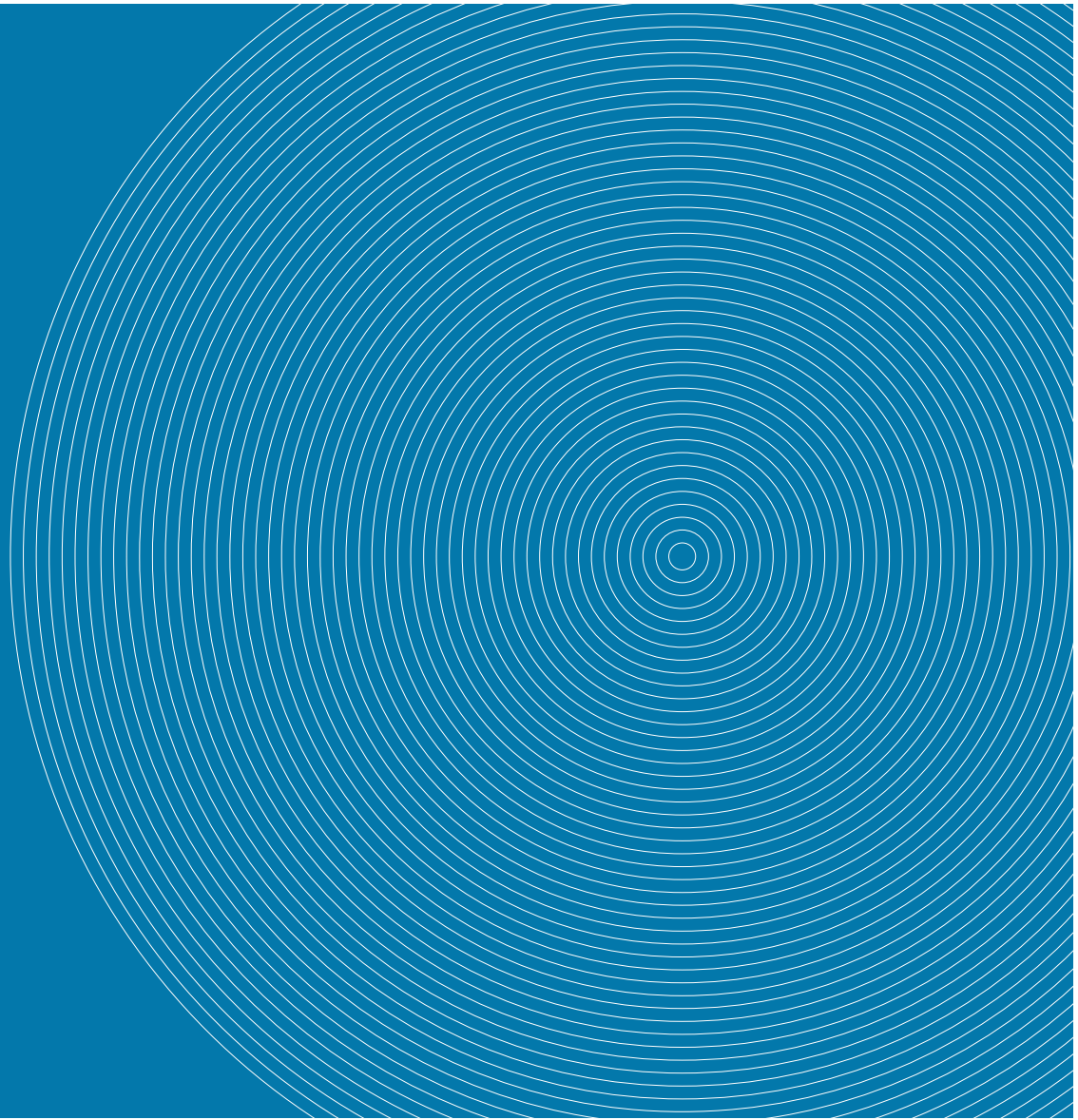


A platform to
re-think the future

