

# A JOURNEY TOWARDS CIRCULARITY

The power of the Circular Lens



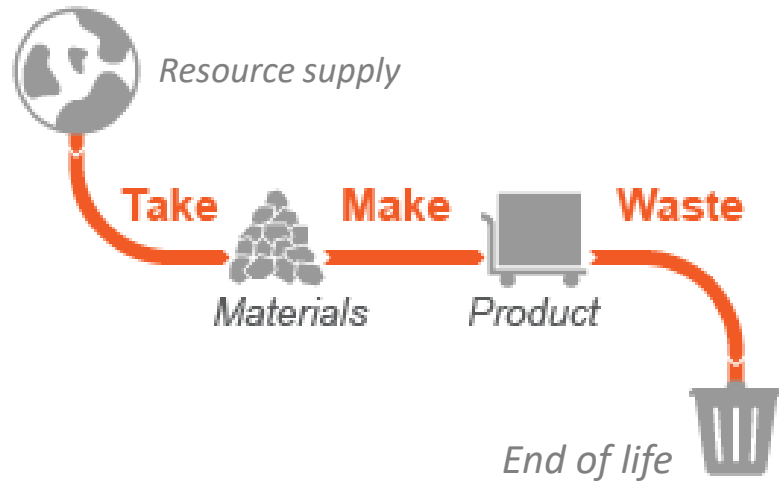
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# What is a Circular Economy? From linear to circular

