

Circular Economy Victoria

Action Plan
2021-2023



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CEV's Story

Circular Economy Victoria (CEV) is an incorporated not-for-profit association and a registered charity. CEV was founded in Melbourne in 2019 by a group of seven community members passionate about transitioning our economy from a destructive linear economy to a regenerative circular economy.

CEV initially operated under the Circular Economy Club Melbourne brand as part of an international network of city and university based Circular Economy Clubs. This group was managed by volunteers through Meetup, hosting regular events to build awareness of the circular economy throughout Greater Melbourne.

In May 2019 an expression of interest was sent out to the growing database of event volunteers and participants to officially incorporate the group. In June 2019 CEV was incorporated as a incorporated community association.

Since its incorporation CEV has formalised a dedicated governance Board and operational Executive Team that, together with the wider CEV community, have developed and tested a powerful theory of change and accompanying engagement model.

CEV has a state wide focus with its base in the City of Melbourne.

CEV works in a highly collaborative manner with organisations throughout Greater Melbourne and Regional Victoria to catalyse localised circular economy activities by empowering local leaders and change-makers.

In partnership with other state, national, and international circular economy organisations, CEV works to contextualise international circular economy best practices to the Australian and Victorian contexts.

Now entering its third year of operations, CEV is proud to present its first Action Plan, laying out plans to continue to catalyse and help scale systems transformation based on circular economic principles.



The Circular Economy

Definition

The circular economy refers to a growing body of knowledge built on decades of thinking across areas including biomimicry, industrial ecology, environmental economics, material science, systems thinking, regenerative design, lean manufacturing and many more. This body of knowledge is largely defined by three key principles put forward by the Ellen Macarthur Foundation (1):

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

In order to frame these principles into a more regenerative economic paradigm, CEV draws inspiration from Doughnut Economics (2).

Opportunity / Responsibility

The time to act is now! The successful adoption of circular economy principles offers individuals and organisations tangible pathways to put resources to work in the most effective manner to deliver enhance social outcomes through provisioning systems that are regenerative by design.

In other words the circular economy body of knowledge offers tangible ways for us to meet the socio-economic needs of all within the limits of our planetary boundaries.

More about the challenges and opportunities pertaining to the global transition to a more circular economy can be found in the work of the Circularity Gap Reporting Initiative (3).

Impact through Action

CEV helps Victorians take action to realise the holistic impact of the circular economy through 3 priority areas delivered through 5 key objectives.

LEARN



Systems Thinking



Practical Learning



Collaborative Ecosystems



Local Action



Community Voice

COLLABORATE

ACT

(1) Ellen Macarthur Foundation, Towards the Circular Economy, 2012

(2) Kate Raworth, Doughnut Economics: Seven Ways to Think Like a 21st Century Economist, 2017

(3) Circle Economy, Circularity Gap Reporting Initiative

Vision & Mission

Vision

A safe and just World, where everyone can thrive in balance with the planet, enabled by a circular economy.



Mission

Catalyse systemic transitions towards a more circular economy by empowering every Victorian to experience their life through a **circular lens**; activate their local **circular ecosystems**; and develop their own **journey to circularity**.

Objectives



Promote a systems thinking narrative for the circular economy in Australia



Empower systems transformation through distributive local action



Upskill Victorians in preparation for a more circular economy



**Advocate for the
circular economy**
through a community
voice



Catalyse highly collaborative circular ecosystems across Victoria

Impact Through Action

CEV's mission is to catalyse the systemic transitions to a more circular economy by empowering every Victorian to:

1. Experience their life through a circular lens
2. Activate their local circular ecosystems
3. Develop their own journey to circularity

Circular Lens (Learn)

CEV works towards providing the systemic narrative and best practice educational programs that help Victorians develop a circular lens through which they can experience their personal and professional lives.

The circular lens can be thought of as a set of key paradigm shifts that help stakeholders move away from current linear mindsets (degenerative, wasteful, centralised, homogeneous) and adopt more circular mindsets (regenerative, valuable, distributive, diverse).