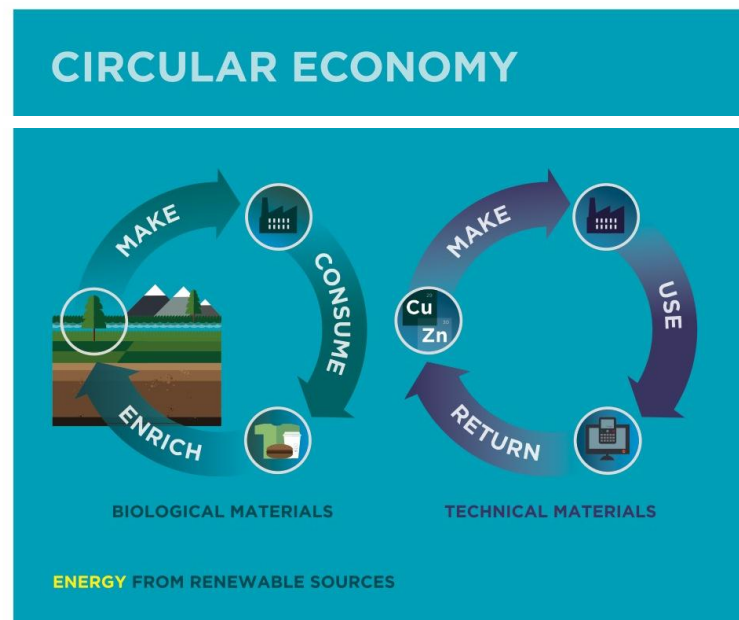
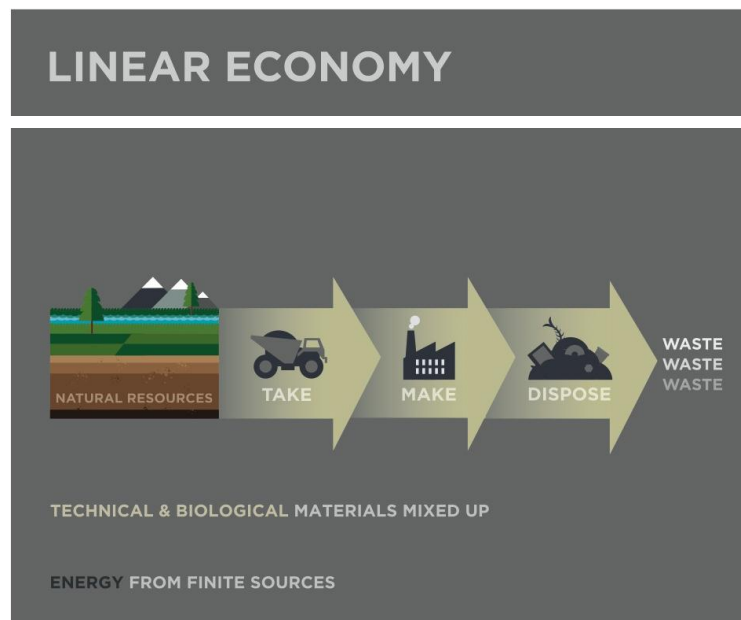
THE CIRCULAR ECONOMY
100



