



IMPACT REPORT

2022



WHO WE ARE

We are a global impact organisation with an international team of passionate experts based in Amsterdam. We empower businesses, cities and nations with practical and scalable solutions to put the circular economy into action. Our vision is an economic system that ensures the planet and all people can thrive. To avoid climate breakdown, our goal is to double global circularity by 2032.



CONTENTS

1

OUR IMPACT: 2022

4 - 5

2

THEORY OF CHANGE

6

3

PROJECT SPOTLIGHT: ANALYSE

7 - 14

4

PROJECT SPOTLIGHT: ACT

15 - 18

5

PROJECT SPOTLIGHT: SCALE

19 - 22

6

DONOR SPOTLIGHT: MAVA FOUNDATION

23 - 24

7

OUR SUPERVISORY BOARD

25

8

GENDER EQUALITY

26 - 30

CIRCLE ECONOMY'S IMPACT: 2022



2022 has been a year like no other: many have suffered through the impacts of a global pandemic, droughts, wildfires, geopolitical instability, and more. Not one continent was untouched by the dangerous impacts of climate breakdown. But it's not all doom and gloom: the circular economy has increasingly reached the policymaker's pen and this year saw some landmark regulations rolled out around the world. The EU's Corporate Sustainability Reporting Directive (CSRD), for example, will make it mandatory for businesses to report on their circular performance, while the Right to Repair movement in Austria won big with a nationwide 'repair bonus' rollout. Meanwhile, our very own colleagues who participated in COP27 in November returned home impassioned by the huge uptake of the circular economy in solutions-based discussions—far more than last year. And as lockdown restrictions were finally lifted around the world, our team has become increasingly global and has travelled extensively to speak and work with—and train—people across Lisbon, Rwanda, Sweden, Egypt, Northern Ireland, Miami and more.

This uptake is essential as, still, too many business-as-usual practices are tied to the 'take-make-waste' processes of a linear economy. An economy that is also powered by fossil fuels, a finite and polluting energy source. Meanwhile, injustice has also become central to the story of the global economy's relationship

with materials: in many parts of the world, over-consumption has effectively become the norm, whilst elsewhere, minimum living standards are not even met. At Circle Economy, we work every day to spotlight the power of the circular economy as one lever to solve complex global challenges—relating to both the planet and all people.

We truly believe that the circular economy has never been more relevant. We know its role in battling climate breakdown: the Circularity Gap Report 2021 reported that of all total global greenhouse gas emissions, 70% are tied to the lifetimes of materials: extraction, processing, use and disposal. And increasingly, in a world that is in many ways still reeling from the human impact of a pandemic, a model that puts well-being and people at the centre is demanded. Circle Economy's notion of a circular economy balances planetary health with human well-being—and seeks to design out Eurocentrism. Our Circular Jobs initiative, for example, considers how we can better embed the circular economy within socially just principles, and how to design a model that considers the realities of the Global South. Meanwhile, to really create global impact with circularity, we must scale and measure progress. Circle Economy's Digital team has launched an array of innovative tools that leverage our ten years of experience, distributing knowledge, data insights and providing tooling anywhere, anytime and without limits. Likewise, our Metrics team has rolled out research to aid businesses and policymakers in making meaningful progress: simplifying the process of measuring and putting tracking systems in place.

WRAPPING UP 2022 AND ENTERING INTO 2023 LEAVES US HOPEFUL.

Early in the year, we will be unveiling our Circularity Gap Report 2023, our flagship report, to guide policymakers and businesses in making a global circular economy reality. It will also tell the world how circular the global economy is now: have we gone up or down from the current 8.6%? In the meantime, be inspired by the achievements of just 60 people in the heart of Amsterdam by reading our Impact Report 2022.

In the past 10 years,
we have empowered:



120
Businesses



51
Cities

23
Nations



We have trained:



2700+
People



350
Organisations

And we have developed:



5 Digital
Products

THIS YEAR,
**WE HAVE EMPOWERED,
ACROSS 4 CONTINENTS:**

11
Nations



7
Businesses



11
Cities

OVER THE COURSE OF PAST YEARS, we have welcomed 1.1 million visitors to our website, had our insights shared at over 460 events* since 2018, garnered an online following of 180K individuals, been referenced in 714 papers to date, and published over 108 reports* since 2016.

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 8.6% in 2020 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 8.6% 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.**

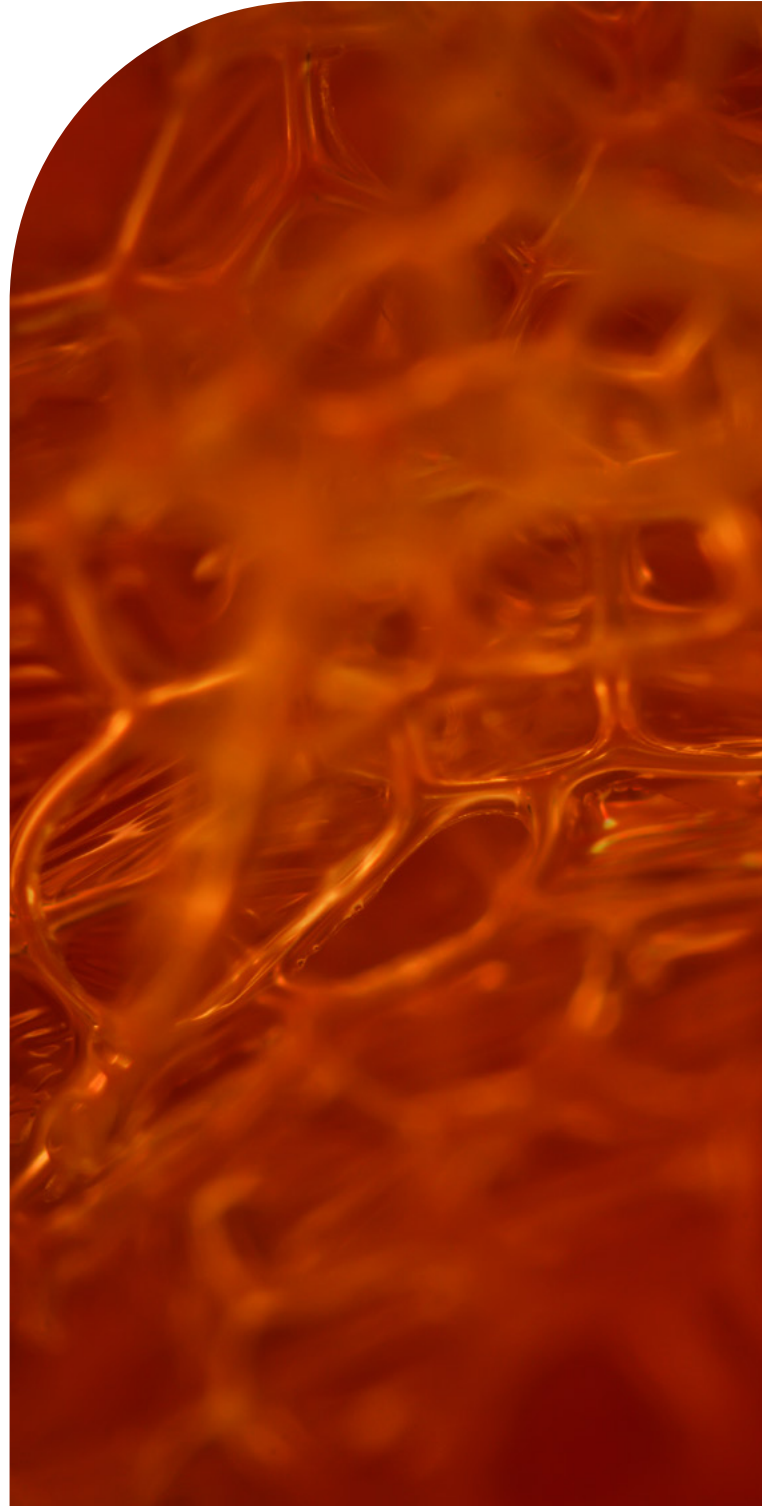
ANALYSE

To achieve our goal of doubling global circularity by 2032, we must accelerate the adoption of circular strategies across businesses, cities and nations, using a practical and data-driven approach.

