

Ten guiding principles for building a circular economy



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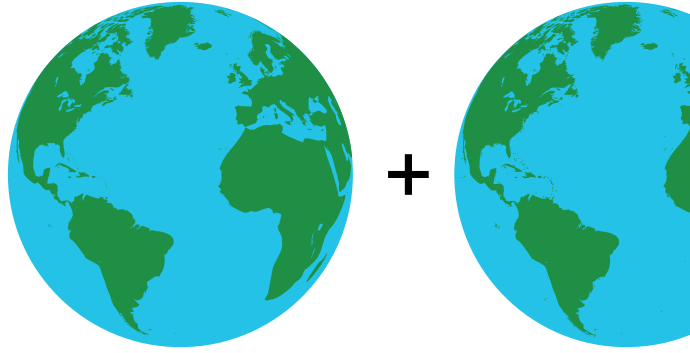


Urgency of the transition to circular economy

Overconsumption and scarcity of natural resources



1 Earth
1970



1.75 Earths
Today



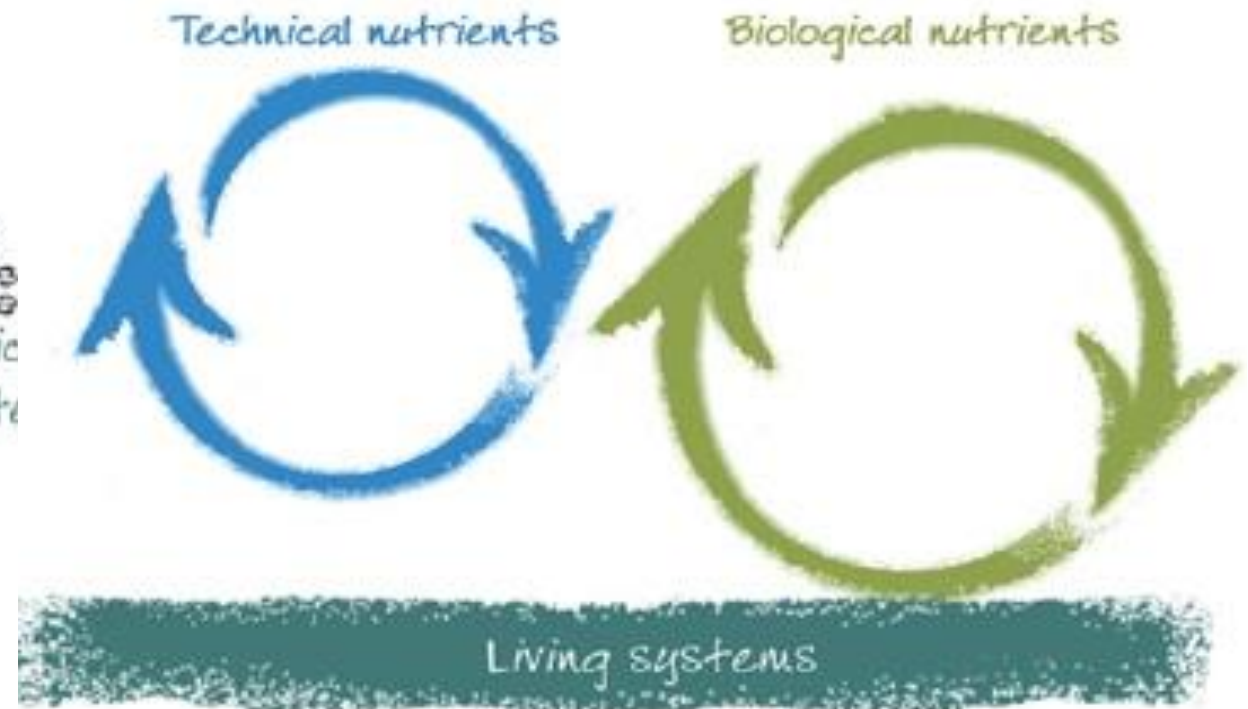
3 Earths
2050



We move from a linear economy...