ELLEN MACARTHUR FOUNDATION
Rethink the future

The opportunities of a circular economy

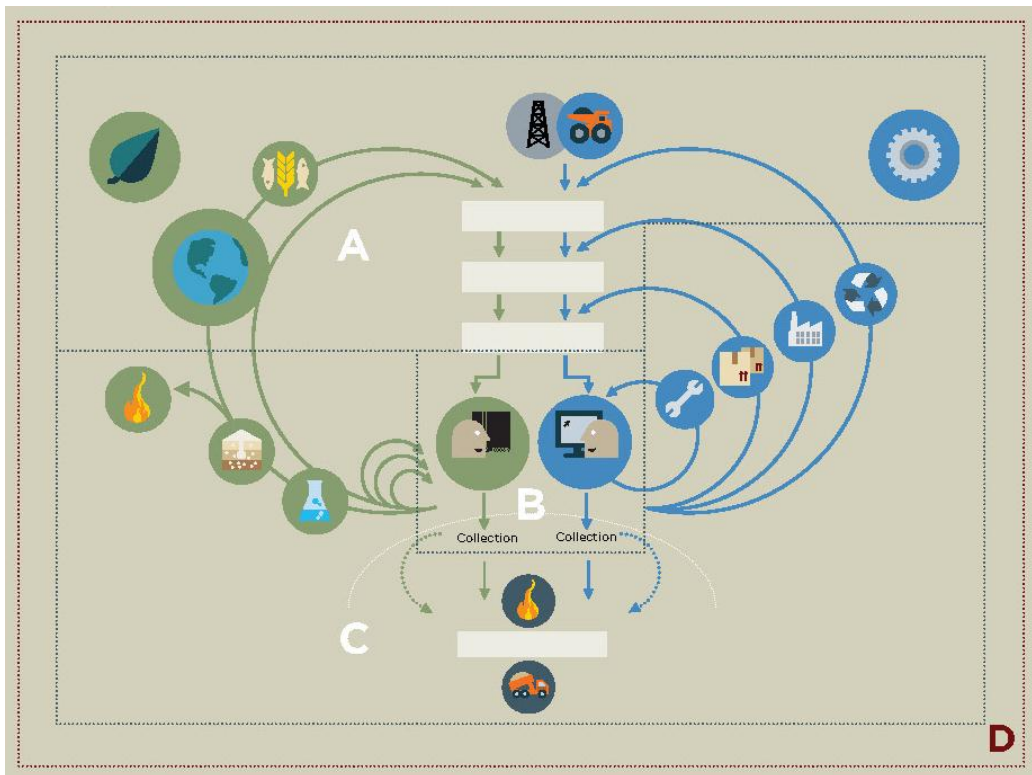
The circular economy report developed by the Ellen MacArthur Foundation, with analysis by McKinsey & Company, established a **clear framework and economic case for a transition to circular economy.**



The report demonstrated an annual **trillion dollar opportunity globally** in net energy and material cost savings for companies making the transition to circular economy, driven by factors such as increased design for re-use and introduction of new business models. Additional benefits include higher resilience, growth, innovation, and job creation.

The building blocks of a circular economy

A circular economy seeks to rebuild capital, whether this is financial, manufactured, human, social or natural. This ensures enhanced flows of goods and services into the future. The system diagram illustrates the continuous flow of technical and biological materials through the 'value circle'.