The transition to a circular lens is a personal endeavour of life long learning in collaboration with others.

Circular Ecosystems (Collaborate)

CEV supports this learning process by catalysing local circular ecosystems that provide support and increased opportunities for meaningful collaboration. CEV works with local government, business and community leaders to establish local landing pads where learning and collaboration can turn into innovation and positive impact.

Circular ecosystems provide a safe environment and fertile soil for circular ideas to germinate, incubate, scale, and mature.

Journey to Circularity (Act)

CEV supports a life long journey to circularity for all Victorians by working in a highly collaborative manner with partner organisations to offer a variety of action oriented programs.

CEV uses its systemic perspective to ensure that gaps in the journey to circularity are filled by working with its collaboration partners to design, develop, deliver, and evaluate impactful programs.

Learn

Awareness
Events

Education
Offerings

Circular
Briefings

Tools &
Resources

Collaborate

Network
Building

Innovation
Ecosystems

Act

Incubators /
Accelerators

Volunteer
Opportunities

Circular Action
Programs

Advocacy
Programs

Our Stakeholders

To transition our economic system to a more circular economy, we need to put people at the heart of the transition.

CEV uses the Embedded Economy diagram from Doughnut Economics (2) to guide its thinking when it comes to stakeholder engagement. The diagram describes the economy to be embedded within society, which is in turn embedded within the Earth.

Within this embedded economy there are four broad stakeholder groups whose interactions are enabled by financial flows.

CEV uses these five elements (State, Market, Commons, Household, Finance) and their accompanying twenty-first-century narratives to help define how CEV empowers the individuals within each element to realise the transition to a more circular economy.

State

"The State which is essential, so make it accountable"

"Power, which is pervasive, so check its abuse"

CEV works with government leaders and change-makers to help inform, implement and measure holistic value delivered by circular policies and initiatives.

Market

"The Market, which is powerful, so embed it wisely"

"Business, which is innovative, so give it purpose"

CEV works with industry leaders and change-makers to seed and scale circular innovations that help catalyse markets for more circular products and services.

Commons

"The Commons, which are creative, so unleash their potential"

CEV works with researchers, community leaders and change-makers to create regenerative local ecosystems from the bottom-up by activating community energy and putting theory into practice.

Household

"The Household, which is core, so value its contribution"

CEV works with citizens and consumers to advocate for a more circular economy through awareness raising campaigns and purchasing behaviour.

Finance

"Finance which is in service, so make it serve society"

CEV works with public and private finance leaders to increase financial flows into circular initiatives by helping to better communicate risk and impact of circular investments.

(2) Kate Raworth, Doughnut Economics: Seven Ways to Think Like a 21st Century Economist, 2017

Value Proposition - State

CEV offers government stakeholders a strong community partner to help inform, implement and measure holistic impact delivered by circular policies and initiatives in Victorian towns, cities, and regions.



Managers/Directors/Executives

- Stay informed through quarterly **circular briefings** on the latest local and international circular economy best practices.
- Strengthen your network through bi-annual executive **networking events**.



Coordinators/Leads/Officers

- Stay informed through quarterly **events** on the circular economy in action.
- Develop your skillset through **professional development** offerings.
- Include circular economy in your work through a library of **tools and resources**.
- Take action through **CEV programs** designed to support circular targets around waste, greenhouse-gas emissions, economic development, and community engagement.

Learn

Awareness
Events

Education
Offerings

Circular
Briefings

Tools &
Resources

Collaborate

Network
Building

Innovation
Ecosystems

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Incubators /
Accelerators

Volunteer
Opportunities

Circular Action
Programs

Advocacy
Programs

Value Proposition -Market

CEV offers industry stakeholders a strong community partner to help seed and scale circular innovations that help catalyse markets for more circular products and services.



Managers/Directors/Executives

- Stay informed through quarterly **circular briefings** on the latest risks and opportunities.
- Strengthen your network through bi-annual executive **networking events**.
- Take action through **CEV programs** to support internal innovation and strategy delivery.



Professionals

- Stay informed through quarterly **events**.
- Develop your skillset through **professional development** offerings.
- Include circular economy in your work through a library of **tools and resources**.



