



AN ECONOMIC SYSTEM
THAT ENSURES THE PLANET
AND ALL PEOPLE CAN THRIVE

OUR VISION

An economic system that ensures the planet and all people can thrive.

OUR MISSION

We empower businesses, cities and nations with practical and scalable solutions to put the circular economy into action.

Founded in 2011, Circle Economy is a not-for-profit impact-focused foundation registered in the Netherlands. We work to make the circular economy tangible, practical and actionable by combining research, data and digital tools for the greater good.

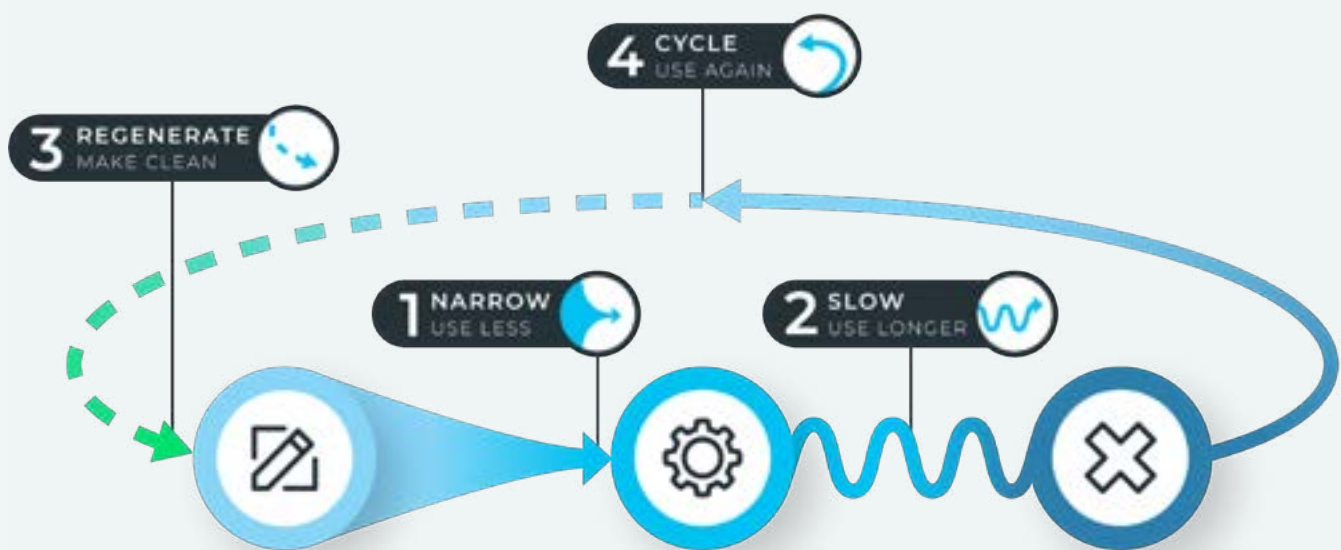
Circle Economy is an international team of 60+ experts from data, digital, industrial ecology, sociology and economics backgrounds, primarily based in Amsterdam.

We aim to drive a circular transition that delivers environmental, economic and social benefits. In doing so, we work to actively improve the link between the circular economy and wider global issues.

These include greenhouse gas emissions, resource scarcity, resilient business models, labour and social equality.

The global circular transition must be people-centric, resource-safe and climate-smart.

HOW? With four key circular actions:



WHAT YOU CAN DO

We need people like you to keep us in action!

Half a trillion tonnes of virgin materials have been extracted from the Earth in the years between landmark climate conferences in Paris and Glasgow. We've now breached five of nine planetary boundaries. It's time to reduce our impact and reevaluate our relationship with the Earth.

GET IN TOUCH with our Fundraising and Partnerships team:



Sarah Roberts

Senior Fundraising Lead,
Philanthropy and Corporate

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Tamara Iskandar

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Martijn Lopes Cardozo

CEO at Circle Economy

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 **CONTACT US**

or find out more on our website:
circle-economy.com/impact



OUR IMPACT

In the past ten years,
we have empowered:



120

Businesses



23

Nations



51

Cities

We have trained:



2700+

People



350

Organisations

And we have developed:



5 Digital
Products

OUR GOAL

Doubling global circularity in the next ten years.

Today, the world is 7.2% circular and on the brink of climate breakdown. By doubling this rate, we will limit global warming to within 2-degrees, reduce material extraction by one-third, enhance biodiversity and create cleaner air. A world that is more circular will avoid climate catastrophe to ensure humanity can thrive for generations to come.



Frans TIMMERMANS

Executive Vice-President at
the European Commission

'Humanity has to learn to live within planetary boundaries. When we decouple economic growth from material use, prevent and reduce waste, use recycled materials instead of primary raw materials and boost circular business models, we can do it.'