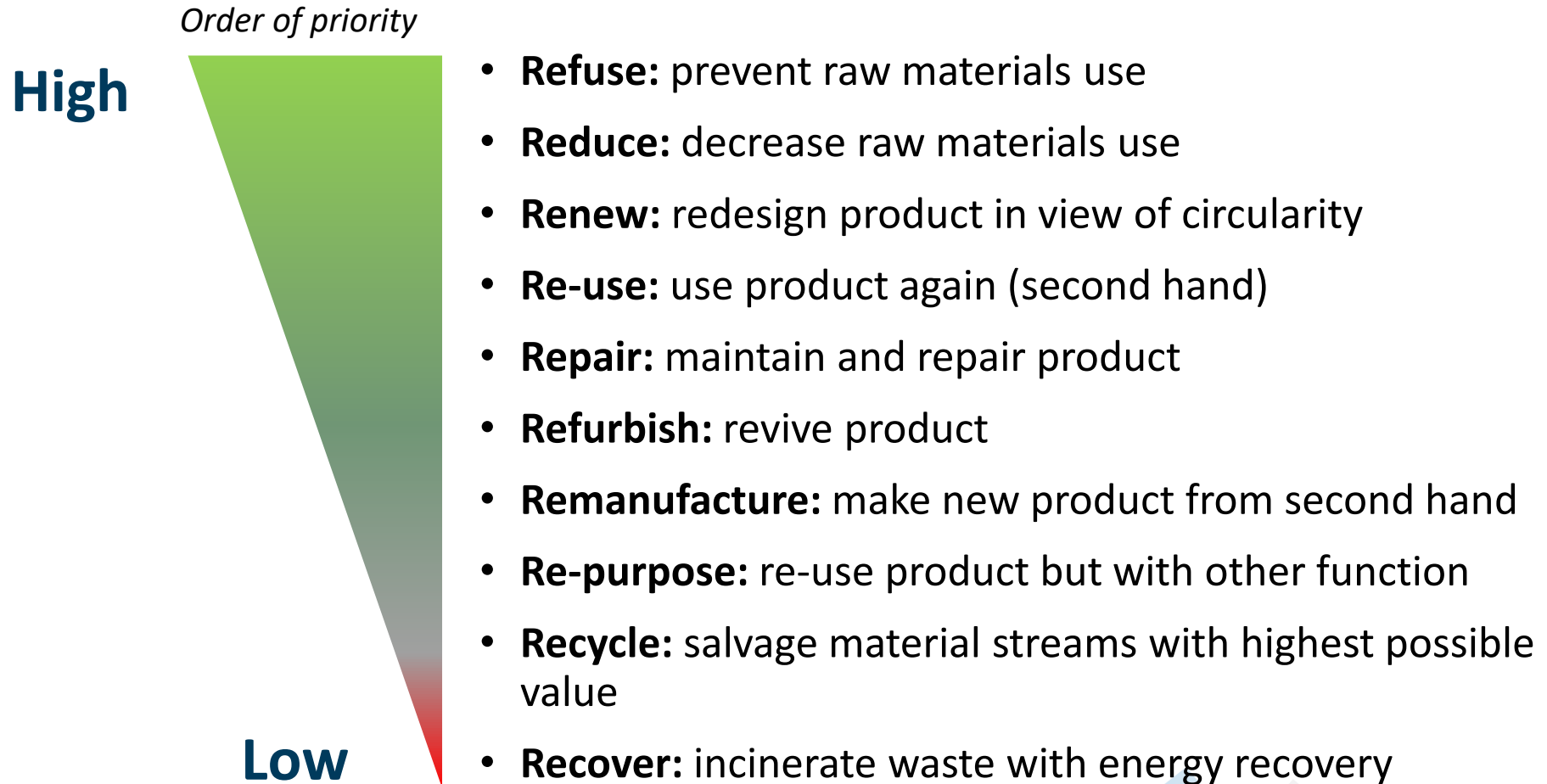


... to a circular economy



after W. McDonough and M. Braungart

Levels of circularity: 10 R's



The worldwide use of natural resources is growing at an alarming speed. If we maintain our present consumption and production patterns, we will need three Earths by the year 2050. The circular economy can bend this curve: it closes the loops of products, materials and resources, yielding the lowest possible environmental impacts, while using renewable energy sources and safeguarding the planet's biodiversity.

