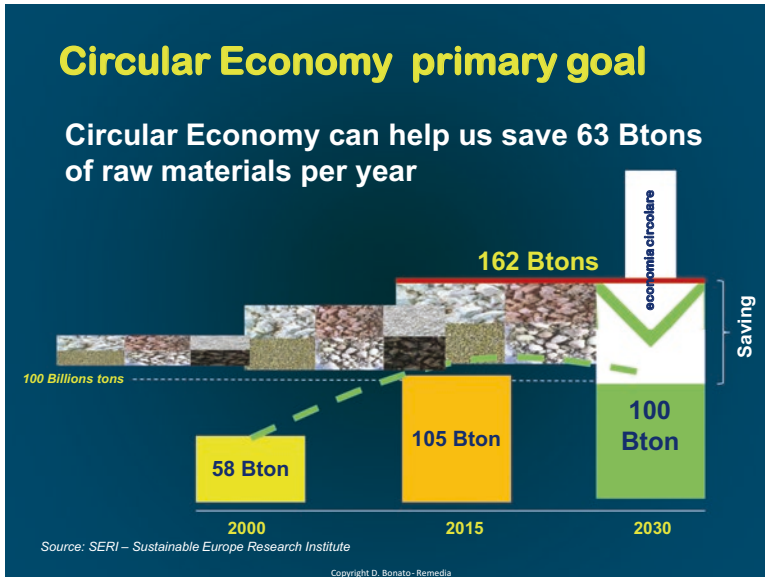


Appendix

Circular Economy in the European Union: The Transition Towards a Better Future

The transition towards a circular economy could be the answer to some of the main challenges of our time. It can help preserve resources that are increasingly scarce and subject to greater than ever, environmental pressure. It can boost Europe's economy and competitiveness, by generating new business opportunities as well as innovative and more efficient ways of producing and consuming. It can bring local jobs and create opportunities for social integration and cohesion and even find an answer to the terror of the fanatics: provide desperate people with viable, safe, and strong future for their families and children.

The European Union Circular Economy is a long-awaited package that will play a key role in supporting this transition to the future, today, by providing a clear message to the industry and society on the pathway forwards. The package will have to drive investments and create a level playing field, removing obstacles stemming from European legislation, deepening the single market, and providing favorable conditions for innovation.



This chart shows how the circular economy works and has been working in different countries and communities already.

Product and Process Design

One of the main tasks of the circular economy package is the development of innovative product requirements under the ecodesign directive, such as durability and recyclability. In this respect, it is very likely that the Commission will adopt a proposal to differentiate fees paid by producers in extended producer responsibility schemes according to the real end-of-life costs and recyclability of their products (http://ec.europa.eu/growth/industry/sustainability/ecodesign/index_en.htm).

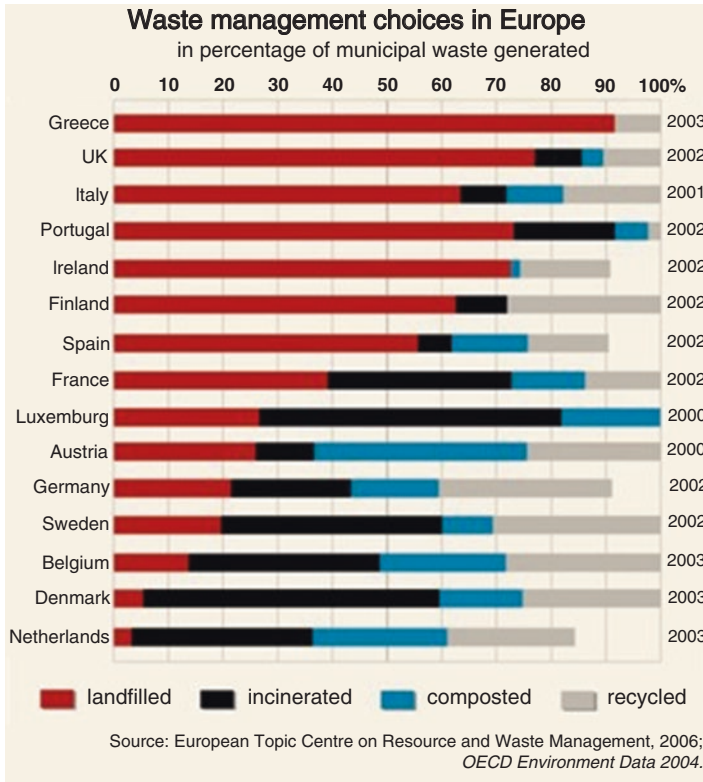
As part of the regular reviews of BAT (Best Available Techniques), the circular economy package should also include guidance on best waste management and resource efficiency practices for production processes in industrial sectors, improving the uptake of the European Eco-Management and Audit Scheme (EMAS) and the environmental technology verification system as well as methods to evaluate and make decisions on products (health, environment, nature ingredients, etc.) such as “earth accounting” that has started to do within the circular economy paradigm (<http://www.earthaccounting.com>).

