

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.