



Wahre Treiber der Kreislaufwirtschaft –

Was wir von internationalen Best Practices lernen können

LinkedIn: Harald Friedl

www.circulareconomist.earth

24 September 2024

A circular economist: inspire 111 million people



NATIONAL ACTION

Circular Economy
Forum Austria



INTERNATIONAL

COP 29 / COP 30

Ex-CEO Circle Economy



DRIVE ACTION

Advising Companies
globally (f.ex. Google,
Volkswagen, University
Amsterdam, ING, ABN)



"The next few years are probably the most important in our history."

'I am deeply sorry': Alok Sharma fights back tears as watered-down Cop26 deal agreed - video



The president of the Cop26 climate summit offered an emotional apology on Saturday



Greta Thunberg: COP26 'a global north greenwash festival'

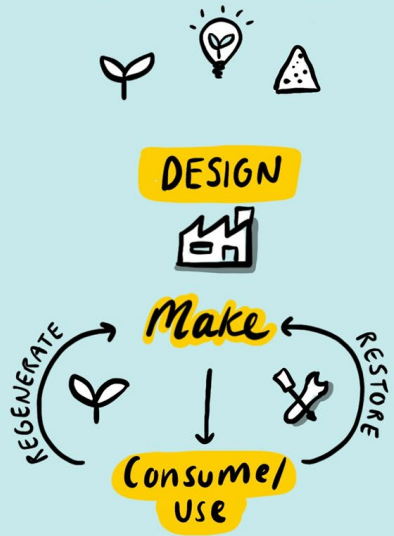
Climate activist Greta Thunberg has branded the COP26 climate summit a "global north greenwash festival".

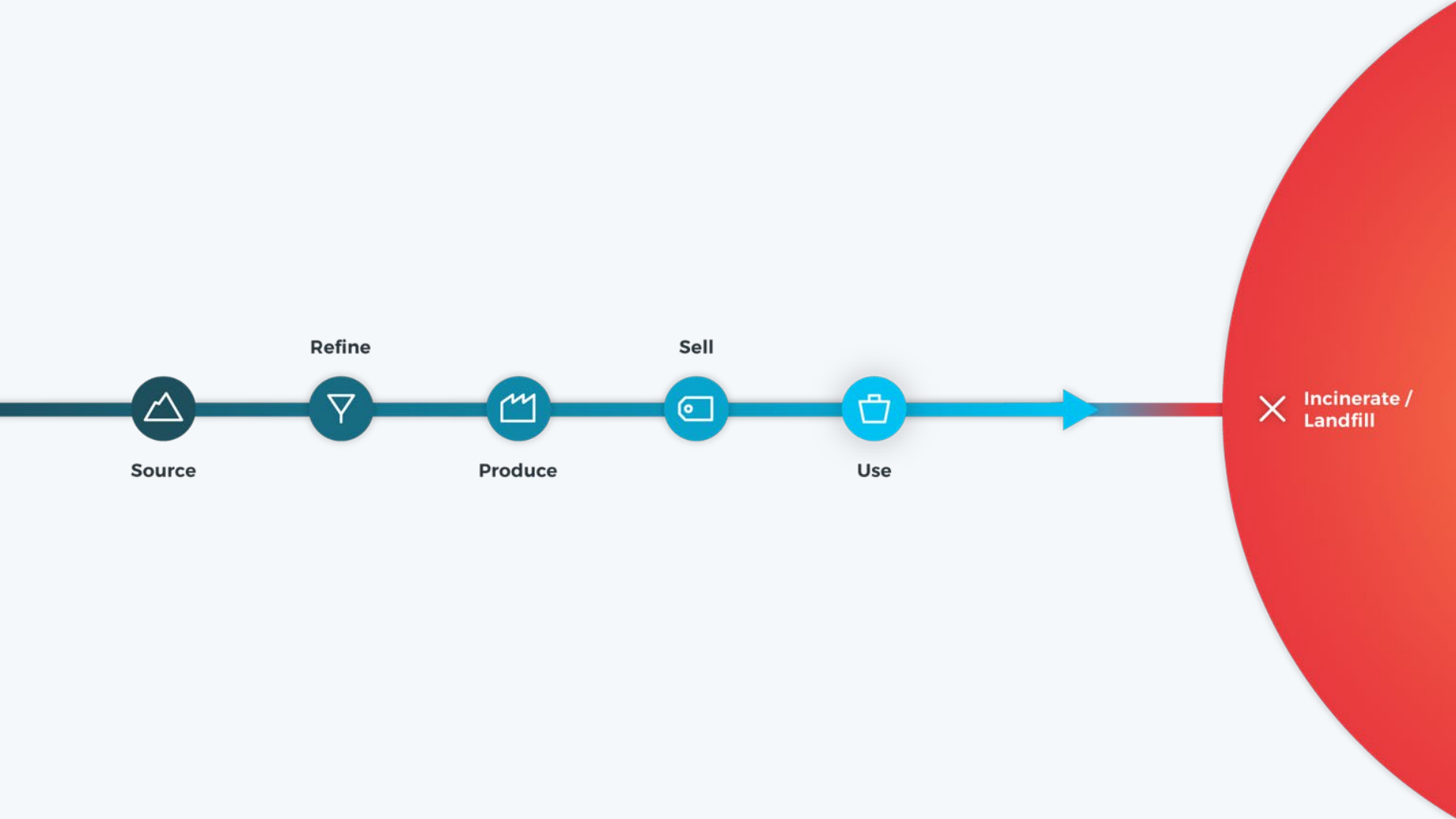
Al Gore Calls Climate Change The "Single Biggest Investment Opportunity In History"

