



Let's talk about ETV
as a tool to foster circular
economy value chains
and business models

WEBINAR

Find out more

The webinar is co-hosted by European Circular
Economy Stakeholder Platform

ONLINE

17th February 2022
10:00 – 12:30 CET



This project is co-financed from EU funds from the LIFE program, from the funds
of the National Fund for Environmental Protection and Water Management
(Poland) and from the funds of the Ministry of Agriculture (Hungary).



MSc Ladeja
Godina Košir

Founder & Director
Circular Change
Co-chair ECESP



Circular Change

European
Circular Economy
Stakeholder Platform



#CEStakeholderEU

Circular economy – fostered by ETV

- **Circular Change – connecting circular dots**
- **The European Framework – from recommendations to implementation**
- **ECESP – opportunities for the promotion of ETV**

The best **entry point**

for your circular economy journey

- We realize that the **TRANSITION FROM A LINEAR TO A CIRCULAR ECONOMIC MODEL** is not a choice, but a necessity.
- As experienced navigators, we are empowering you to **DEFINE YOUR OWN CIRCULAR JOURNEY**. Our strong international network is enabling us to jointly **EMBRACE CHANGE and INNOVATION**.
- We are specialized in **ESTABLISHING** and **NOURISHING DIALOGUE** between different stakeholders particularly in the process of creation of national and local CE roadmaps. We are promoting **NEW NARRATIVES**, orchestrating interests, exchanging knowledge and enabling innovation.



Circular Change – global circular player



Circular economy **road mapping process**

Co-creation, development and implementation of CE roadmaps on national or local level



Circular Insider publication – sustainable lifestyle



Source: <https://www.circularchange.com/circular-insider>

The European Framework

– form recommendations to implementation

From climate neutrality to circular economy



“THE TRANSITION TOWARDS **CLIMATE NEUTRALITY** CAN ONLY SUCCEED IF WE WORK TOGETHER, STEERING OUR POLICIES IN A SINGLE DIRECTION. GUIDED BY THE **UN SUSTAINABLE DEVELOPMENT GOALS** AND THE **EUROPEAN GREEN DEAL**, WE CAN DELIVER AN ECONOMY THAT WORKS FOR **PEOPLE** AND THE **PLANET**.”

#EuropeanSemester

Green Recovery **as the driver of change**

A „cunami“ of promisses and comitments



Sustainable products initiative

Historical moment – money to be invested or spent



**Money makes
the world go
round**

(and will it help to make the economy circular as well?)

How to define **circular economy**

A systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution.

It is based on **three principles, driven by design**: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.

It is underpinned by a **transition to renewable energy and materials**.

Transitioning to a circular economy entails **decoupling economic activity from the consumption of finite resources**.

This represents a **systemic shift that builds long-term resilience, generates business and economic opportunities, and provides environmental and societal benefits**.