PROBLEM:

Human-made materials now outweigh all the biomass on Earth. The global economy consumes more and more finite resources every year. This has caused a decrease in global circularity from 9.1% in 2018 to 8.6% in 2020 and now 7.2% in 2023. This leaves a huge Circularity Gap: the globe almost exclusively relies on virgin materials.

In other words, instead of being cycled back into the economy, more than 90% of materials are either wasted, lost or remain unavailable for reuse after being locked into long-lasting stock such as buildings and machinery.

SOLUTION:

A circular economy could close this gap by reducing global material extraction and use by one-third. Our analysis finds that circular solutions across four key systems can reverse the planetary overshoot that we now have, allowing us to satisfy people's needs within the safe limits of the planet.

OUR BOARD

Circle Economy's Supervisory Board is responsible for overseeing, approving and reviewing long-term strategy and impact goals.

Robert-Jan VAN OGTROP



Founder and Board Chairman of Circle Economy, Board Member of PACE, 'Going Circular' Executive Producer, Board Chairman of African Parks.

Andrienne D'ARENBERG



Executive in Residence at the Oxford Said Business School, Board Member and Trustee.

Prof. dr. Louise E.M. vet



Former Director of the Netherlands Institute of Ecology (NIOO-KNAW), em. Professor in Evolutionary Ecology, Wageningen University.

Lorenzo GRABAU



Technology Investor, Executive Director at Olympia Group, and Senior Advisor at Perella Weinberg and K Group. Formerly CEO of Kinnevik, Global Fashion Group, Rocket Internet and Lazada, and Board Member of Millicom, Tele2 and Zalando.

Jules KORTENHORST



Former Chief Executive Officer of RMI, Chair of the WEF Global Future Council, former founding CEO of the European Climate Foundation and founding member of the global Energy Transitions Commission.

WHY A CIRCULAR ECONOMY?

The current dominant economy is linear: it takes resources, makes goods and quickly wastes them. This is polluting, wasteful and causes greenhouse gas emissions to spiral upwards.

The circular economy is an alternative framework that puts forward a way of producing and consuming within planetary boundaries by extending the life cycle of products and materials.

Currently, only 7.2% of all extracted materials are cycled back into the economy.

Our flagship product, the *Circularity Gap Report*, explores the current state of global circularity, detailing how resources fulfil key societal needs.

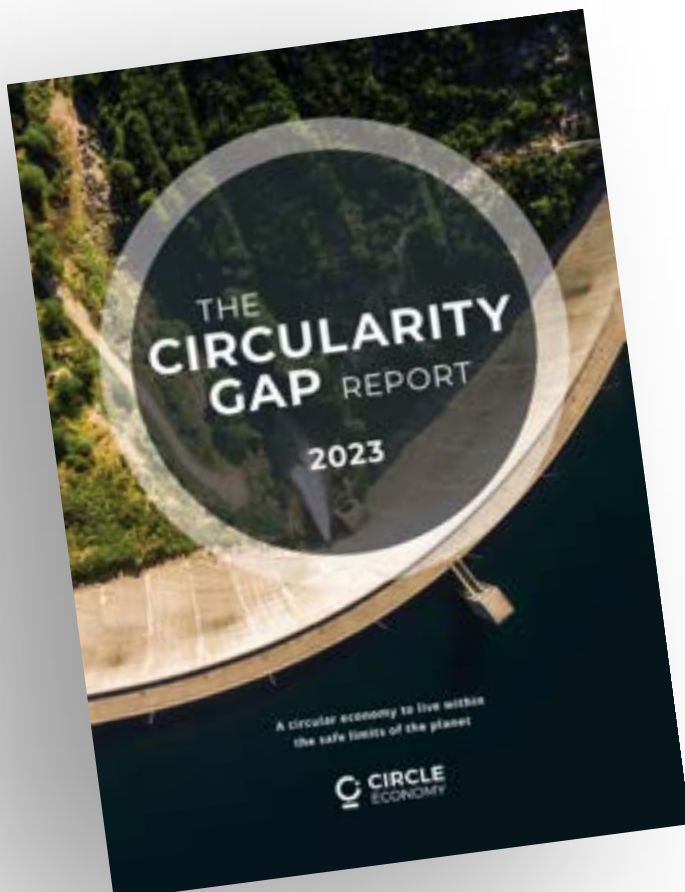
Our analysis explores how the global economy can meet people's needs in four key systems: Food Systems, Built Environment, Manufactured Goods and Consumables, Mobility and Transport. The result? A set of 16 powerful circular solutions that can be integrated across the global economy.