In 2022 alone we've worked with 11 nations, 11 cities, and 7 businesses to realise the economic, environmental, and social benefits of circularity.

Our Circularity Gap Reports, Circle City Scans and Circle Business Scans provide decision makers with an understanding of how circular their local economy or business is.

Using this approach, evidence for circularity is structured in a way that assists in the identification and prioritisation of inclusive circular strategies.



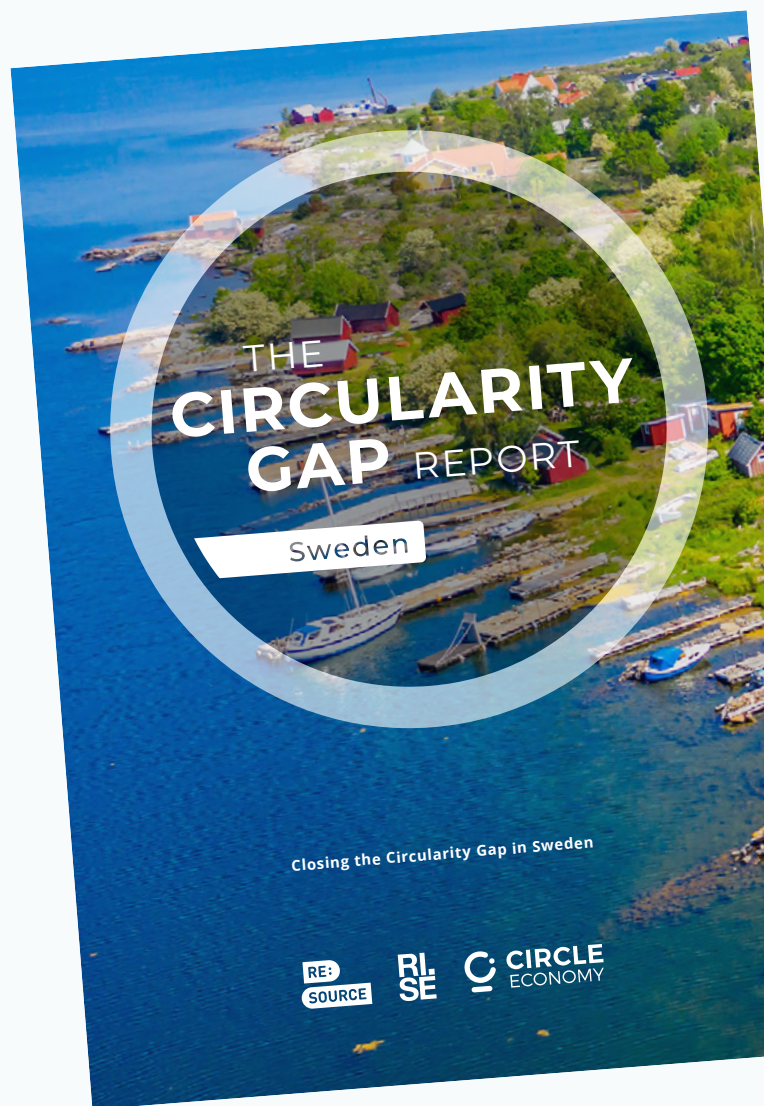
1. THE CIRCULARITY GAP REPORT: QUANTIFYING CIRCULARITY

CIRCULARITY IS THE MISSING LINK IN SWEDEN'S CLIMATE GOALS

The [Circularity Gap Report Sweden](#), launched in April 2022, was the first of its kind in Sweden—who aims to be net-zero by 2045. Never before has the state of circularity in the country been measured, nor have the opportunities of a circular transition been so clearly tailored and defined. We collaborated with the Research Institutes of Sweden (RISE) and RE:Source to show that the circular economy is not only the missing link in Sweden's current ambitious climate action, but also an opportunity to strengthen the country's climate leadership position.

IMPACT:

Our analysis found that Sweden funnels more than 266 million tonnes of materials into its economy each year. This means that Swedes consume more than twice as many materials as the global average: 25 tonnes per person, per year. Subsequently, we created a compelling narrative that supports the transition to a circular Sweden by providing six key interventions to reduce material use in Sweden.



'The Circularity Gap Report Sweden clearly illustrates the underutilised potential of the circular economy in Sweden. Although the Circularity Metric has limitations, this report doesn't distract from the need for material efficiency and sustainable resource use. The content of the report will be useful for those driving circularity in their fields of work.'

Uwe Fortkamp, Head of Resource Efficiency at the Swedish Environmental Protection Agency



'The Circularity Gap Report Sweden came as a significant enrichment but also as a surprise. Though in the past we have placed a lot of emphasis on recycling and lowering Sweden's carbon footprint, we realised there is still a lot to be done in terms of circularity. The Report has given some of the current programs a broader perspective, pointing to great potential, particularly by narrowing and slowing down material flows to reduce consumption. Following the launch in April CGR Sweden has gained a lot of attention and sparked the interest of some local and regional stakeholders to further engage in the topic.'

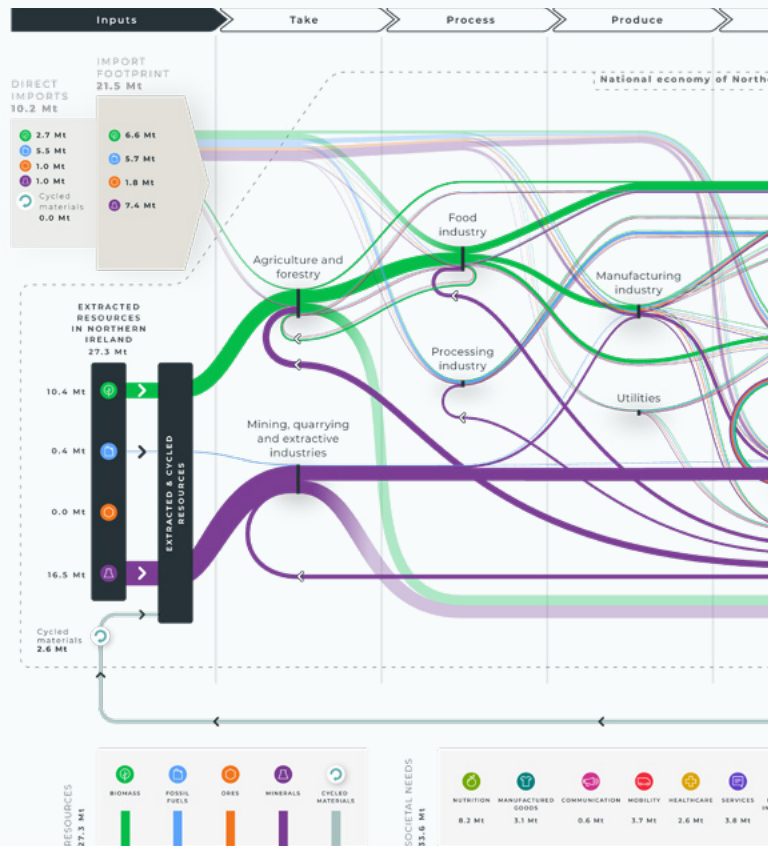
Carl Jensen, Project Manager at RISE

NORTHERN IRELAND BRINGS CIRCULAR ECONOMICS TO PARLIAMENT

Commissioned by the Department for the Economy (DfE) and the Strategic Investment Board (SIB), the [Circularity Gap Report Northern Ireland](#) found that the country is only 7.9% circular and presented interventions specific to their economy that can increase circular activity.