Linear Economy

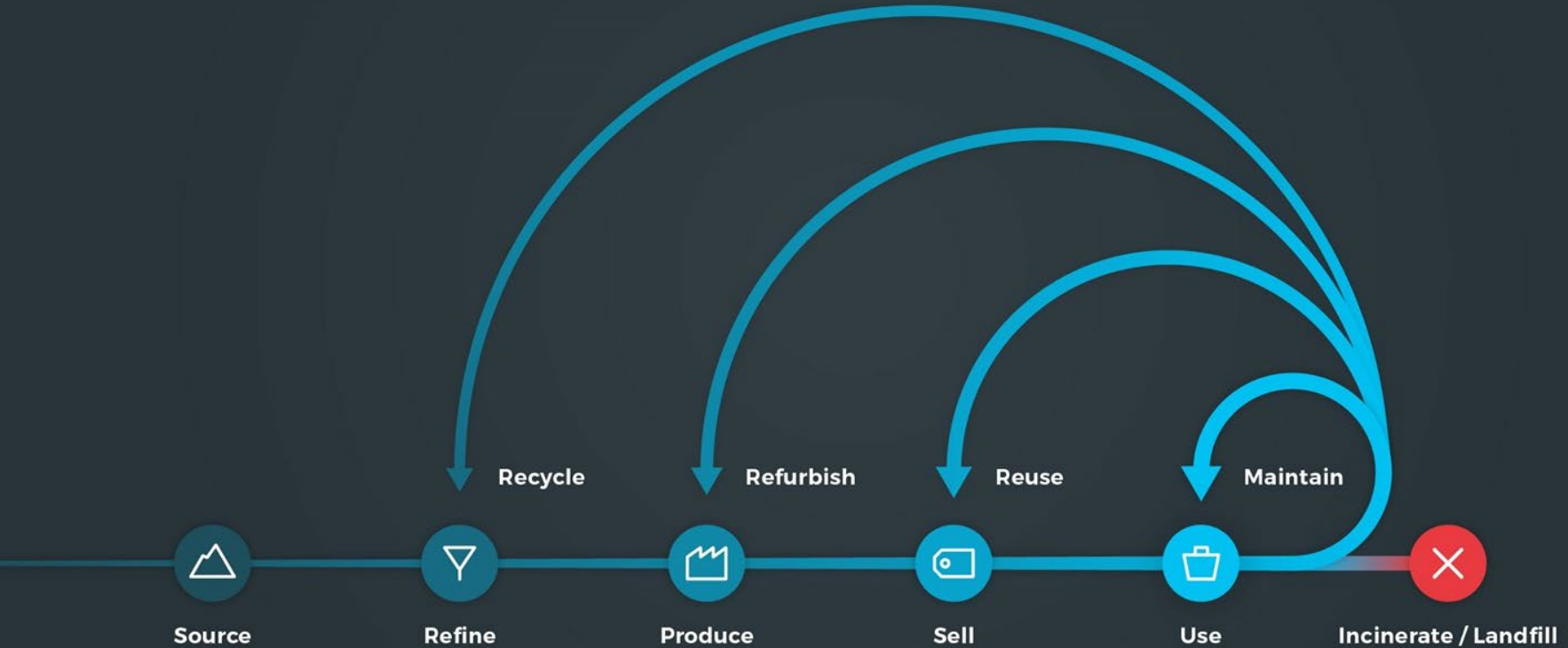
Recycling Economy

Circular Economy



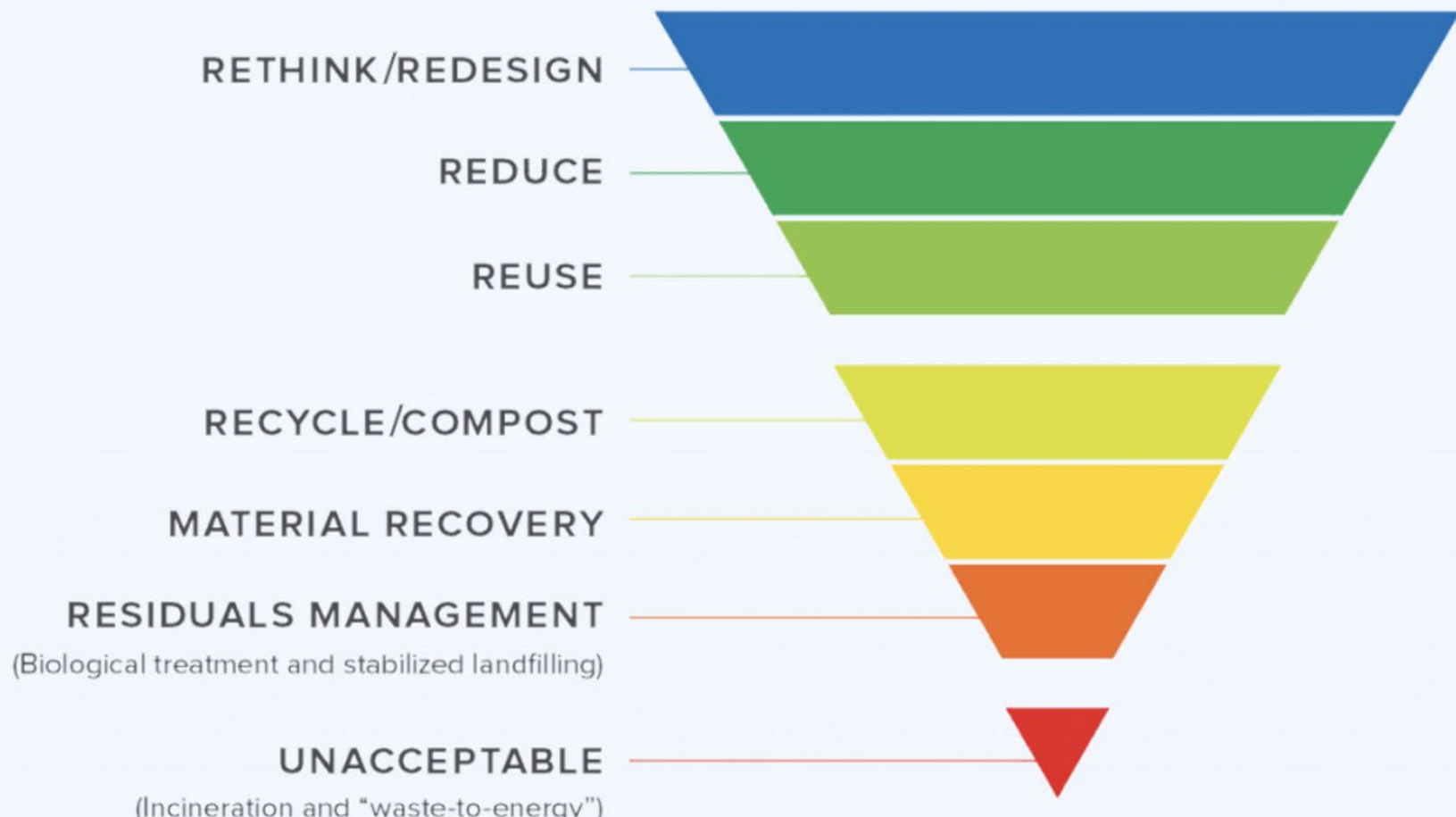


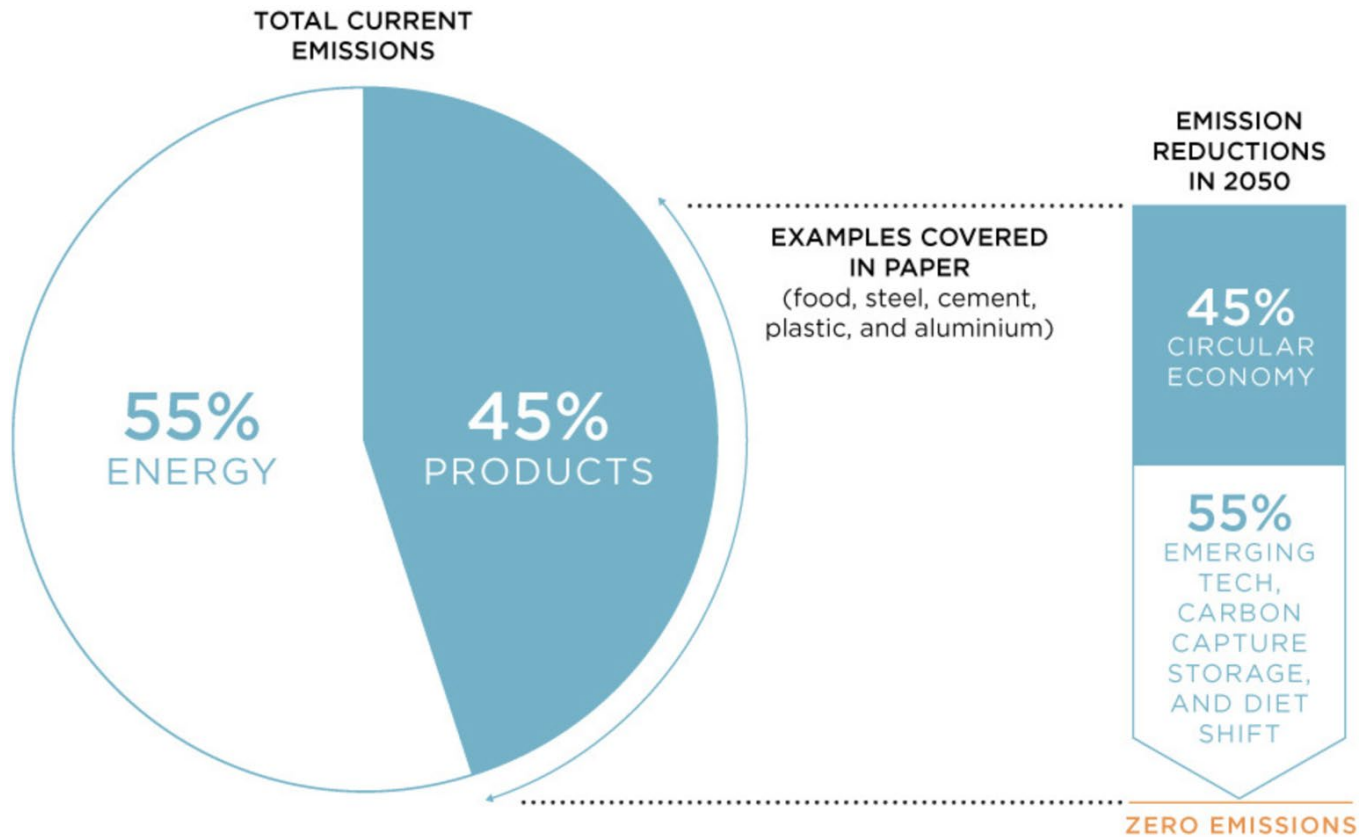
Definition = a zero waste economy where materials are kept at highest value for longest period of time



THE ZERO WASTE HIERARCHY 8.0

For detailed version visit www.zwia.org/zwh

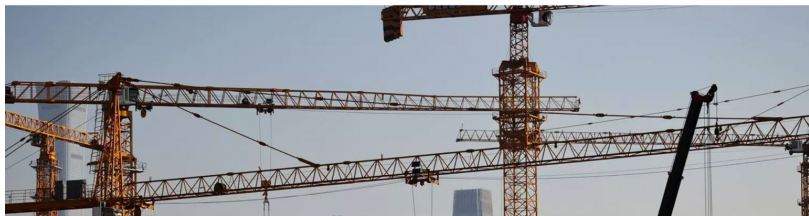




Underpinned by a transition towards renewable energy, a circular economy can help tackle the overlooked 45% of emissions by transforming the way goods are made and used.