Kate RAWORTH

Co-founder of the Doughnut Economics Action Lab and author of *Doughnut Economics*

'Each year the *Circularity Gap Report* further clarifies the concepts and metrics that are needed to make the circular economy visible, irresistible and inevitable. This year it crucially identifies different strategies for countries with different responsibilities and capacities to act. It confirms that high-income nations must massively reduce their material throughflow—a challenge that they all must rise to, but none are yet on track to meet. Transformative times ahead.'



With these 16 circular solutions, the global economy can provide for people's needs with only 70% of the materials we now use. This will drastically lower material-related emissions and mitigate some of the worst impacts of climate breakdown by limiting warming to below 2 degrees. Beyond economic and environmental advantages, a circular transition holds potential to address wider social issues such as labour, inclusivity and equality.

Ultimately, a circular economy can allow us to live within the safe limits of the planet by:

- Cutting down natural resource extraction by one-third,
- Reducing global greenhouse gases to limit warming to below 2-degrees,
- Protecting biodiversity and,
- Advancing justice, equity, diversity and inclusion.

We work to ensure the circular transition will foster and contribute to a system that is socially, economically and environmentally sustainable.

OUR OFFERING

Solutions for businesses, cities and nations

Circle Economy's core offering, the Circle Scan, helps stakeholders uncover the most impactful opportunities to become more circular. It delivers answers to core questions, like how to align sustainability commitments with commercial ones. We use hard data and facts to facilitate informed decision-making that will ultimately provide environmental, economic and social benefits.

The Circle Scan helps stakeholders in three steps to:



UNCOVER WHERE THEY ARE

We provide a data-based overview of material flows and an analysis of the local context.



ENVISION WHERE THEY CAN GO

We sketch a future vision based on practical and impactful scenarios.



UNDERSTAND HOW TO GET THERE

We co-create pragmatic roadmaps with recommendations and milestones for action.



Our focus areas

We are steadily growing and widening our expertise. Moving forward, Circle Economy intends to increase capacities, particularly in plastics and agrifood.



Data



Design for Circularity



Digital



Textiles



Finance



Built Environment



Capital Equipment



Circular Jobs



Measuring Circularity

OUR OFFERING

Digital tools

Aiming to accelerate the transition to a global circular economy, we offer digital tools to provide as many people as possible with our knowledge and actionable insights. Over the last ten years the team has developed several digital platforms. We now offer the following digital tools to accelerate circular decision making:

- Ganbatte.World provides stakeholders in more than 6,000 cities worldwide with baseline data on Materials, Emissions, and Jobs in order to find a circular solution tailored to their city.
- my.ganbatte.world is your key companion to drive circularity in your region. Designed to help you engage with Businesses, Cities, and Nations, we offer ready-to-use solutions to build momentum around circular economy, find practical, proven solutions and actionable insights to help you track and monitor progress over time, as well as your overall impact. Centred around the achievement of national targets (NDC, SDG, Net Zero), Ganbatte helps you and your customers link progress towards the circular economy to national ambitions.
- With Circularity Academy, an e-learning platform, organisations can train and monitor the adoption of circular economy expertise and grow engagement and awareness to boost their circularity progress.
- The Circularity Assessment Tool helps you evaluate your progress on key circular strategies and discover opportunities to make your business or product more circular.
- The Knowledge Hub, the largest circular economy library, features 4,800 case studies from over 100 countries including Knowledge Hub Africa — practical examples of the circular economy in Africa.
- Sustainability Games, Circle Economy's gamified e-learning platform addresses the green skills gap: the need for more professionals to fulfil the rapidly growing demand for circular jobs.



CIRCLE ECONOMY'S THEORY OF CHANGE

SPHERE OF INTEREST

GOAL: An inclusive society that enables all people and the planet to thrive. To achieve this impact we aim to realise:

- **Double global circularity from 7.2% in 2022 to 17% by 2032, to achieve the conditions for a safe and just world.**

SPHERE OF INFLUENCE

OUTCOMES: An inclusive society that enables all people and the planet to thrive. To achieve this impact we aim to realise:

- **Increased number of businesses, cities and nations using circular economy indicators to set social, economic and/or environmental targets.**
- **Increased number of businesses, cities and nations embedding circular economy into their strategies.**

SPHERE OF CONTROL

PROBLEM STATEMENT

Only 7.2% of all materials used are cycled back into the global economy. Current patterns of production and consumption are unsustainable, and are leading to economic insecurity, environmental pressures and deepening social inequalities.

In working to contribute to an economy that meets the needs of people within the means of the planet and mitigates the worst of these effects, we have identified that decision-makers, when working to uptake circular strategies:

- **Lack awareness** of how the circular economy can address economic, environmental and social challenges.
- **Lack understanding** of and access to the evidence and data needed to assess the impact of circular strategies.
- **Lack knowledge, capacity and tools** to put circular strategies into practice.