IMPACT:

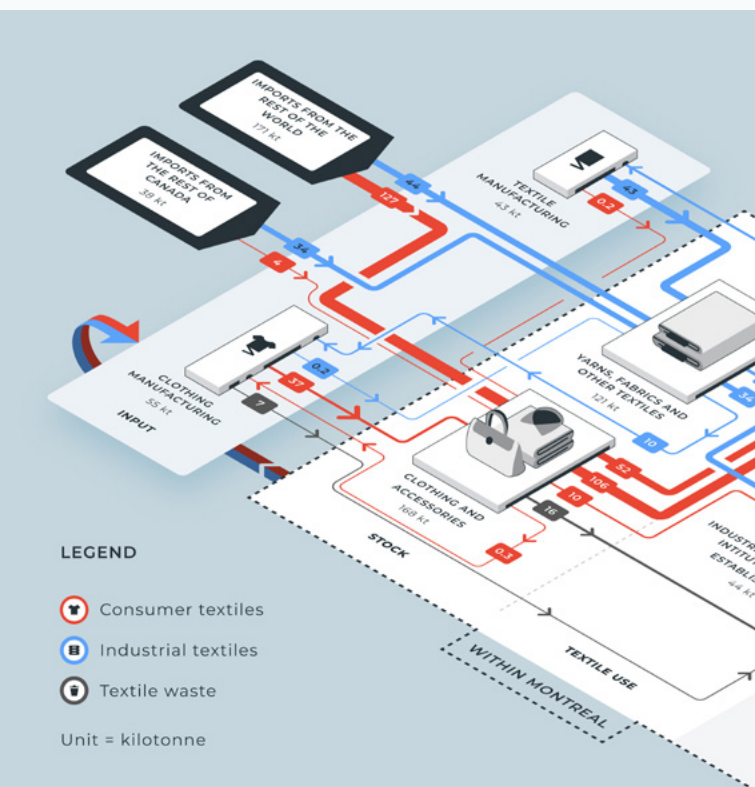
The report informed and aided in the creation of the Circular Economy Strategic Framework (CESF) for Northern Ireland, which aims to accelerate their circular transition. In response to a UK parliamentary inquiry on 'Investment in Northern Ireland,' the DfE reported that it will use the CESF to inform future policy development and raise awareness of the circular economy and what it does. The Circularity Gap Report Northern Ireland has also been highlighted in the DfE's '10X Economy' research programme for 2022-2023. Circle Economy will continue to work with Northern Ireland to develop an upcoming Circularity Roadmap.



'This report is an evidence-based 'wakeup call' in relation to the unsustainable linear economic model we currently have in Northern Ireland. I welcome the report's call for radical and transformative changes, including (as it highlights) that as we shift Northern Ireland's economy towards true circularity, our notion of 'progress' must be broadened beyond GDP-based economic growth.'

Professor John Barry, Co-Chair of the Belfast Climate Commission and Professor of Green Political Economy at Queen's University Belfast

2. CIRCLE CITY SCANS: INCREASING CIRCULARITY IN HUMANITY'S HUBS



MONTREAL: PROJECT KICKSTARTS NATIONAL CIRCULAR AMBITION

Montréal has set ambitious goals: becoming a zero waste city by 2030 and being carbon neutral by 2050. Ville de Montréal worked together with Circle Economy on a [Circle City Scan](#) to uncover how the city can upscale the positive impacts of the circular transition.

IMPACT:

The Ville de Montréal is now equipped with the evidence base to formulate action and has identified clear directions in four focus areas: textiles, mobility, built environment and food systems. Circle Economy also developed a measurement framework to help the city track its progress. Following the successful partnership with the Ville de Montréal, Circle Economy will now be working with the Federation of Canadian Municipalities to conduct Circle City Scans in 10 cities across Canada.

GOING GLOBAL: BRIDGING CULTURES

Circle Economy's workshop for Montréal's stakeholders was conducted in French. We find tailoring our message's language to local markets often leads to greater stakeholder buy-in. Based on a recent survey, there are 15 languages spoken by employees at Circle Economy. We consider this an important asset in making an impact that bridges cultures and brings circularity to the world stage. In order to widen our reach across the globe, Circle Economy published 93 articles in 10 languages this year. Read some of our articles on our [official blog](#).



'Circle Economy has worked together with Ville de Montréal to assess the current status of the circular economy in the city...The City is ready to take action, but private, public, academic and civil actors in Montréal should join forces and activate a circular ecosystem...This is why the Circular Economy Roadmap will also serve as a call for all actors in the urban ecosystems to join forces to fill the gaps in the circular loops and put in place tangible actions.'

Luc Rabouin, Executive Committee Member, Economic and Commercial Development, Knowledge, Innovation and Design at City of Montréal

3. CIRCLE BUSINESS SCANS: FROM CLIMATE GRIEF TO CIRCULAR LEADERSHIP

ACTION CIRCLE SCAN CREATES GUIDELINES FOR INFORMED BUYING

In 2020, Circle Economy started working with international discount store-chain Action to conduct their first Circle Business Scan. Our main objective was to generate insights on Action's current state of circularity, and shift buyers' mindsets toward sustainability when buying new product assortments. We teamed up with CircularIQ to deliver analysis that provides practical guidelines for more circular buying strategies across product categories. Multiple data analysts, consultants, and project managers made this possible.

IMPACT:

For this large-scale and ongoing project, Circle Scans have been conducted on each of Action's 13 product categories, resulting in 13 reports. Circle Economy conducted a Material Flow Analysis (MFA) for each product category, held a visionary workshop for each category and provided circular strategy recommendations for each category. To date, Circle Economy has organised four workshops and 25+ stakeholders have been trained in circular strategies over the course of the project. At the end of 2022, Action's Sustainability Programme announced its very first Circular Product Specialist position to continue the work of our category Circle Scans.

ACTION



4. CIRCLE ECONOMY TEXTILES PROGRAMME: ENABLING A ZERO WASTE TEXTILES INDUSTRY



THE SORTING FOR CIRCULARITY EUROPE PROJECT MAKES WAVES IN TEXTILE WASTE

The Sorting for Circularity Europe Project was initiated to explore post-consumer textiles in depth, providing meaningful information on which to base investment decisions and policy developments. The project aims to increase collaboration between the sorting and recycling industry, stimulating a recycling market for unwanted textiles. The project was managed by Fashion for Good and was made possible with funding from Laudes Foundation. It was facilitated by Fashion for Good brand partners: Adidas, BESTSELLER, Inditex and Zalando—with H&M Group as key project partners. Circle Economy, with support from TERRA, led the creation and implementation of the project's methodology.

IMPACT:

Conducting research across six European nations, the project provides the most comprehensive and representative snapshot of textile waste composition in Europe to date. The project outcomes were presented to government officials and in a workshop hosted by the European Commission's Enterprise Directorate-General (DG GROW) in October 2022. As part of the Sorting for Circularity Europe Project, Fashion for Good and Circle Economy have made three resources publicly available: [the report](#) that outlines findings and recommendations, [the Sorters Handbook](#) and [the Recyclers Database](#).

GOING GLOBAL: TALKING TEXTILES

The Sorting for Circularity Europe study found that each year a total of 494,000 tonnes (that equals 74%) of low value post-consumer textiles are available and suitable for reuse. That's a tonne of textiles going to waste! Sorting for Circularity produced a [global database](#) of 100+ textile recyclers to increase collaboration between the sorting and recycling industry and stimulate a recycling market for unwanted textiles.

MAPPING CIRCULAR FASHION ECOSYSTEMS WITH THE BRITISH FASHION COUNCIL

This year, the British Fashion Council's Institute for Positive Fashion (IPF) teamed up with Circle Economy to launch an [innovative roadmap](#) for creating city-led circular fashion ecosystems across the UK. Through the inaugural Circular Fashion Ecosystem Project, and by aligning with the UK government's ambitions for a green industrial revolution, the IPF aims to develop new industry standards and unite the UK fashion industry towards the foundations of a circular economy by 2030.

