



# Circular Economy and Procurement



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**Humans are supposed to be intelligent,  
it's high time to prove it**

Janez Potočnik

*co-chair of UNEP-IRP and board member of WRF*



# SUSTAINABLE DEVELOPMENT GOALS



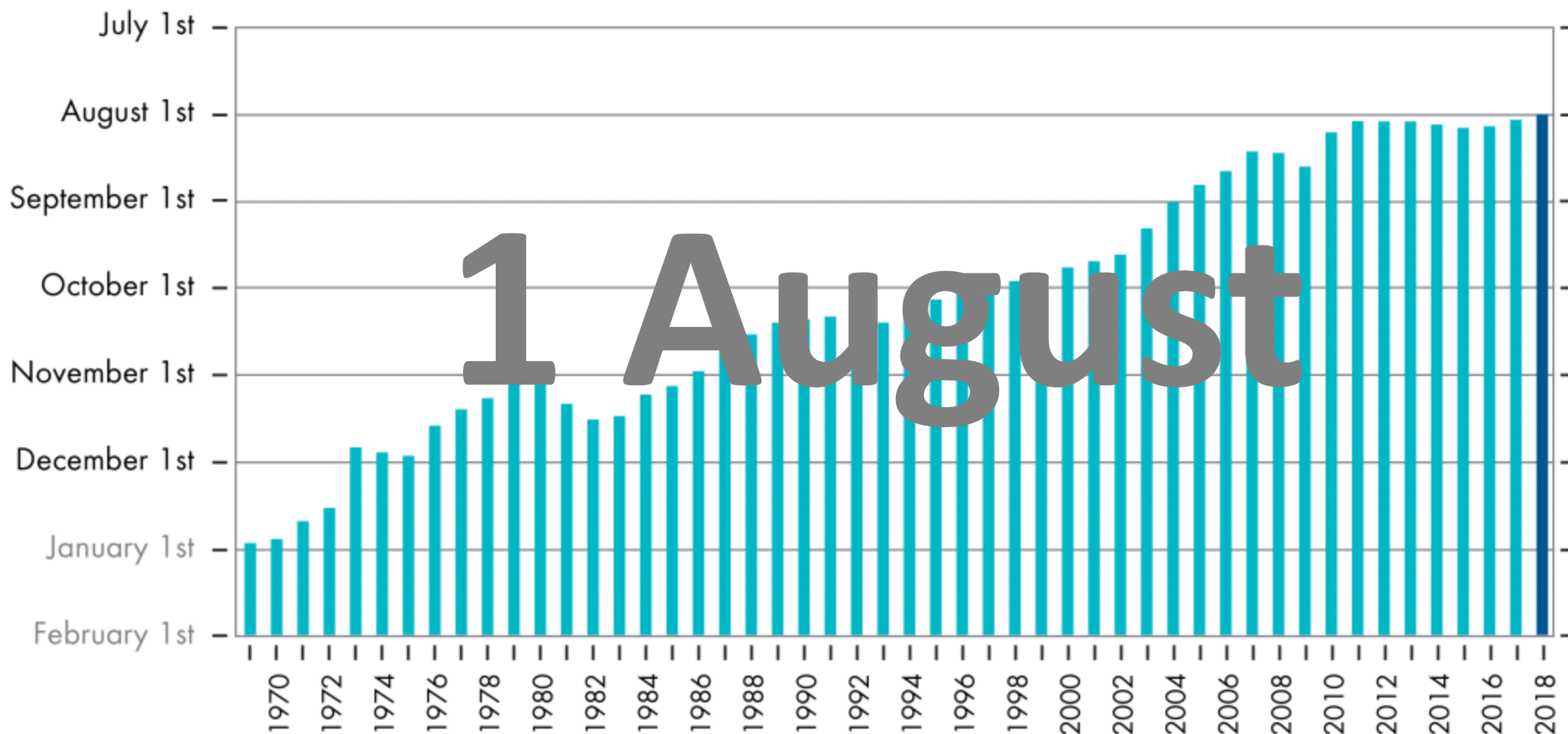