Source: <https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/glossary>

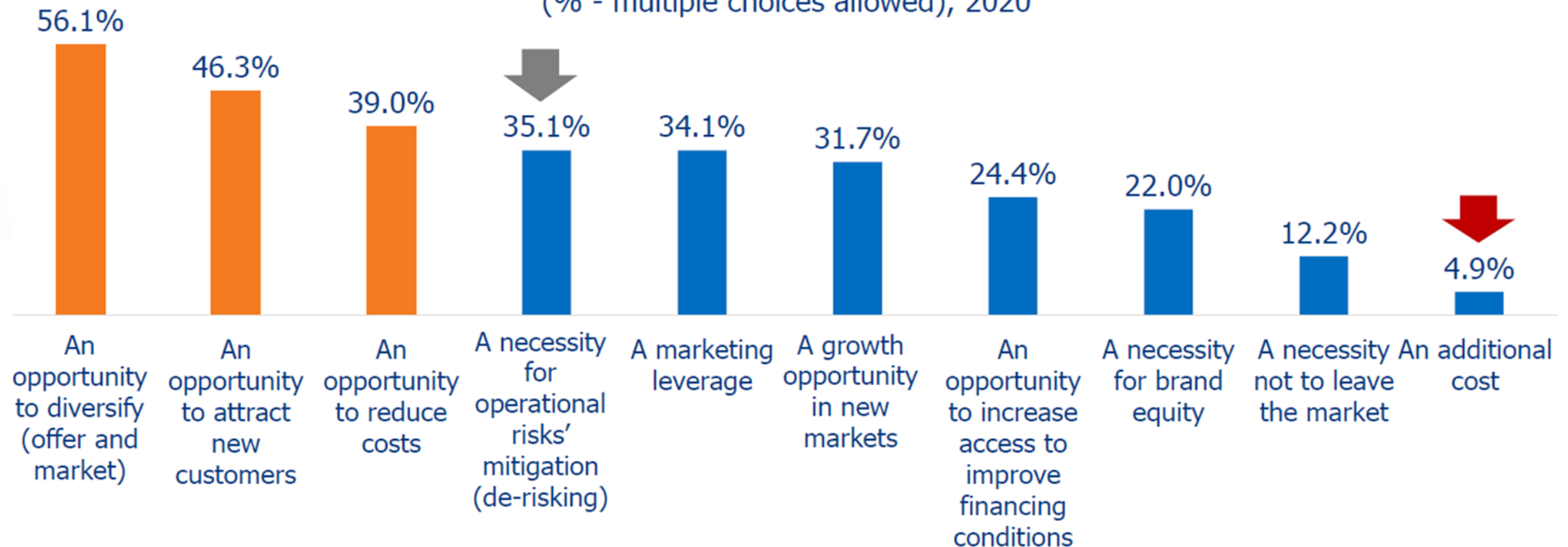
Who believes in circular economy

Circular Europe – Key findings of the research study



According to EU business leaders, Circular Economy can ensure a structural **competitive advantage**

Answers to the question “*Circular Economy represents for your company...*”
(% - multiple choices allowed), 2020



The European Circular Economy Stakeholder Platform **– opportunities for the promotion of ETV**



#CEStakeholderEU

We're part of **ECESP** **Coordination Group**



European Circular Economy Stakeholder Platform



What is ECESP?

- The European Circular Economy Stakeholder Platform is a stakeholder-led platform **supported by both the EESC and the European Commission**
- Stimulus to civil society, public authorities and private organisations to **exchange best practices across countries and sectors** – through meetings and an annual conference, via the Platform and social media
- A **"network of networks"**: Coordination Group of 24 Members strengthening and expanding national platforms
- **Virtual one-stop shop** providing library of knowledge and forum for interaction

Good Practices (GPs):