IMPACT:

In this pioneering piece of work, the Doughnut Economics framework is applied, for the first time, to the fashion sector. This roadmap aims to develop a replicable methodology and a multi-phased innovation journey for all UK cities to drive their fashion sector toward total circularity. The current landscape of circular activities and initiatives in both case-study cities, London and Leeds, was established, and a first city-level Circular Fashion Ecosystem network was assembled. A methodology for the design and implementation of city-level circular fashion ecosystems was developed and validated. It establishes a scalable model that can be used to help meet the UK government's Levelling Up agenda. BFC and Circle Economy are continuing their partnership into 2023 to implement the next phases of this innovation journey. Upon the launch of this roadmap in November 2022, it was featured in an article for [Vogue Business](#).

GOING GLOBAL: MAKING HEADLINES

The Circular Fashion Roadmap was just one of our projects making headlines in 2022. This year alone, Circle Economy was featured by 127 international media outlets, including Forbes, Le Monde, Vogue Business, Het Parool, China Times, Edie, and the Economist. Our own articles have been republished 30 times by 14 external outlets, including Illuminem, GreenBiz, and the World Economic Forum.



'Some of the biggest roadblocks British brands have in meeting their environmental targets relate to circular principles: waste management, new business models around rental and resale, creating infrastructure for a post-use ecosystem. That needs to be collaborative, but there wasn't a clear vision for what that looked like or what role each stakeholder should play.'

Caroline Rush, CEO, British Fashion Council (Vogue Business)

CIRCULAR DESIGN TRAINING PROGRAM IMPROVES PRIMARK'S PRODUCTS

This year, Circle Economy worked with Primark and the Sustainable Fashion Academy (SFA) to pilot a Circular Design Training Programme for buyers, designers and suppliers of Primark. The circularity training was designed to embed circular thinking across all levels of business, with a specific focus on how to develop and design products that meet Primark's vision of circularity—aiming to improve the durability of products and product recyclability.

IMPACT:

Circle Economy and SFA are both experienced partners in capacity building and education for sustainability and circularity. The program provided recommendations and a roadmap to actionable implementation on a short, medium and long-term basis. Key findings were translated into tailored educational content, which was delivered on a digital learning platform, as well as through interactive online workshops. The digital learning was accessed by Primark colleagues independently, while workshops served as design sprints and facilitation moments for colleagues to get together and identify obstacles and opportunities for circular product innovation. A beta version of the Circular Design Training Programme was created and launched in 2022 and will be further developed and rolled out in 2023. The training was delivered to dozens of employees and six supplier companies of Primark, with more to follow. Teams are now tasked with developing products that are more durable, more recyclable and use better materials. To date, we have held two events and 80 stakeholders have been trained in circular solutions.



SCALE

No one entity can address the challenges of climate breakdown, resource scarcity and social inequities alone. Instead, radical collaboration is needed.

This is why Circle Economy has partnered with over 350 organisations to date to strengthen the evidence base for the circular transition.

It is our goal that through these strategic partnerships and implementation of digital resources, we can facilitate access to knowledge, tools and services to scale the adoption of circular strategies.



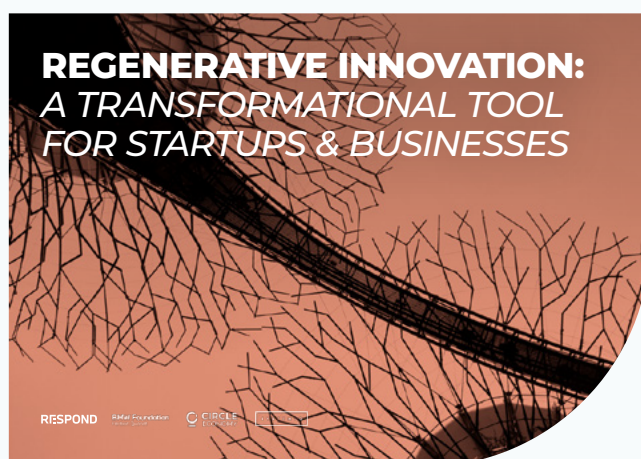
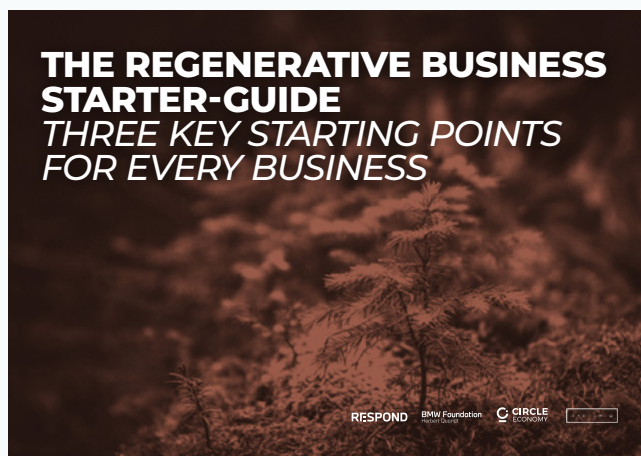
1. COLLABORATION IS KEY: BMW FOUNDATION CHAMPIONS REGENERATIVE ECONOMICS

With the support of BMW Foundation, Circle Economy and SYSTEMIQ joined forces to develop a deeper understanding of the regenerative economy, as well as practical guidelines for building regenerative businesses. To this end, we have developed a dynamic co-creation process that combines desk research, brainstorming sessions and on-site workshops with thought leaders, practitioners and innovators in the field of regeneration.

IMPACT:

Through the 'Expert Workshop Series 2022', RESPOND and the participating companies engaged over 250 workshop participants. Further, its [Project Insight #1](#) and [Regenerative Business Starter Guide](#) have collectively been downloaded over 700 times to date. The Starter Guide emerged from a workshop hosted in Rome, Italy at the B for Good Leaders Summit in June 2022. The project also produced the [Regenerative Economy Report](#), which was launched at last COP27 in Sharm el-Sheikh, Egypt.

