

CIRCULAR MATARÓ 2030

EXECUTIVE
SUMMARY



Ajuntament de Mataró

inèdit

(fundació
fòrum ambiental ●●



CIRCLE
ECONOMY

EXECUTIVE SUMMARY

Mataró is embarking on a journey towards a circular economy embedded in the city's Urban Agenda 2030 for Sustainable Development.

While cities occupy less than 2% of the Earth's surface, they account for more than half the globe's resource consumption, waste generation, and greenhouse gas emissions. Urban environments are also hotspots of activity, characterised by economic activity, innovation and creativity—equipping city change makers with the building blocks for transformation. Due to these unique features, cities are a 'sweet spot' within which the circular economy can thrive.

Urban development is dichotomous: challenges and opportunities are both abundant and part of the same reality. The Catalan city of Mataró is conscious of this—and aims to leverage the opportunities while tackling challenges by shifting to a circular economy. As a service-oriented economy with industrial roots, Mataró is committed to transforming current modes of production and consumption to create an economy where its population's well-being is enhanced, resources are used efficiently and impact stays within the limits of our planet.

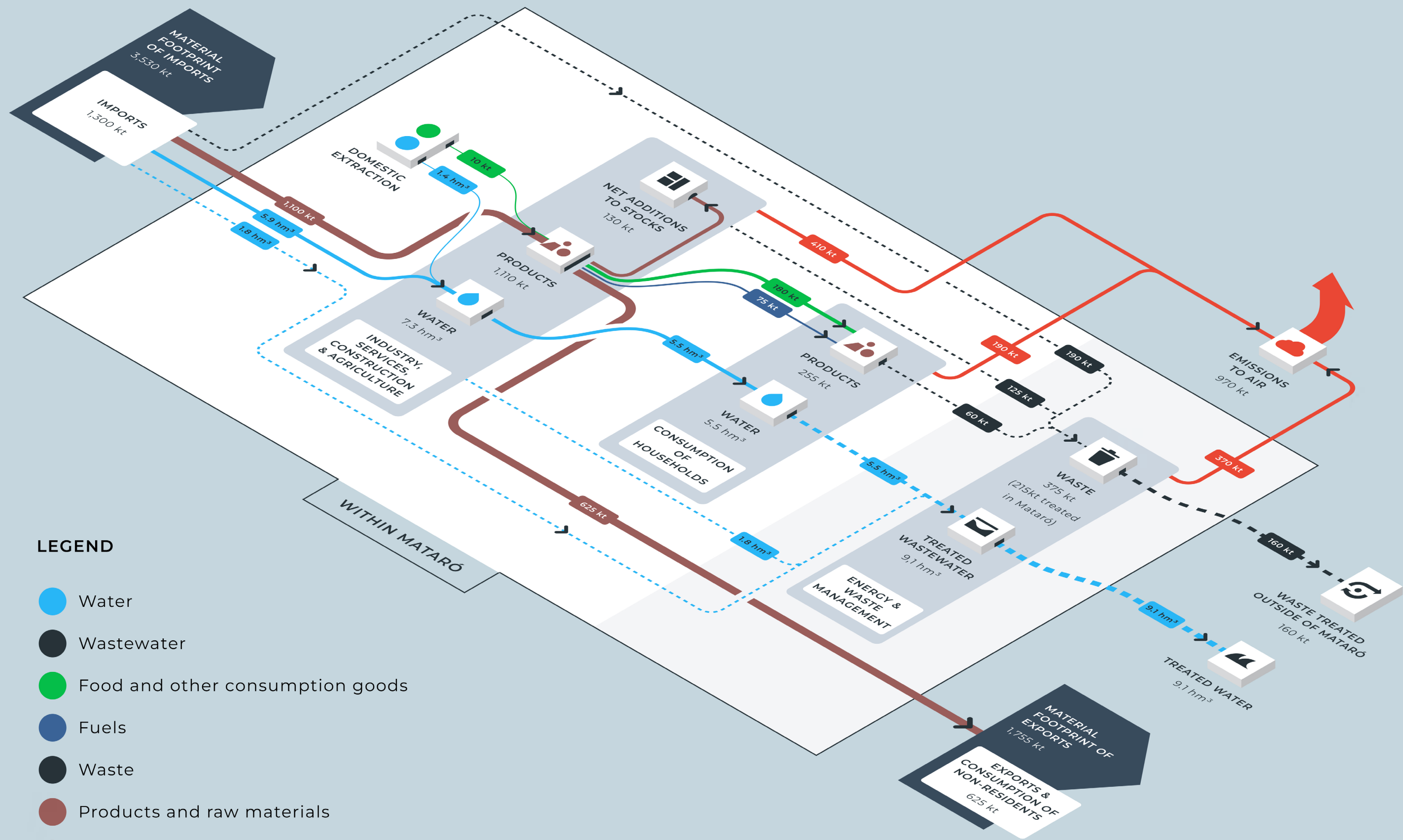
Mataró has already begun its circular journey, with some initiatives already emerging. It is also well-positioned to further the transition - especially in view of the transformation process related to Mataró's Urban Agenda for 2030, under the framework of the Spanish Urban Agenda. Thus, the city boasts the political leadership and will to transform, a unique territory that unites urban, industrial, agricultural, forested, maritime spaces, and a local ecosystem of diverse and proactive agents that want to champion the transition.