Entrepreneurs

- Access a library of **tools and resources**.
- Strengthen your network through bi-annual innovator **networking events**.
- Get the support you need through collaborative circular economy **innovation ecosystems**.
- Access **incubator and accelerator programs**.

Learn

Awareness
Events

Education
Offerings

Circular
Briefings

Tools &
Resources

Collaborate

Network
Building

Innovation
Ecosystems

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Incubators /
Accelerators

Circular Action
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Volunteer
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Programs

Value Proposition - Commons

CEV works with researchers, community leaders and change-makers to create regenerative local ecosystems from the bottom up by activating community energy and putting theory into practice.



Researchers

- Strengthen your network through bi-annual innovator **networking events**.
- Get the support you need through collaborative circular economy **innovation ecosystems**.
- Partner on **collaborative research projects**.



Community Leaders

- Stay informed through monthly general **awareness events**.
- Develop your skills through general circular **education offerings**.
- Access a library of **tools and resources**.
- Partner to compound impact through **community projects**.

Learn

Awareness
Events

Education
Offerings

Circular
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Value Proposition - Household

CEV works with citizens and consumers to advocate for a more circular economy through awareness raising campaigns and purchasing behaviour.



Community Members

- Stay informed through monthly general **awareness events**.
- Develop your skills through general circular **education offerings**.
- Engage in **volunteer opportunities**.
- Participate in **action oriented programs**.



Citizens

- Engage in **advocacy opportunities** to provide community feedback to State or Market.



Consumers

- Access a library of **tools and resources** on circular living tips.
- Participate in **action oriented programs** designed to link consumers to circular products and services.