BMW Foundation
Herbert Quandt

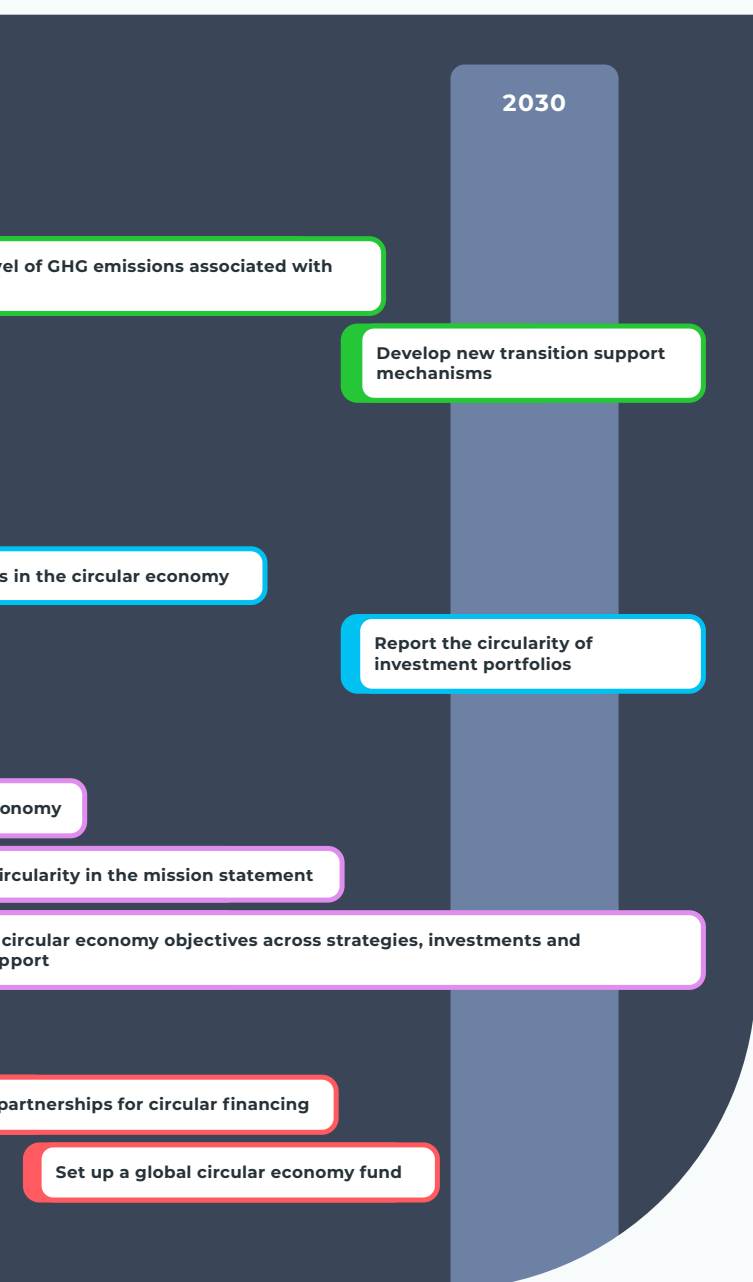


2. BUILDING IMPACTFUL NETWORKS: IFI ROADMAP GUIDES CIRCULAR FINANCE

Another product of successful collaboration, this year Circle Economy published the [Circular Finance Roadmap](#). This roadmap is the culmination of six months of work with an International Financial Institution (IFI) exchange network. The network, organised and led by Circle Economy, was tasked with sharing strategies, assisting in agenda setting and inspiring and engaging IFIs to increase funding towards circular initiatives.

IMPACT:

The network, commissioned by the Dutch government, hosts content specialists from the Ellen MacArthur Foundation, Chatham House, UNEP-FI, and the Dutch Ministry of Infrastructure and Water Management, alongside technical representatives of major international financial institutions and private banks, all of whom work directly on the circular economy strategy of their respective institutions. Over a series of four working sessions, the group convened to discuss the opportunities, bottlenecks and best practices in financing circular projects— and the key actions required to address them. These workshops resulted in the high-level IFI roadmap that was launched at COP27 in Sharm el-Sheikh, Egypt.

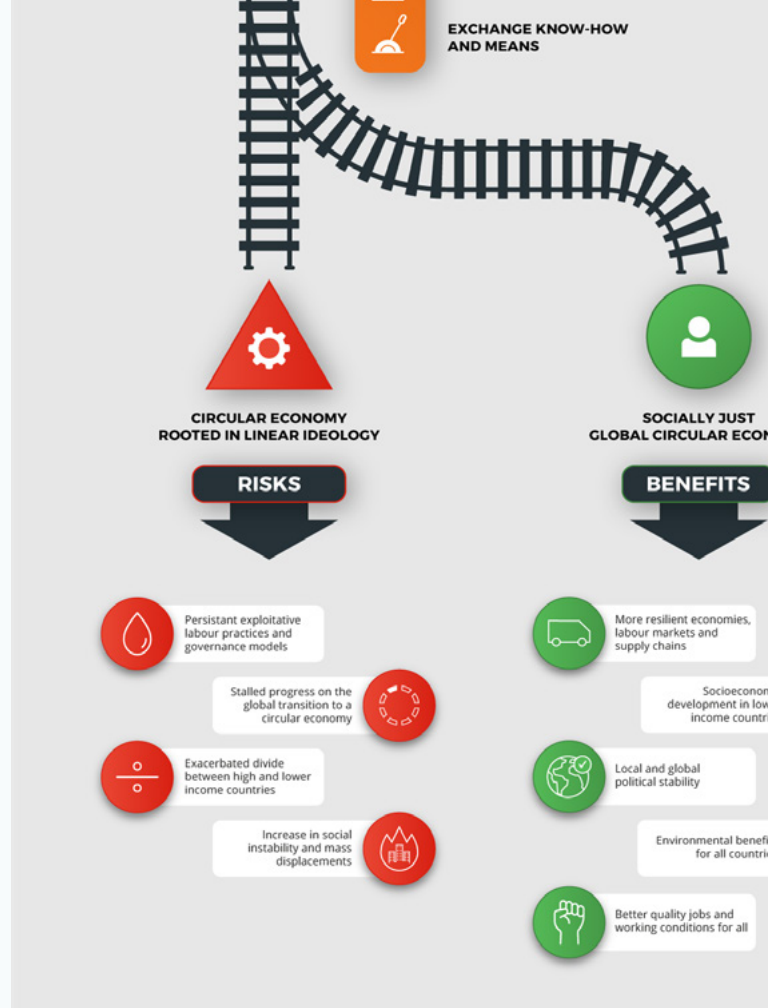


3. PRIORITISING PEOPLE: ENSURING THE CIRCULAR TRANSITION IS SOCIALLY JUST

The transition to a more sustainable system will not be socially just by default. To raise awareness of the social impacts of the circular economy, our Circular Jobs Initiative (CJI) published a report titled [Thinking beyond borders to achieve social justice in a global circular economy](#). The report illustrates the benefits of a global, socially just approach to environmental, trade and development policies for governments and multilateral bodies. Funded by the Goldschmeding Foundation, this project was made possible with the support of the CJI Advisory Board members (EMF, Sitra, University of Sussex, TU Dortmund and KU Leuven), as well as the World Bank Group and International Labour Organisation.

IMPACT:

Participants include interviewees Marianne Kettunen (TESS Forum on Trade, Environment and the SDGs), Josefine Koehler (Trinomics B.V. / African Circular Economy Network), Deborah Nartey (Footprints Africa) and Liz Ricketts (The OR Foundation). We presented findings of the report at the [WTO Aid for Trade event](#) to a global trade community, together with Chatham House, the Institute for European Environmental Policy and the World Economic Forum. This paper also garnered strong media coverage with op-eds featured on the World Economic Forum, IISD SDG Hub and Apolitical.