1 Earth

# Earth Overshoot Day 1969-2018



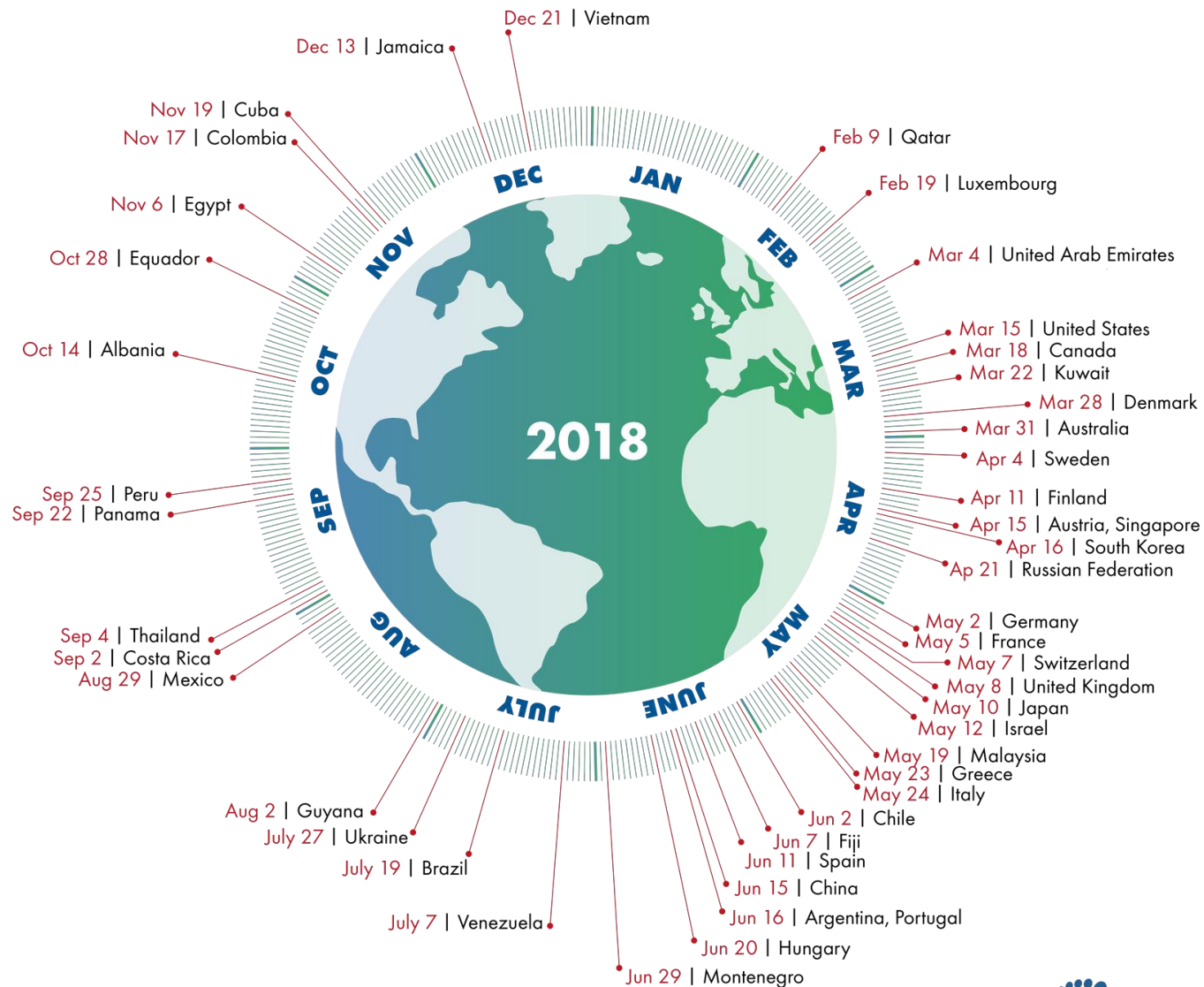
1.7 Earths



Source: Global Footprint Network National Footprint Accounts 2018

# Country Overshoot Days 2018

When would Earth Overshoot Day land if the world's population lived like...