In this book, Jacqueline Cramer shows how network governance can power the circular economy. Network governance is about building a coalition of partners, which all fulfill a specific function in the network and are aligned by so-called transition brokers. By complementing conventional, public governance with this new form of governance, the best of both worlds is created. Network governance strengthens the positive forces in society and increases the support for circular economy.

Cramer shares her huge experience in implementing numerous circular initiatives in the Netherlands. As a practitioner and scholar, she has identified ten guiding principles for building circular initiatives, based on network governance. These guidelines can support everyone that wants to start or expedite a circular initiative.

Jacqueline Cramer is a member of the Amsterdam Economic Board, where she is actively engaged in circular economy initiatives. She is also a professor emeritus of sustainable innovation at Utrecht University. From 2007 to 2010, she was the Dutch Minister of Housing, Spatial Planning and the Environment. She holds numerous managerial positions, among which supervisory board chair of Holland Circular Hotspot and chair of the Dutch Concrete Agreement.



How Network Governance Powers the Circular Economy

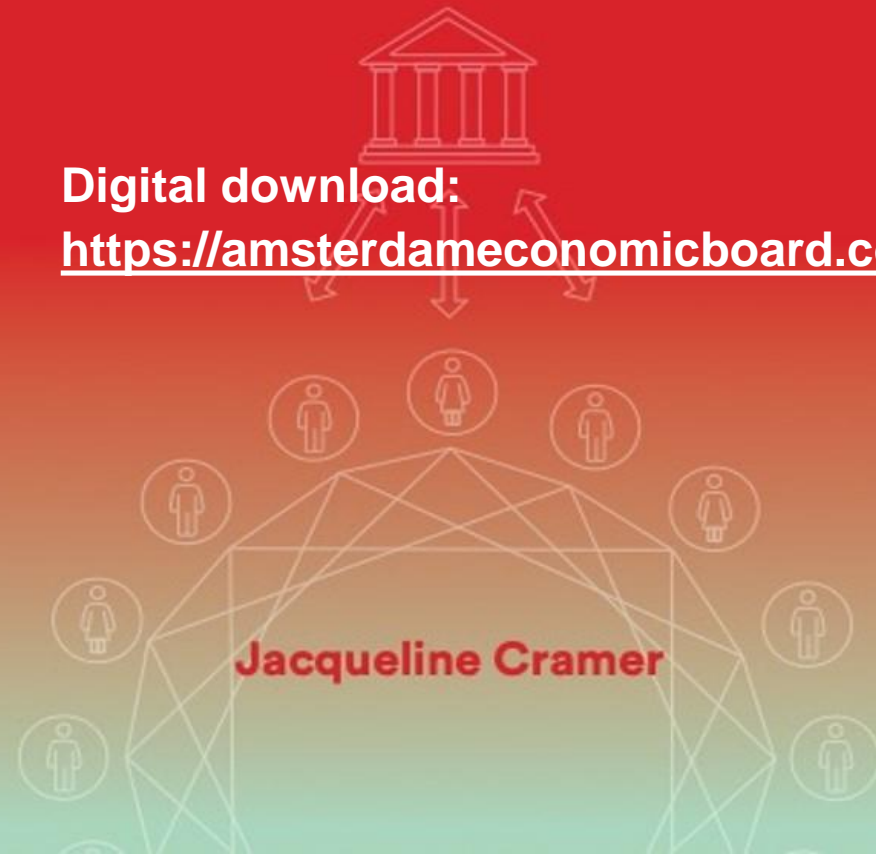
Jacqueline Cramer

How Network Governance Powers the Circular Economy

Ten Guiding Principles for Building a Circular Economy, Based on Dutch Experiences