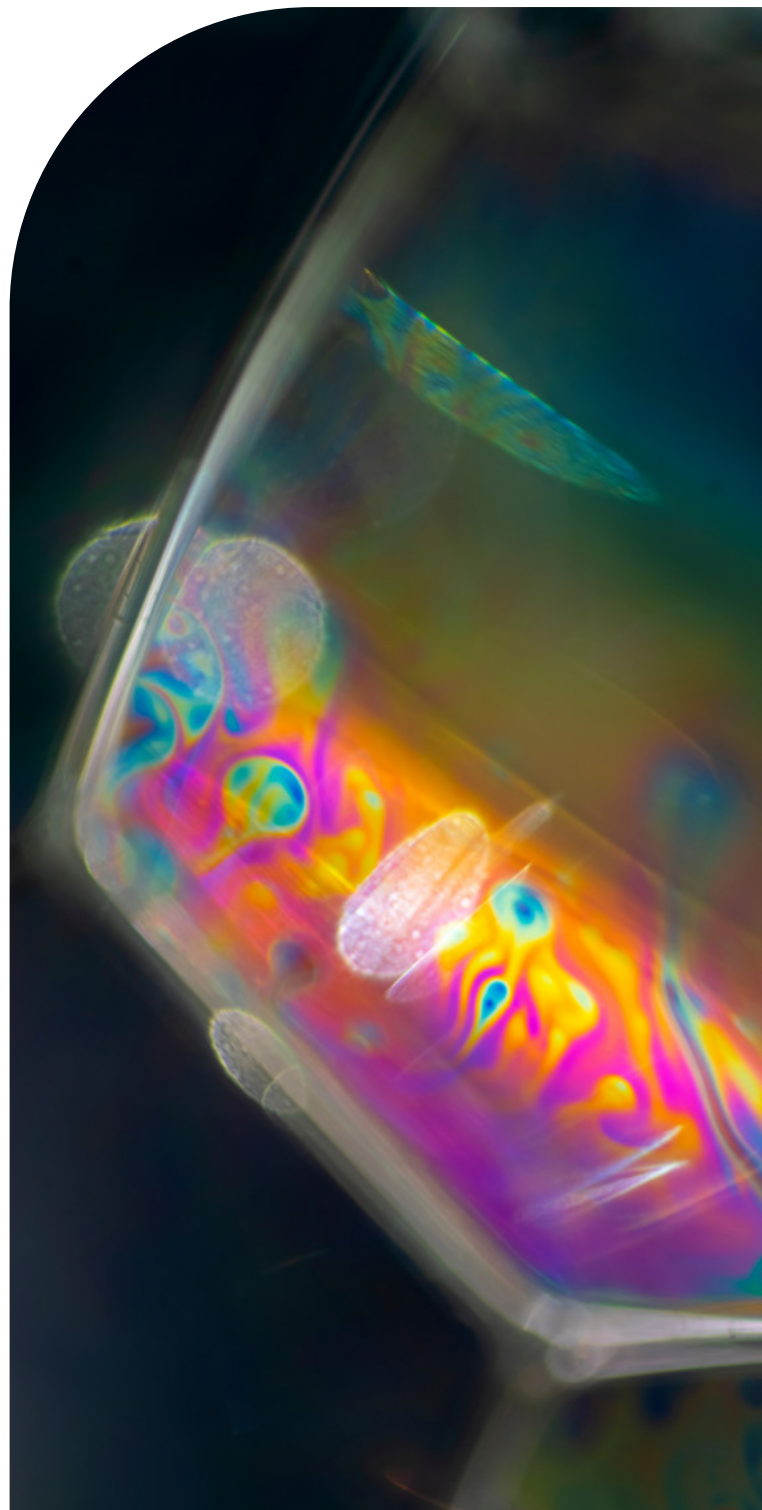
ACT

Circle Economy is committed to building the capacity of stakeholders to implement circular strategies on the ground.

We do this in a range of ways, firstly: by bringing our analysis to life through practical training aided by the use of digital tools.

Secondly, by strengthening the evidence base for the circular transition and by building knowledge on the link between the circular economy, and social and environmental justice. Since 2016, we have published over 100 reports which have been referenced in 714 publications to date.

What's more, our insights have been shared at over 460 events in the past five years. We aim to continue amplifying insights from research and analysis and transferring practical skills through training by forming strategic partnerships with key institutions, with the hope of enhancing decision makers' knowledge of circular strategies.



1. RADICAL COLLABORATION TO SCALE THE IMPACT OF A GLOBAL CIRCLE ECONOMY



UNITED NATIONS ENVIRONMENT PROGRAMME:

In April 2022, Circle Economy became an accredited organisation under the United Nations Environment Programme (UNEP). We have been able to leverage our close partnership with the UNEP since 2019 through our work on cities and employment in the circular economy. Throughout this four-year collaboration, our partnership has realised various milestones, including the [Circular Jobs Methodology](#) and the [Circular Jobs Monitor](#). This year over 100 new cities were added to the Circular Jobs Monitor, enabling users to explore data on jobs across 30 countries. Moving forward, Circle Economy will be collaborating with the UNEP in the development of a new system of city typologies.

CHATHAM HOUSE:

Chatham House and Circle Economy have a longtime partnership originating from the development and ongoing delivery of the [‘SWITCH to Circular Economy Value Chains’](#) project. Chatham House and Circle Economy have formalised their partnership through an agreement to expand areas of research with a focus on trade and value chains, energy transition and circular economy roadmapping. The aim of the collaboration is to advance inclusive development, low carbon and circular economy agendas globally, and to protect the planet and reduce inequalities within and between countries. This will be achieved by supporting stakeholders and decision makers with the evidence base needed to adopt and implement circularity at scale.



INTERNATIONAL LABOUR ORGANISATION AND THE WORLD BANK:

Circle Economy, the International Labour Organisation and S4YE (a World Bank-led global programme) are working together to promote innovation, create sustainable enterprises and ensure decent work for all. Our initiative, [Jobs in the Circular Economy](#), aims to provide better data and evidence to incorporate a social perspective into the circular transition. Under this joint initiative, the organisations will bring together partners to develop methodologies, assessments and indicators for measuring circular jobs in selected countries and sectors. The findings will be shared through a series of briefs, reports, and learning sessions, including a global review of jobs in the circular economy. This global evidence base will allow for a better understanding of the potentials of circular policies and business models to create more and better jobs.

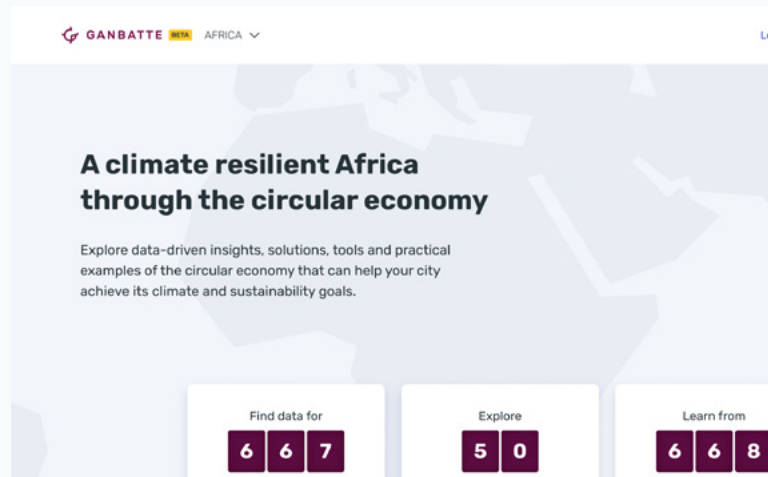


2. DIGITAL TOOLS FOR A CIRCULAR FUTURE



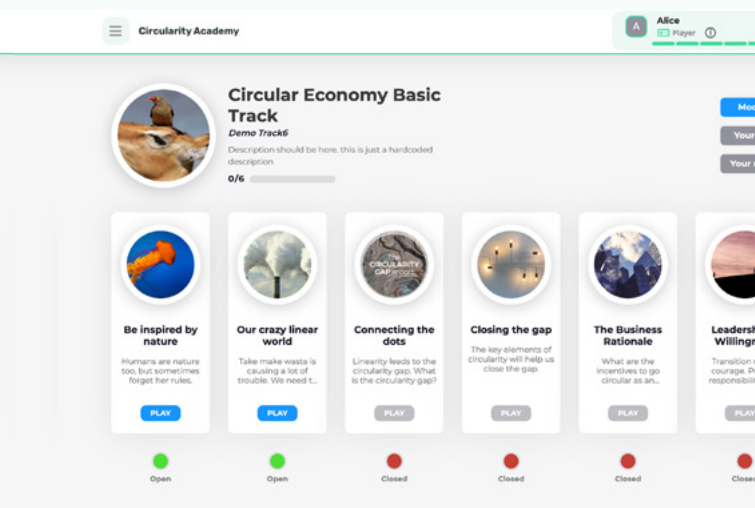
GANBATTE:

Circle Economy has co-created an open-access digital platform, [Ganbatte](#), which launched its beta version in 2022. Ganbatte provides a streamlined space where our frameworks, baseline data and case studies from around the world are available to all users. We teamed up with Local Governments for Sustainability (ICLEI), the Ellen MacArthur Foundation, the United Nations Environment Program (UNEP) and Metabolic to develop this tool. With its current spotlight on cities, Ganbatte provides key metrics, case studies and city-specific solutions to transition from a linear to circular economy. We will continue the development of Ganbatte and launch more features, integrate data and add a wide range of tools to cities, nations and businesses. This project was made possible with funding from the MAVA Foundation and De Hoge Dennen.