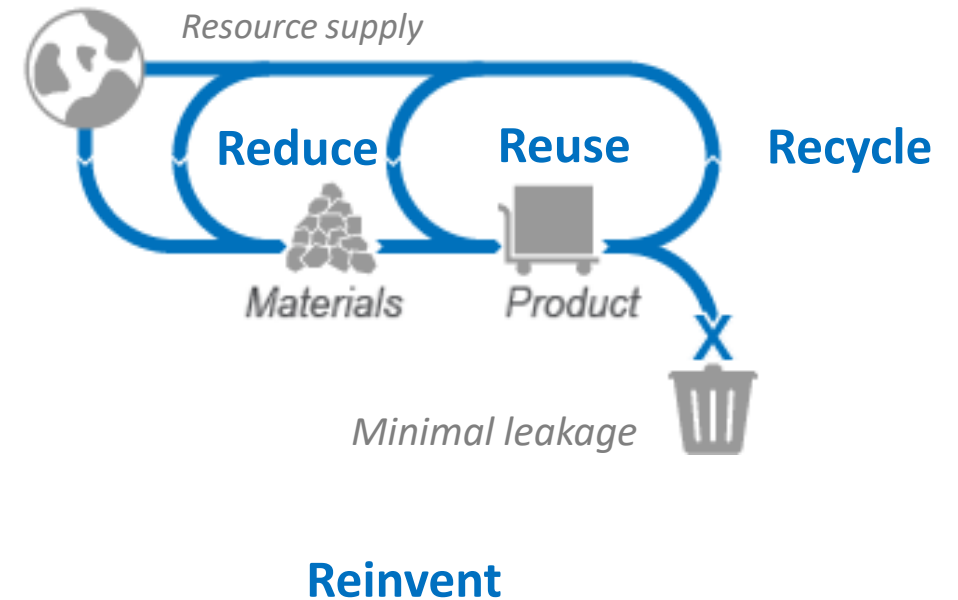


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## The linear economy



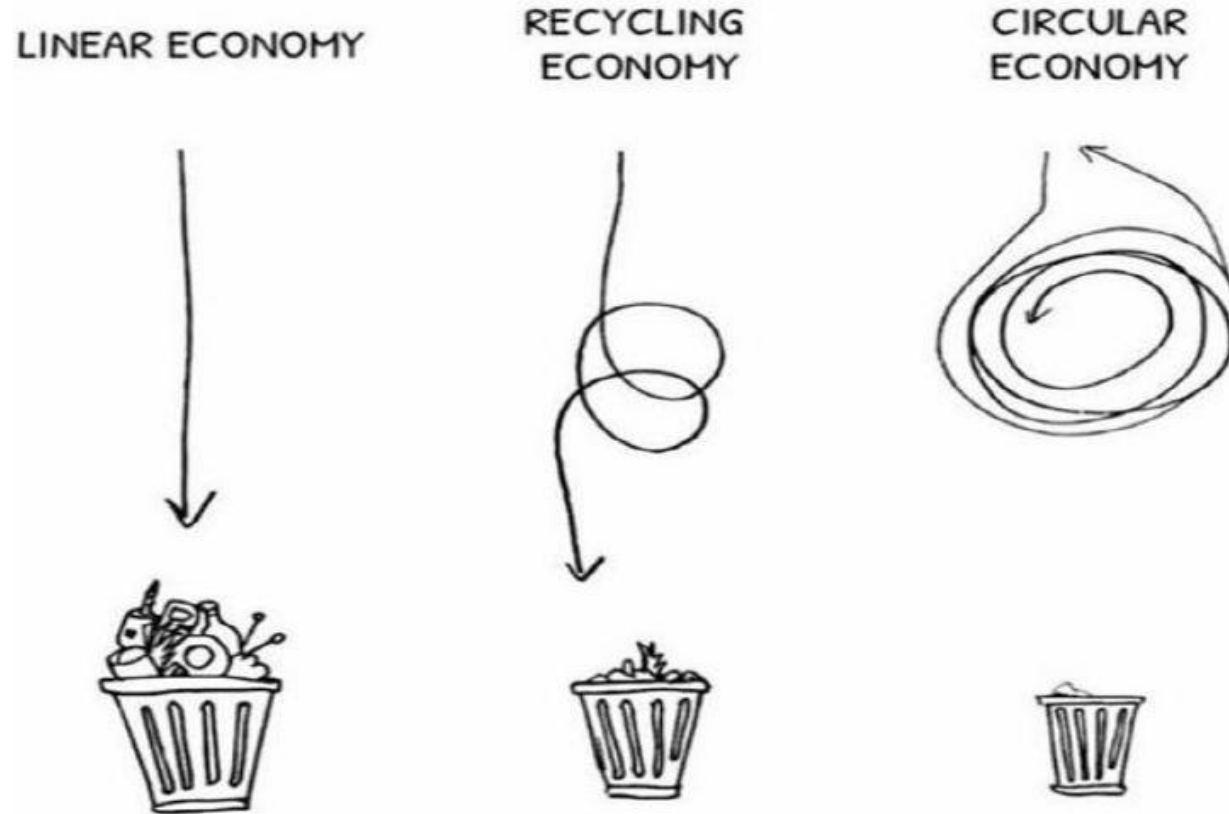
## The circular economy



# What is a Circular Economy? Not a recycling economy



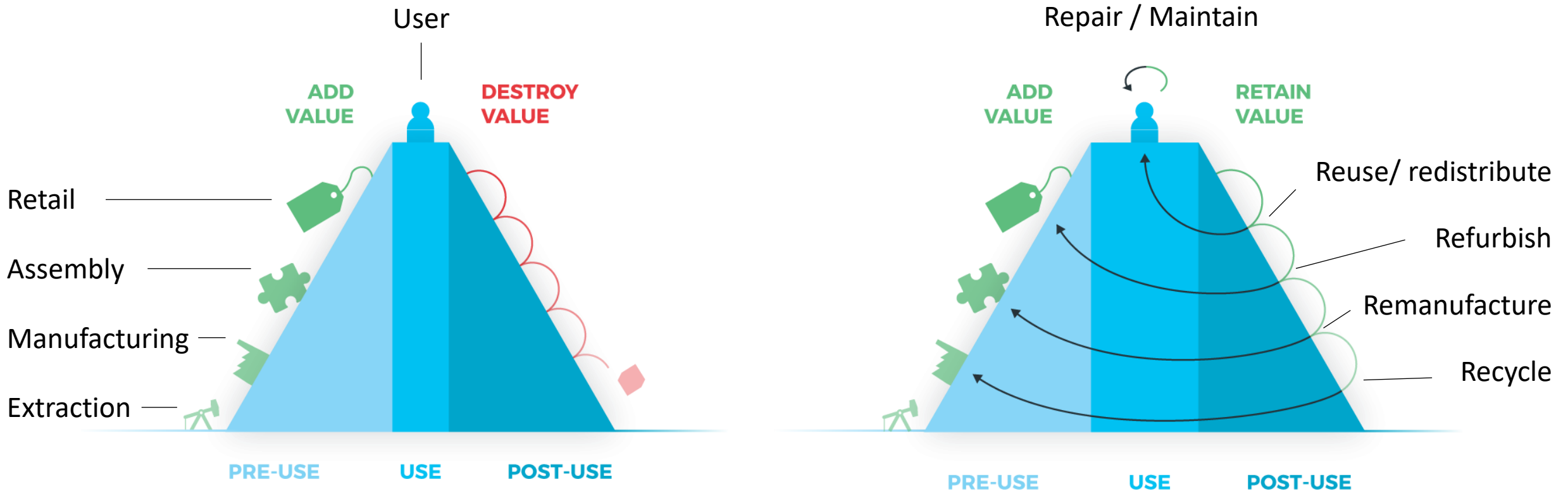
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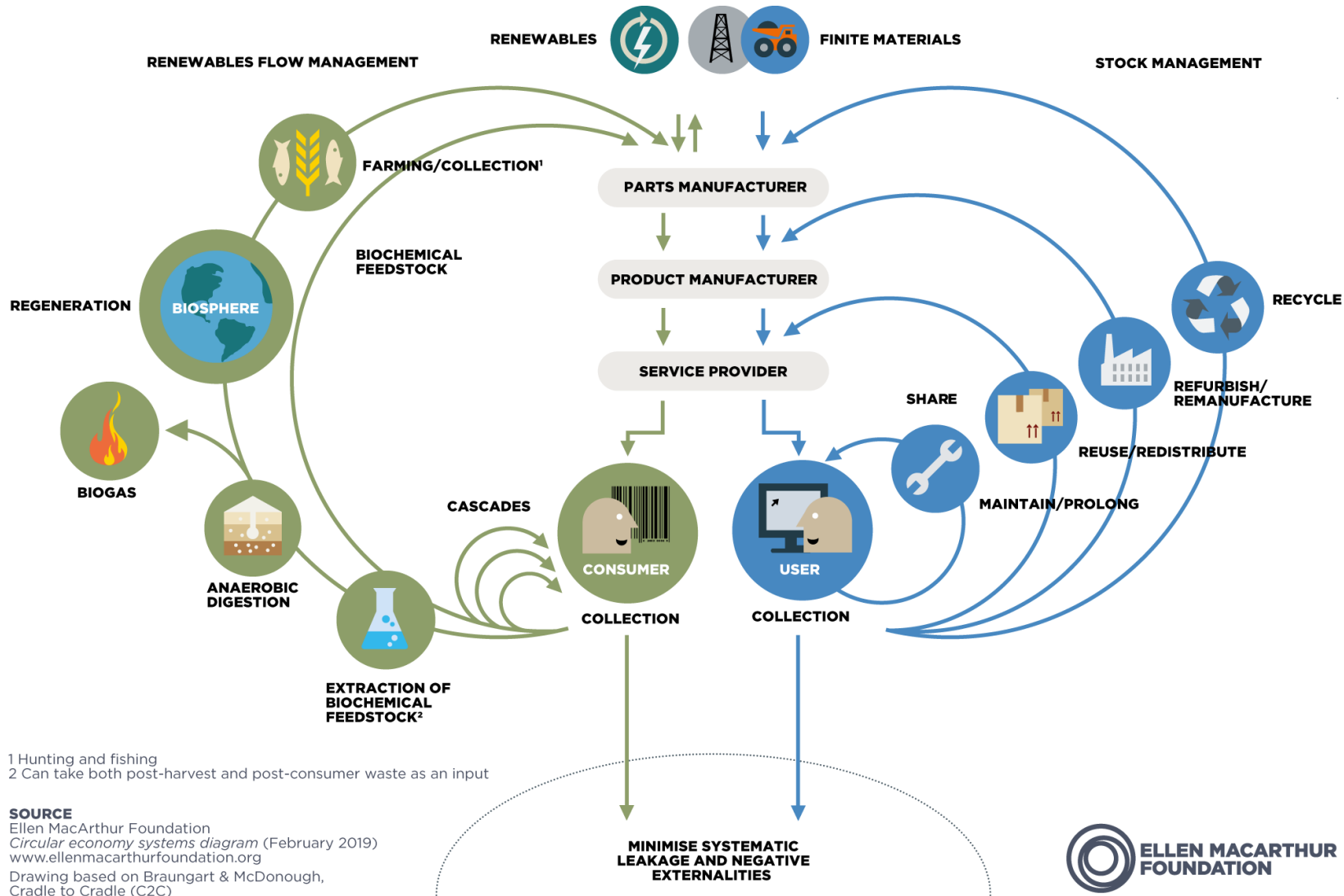
# What is a Circular Economy? The Value Hill