Why the circular economy is the business opportunity of our time

May 24, 2022



Drowning in trash: Google opens applications for circular-economy accelerator

Harri Weber @harrisonweber / 3:02 AM GMT+2 • October 4, 2022



WCEF 2022: Rwanda unveils US\$221M circularity action plan for African waste



08 Dec 2022 --- As the 6th World Circular Economy Forum (WCEF) 2022 in Kigali, Rwanda, concludes, **PackagingInsights** presents the event outtakes, including the host government's 14-year US\$211.3 million circular economy action plan for African waste management.

On the first day of the event, Rwanda published its first Circular Economy Action Plan and Road Map, providing 17 concrete policy interventions and a clear direction to achieve carbon neutrality and climate resilience.

"Enabled through the financial support granted by the UN Development Programme, the Ministry of Environment is proud to present the National Circular Economy Action Plan for Rwanda," the action plan outlines.



EU aims to lessen dependency on China with Raw Mater

By [Oliver Noyan](#) | EURACTIV 📅 14 sep. 2022 (updated: 📅 15 sep. 2022)



This stakeholder su
Economy. This s
additional editor
widely and dee
independent





THE CIRCULAR PHONE

Legal, operational and financial solutions to unlock the potential of the 'Fairphone-as-a-Service' model



Gucci launches Circular Hub in Italy

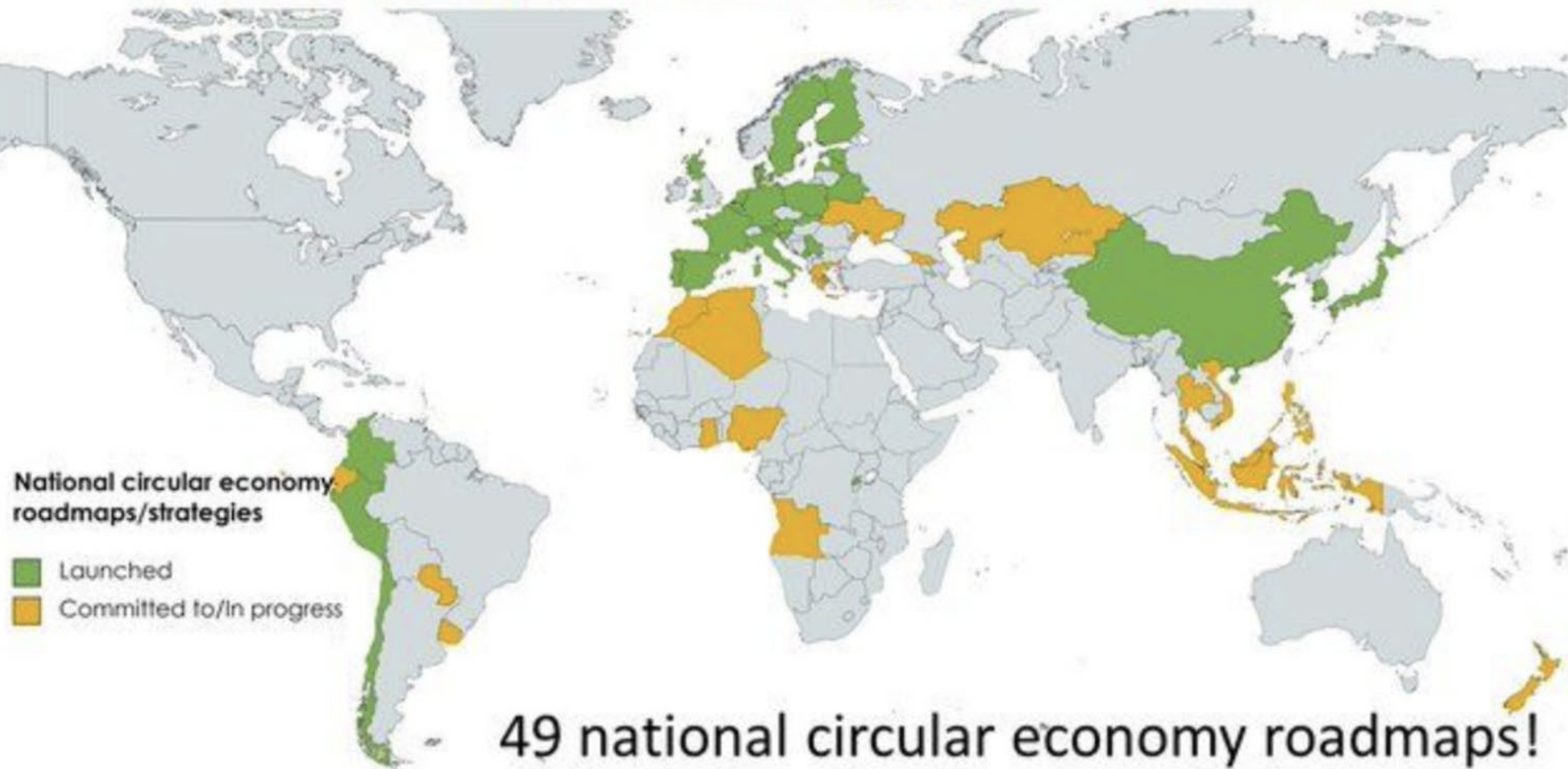
Gucci and parent company Kering is launching an innovation platform that aims to "accelerate the circular transformation of the Italian fashion industry's production model".

