



# CIRCULAR ECONOMY ACCELERATOR

Use this accelerator tool to identify some new potential circular practices that can be implemented into your everyday life.

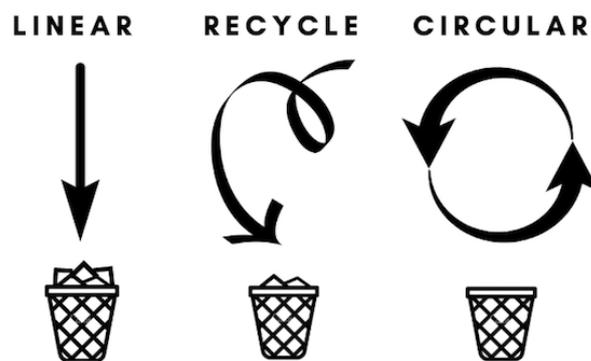


Circular  
Economy

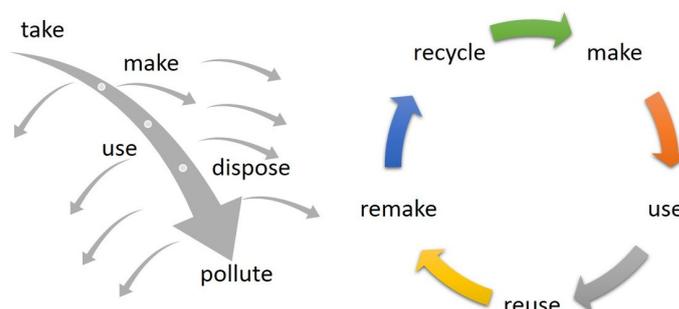


# What is Circular Economy?

The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible. Looking beyond the current take-make-waste model, a circular economy aims to redefine growth, focusing on positive society-wide benefits.



The world population is ever growing and at the same time it is draining out the Earth's natural resources at an alarming rate. The growing human need for food, water, housing, clothing, and recreation take a heavy toll on the environment. This is why we must shift to a circular economy.



The circular economy needs joint efforts by entrepreneurs, researchers, industries, consumers, government, lawmakers, and authorities - but most of all it needs innovation!

You can promote much-needed change in our society if you learn how to think innovatively.

# Circular Economy & The City of London

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK.



The City of London is home to around 8,000 residents.



The City of London has a working population of over 500,000 people.



Each year the City of London welcomes over 10 million tourists, in addition to those visiting for business.

The City of London can experience high quantities of waste in comparison to recycling; as well as litter, air pollution, and excessive material consumption.



Thus, it is crucial for the City of London Corporation to support City businesses, residents and visitors in making sustainable choices; about the minimisation, transport and management of their waste, the re-use, repair and manufacture of items, basing energy on renewable sources, minimising harmful emissions, protecting biodiversity, procuring/ acquiring items with minimal environmental impact, reflecting the City Corporation's role as Waste Planning Authority (WPA) for the Square Mile.

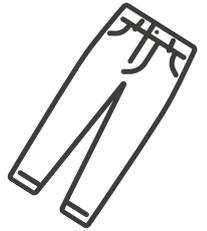


# Circular Economy

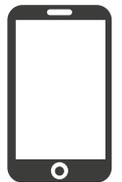
## Examples of best practice

There are numerous examples of circular economy principles being implemented around the world. Here are a few examples of some innovative, circular economy initiatives:

**Freitag** produces biodegradable jeans using fabrics made from compostable flax and hemp yarns which are 100% naturally biodegradable.



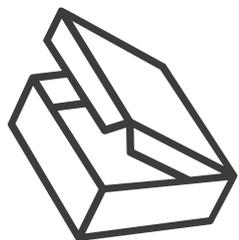
**Fairphone** is a phone which is designed for longevity, easy repair, and modular upgrades. The modular model that Fairphone creates makes it easy for customers to separate and repair each parts of the phone easily.



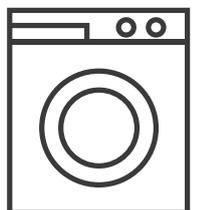
**DayOld** is a food surplus social enterprise, tackling food waste and food poverty with treats saved for tomorrow. They sell delicious surplus baked goods through treat boxes, office pop-ups, and event catering. The ingredients for these are collected from artisan bakeries the previous day, preventing them from going to waste. Their profits become much-needed cash donations to charities addressing child hunger.



**RePack** is a reusable and returnable packaging service based in Helsinki. How it works is, customers buying a product that comes in a “RePack” packaging get their delivery at home. They take the product out from the “RePack” package. The customer then folds the package and leaves it in the mailbox to be sent back to the “RePack” company. The package is pre-posted, so consumers do not have to pay for the stamp to return the package.



**Bundles** is a company that rents washing machines and charges the user each time that they use it. The company arrange everything from transport and installation to repairs and maintenance. Even automatic detergent replenishment can be arranged.



# WORKSHEET 1.

Now that you are aware of what circular economy means, it is time to reflect on your own actions and practices.

## How circular are you?

**How do you currently contribute towards the transition to a circular economy?**

**Tick the actions that you currently take.**

I do not purchase single-use plastic items. E.g. plastic bottles, plastic cutlery.