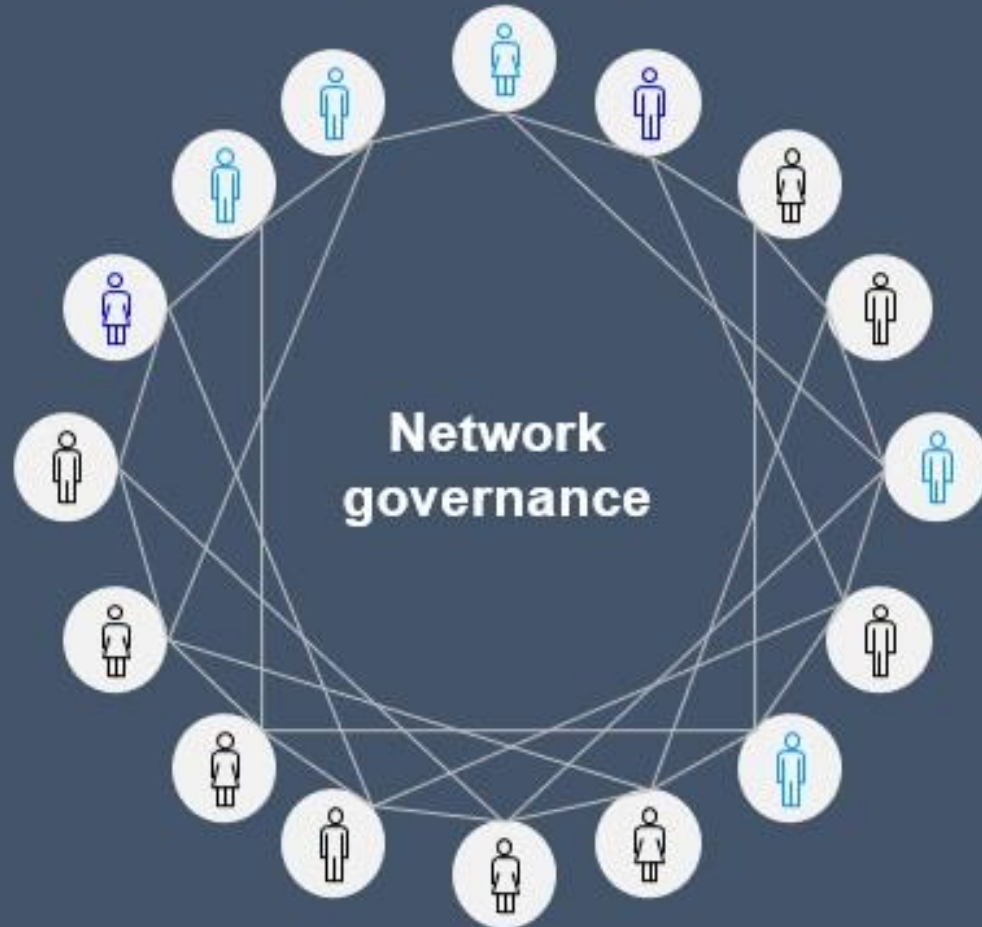
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<https://amsterdameconomicboard.com/>





Public governance



Example 1: Closing the loop of mattresses



Lessons learned from the case of mattresses

Recycling initiative could not be implemented at regional level. A national system was needed to finance the collection and recycling.

Development of Extended Producer Responsibility: 75% of the producers had to agree with this system to make the scheme mandatory for everyone.

Introduction of Extended Producer Responsibility in 2021; in next round redesign and next steps in reuse and recycling should also be included.