BY ZOE HU
21 FEBRUARY 2023



Made from carbon emissions - CleanCloud™ story

Circular economy is becoming a global megatrend.





9%



7%

REMINDER

Amsterdam Circular

Edition #3

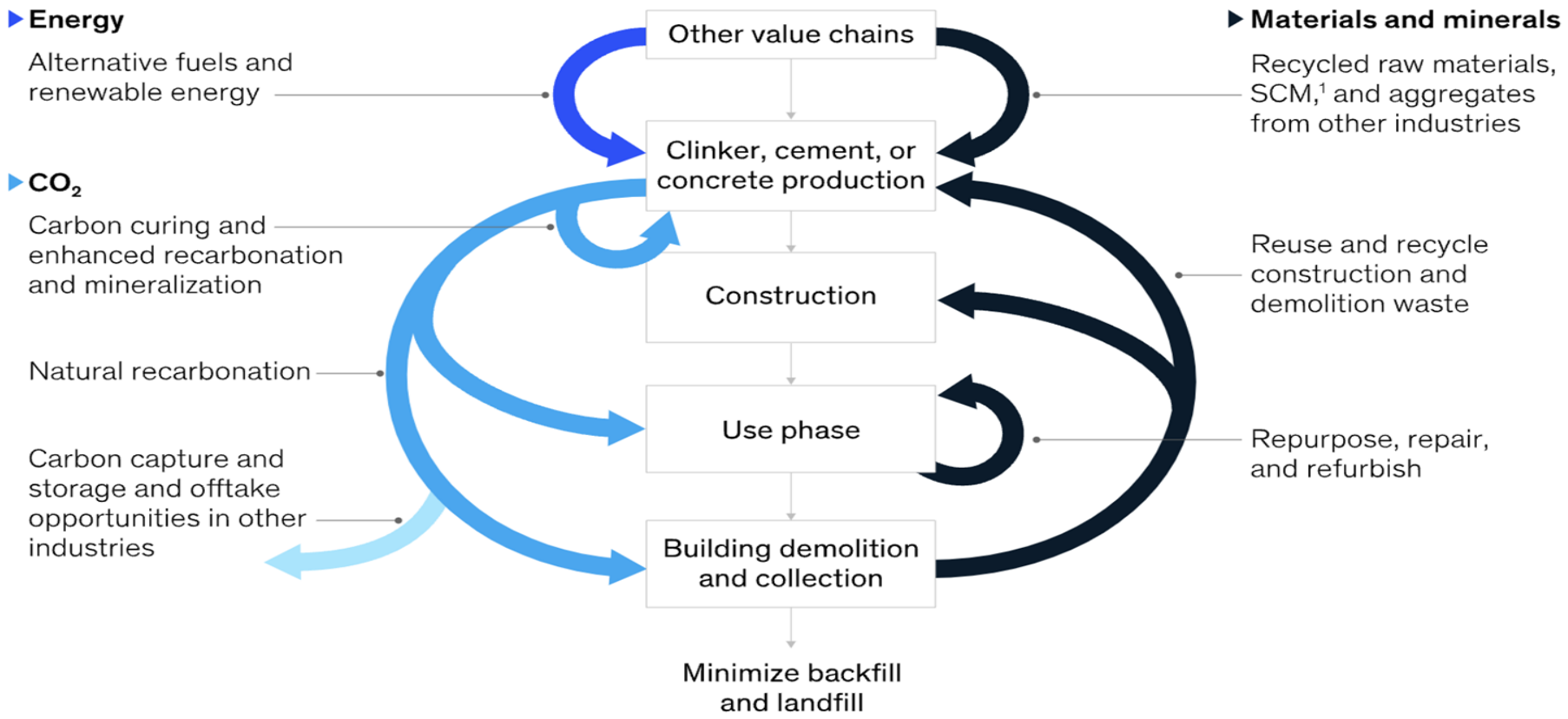


cise



Circularity in concrete and cement can be clustered in three technological categories: CO₂ emissions, materials and minerals, and energy.