Learn

Awareness
Events

Education
Offerings

Circular
Briefings

Tools &
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Collaborate

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Act




















































































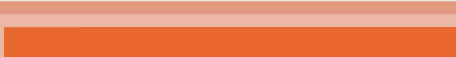





Incubators /
Accelerators

Volunteer
Opportunities

Circular Action
Programs

Advocacy
Programs

Implementation Plan

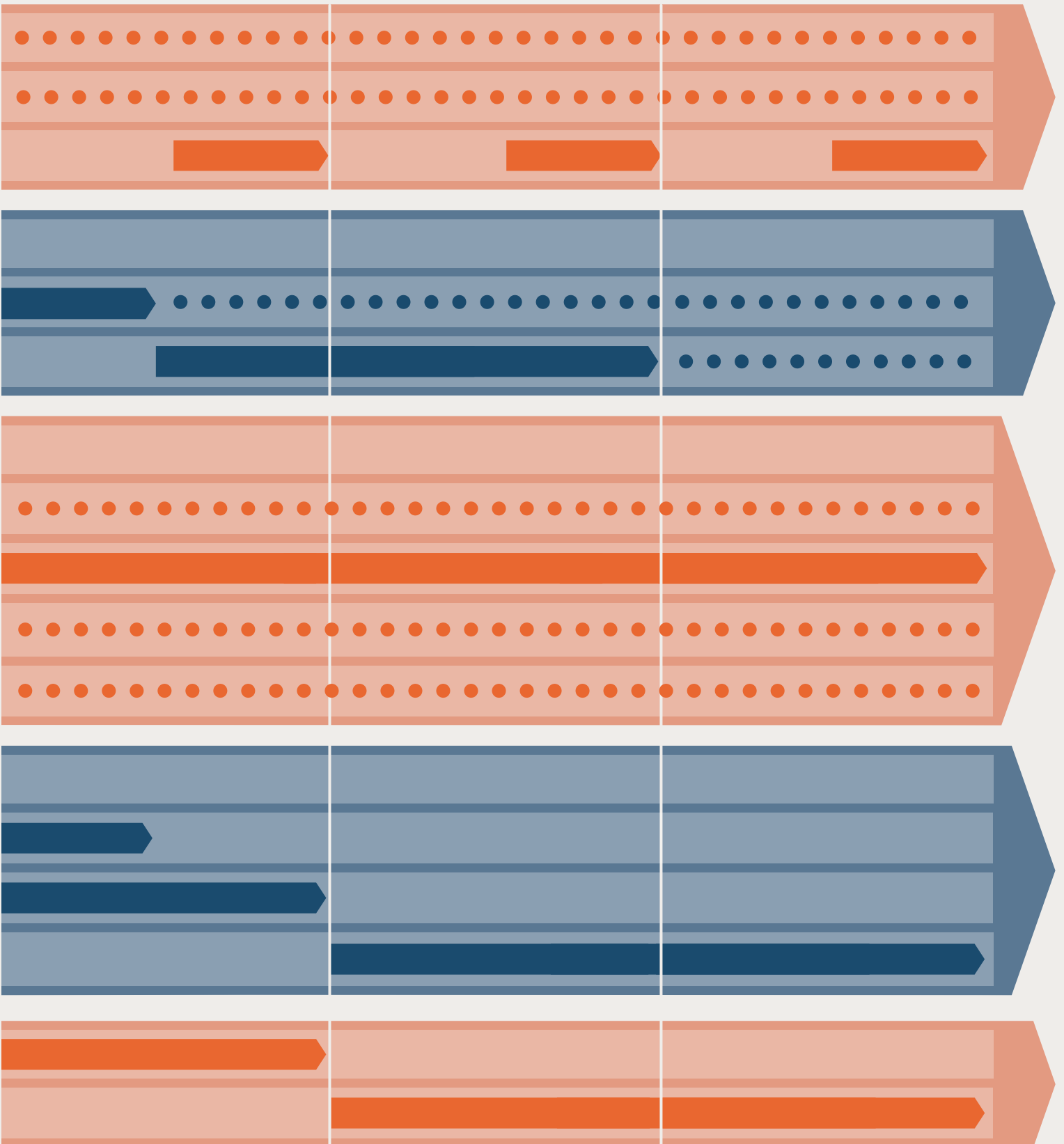
			STATE	MARKET	COMMONS	HOUSEHOLD	
							
OBJECTIVES	INITIATIVES	PAGE 14					6 MONTHS
SYSTEMS THINKING	Awareness Events	1.1					
	Industry Briefings	1.2					
	Innovation Showcases	1.3					
PRACTICAL LEARNING	Consolidated Education Library	2.1					
	Practical Education Programs	2.2					
	Accredited Courses	2.3					
COLLABORATIVE ECOSYSTEMS	New Membership Options	3.1					
	Catalyse Local Ecosystems	3.2					
	Victorian Circular Activator	3.3					
	Suite of Engagement Programs	3.4					
	Formalise Strategic Partnerships	3.5/6					
LOCAL ACTION	Victorian CE Ecosystem Map	4.1					
	Tool and Resource Library	4.2					
	Market Development Plan	4.3					
	Circular Finance Plan	4.4					
COMMUNITY VOICE	Community Forum	5.1					
	Advocacy Portal	5.2					

● ● ● ONGOING ● ● ●

12 MONTHS

18 MONTHS

24 MONTHS



Delivering Our Objectives



1) Promote a systems thinking narrative for the circular economy

- 1.1) Host regular free awareness building events
- 1.2) Deliver quarterly circular transition briefings
- 1.3) Deliver a bi-annual circular innovation showcase



2) Upskill Victorians in preparation for a more circular economy

- 2.1) Compile a collection of the most relevant circular economy education resources and programs from around the World
- 2.2) Support the development of accredited circular economy programs in partnership with local tertiary education institutions



3) Catalyse and support highly collaborative circular ecosystems

- 3.1) Establish a strong membership base of circular economy advocates and practitioners
- 3.2) Catalyse and support 3 local circular ecosystems across Victoria
- 3.3) Establish the Victorian Circular Activator as a physical circular innovation hub where complex problems can be solved in a highly collaborative manner
- 3.4) Provide a range of engagement programs that help Victorians experience the circular economy in practice
- 3.5) Form strategic partnerships with other leading state based circular ecosystems
- 3.6) Form strategic partnerships with national and international circular economy groups and initiatives



