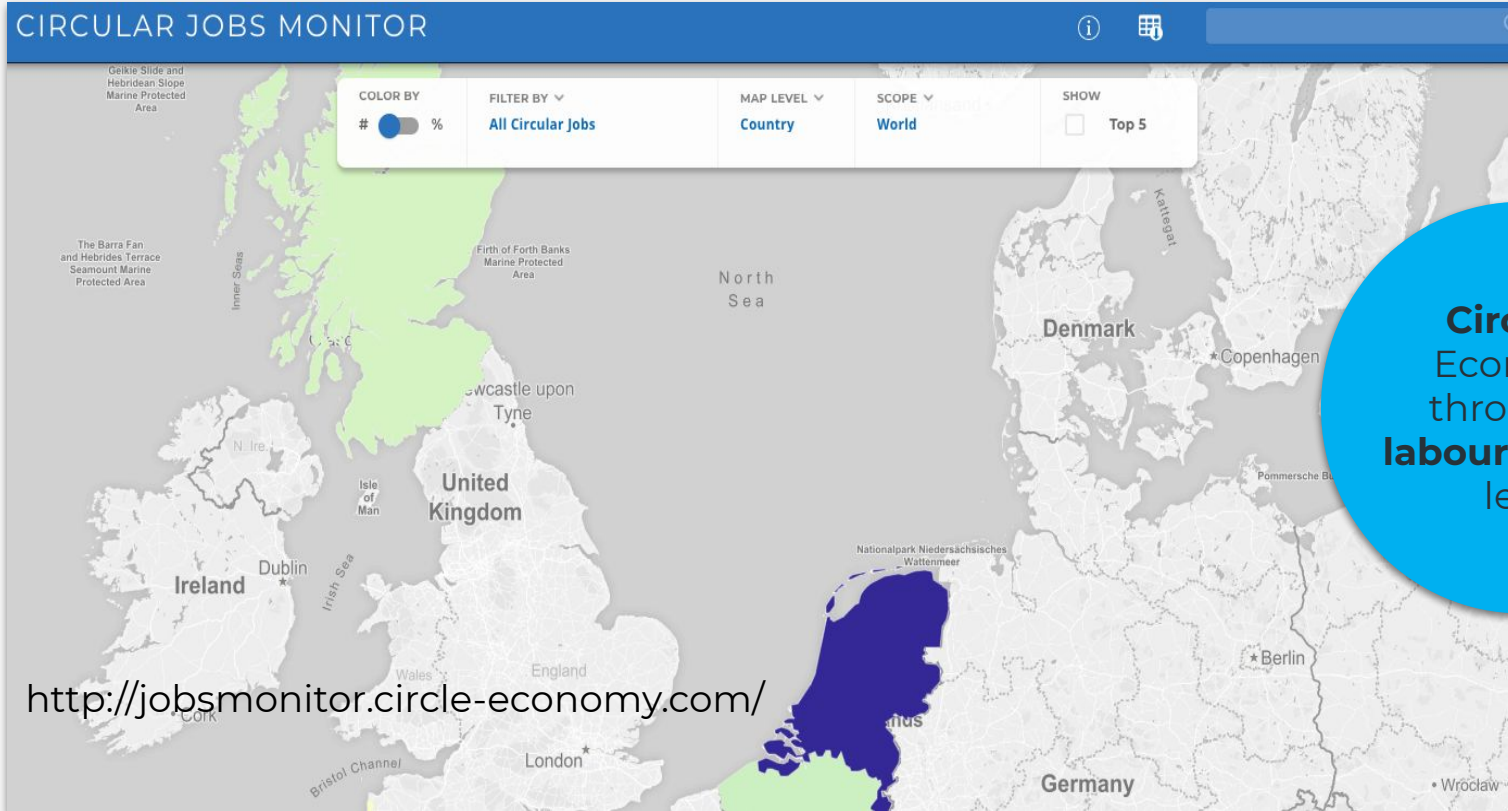
Public Private Collaboration for Utilities Monitoring

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PRIORITISING INTERVENTIONS USING DIGITAL TOOLS



**Circular
Economy
through a
labour market
lens**



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Enter city name

<http://cities.circle-lab.com/>

The screenshot shows a circular radar chart with several concentric rings. The outermost ring lists various intervention categories such as 'Prepare and extend what's already made', 'Maximize resource efficiency', 'Open loop upcycling', 'Design for circularity', and 'Close loops to create net value'. The 'Open loop upcycling' category is highlighted with a white tooltip box that reads 'Open loop upcycling' and 'Relevance: 73/100'. The chart also features a search bar at the top left and a search icon at the bottom right.

Guided process based on city **data** profiles and cases in **comparable cities**



PRIORITISING INTERVENTIONS USING (DIGITAL) TOOLS





DATA RICH CIRCULAR ECONOMY THROUGH CONNECTED ECOSYSTEMS



Google



DATA DRIVEN DECISION MAKING THROUGH DATA ALLIANCES AND KNOWLEDGE SHARING



circle-economy.com/digital

Global Data Alliance 2020 - Circle Economy

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1:14 / 1:18

THE GLOBAL DATA ALLIANCE

To ensure that we can start using data for good, we are building the Global Data Alliance: a network of businesses, public and research institutions, multilateral

KNOWLEDGE HUB

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- Impacts
- Industries
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THANK YOU
PLEASE REACH OUT



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