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# What is a Circular Economy? Butterfly Diagram



1 Hunting and fishing  
2 Can take both post-harvest and post-consumer waste as an input

**SOURCE**  
Ellen MacArthur Foundation  
*Circular economy systems diagram* (February 2019)  
[www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org)  
Drawing based on Braungart & McDonough,  
Cradle to Cradle (C2C)

# What is a Circular Economy? Principles



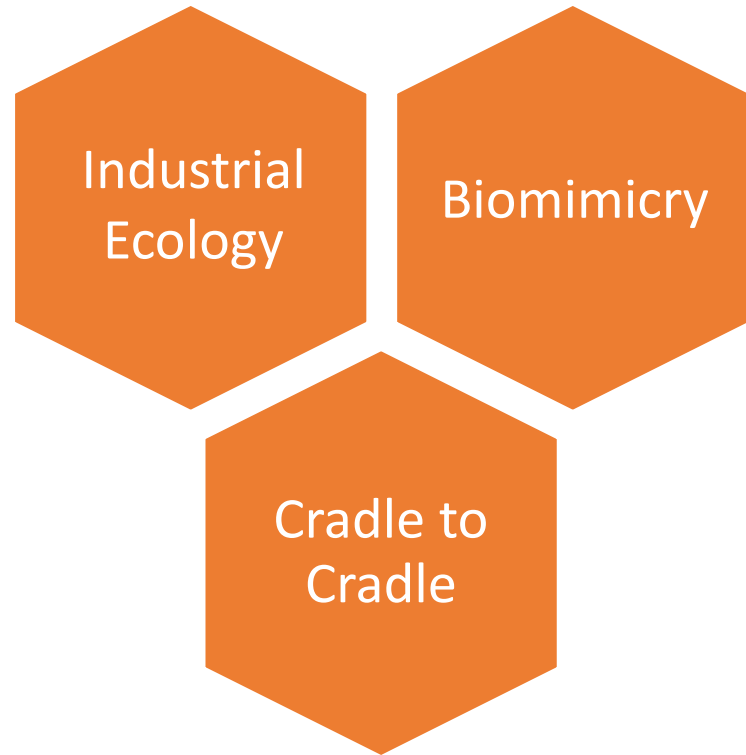
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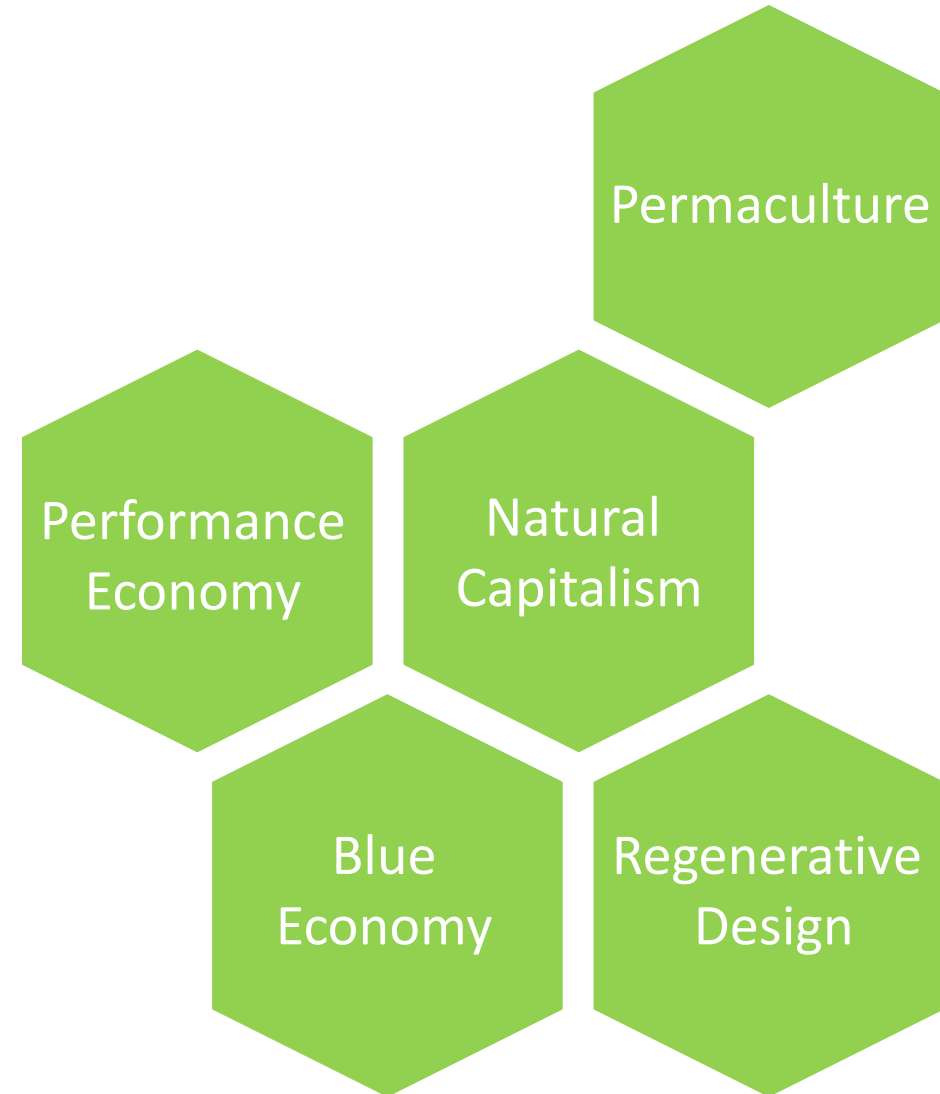
# What is a Circular Economy? School of Thoughts