Precondition: Mandate from major producers of mattresses for the financial system and actions



Example 2: Sustainable Concrete



The Concrete Agreement consists of four phases:

Current stage



Preparing

(Sept 2016 – July 2018)

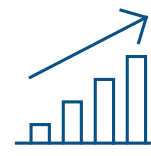
A frontrunner group of 82 companies and governments prepared and signed the Concrete Agreement



> Building

(Sept 2018 – May 2021)

Developing roadmaps, instruments, monitoring tool, innovation program and procurement guidelines



> Scaling up

(May 2021 – 2026)

Rolling out the roadmaps via procurement procedures of commissioning parties in collaboration with the market



> Main-streaming

(2026 – 2030)

Concrete Agreement is the new standard. The Netherlands as guide country for sustainable concrete.

Scaling up phase: Commissioning parties are in the lead to steer the concrete sector and –chain into a sustainable direction

- **Ambitions in 2030: Climate neutral concrete, 100% circularity and smart, modular and circular principles integrated in the design and construction of concrete products**
- Core group of public and private commissioning parties formulate **standard guidelines** which become more stringent in time.
- The request to the Dutch government is to **harmonise** the procurement guidelines for **all public and private commissioning parties** in order to reach high ambitions, create a level playing field in the market and give certainty about investment in new innovations.

PACKAGING: SIMILAR NETWORK APPROACH POSSIBLE



CIRCO DESIGN



BIOBASED SOLUTIONS



SUEZ NL SORTING



SANDD REUSABLE PACKAGES



QCP RECYCLING



IONIQA RECYCLABLE PET

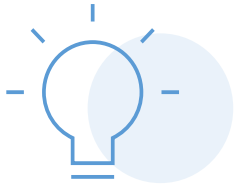
1. General approach for packaging sector

1. Build a coalition of the willing per productgroup to start a more far-reaching circular initiative
2. Develop a joint implementation approach and draw lessons on how to scale up the initiative
3. Agree upon the roles and responsibilities of each actor (government, industry partners and other parties) for scaling up the initiative
4. Formulate which government instruments should be put in place to create a level playing and roll out the initiative

Ten guiding principles for network governance of circular initiatives (1/3)

Sparking the transition

Lessons learned (1)



1

The transition starts with a shared sense of urgency. No actor can realize a circular initiative alone



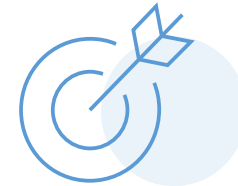
2

The implementation occurs in four subsequent, but cyclic phases (preparing, building, scaling and mainstreaming)



3

The tasks to be performed for each circular initiative are roughly the same, but case specific



4

Building a circular economy is a journey with a clear destination, but without a predetermined path

Ten guiding principles for network governance of circular initiatives (2/3)

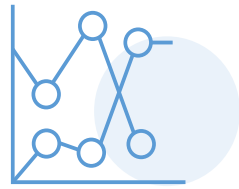
Context is key

Lessons learned (2)



5

Focus on the most promising and far-reaching innovations. Select frontrunners in industry as lead



6

Map the key drivers and preconditions for successful implementation at the start



7

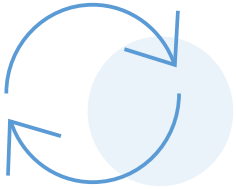
Identify the relevant actors and assess their willingness to join forces at the start



Ten guiding principles for network governance of circular initiatives (3/3)

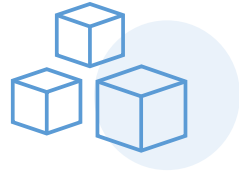
Successful implementation

Lessons learned (3)



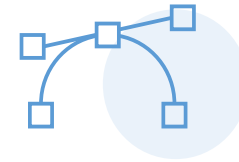
8

Develop new circular business models that benefit all consortium partners



9

Build a consortium of relevant network partners and agree upon a transparent division of labor



10

Orchestration through inter-mediaries ('transition brokers') can accelerate circular initiatives

The image features a large white circle centered on a blue background. The blue background is decorated with a pattern of small, white, semi-transparent icons representing various objects and tools, such as a hammer, wrench, screwdriver, and other mechanical parts. The text "Thank you for listening" is written in a bold, black, sans-serif font across the center of the white circle.

Thank you for listening