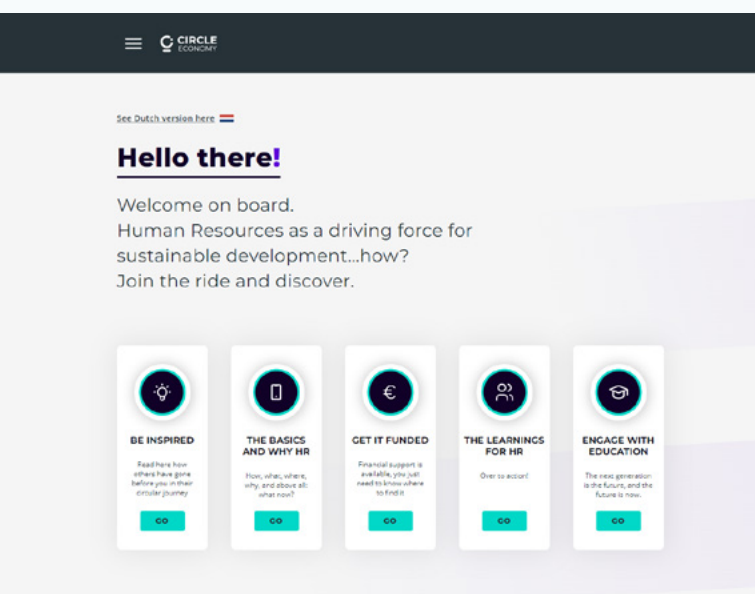
GOING GLOBAL: MAKING CONNECTIONS

Ganbatte launched this year! By the end of 2023, we aim to have 300 businesses, 1,000 cities and 70 nations actively using our digital platform to gain insights, promote action, connect with each other and track their progress towards a circular economy. Ganbatte will serve as a single platform to unite many of our digital tools—namely the Knowledge Hub, Circularity Assessment and Circularity Academy (CAMY).



CIRCULAR ACADEMY (CAMY):

Launched at the Web Summit Lisbon 2022, [Circularity Academy \(CAMY\)](#) is a gamified e-learning platform meant to assess, engage, and activate people in the circular transition. This beta version of CAMY is based on 11 years of circular economy research, founded on over 4,800 case studies from around the world. The goal of the CAMY learning tracks are to be relatable, understandable and practical. It is our mission to close the green skills gap and in doing so, contribute to closing the circularity gap. CAMY is powered by Sustainability Games and Ganbatte.



CIRCULAR TOOLKIT FOR HR PROFESSIONALS:

After a year-long project researching who can drive the circular transition in the Netherlands, Circle Economy's Circular Jobs Initiative (CJI) produced the first [circular economy toolkit](#) for HR professionals. We developed the toolkit in collaboration with our funding partner, the Goldschmeding Foundation, Social Finance NL and a sounding board of Dutch stakeholders—including FNV, In Retail and Leren Voor Morgen. To formulate this roadmap, six businesses—Ikea, Lid, Action, Auping, Mud Jeans and Roetz—participated as case studies. The Circle Economy digital team also worked in collaboration with Sustainability Games to create a learning track in the Circularity Academy (CAMY) for HR managers. At our live event, there were 60 guests from 30 sectors—including HR professionals from both large and smaller companies, educational institutions, social partners and the Dutch Ministry of Infrastructure and the Environment.

DONOR SPOTLIGHT:



The MAVA Foundation has been a great partner of Circle Economy from its infancy to today. Their support has been invaluable, spanning across our focus areas from the Circular Jobs Initiative to digital tools and services.

The foundation was key in helping develop our emerging leadership through the MAVA Leadership Experience and providing support to navigate the challenging covid-19 period. While we are sorry our partnership has come to an end, we are very grateful to MAVA and the Hoffmann family for their generous support through the years!

CIRCLE ECONOMY SENDS THANKS TO THE MAVA FOUNDATION



'In 2016 we visited Holger for the first time in the beautiful Gland village. Holger welcomed us for an introduction meeting to explore options for collaboration. In that meeting and in all the meetings that would follow it became clear that Holger and MAVA have a clear focus on the tangible and concrete...I have always valued the pragmatic and collaborative spirit Holger brought to our collaboration on projects. MAVA Foundation has been one of the parties who have been crucial to build a mature ecosystem in Europe. MAVA Foundation and Holger thank you for your belief, for your support in all possible ways!'

Marc De Wit, Director of Business, Circle Economy

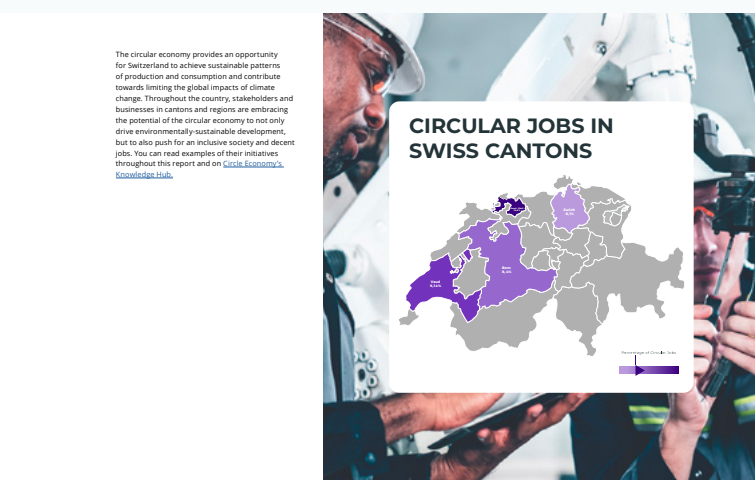
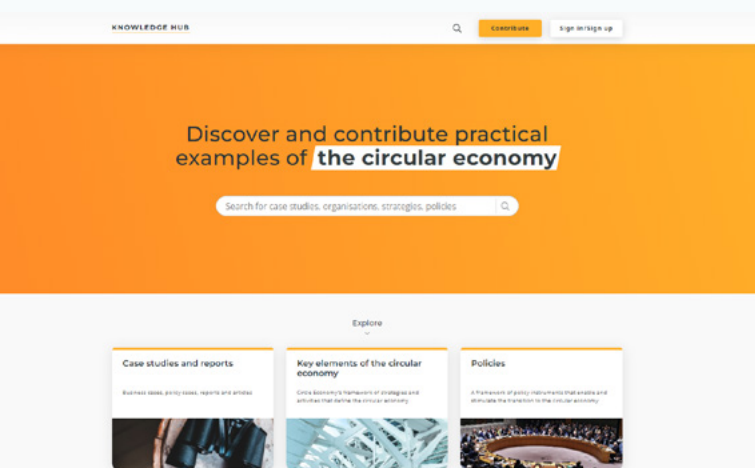
STATEMENT FROM MAVA FOUNDATION'S DIRECTOR, HOLGER SCHMIDT



'The relationship between MAVA and Circle Economy has had different aspects, but it centred on the shared view that data and its visualisation, together with access to first mover examples, are important factors to get more support as well as concrete action for circular economics to get off the ground...With the open accessibility of circular economy examples, Circle Economy has certainly played a role in the emergence of circular economy interest and experimentation in many regions, many being focal regions of MAVA. Securing the conservation impact in these regions was the motivation for MAVA to develop a sustainable economy programme, so we are delighted to see that our partnership with Circle Economy has helped make the circular economy come full circle.'

Holger Schmidt, Program Director, Sustainable Economy & Switzerland Programme, MAVA Foundation

DONOR SPOTLIGHT:



TRACING MAVA'S IMPACT WITH THE CIRCLE LAB FOR CITIES

The objective of the Circle Lab for Cities (CL4C) project is to create an online environment that provides urban changemakers with analytical and decision-support tools to enable cities to drive their own development toward a circular economy. The CL4C would not have been possible without the generous funding of the MAVA Foundation.