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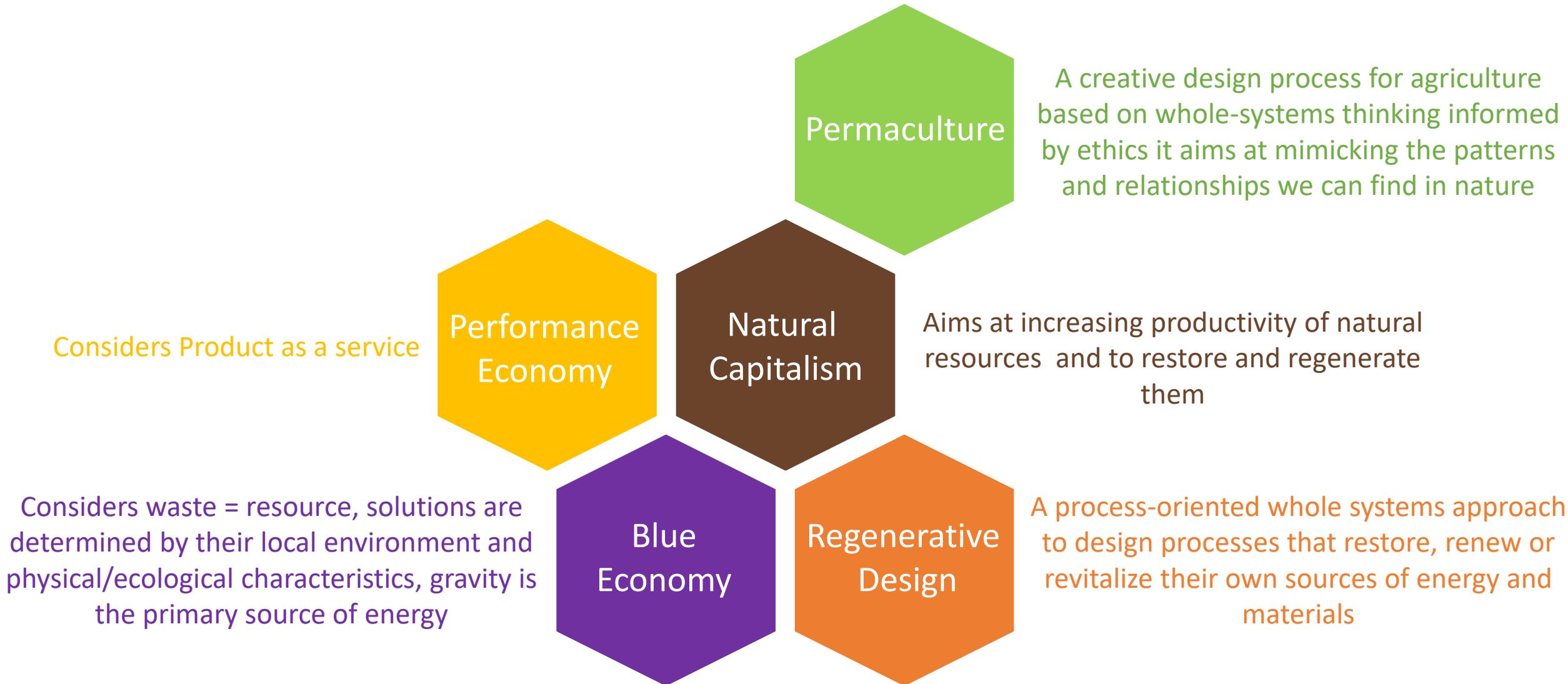
Building Blocks  
of the Circular Economy