The material footprint behind Mataró's resource use.

This report presents a Circular Strategy for Mataró and analyses how materials flow through the city's economy. Residents of the city consume around 2 tonnes of products per person per year, with food and fossil fuels topping the list, as well as a total of 7.3 million cubic metres of water and 1.3 MWh of energy. Cutting consumption and sourcing locally will be crucial to create a self-sufficient and resilient Mataró: the city is highly dependent on external resources, with more than 99% of them imported—a common trend for urban environments. A fair portion of its water—19%—is sourced locally, meaning that Mataró is relatively self-sufficient in this aspect. The analysis also illustrates that Mataró is a net provider of services, especially waste treatment. The city holds a unique position, due to its infrastructure and key role as a regional capital, to harness the potential of the circular economy and strive for positive impact both inside and outside its borders.



MATERIAL FLOW ANALYSIS



LEGEND

- Water
- Wastewater
- Food and other consumption goods
- Fuels
- Waste
- Products and raw materials
- Emissions

Units = kilotons (kt)

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Accelerating circularity through six key focus areas.

Mataró's strategy is structured around a vision of a circular future that generates well-being in balance with the environment. Therefore, the strategy departs from putting the natural environment at the heart and emphasises the need to preserve, conserve and regenerate the natural environment in order to enhance its many ecosystem services. The strategy materialises as six focus areas, which maintain a vision of value chain and life cycle, and a set of aspirations and lines of action.

1 Food

Mataró aims to develop short food chains, prioritise the consumption of local and sustainable products, reduce food waste and improve the high-quality management of organic waste. Given that almost 53% of household consumption is represented by food, shifting consumption patterns and embracing healthy, local and climate-friendly products would have a major positive impact on the environment.

2 Textile and fashion

The city plans to become a role model in business innovation in textiles and fashion, promote the consumption of local and sustainable textiles, and valorise textile waste, using it as a resource. These three aspirations are based on the strong tradition of the textile industry of Mataró. Some of the means to achieve them include the promotion of entrepreneurship, implementation of sharing economy concepts, and more research on innovative techniques.

3 Other consumer goods

This focus area includes the consumption and maximisation of the useful life of goods circulating in the city, from electrical and electronic equipment to furniture. The city aims to promote responsible consumption, and incentivise reuse and repair among households and local commerce to maximise the useful life of consumer goods.

4 Built environment

The city aspires to incorporate circular practices in the construction sector in order to reduce raw materials consumption and reduce construction and demolition waste, promote circularity through public infrastructure, municipal facilities and housing, and embrace a healthier and more sustainable mobility model.

5 Healthcare

Mataró aims to incorporate circular principles throughout the field of healthcare, optimising resource use and cutting waste, with a special focus on water, energy, single-use products and hazardous waste. This focus area gained special importance during the covid-19 pandemic since employment in the healthcare system increased by 15%.

6 Commerce and hospitality

Within this focus area, Mataró plans to promote local commerce, shift residents' habits, and enable sustainable tourism in the city to flourish. The commerce and hospitality sectors are located at the intersection of producers and consumers and, at the same time, are interrelated with the other focus areas such as food and the built environment. Therefore, these sectors can act as a lever of change.

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Cross-cutting elements across sectors.

While the six focus areas are closely interrelated, in order to achieve a systemic transformation, these axes are complemented by four major cross-cutting themes: digital transformation as a lever to move towards improved resource efficiency; the alignment of actor's efforts throughout the territory; awareness, training and entrepreneurship; and finally, circular public procurement as a lever for change. These aspects are fundamental to the transition to the circular economy.

Collaboration will be crucial to realising the city's circularity strategy.

In order to carry out Mataró's Circular Strategy, interaction and collaboration between actors are crucial. Firstly, the City Council has the political tools and instruments heeded to drive the adoption of a circular economy. Secondly, local businesses have the capacity (and the need) to incorporate elements of the circular economy into their activities and to drive other agents to change their models of production and consumption. Thirdly, citizens can have a direct influence on the uptake of the circular economy, for example, through their consumption choices or through social innovation. Finally, knowledge centres play an important role, as they can develop research and structure training and knowledge in such a way as to integrate circular principles.

Mataró's Circular Strategy will be monitored through a cross-cutting and sectoral indicator dashboard, which will help to track progress and inform the selection and definition of the projects that will be developed to materialise the Mataró Circular 2030 strategy.

A CITY WITH A VISION

The city of Mataró, with the help of its socioeconomic system and citizens, aims to become a circular city by 2030, and put itself on the map for its best practices. Doing so will require a rethinking and evolution of current modes of production and consumption, and can increase residents' well-being while living in balance with the natural environment, allowing economic activity to flourish and increasing resource efficiency.

CIRCULAR MATARÓ

This document represents the executive summary of the Circular Strategy for Mataró developed by Circle Economy, Inèdit and Fundació Fòrum Ambiental for the City of Mataró between 2021 and 2022. It presents the summary of the baseline analysis, including a Material Flow Analysis, the vision, focus areas and aspirations selected for the transition to a circular economy in Mataró.

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