IMPACT: In 2020, Circle Economy launched the [Circle City Scan Tool](#), an online analytical and decision making tool for city government, policymakers and consultants to analyse the state of circularity of their city and create action plans for a circular future. This tool supported an initial 30 cities around the world in creating circular strategies, with in-depth scan and guided consulting services for 10 cities. Another outcome of the CL4C was the launch of the [Knowledge Hub](#)—a free, collaborative library of case studies for the circular economy. The nearly 5,000 cases now in the Knowledge Hub's collection flow into an ecosystem of digital products which support users in transitioning cities to circularity.

PROJECT SPOTLIGHT: MAVA FOUNDATION PAVES THE WAY FOR CIRCULAR JOBS IN SWISS CANTONS

In 2021, MAVA Foundation provided us with funding to expand our work on circular jobs in cities. They assisted in establishing a relationship with Circle Economy Switzerland, who became our collaborators on this project and with whom, alongside the local stakeholders they provided us access to, we have produced the first baseline assessment of circular jobs in Switzerland. [The project](#) aimed to assess the current state of circular jobs nationwide, and more deeply understand how five cantons (Bern, Basel, Zurich and Vaud) could scale up their circular economy activities.

IMPACT: The report itself had four validation interviews with five local stakeholders. In collaboration with Circular Economy Switzerland, the report was launched at the inauguration of a new Impact Hub in Lausanne, Switzerland in September 2022, where we had a webinar workshop presenting the results. The workshop had 20 attendees, ranging from educational institutions to NGOs. Results of the project are now visible on the [Circular Jobs Monitor](#) and 40 circular economy case studies from Switzerland have been added to our Knowledge Hub.

GENDER EQUALITY

At Circle Economy we are working towards more than just closing the Circularity Gap, we are also working towards closing the Gender Gap.

In February 2022, we published our [Gender Equality Plan](#) (GEP) and have measured our progress across several indicators, including everything from salary to career progression to contract type.

Circle Economy continues to embed a social lens in all of our work—keeping in mind that in order to make a positive impact in the world, we must start with ourselves.



CLOSING THE GENDER GAP: INSIDE CIRCLE ECONOMY'S GENDER EQUALITY PLAN 2022-2025

Equality of opportunity is an integral value at Circle Economy. That is why, as an organisation, we do not tolerate any discrimination based on gender, religion, sexual orientation, nationality or ethnicity. Developing and implementing a Gender Equality Plan (GEP) is a critical component to our mission. Circle Economy's GEP sets out our ambition and targets for 2022-2025 in our effort to promote and address gender equality within the organisation, as well as important initiatives designed to achieve this ambition.

IMPACT:

We have been working to actively recruit women throughout all available positions, launch the IDEA(L) (Inclusion, Diversity, Equality and Accessibility) initiative, establish our Gender Equality Board (GEB) and can currently demonstrate a reasonable overall gender balance both at senior management level and across other categories. Today the overall gender balance at Circle Economy is 66% female identifying and 34% male identifying, based on a survey of all staff. Circle Economy recognises that there is still much to be done in the area of gender equality within our organisation. Therefore with this GEP, Circle Economy hopes to improve and create a safe and nurturing environment for all of its employees.



GENDER EQUALITY PLAN 2022-2025

Publication date: February 2022

CIRCLE ECONOMY

On the following page:

¹ In 2019, Dutch research organisations consisted of 61,9% male and 38,1% female employees. In the EU it was 68,9% male and 31,1% female (European Institute for Gender Equality (EIGE). (2022). Gender Equality in Academia and Research. Retrieved from: [EIGE website](#)).

² As of December 2021, the average gender pay gap in the Netherlands was +13,7% (Institute on gender equality and women's history (ATRIA). (2021). Gender pay gap in the Netherlands. Retrieved from: [ATRIA website](#)).

Overall gender balance	Gender Balance	2022	
	Male	34%	
	Female	66%	
	Other Gender Identities	N/A	
Gender balance in career progression	Level	Female	Male
	Junior	73%	27%
	Medior	58%	42%
	Senior	74%	26%
	Director	50%	50%
Gender balance per working team	Department	Female	Male
	Nations and Cities	63%	37%
	Businesses	67%	33%
	Operations	82%	18%
	Digital	43%	47%
	HR	100%	0
	Fundraising and Partnerships	100%	0
	Management	50%	50%
Gender balance per contract type	Occupation Type	Female	Male
	Full time	68%	32%
	Part time	64%	36%
Gender Balance per Career Progression	Gender Balance	Female	Male
		67%	33%
Gender balance per Occupation type	Contract Type	Female	Male
	Permanent	62%	38%
	Temporary	38%	32%
	Contractor	60%	40%
Gender Balance Research Positions ¹	Gender Balance	Female	Male
		54%	46%
Nationalities		26	
Languages spoken		15	
Gender Pay Gap ²		-3% (minus)	

KEY AREA 1: WORK LIFE BALANCE AND ORGANISATIONAL CULTURE

Targets	Status update
Structures for supporting staff members with caring responsibilities	We update the internal employee website (Intranet) and inform staff regularly. Paid and unpaid exceptional leave is in place for marriages, wedding anniversaries, funerals and moving— with Maternity and Partner leave following Dutch standards.
Integration of work with family and personal life	Internal employee website and staff updates are held regularly. Part-time and remote working concepts are implemented and in use, while working times are flexible around core hours.
Raising awareness on gender-bias in the workplace	We are in the process of acquiring/planning gender-sensitive communication training.

KEY AREA 2: GENDER BALANCE IN LEADERSHIP AND DECISION MAKING

Targets	Status update
Structures to support gender equality	A Gender Equality Board (GEB) was established with 4 gender champions. The GEB will support the organisation in cultivating and raising awareness, as well as implementing and monitoring the Gender Equality Plan.
Gender balance in all key leadership and decision-making levels (Director and Senior levels)	Conducted annually.
Oversight of organisational processes in relation to gender	Equality, diversity and inclusion principles are embedded into governance and Strategic Planning, with the GEB providing guidance to the Management Team.

KEY AREA 3: GENDER EQUALITY IN RECRUITMENT AND CAREER PROGRESSION

Targets	Status update
Organisational recruitment and career progression policies have a view on gender equality	All vacancies to be 'advertised' internally during the organisation's monthly meetings. We have a hiring advertisement communication template in place with newly added tools for unbiased language and gender neutral attractiveness.
Gender proofing recruitment processes	Job advertisement templates are in place with additional worksheet for reference included in the recruitment communication style guide. We encourage applicants to remove anything in their application that refers to their gender (including photo).
Career advancement interventions for all CE employees	Retention rate (RR) of female staff, substitution practices and career progression are monitored annually.

KEY AREA 4: INTEGRATION OF THE GENDER DIMENSION INTO RESEARCH

Targets	Status update
Encourage women to take up research positions	We promote women in research-related positions during recruitment processes and career progression.
Encourage gender-related topics into research	Inclusion of gender-related topics in research work, especially via societal dimension topics—championed by CE's Circular Jobs Initiative (CJI).

KEY AREA 5: MEASURES AGAINST GENDER-BASED VIOLENCE (INCL. SEXUAL HARASSMENT)

Targets	Status update
Create biannual training sessions on sensitive topics	We are in the process of organising events on diversity and gender for raising awareness.
Encourage employees to report any gender-based discrimination, harassment and violence incidents	Inclusion of gender-related topics in research work, especially via societal dimension topics—championed by CE's Circular Jobs Initiative (CJI).

FIND OUT MORE about the
Team behind the Impact at:
[Our People](#)

OUR SUPERVISORY BOARD:

ROBERT-JAN
VAN OGTOP



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.

KITTY
VAN DER HEIJDEN



Director-General International Cooperation at Ministry of Foreign Affairs, Netherlands

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.

INTERESTED IN JOINING OUR VISION?

Get in touch with our Fundraising
and Partnerships team.



Hatty Cooper

Director (Governments and Institutions)

hatty@circle-economy.com



circle-economy.com