A
Circular product design and production

B
New business models

C
Reverse logistics and cascades

D
Cross-sector collaboration

What is The Circular Economy 100

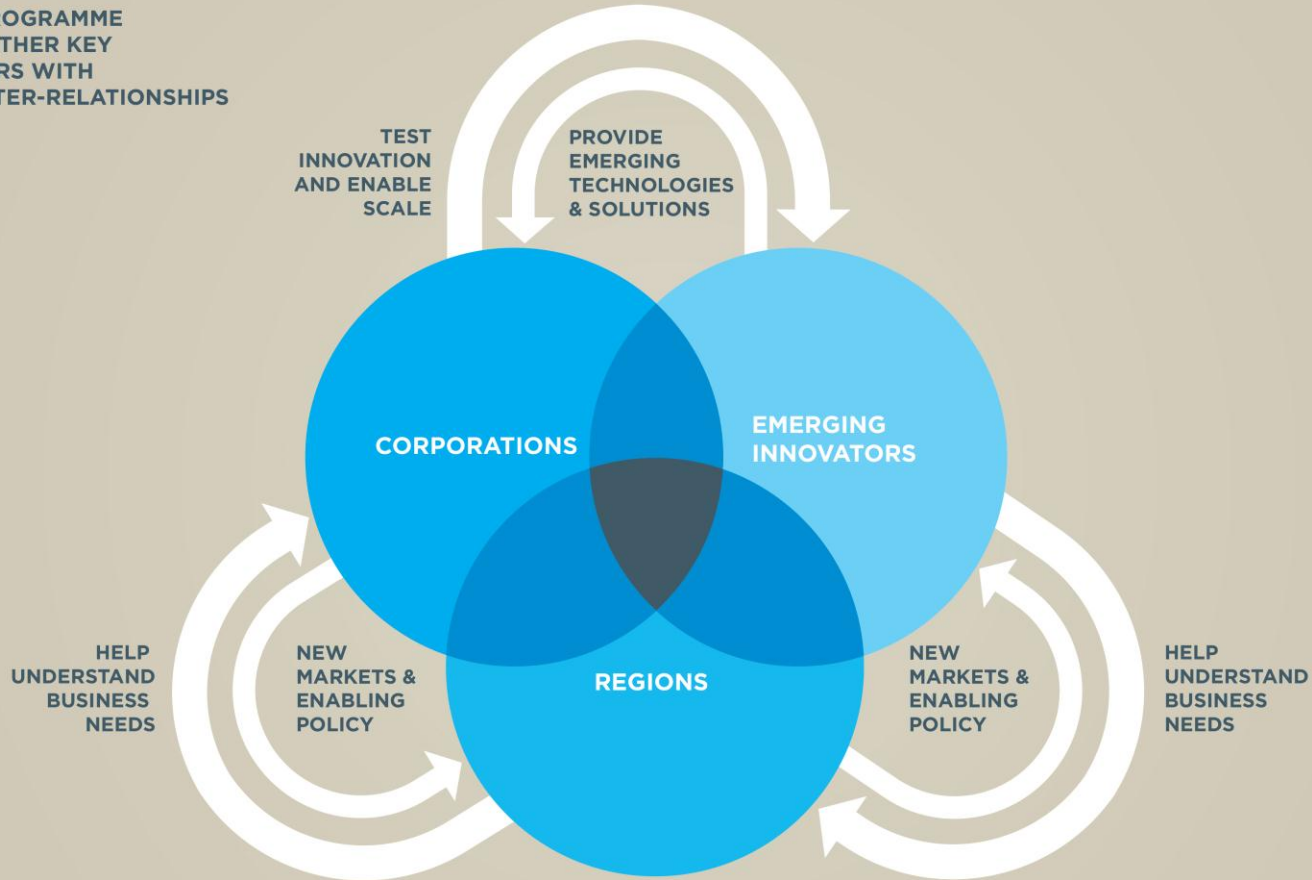
The Circular Economy 100 is a programme that will bring together **100 corporations together with emerging innovators and regions** to accelerate the transition to a circular economy over a **1000-day innovation period**



The programme is based on the principle that more value can be gained from collective problem solving than can be achieved by working alone. The Ellen MacArthur Foundation will further fuel this process, with the help of their global partners and with McKinsey as a knowledge partner.

Key stakeholders of Circular Economy

THE CE100 PROGRAMME
BRINGS TOGETHER KEY
STAKEHOLDERS WITH
ENABLING INTER-RELATIONSHIPS



Key stakeholders of Circular Economy

THE FOUNDATION SUPPORTS THE CE100 MEMBERS ACCELERATE NEW COMMERCIAL OPPORTUNITIES THROUGH THREE CORE OFFERINGS



Benefits of the CE100 programme

Participating organisations have access to highly valuable insights and resources, leveraging the Foundation's existing knowledge base, education assets, ongoing research efforts and insight into other company experience and case learning.