# What is a Circular Economy? School of Thoughts

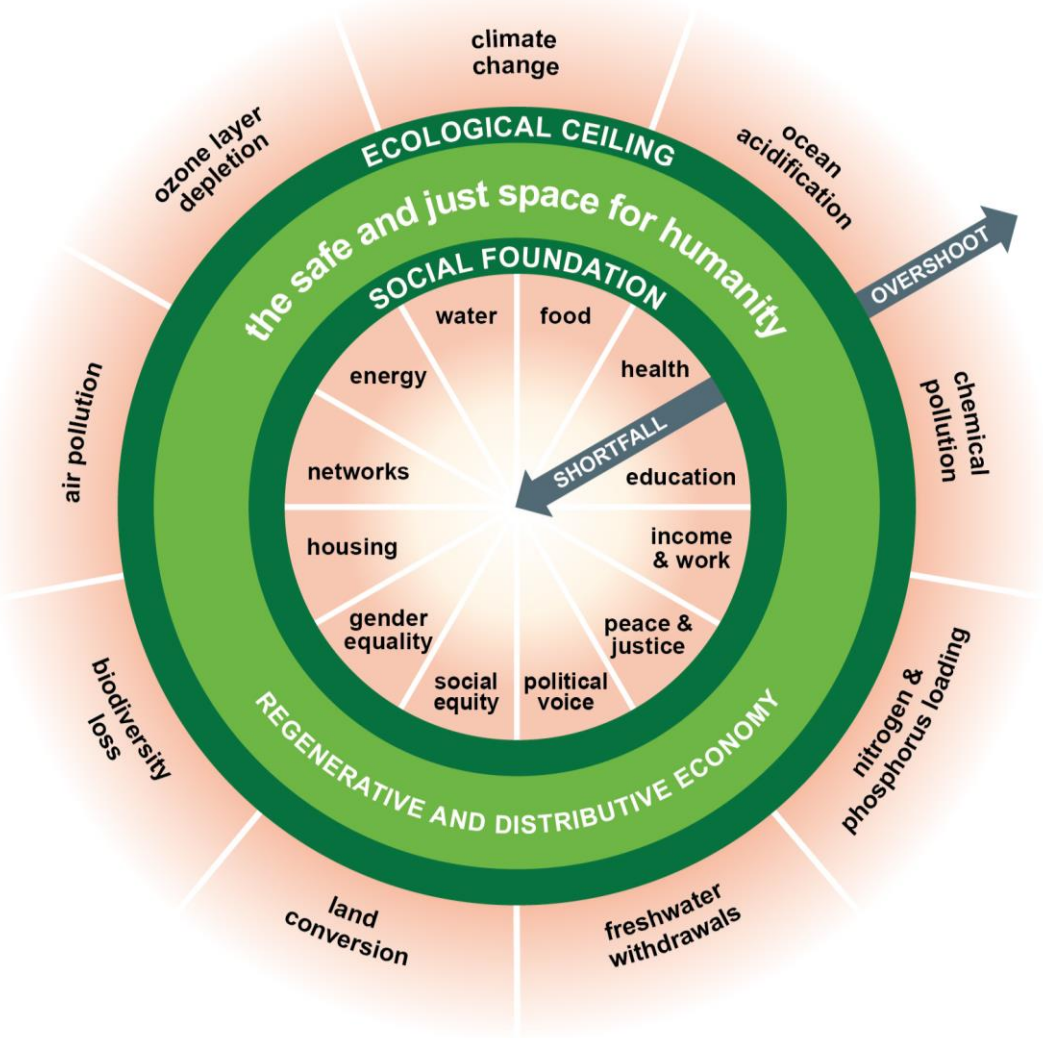


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# What is a Circular Economy? Doughnut Economics



Source: Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist, Kate Raworth



Transformation of processes – such as the transition towards a Circular Economy – are always rooted in changing **individual** perceptions and practice.

Business and community actors, through their behaviour, become part of new **collective** practices, that is changing routines in economic processes.

Changing routines (and related norms and value systems), provide new interpretations of ‘good’ practices – often somewhat unintentionally – and thus establish new institutions (‘rules of the game’), **influencing** peers and other stakeholders.

# Individual and Community | CE initiatives in Australia



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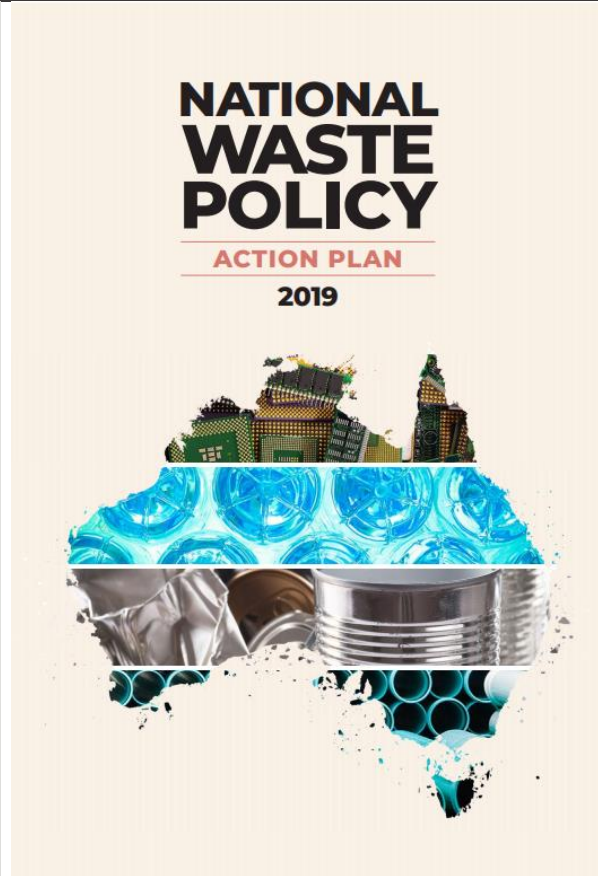
# Individual and Community | CE Policies in Australia