Search for existing GPs
Submit your GP directly

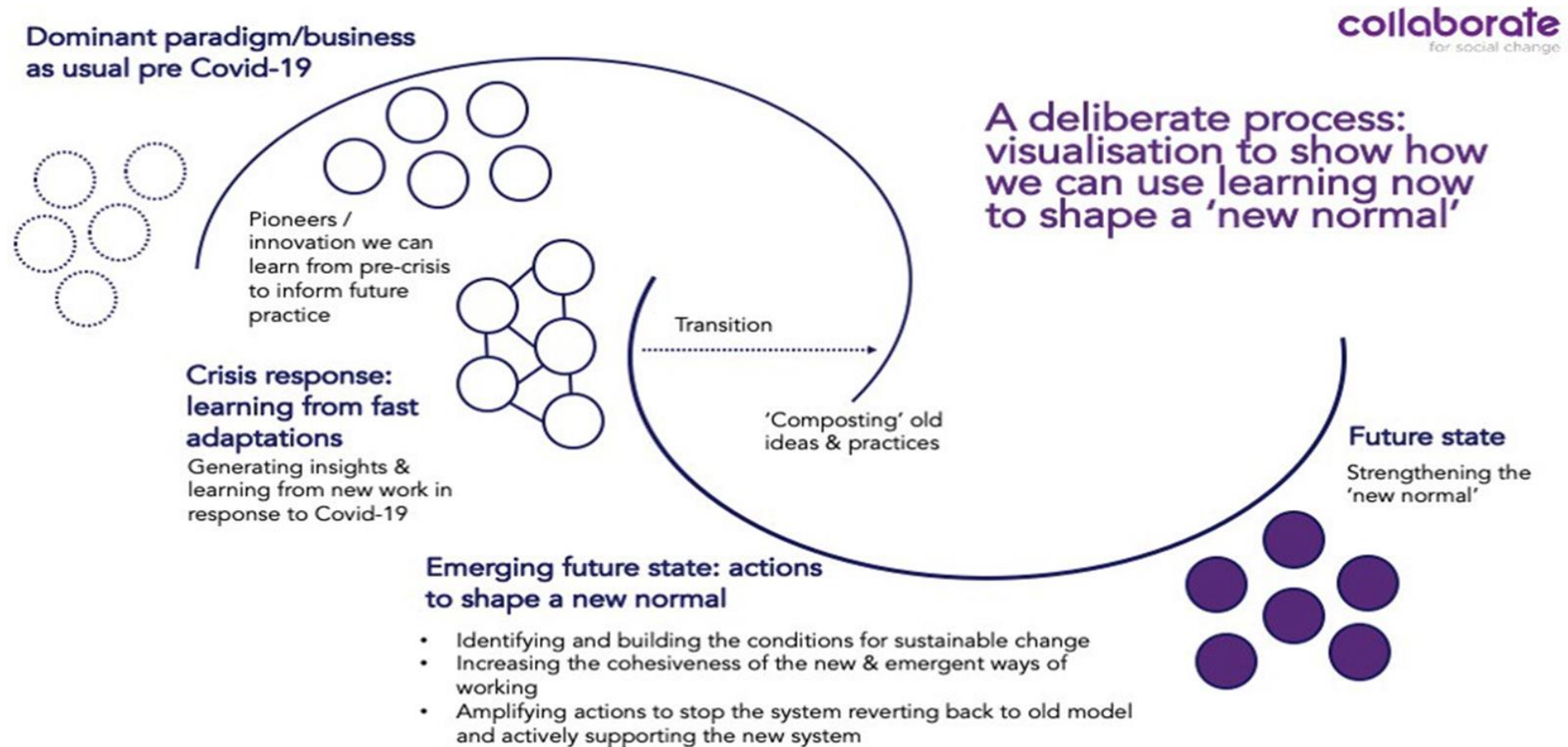
Policy dialogue:

Reach out to CG members directly
Contact the Secretariat (EESC)
Attend the annual conference
Join the conversation on the forum

Sharing Knowledge:

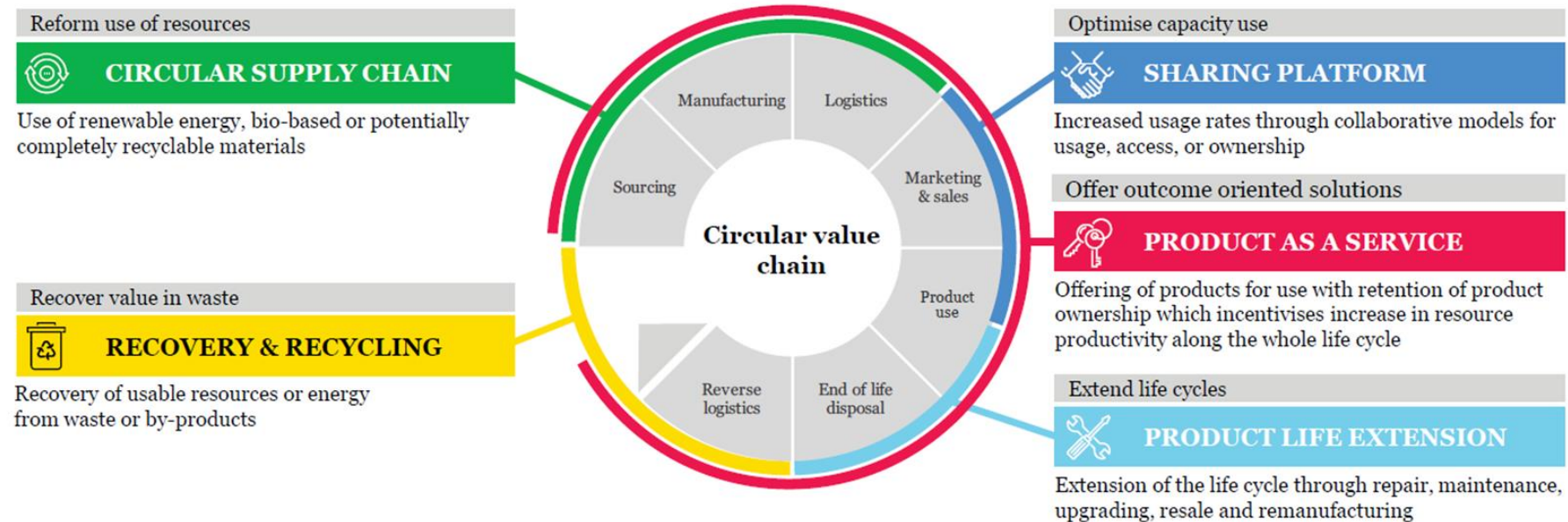
Search for published reports
Browse adopted strategies
Share your knowledge directly

Innovation – towards the new paradigm



How to be **circular & efficient**

Five business models reduce the inefficiencies and create value for companies, investors and environment



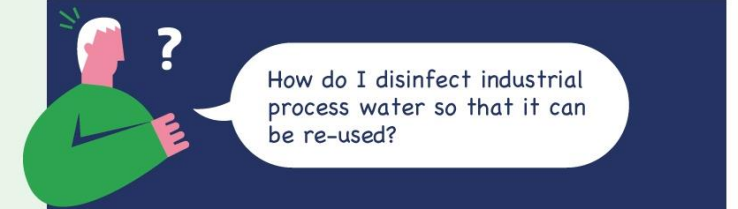
Source: Accenture, Appendix 2 for more details

Verification – supporting circular transformation

Helping technology providers bring new innovative environmental technologies to market

Building competitive advantage for green and circular innovation

1 **PROPOSER** creates an environmental technology.



2 Technology has performance **CLAIMS** and is ready to market.



3 Proposer puts technology through verification process with accredited **VERIFICATION BODY**. The verification process is based on test of control quality data.

VERIFICATION BODY works with **TESTING BODY** to test the product



4 The technology's performance gets **VERIFIED** and is published on the ETV website. This can be used to market the technology.

CLAIMS VERIFIED



- Removal of 99% of bacteria at 95% confidence criteria
- Output water fulfils the drinking water criteria (Chloride input <0.5 mg/L)
- During the process there is a risk of tri-halomethanes formation, the technology meets the standard for drinking water (Tri-halomethanes in output water <100ug/L)

ETV challenges and **the ECESP**

Environmental Technology Verification Scheme

- leveraging new technologies and materials
- enabling to design waste and pollution out of the value chains
- keep products and materials in use
- access to comparable and verifiable information on the performance and the associated environmental impacts
- make sure that investment decisions are sustainable and create a positive economic, environmental and social value



#EUCircularTalks

Network governance and circular economy hubs' role in the EU circular transition

11 OCT 2021 - 12:00-14:00 CEST

Hosted by



Circular Change



European
Circular Economy
Stakeholder Platform





**Everyone has huge creative capacities.
The challenge is to develop them. A
culture of creativity has to involve
everybody, not just a select few.**

Ken Robinson

Visit us here →

www.circularchange.com



THANK YOU !

For being a part of our joined circular journey

Leelija 😊