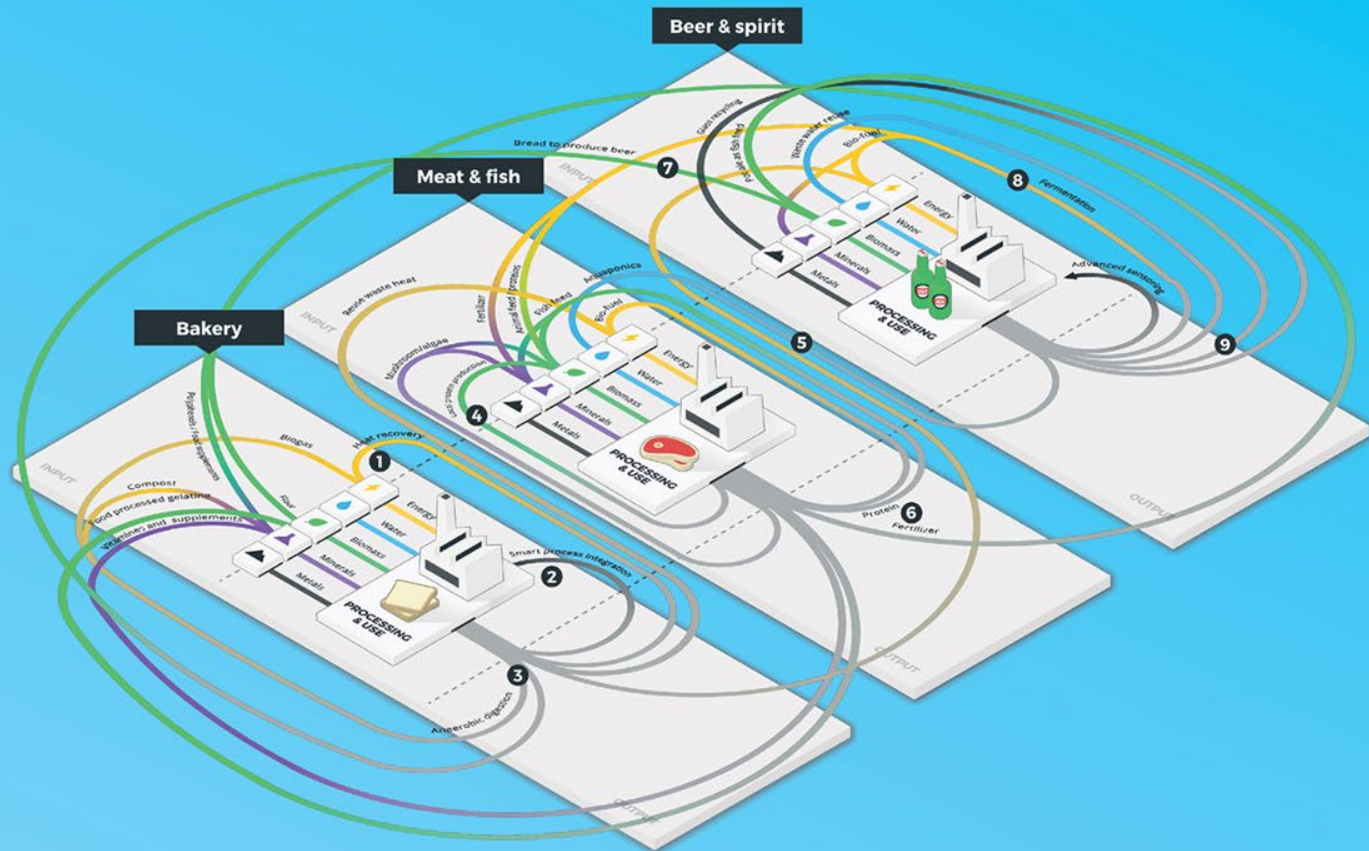
Cement value chain circularity





A Circular Economy in the Netherlands by 2050

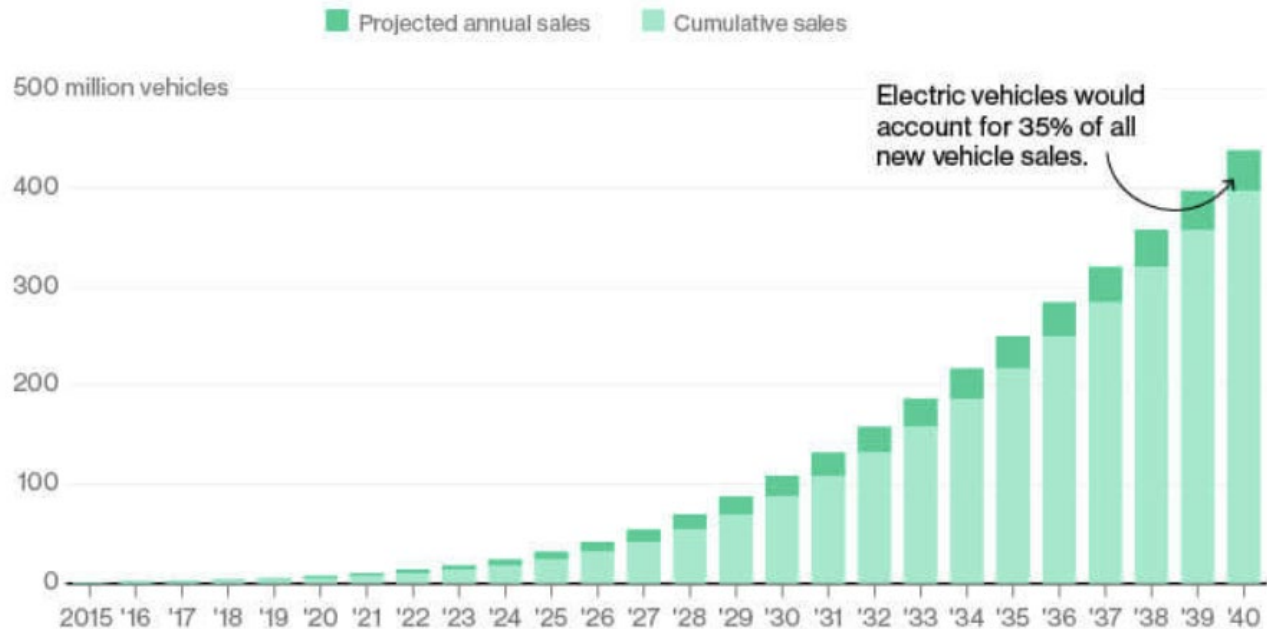




Systemic Change

The Rise of Electric Cars

By 2022 electric vehicles will cost the same as their internal-combustion counterparts. That's the point of liftoff for sales.



Sources: Data compiled by Bloomberg New Energy Finance, Marklines

Everything as a service (XaaS)





ISO 59000 series

ISO 59 004

**Circular Economy – Terminology,
Principles and Guidance for implementation**

ISO 59 010

**Circular Economy – Guidance
on business models and value
networks**

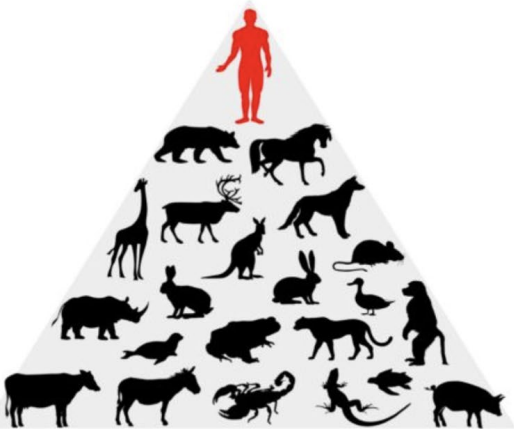
ISO 59 020

**Circular Economy – Measuring
and assessing circularity**



CHANGE IS POSSIBLE

EGO



ECO



ACTION

ACTION

ACTION



Danke!

<https://www.circulareconomyforum.at/>

www.circulareconomist.earth