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National Waste Policy  
Less Waste, More Resources  
2018  
[READ POLICY HERE](#)



National Waste Policy  
Action Plan  
2019  
[READ POLICY HERE](#)



NSW Circular Economy  
Policy Statement  
Too Good To Waste  
Feb. 2019  
[READ POLICY HERE](#)



Recycling Victoria  
A new economy  
Feb. 2020  
[READ POLICY HERE](#)



# The Circular Lens



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# The Circular Lens | Understanding the goals



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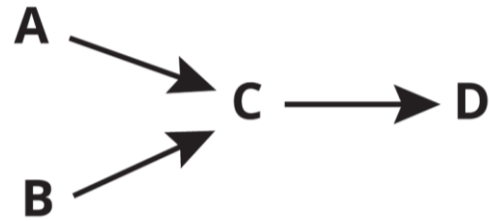
# The Circular Lens | Think in systems



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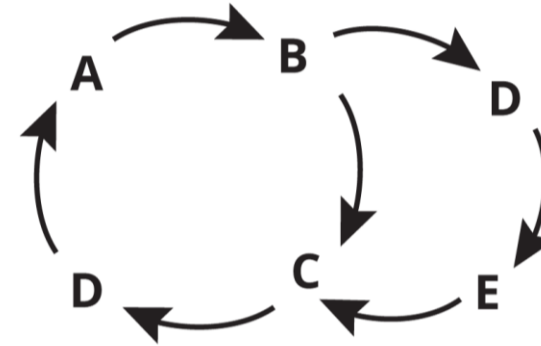
## Event Oriented Thinking

Thinks in straight lines



## Systems Thinking

Thinks in loop structure



The sustainable handling of natural resources is not simply a question of technology, ecology and waste management. It also includes economic, social, political, cultural and ethical aspects. The optimisation of **entire processes and systems** rather than single components becomes increasingly important.