**The Netherlands**  
14 April

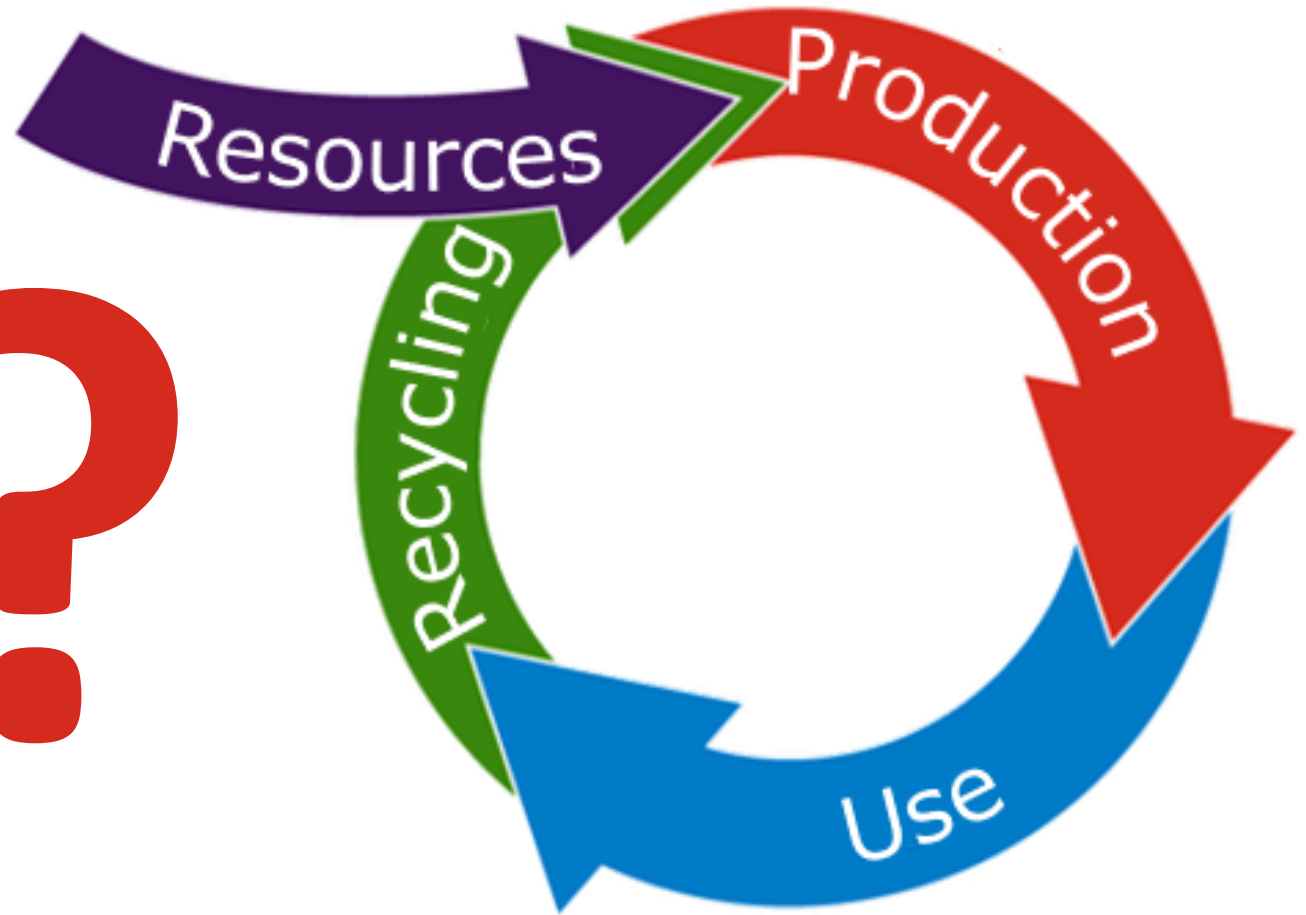
**Austria**  
15 April

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption  
and production patterns