4) Empower systems transformation through distributive local action

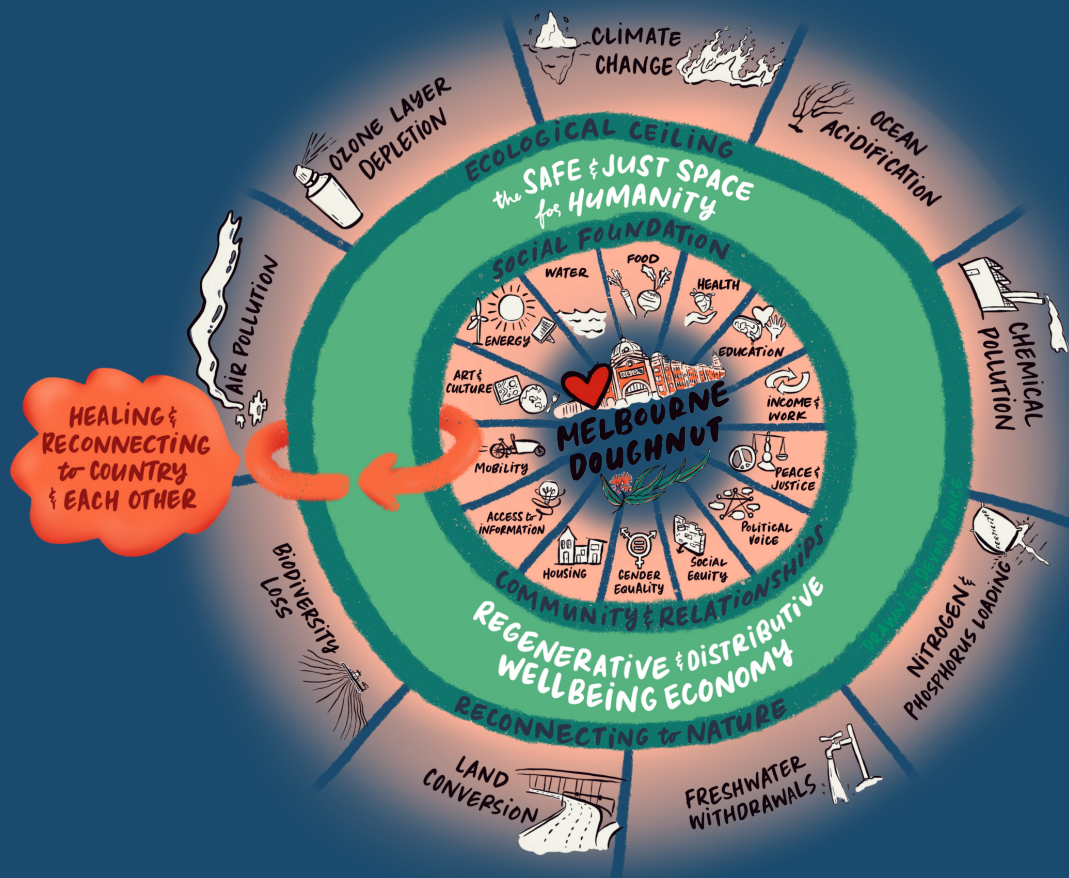
- 4.1) Provide a state wide systems map of the circular transition
- 4.2) Compile a collection of tools and programs aimed to action circular principles
- 4.3) Help develop mature markets for circular products and services
- 4.4) Help increase the availability of blended finance options to seed and scale circular innovations



5) Advocate for the circular economy through a community voice

- 5.1) Provide a community forum for responses to circular economy related initiatives out for public consultation
- 5.2) Advocate for regime change around prioritised problems

Circular Economy Victoria embraces a regenerative vision for Victoria where all Victorians can thrive in balance with the life giving systems of our Planet. This vision has been articulated by Regen Melbourne, of which CEV is proud to be a founding member.



Circular Economy Victoria acknowledges the living connections of the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples to the lands and waters of the Eastern Kulin Nation.

We pay our respect to their Elders past, present and emerging.