I donate/ give away/ sell old items (still in good/ useable condition) as opposed to throwing them away.

I repair/ reuse old items (still in good/ useable condition) as opposed to throwing them away.

I donate/ give away/ compost food as opposed to throwing it away.

I cycle/ walk as opposed to driving or using public transport when possible.

I recycle frequently and ensure that recyclable items don't end up in general waste.

I minimise my use of paper by opting in for digital subscriptions/ receipts, and storing documents digitally rather than printing.

**What in your opinion is the most important aspect of circular economy?**

**Tick the three points that you believe are most important.**

Materials are in closed-loop cycles at continuous high value.

All energy is based on renewable sources.

Biodiversity is supported and enhanced through all human activities.

Human society and culture are preserved.

The health and wellbeing of humans and other species is supported.

Human activities generate value in measures beyond just financial.

The circular economy economic system is inherently adaptable and resilient.

Consumers play a critical role in the circular economy model - our choices can support or hamper the circular economy and our decisions determine whether products are consumed through circular consumption processes.

## WORKSHEET 2.

The circular economy not only calls for a change in production patterns, but also for a new way of consuming. We should try to shift to responsible consumption – purchasing products or services that are more environmentally friendly and made under fair social conditions.

# Map your current consumption

**What waste producing items do you consume?**

**Start by listing them below.**

E.g. Wet wipes to clean kitchen surface.

**What suitable alternatives can you think of for the waste producing items identified?**

**Start by listing them below.**

E.g. Cloth with spray.

'The most powerful thing consumers can do is to refuse to purchase products and petition against companies who continue harmful practices.'

## WORKSHEET 3.

"If it can't be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled, or composted, then it should be restricted, designed or removed from production."

# End-Of-Life

**How could you make your products last longer/ keep items in use for longer?**

**Start by listing your ideas below.**

E.g. Mending a ripped seam in a pair of jeans rather than throwing the old pair away.

**What reuse/ repair facilities are available in your area?**

**Start by listing your ideas below.**

E.g. Charity shops, Freecycle.

'When reusing materials, instead of creating new products from virgin materials, there is less burden on the economy. Reuse is an economical way for people of all socio-economic circles to acquire the items they need.'

## WORKSHEET 4.

The implications of vehicles and electrical appliances on the environment can be detrimental. It is crucial to minimise our consumption of both where necessary.

# Electrical Appliances & Transportation

**How do you think that electrical appliances impact our environment?**

**Tick the answers that you believe are correct.**

Releases carbon emissions, therefore contributing to global warming.

Causes air pollution/ smog, thus causing acid rain.

The disposal of electrical appliances can have negative effects on the environment if disposed of incorrectly. E.g. Negative impacts on water and soil.

Electronic waste contains toxic components that are dangerous to human health if not disposed of correctly.

**How do you think that transportation impacts our environment?**

**Tick the answers that you believe are correct.**

Releases carbon emissions, therefore contributing to global warming.

Increased traffic congestion and automobile-oriented urban sprawl - consumes natural habitat and agricultural lands.

Transport is a source of noise pollution.

Transportation can have negative effects on human health - traffic emissions/ noise pollution are dangerous to human health.

**How can you minimise the damage caused to the environment by both electrical appliances and transportation?**

**Start by listing your ideas below,**

E.g. Car sharing services, dimmer light switches.

## WORKSHEET 5.

Over 1/3 of all food produced globally goes to waste.

Food waste in Europe alone could feed 200 million hungry people.

Food waste generates 3.3 billion tonnes of carbon dioxide, which accelerates global climate change.

# Implications of food waste

**What do you think some of the implications of food waste are?**

**Tick the answers that you believe are correct.**

Food waste contributes to an excessive waste of water and oil.

Food waste releases methane - food waste can make its way to landfills and as the food begins to decompose/ rot, it releases methane - a powerful greenhouse gas.

Food waste has an adverse impact on our physical land - most of the land needed to produce milk and meat is non-arable, yet meat is the most wasted food worldwide.

Food waste harms biodiversity. For example, each ecosystem has its own unique food chain, made up of a chain of prey and predators. Increased wastage of food can lead to increased numbers of one, which can then put the second in the chain out of balance.

Food waste is costly to the individual wasting the food.

**What can you do to minimise the amount of food waste that you produce?**

**Start by listing your ideas below.**

**E.g. Community fridges.**

“Cutting food waste is a delicious way of saving money, helping to feed the world and protect the planet.”

# WORKSHEET 6.

"There needs to be a fundamental shift in the global approach to tackling climate change and the circular economy."

## Making a commitment

**What actions will you take to help make the transition towards a circular economy??**

**Start by listing your ideas below.**

E.g. 'I will bring a reusable bag with me when I go shopping.'

**What are your key takeaways from this circular economy accelerator?**

**Start by listing your ideas below.**

E.g. Recycling is a large aspect of circular economy, but a lot needs to happen before the point of recycling.

When it comes to being more sustainable, every little action counts.

# Resources

To truly become more circular, your learning should not end here.

Utilise the below resources (click on the logos) to continue to learn about circular economy, and how to become more circular:



For more information, please contact the [City of London Recycling Team](#).

Follow us on Twitter [@GreenSqMile](#)