## SET OF TOOLS



Brainstorming



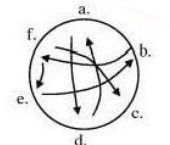
Dynamic thinking



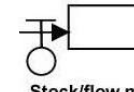
Structural thinking



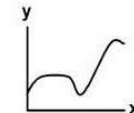
Computer-based



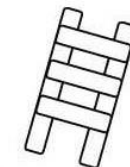
Connection circles



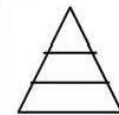
Stock/flow maps and computer models



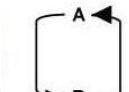
Behavior-over-time graphs



Ladder of inference

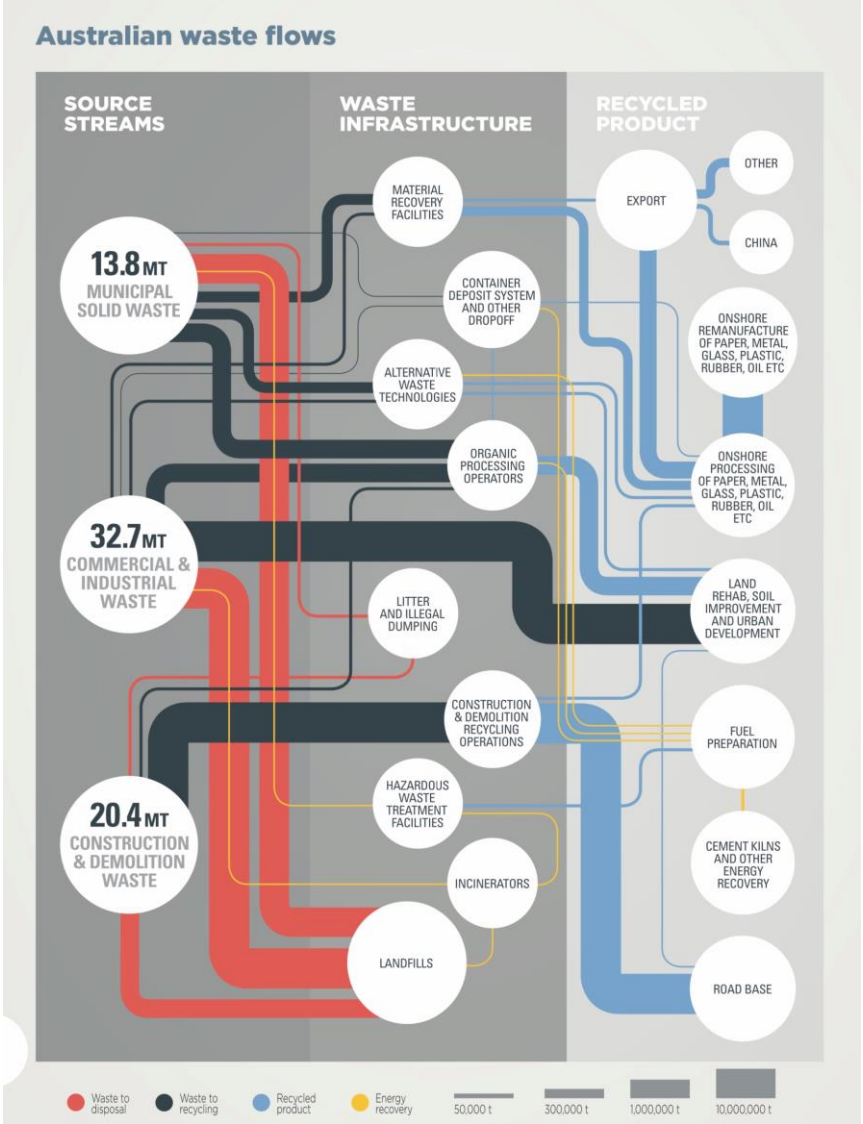


Iceberg



Causal loops

# The Circular Lens | Understand flows



Source: Australian National Waste Policy 2018



## FAIRPHONE

Repairable & Modular

Long Lasting product



## MANRAGS

Socks and Textile Recycling

Product Ownership

Socks and underwear  
subscriptions



Waste as a resource

Online marketplace

Matches businesses with  
potential remanufacturer,  
purchaser or recycler of  
waste resources

# The Circular Lens | Applying the Circular Lens



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## AUSTRALIAN EXAMPLES



# The Circular Lens | Applying the Circular Lens



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There is much western organisations can learn from indigenous people and communities, such as how to support **relationships** with **living systems**, **transmit knowledge** through generations, and **think in systems** for the **long-term**.

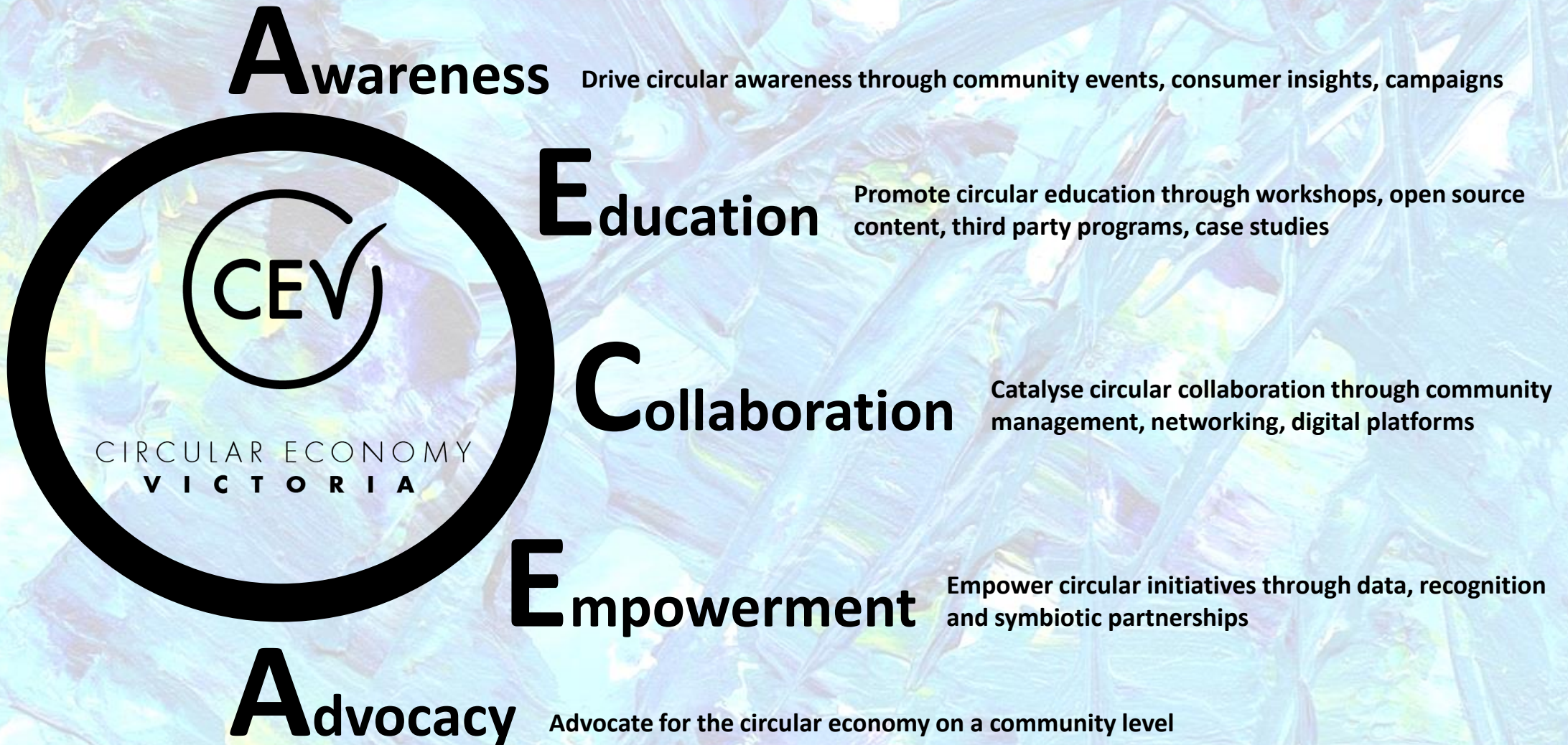




# Circular Economy Victoria engagement model



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# Call to action | Join the communities



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To start or continue the journey towards circularity, rethink your perception of “value”:



Groups for individuals and organisations looking to compound positive change towards a Circular economy. Through courses, workshops and networking this group will offer the opportunity for knowledge sharing and collaboration on all things circular.



To contribute to the conversations to build a Circular Economy in Australia:



## Circular Economy Victoria

Community activation platform to help accelerate the transition towards a Circular Economy in Victoria.

We empower every individual to see their skillset through a circular lens.



## Circular Economy Australian Slack Channel

To connect individuals all over Australia already doing amazing work towards a Circular Economy in Australia and enable those interested in this space to join this community.