- energy
- carbon emissions
- waste and littering
- pollution
- resources



**Professor Paul Ekins:**  
**Focus on both!**



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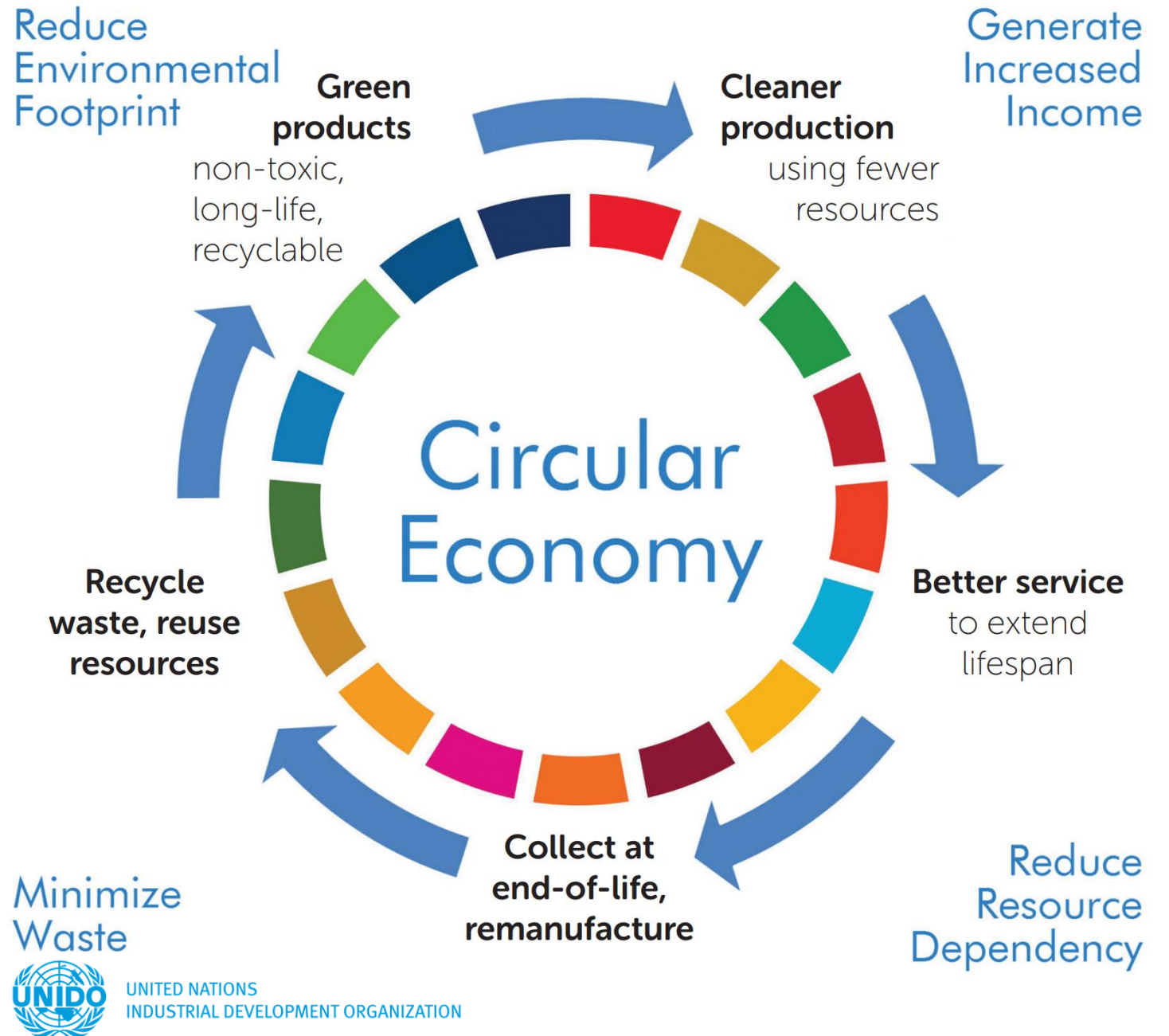
## **Circular economy is the missing piece in our climate agenda**