Circular Economy and Waste Management Strategies

The circular economy package will also address in a systematic way the challenge related to the management of end-of-life products. Each year in Europe, 2.7 billion tons of waste are generated, but only 40% – limited to a few streams – of this amount of waste is nonetheless collected and sent to reuse, recycling, energy recovery, or composting. Yet there is room for improvement, especially if we consider that in many European countries, landfilling is still the preferred option for waste management. Valuable but also hazardous waste streams are not properly tracked and managed along with illegally exported abroad. Even when recycled, the current processes are not designed to optimize the recovery of valuable raw materials.

Moreover, collection systems are still too expensive and inefficient which does not help industrial companies to abandon the traditional production systems based on the linear (flat economic) transformation of materials into products and their disposal once they are consumed. Therefore, the Commission is considering the possibility of introducing further simplifications to promote increased efficiency of collection systems through the circular economy paradigm. Hence by integrating these systems with the upstream industries that make use of recycled components and raw materials from products entering the end of their life stage can be profitably met as well as protecting the environment (<http://ec.europa.eu/environment/waste/legislation/>).

Another issue on which Brussels wants to put some focus is the development of professional networks specialized in the uses of equipment reconditioning and reusing products of all kinds. Thus European nations can avoid the generation of waste and encouraging the development of new technical skills, and new jobs, especially for young people and their future tomorrow. The new package will in some respect develop pre-demolition guidelines to ensure adequate recovery of valuable resources and proper management of hazardous waste, as well as voluntary industry-wide recycling protocols, based on the highest common standards in each waste stream. For example, one of many issues is waste management choices for nations in the EU.



Variables and measurable policies are needed for waste management. Consider these.

Standards for Secondary Raw Materials

The Commission, through the circular economic package, will probably launch work (jobs, new businesses, and education) to develop quality standards for secondary raw materials where they are needed – in particular for plastics. The EU regulation on fertilizers will probably be revised in order to facilitate recognition of organic and waste-based fertilizers, hence supporting the role of bio-nutrients in the circular economy. A key priority of the circular economic package will be the sharing of good practices between member states and stakeholders on the cascading use of biomass and bio-based products.

Among the other key areas, the circular economy package will also develop analysis and policy options to facilitate shipment of secondary raw material across the EU (electronic data exchange and possible other measures) and improve data availability on raw materials. Such standards are measurable and thus able to be evaluated, if needed for changes, revisions, and improvements. The results are the then

other areas in the circular economy can be developed and implemented based on these results. Thanks to these initiatives, experts expect that the circular economy package will enable more effective strategies to increase the demand for secondary raw material coming from reuse and recycling operations (<http://www.rreuse.org>).

The Commission seems to understand that the demand generation from European industrial value chains connected to the waste management sector could be a clever, innovative, and environmentally friendly way that is best to feed a virtuous product production, distribution, and reuse circle based on the circular economy concept. It is no coincidence that in Europe, over the last 24 months, there are now several new companies created and operating in the field of secondary raw materials brokerage services to efficiently connect supply- and demand-generating benefits for the market and significant profits for investors. In this perspective, the new circular economic package aims to encourage the creation of new industrial initiatives, based upon a greater integration between different companies and businesses along with governmental institutions. By deploying in a more effective environmental way, the most innovative information and communications technologies reduce information asymmetries that hinder trade but develop groundbreaking cooperative processes.

European Funds for Innovation and Skills Development

The European strategy for the circular economy will rely on Horizon 2020, the mainstream – 80 billion Euro innovation program activated by the EU Commission. Through Horizon 2020, several high-impact European business value chains will speed up their transition to the circular economy (<http://ec.europa.eu/programmes/horizon2020/>). Hence, it is worth emphasizing that Europe present several cultural and infrastructural strengths to be exploited, which could place the entire EU into the global leading position towards the circular economy. Europe can lead in sustainable mobility, remanufacturing, sustainable development of nature-based solutions, and implementation of new hydrometallurgical processes for the recovery of rare earths and precious metals.