## Circulating

An inclusive group for those interested in circular innovation and sitting at the intersection of design, technology, entrepreneurship and sustainability.

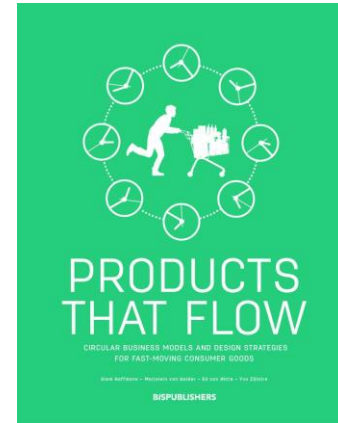
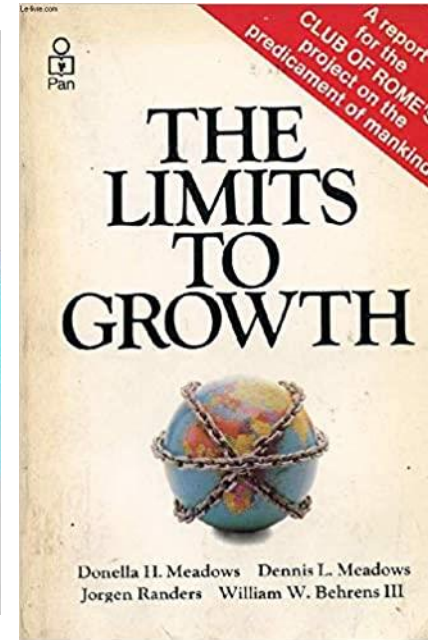
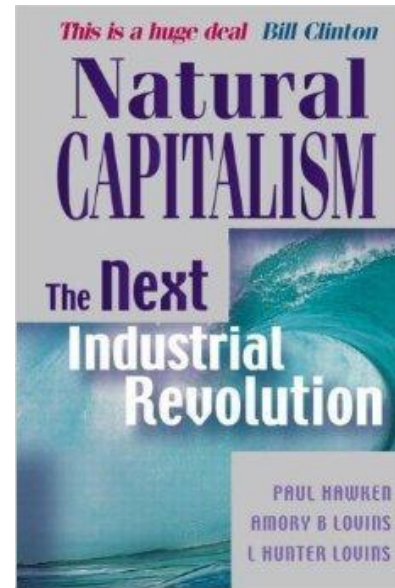
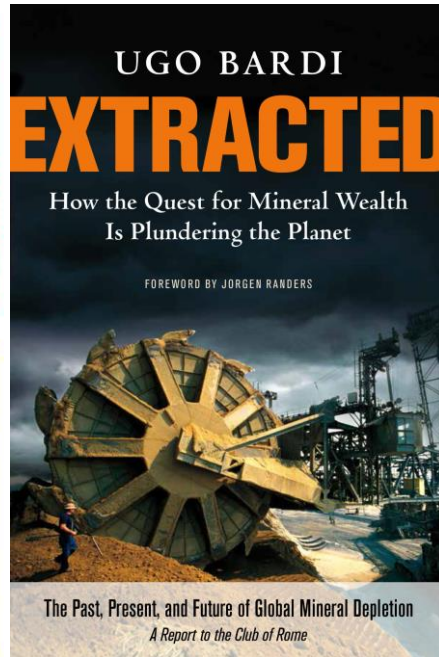
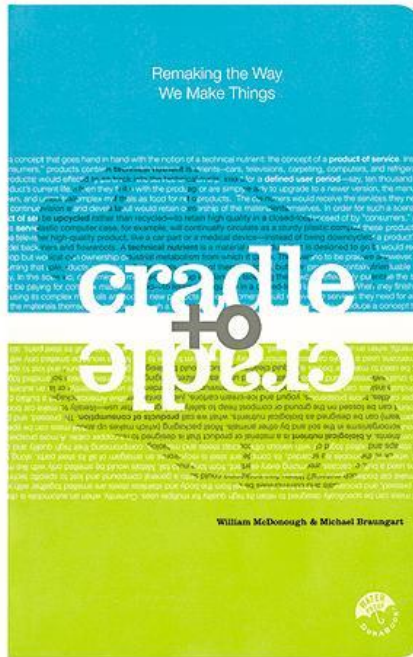
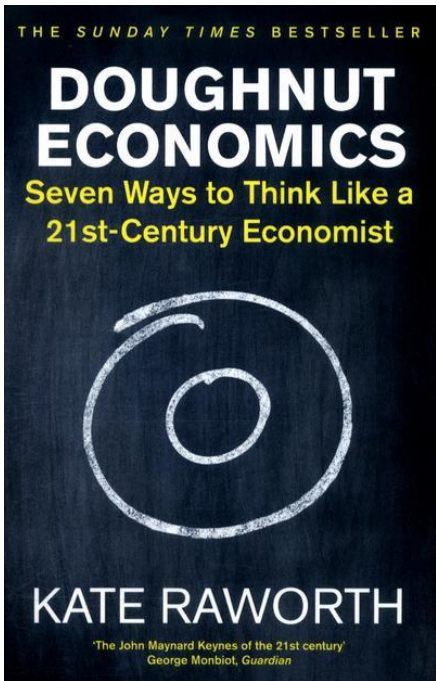




# Want to go further? Reading suggestions



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# Want to go further? Documentary suggestions



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Watch the full documentary here:  
<http://www.closingtheloopfilm.com/>



Read more and discover where to watch here:  
<https://www.tomorrow-documentary.com/>



“Change the way you  
look at things and things  
you look at change”

Wayne Dyer



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