ACTIVITIES

Analyse

- Build a compelling evidence base to quantify the impacts of the circular economy.
- Structure evidence so it can assist in the identification and prioritisation of inclusive circular strategies through the Circle Scan and other services.

Act

- Validate and amplify insights from research and analysis through strategic partnerships with key institutions.
- Build the capacity of stakeholders to implement circular strategies through training and tools.

Scale

- Facilitate access to knowledge, tools and services to scale the adoption of circular strategies through strategic partnerships and digital tools.

OUTPUTS

- **Capacity building** interventions are delivered to enhance decision makers knowledge of and capacity to implement circular strategies.
- **Evidence, frameworks tools** are made available through digital platforms.
- **Circle Scans** are completed for businesses, cities and nations.

WE CANNOT DO THIS ALONE.

Without the generous backing of our past and present donors, Circle Economy would not have been able to achieve the impact we have to date:

NONPROFIT & PHILANTHROPIC FUNDING:

Laudes —
Foundation



DEHOGE DENNEN CAPITAL

BMW Foundation • Adessium Foundation • King Baudouin Foundation • Fundació Impulsa Balears • Circular Norway • Zero Waste Europe (ZWE) • Zero Waste Scotland (ZWS) • Oxfam Novib • World Resources Institute (WRI) • Turku University of Applied Sciences • The Netherlands Institute of Chartered Accountants (NBA) • Dutch Circular Textile Valley (DCTV) • Circular Flanders • C40 Cities Climate Leadership Group • RE:Source • Fashion for Good • RECYC-QUÉBEC, the Quebec Society for Recovery and Recycling • The British Fashion Council • Clean Energy Council members (CEC)

MULTILATERAL & INSTITUTIONAL FUNDING:



United Nations Development Programme (UNDP) • United Nations Industrial Development Organization (UNIDO) • EIT Climate KIC • EU HORIZON Programme • HIVA Research Institute for Work and Society • Inter-American Development Bank (IaDB) • European Commission

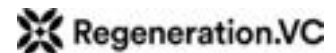
GOVERNMENTAL FUNDING:



Glasgow Chamber of Commerce • City of Mataro • City of Montreal • Vitoria municipality • City of London • Dutch Green Building Council • VNG international • City of Amsterdam • Circular EcoSystem - Peruvian Government • Parkstad Limburg • Federation of Canadian Municipalities (FCM)

PRIVATE SECTOR FUNDING:

Deloitte. PHILIPS

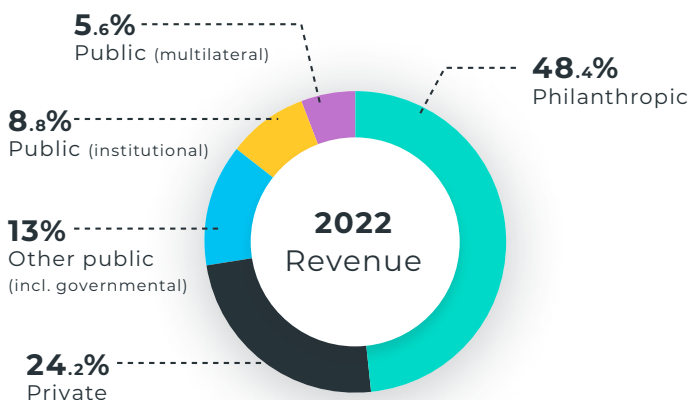


Bain & Co • Global e-Sustainability Initiative (GeSI) • Vereniging Koninklijke Nederlandse Bouwkeramiek (KNB) • DAMEN • ENEL • Lely • Vanderlande • ASML • FedEx Europe • KPN • VDL Groep • TP Vision • ARA Altstoff Recycling Austria AG • Kickstart Innovation AG • Natural State • What Design Can Do • Meerlanden NV • Rawtec • G-Star RAW • Oman Environmental Service Holding Company (be'ah) • Action • Primark

NOT-FOR-PROFIT

Circle Economy is a not-for-profit organisation generously supported by philanthropic donors. Our project fees and digital (licensing) revenue primarily supports research projects, impact-driven circular solutions and digital product offerings geared toward achieving our vision for an economy that exists within the safe limits of the planet.

As most of our scaling mechanism is realised through partnerships, digital offerings and services, we aim to reach our impact goals with modest annual growth supported by both philanthropic and project funding.



Circle Economy Revenue Structure, 2022

HOW TO JOIN US

To support Circle Economy, please consider leaving a philanthropic gift, a gift in your will, a donation on behalf of yourself or a friend, or even a donation via cryptocurrency. To learn about more opportunities to join us on our mission, please contact:



Sarah Roberts

sarah@circle-economy.com

✉ GET IN TOUCH

Or donate directly to:

Stichting Circle Economy

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