Furthermore, it would be important to support industrial companies in developing a clear vision of their priorities, by choosing few selected high-impact projects to be targeted and thus funded. Value chain leaders are required, with the capability to aggregate different partners (including industry, research centers, academia, institutions, governments, etc.) and lead them towards the realization of a new industrial model based on the circular economy paradigm.

The circular economy paradigm certainly addresses the goal of developing a stronger innovation culture, by supporting greater action in education, both at academic and at industrial levels. As already mentioned, the EU Commission is aware that the lack of skills and professionalism in institutions and companies is one of the biggest obstacles in the adoption of a new industrial approach. The priority for education and jobs must begin immediately and build upon programs, publications, and people who are already involved in the circular economy.

Simplify to Innovate

Needless to say, several European countries, such as Sweden, the UK, and France are already strongly involved with the circular economy to modernize and simplify the current legislative framework needed from the European Commission. In modern economies, the environment is an essential resource to be protected but today not only and so much through a formal, prescriptive approach. Rather, it should be possible to precisely measure the impact of environmental externalities ranging from environmental costs associated with the use of ecosystems by individuals and businesses (<http://www.amazon.com/The-Next-Economics-Environment-Climate/dp/1461449715>) that are penalizing those who do not change their bad habits and rewarding those who design the company business with the goal of mitigating their impact on the ecosystems (www.elsevierpress.com/Clark-Fast). Today very often these attempts are thwarted by rigid and outdated legislation, which sees waste solely as an environmental issue and not as an opportunity to create any economic and societal values. Yet as the graphic below illustrates, all of these issues and their solutions are integrated and need to be done.

Where the circular economy can help

- Mobility: 
- Food: 
- Housing: 
- Durable Consumer Goods: 
- Health and culture: 

The circular economy models are applicable to all **5 large demand sectors**, where more than 500 millions of European citizens spend or invest **60% of their money**

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A Matter of Priorities

Waiting to see the transposition in each member states of the EU circular economy package is necessary to select high-impact sectors with high growth potential on which Europe should bet on its near and long-term future. As for such goods with very long life cycles (construction and infrastructure), high-potential long-term investment programs can be activated. Meanwhile in the short-term, specific actions can be developed on durable consumer goods, such as electrical and electronic equipment, furniture, and vehicles. The annual turnover attributable to this type of industry is around 2600 billion euros, reflecting the importance of the recovery of raw materials that form end-of-life products (<http://www.digitaleurope.org/>).

Assume that the cost of raw materials, on average, contributes for 25% of the total cost of these products and then it can be expected an economic value associated with their optimal recovery of at least 500 billion euro/year! Everyone benefits – and the roses will bloom forever. This goes beyond a *Third Industrial Revolution* to what is now called the *Green Industrial Revolution* (GIR) around the world noting many EU and Asian nations (in English):

http://www.amazon.com/The-Green-Industrial-Revolution-Engineering/dp/0128023147/ref=sr_1_3?ie=UTF8&qid=14

With an earlier version of the GIR book now in Mandarin (September 2015), China sees the circular economy as a viable way to control and stop their climate problems due to greenhouse gases and extensive pollution that impacts the entire nation – as well as the rest of the world.

<http://www.sgcc.com.cn/ywlm/gsgk-e/gsgk-e1.shtml>

The key now with the UN Conference focused on the solutions to climate change is for the global leaders as well as all other nations work together to see how they can manage the waste or recycling of products into viable and useful economic opportunities. The rapid transition in the USA, especially in California, for example, from fossil fuel-powered cars through their combustion engines to hybrid cars to all-electric cars. No longer are their combustion engines. Nor is there processing of fossil fuels for gasoline. Instead cars are using batteries and moving rapidly into fuel cells for the energy to move cars on electricity. The circular economy has a significant role in all of this as the use of reuse of combustion engines has demised, but the “smart” cars are now mostly electrically operated and functioning which means new circular economy needs for their systems.

Aside from the reduction of greenhouse gases and lowering pollution, despite a 5-year water drought, the rapid grow of all-electric cars has created over 300,000 new jobs in the USA, focused mostly on California (www.latimes.com 18,2015;p1). What that means a massive change in economics and industrial growth since the automotive business was the basic business that built many nations in the past and will do so in the future. China is embarking on that pathway now. In their case, they are seeing the future now and embarking on “leapfrogging” into it as “The Future Car” (www.economist.corporate.unit.beijing/future-car-breakfaatsymposium/November19-2015) from the film *Back to the Future* (1989) is here today.

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