- 1 The library:** Using the CE100 website, members have privileged access to a library platform gathering circular economy best practices, benchmarks, case studies, frameworks and tools. Additionally, the CE100 website provides a forum to showcase success stories and to exchange ideas.
- 2 Acceleration Workshops:** Two-day workshops held every six months that include core circular economy topics and elective sessions focused on common challenges, best practices, emerging trends and key learnings for circular economy innovation.
- 3 Executive Education Module:** 6-week online distance learning module developed in partnership with the University of Bradford – six places per year per member, designed to build capacity on circular economy thinking
- 4 Annual Summit:** Including keynote presentations from business and circular economy thought leaders, the annual summit exposes members to the latest thinking, offers the opportunity to showcase success stories and network with other CE100 members and Foundation academic partners – two places per member
- 5 Partnerships:** The opportunity to form research partnerships through the Foundation's Pioneer Universities group

3-year timeplan

2013

- **January:** CE100 programme launch
- **February:** Executive education module
- **March:** Regions programme launch
- **April:** CE100 acceleration workshop
- **May:** Executive education module
- **June:** Annual summit
- **September:** Executive education module
- **October:** CE100 and Regions acceleration workshops
- Regional kickoff meetings, individual working sessions and education advice to be schedule

2014

- **February:** Executive education module
- **April:** CE100 and Regions acceleration workshops
- **May:** Executive education module
- **June:** Annual summit
- **September:** Executive education module
- **October:** CE100 and Regions acceleration workshops
- Regional kickoff meetings, individual working sessions and education advice to be scheduled

2015

- **February:** Executive education module
- **April:** CE100 and Regions acceleration workshops
- **May:** Executive education module
- **June:** Annual summit
- **September:** Executive education module
- **October:** CE100 and Regions acceleration workshops
- Regional kickoff meetings, individual working sessions and education advice to be scheduled

Arrangement

- To ensure members gain maximum value from the CE100 programme, an executive sponsor needs to be assigned and part-time team resources allocated to participate in workshops and define initiatives
- The Regions programme runs over three years, until December 2015

THE CIRCULAR ECONOMY

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Appendix



ELLEN MACARTHUR FOUNDATION
Rethink the future

CE100 Acceleration Workshops

The biannual 2-day CE100 Acceleration Workshops are action-oriented problem solving sessions bringing together members, external thought leaders and experts to share best practices and collectively address the key issues for enabling and accelerating CE transition initiatives.

The **April 22/23rd Acceleration Workshop** will address:

- Key findings from recent joint Ellen MacArthur Foundation/McKinsey & Company research
- Panel discussions on leading company lessons learned and key opportunities and challenges for scaling CE solutions
- Plenary and industry group working sessions on critical barriers, gaps and opportunities for collaboration, including
 - **Rethinking Design** - The critical role of product design for increasing circularity of materials, reducing new material demands, enabling access over ownership models and effective end-of-use asset capture
 - **Optimising reverse logistics** – Challenges and solutions for new business models and processes design, creating local networks and hubs, consumer incentives and effective feedback loops

The workshop will identify key barriers and opportunities for accelerating CE initiatives within companies and across sectors, and actionable next steps for addressing these.

CE100 Annual Summit

The CE100 Annual Summit will bring together the leading global thought leaders, academics, companies and practitioners to provide a global wrap-up of the most current thinking on key circular economy topics

The **June 19th Summit** will address :

- Latest global perspectives on the economic opportunities, challenges and key gaps in the market critical for adoption at scale
- The latest thinking and examples of product and process redesign to enable circularity
- Review of emerging access-over-ownership models and trends – leading cases, adoption rates and trends, local and emerging scale models
- Enabling technologies – new and emerging technologies that will enable adoption, opportunities and challenges for adoption at scale
- Leading company, industry, country, and regional cases

The summit will take stock of the current landscape and re-set the key opportunities and challenge for the coming year.

About the Ellen MacArthur Foundation

The Ellen MacArthur Foundation was established in 2010 with the aim of inspiring a generation to re-think, re-design and build a positive future through the vision of a circular economy.

The Foundation focuses on three areas to help accelerate the transition towards circular economy:

- **Insight** – Continuing to provide robust analysis and insight into the transition to the circular economy
- **Business** – Catalysing businesses innovation and promoting the sharing of best practice
- **Education** – Inspiring a generation to re-think and re-design the future

The Ellen MacArthur Foundation is a registered charity and is reliant on membership subscriptions to fund the activities of the Circular Economy 100 programme.