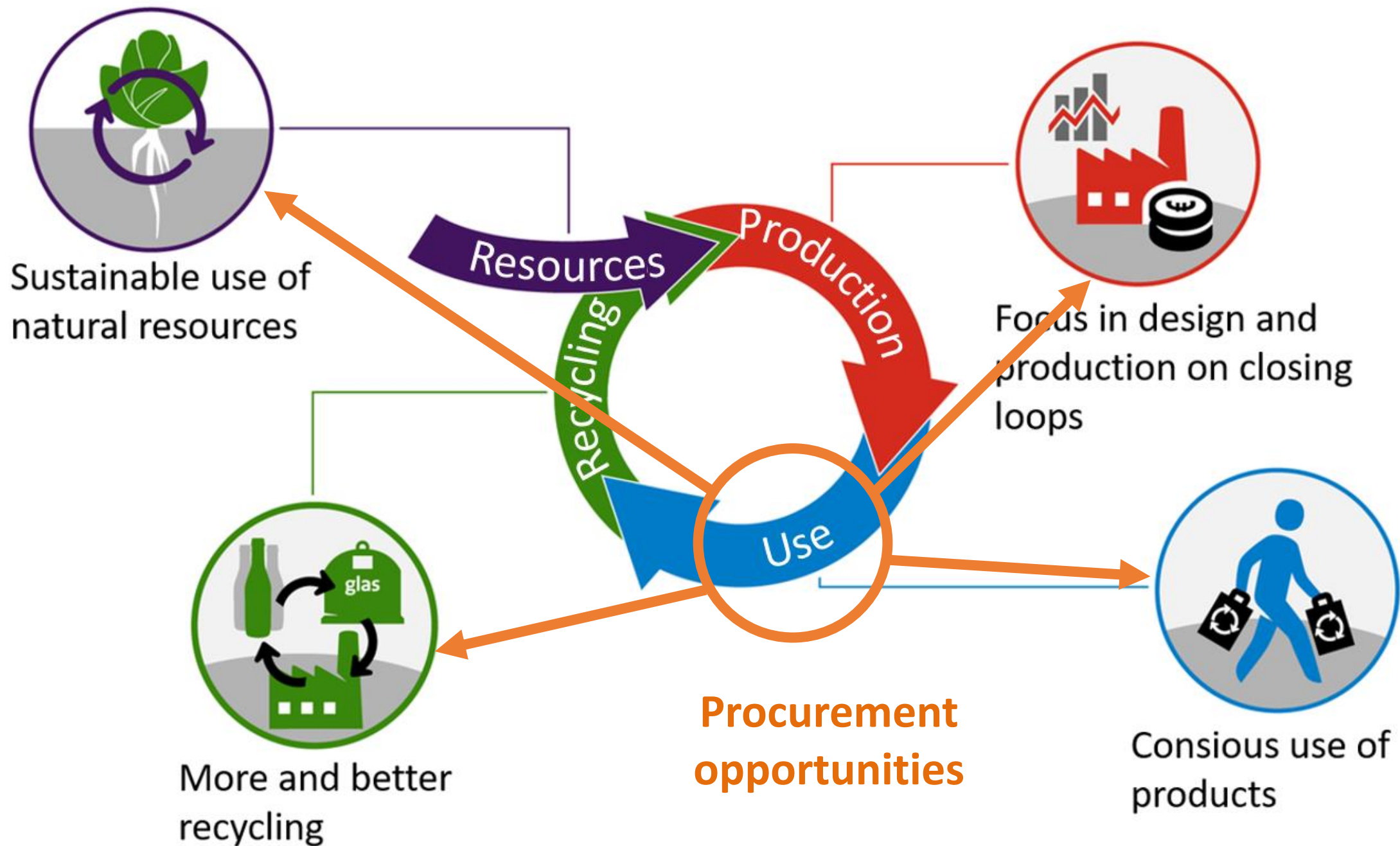
**Sientje van Veldhoven**

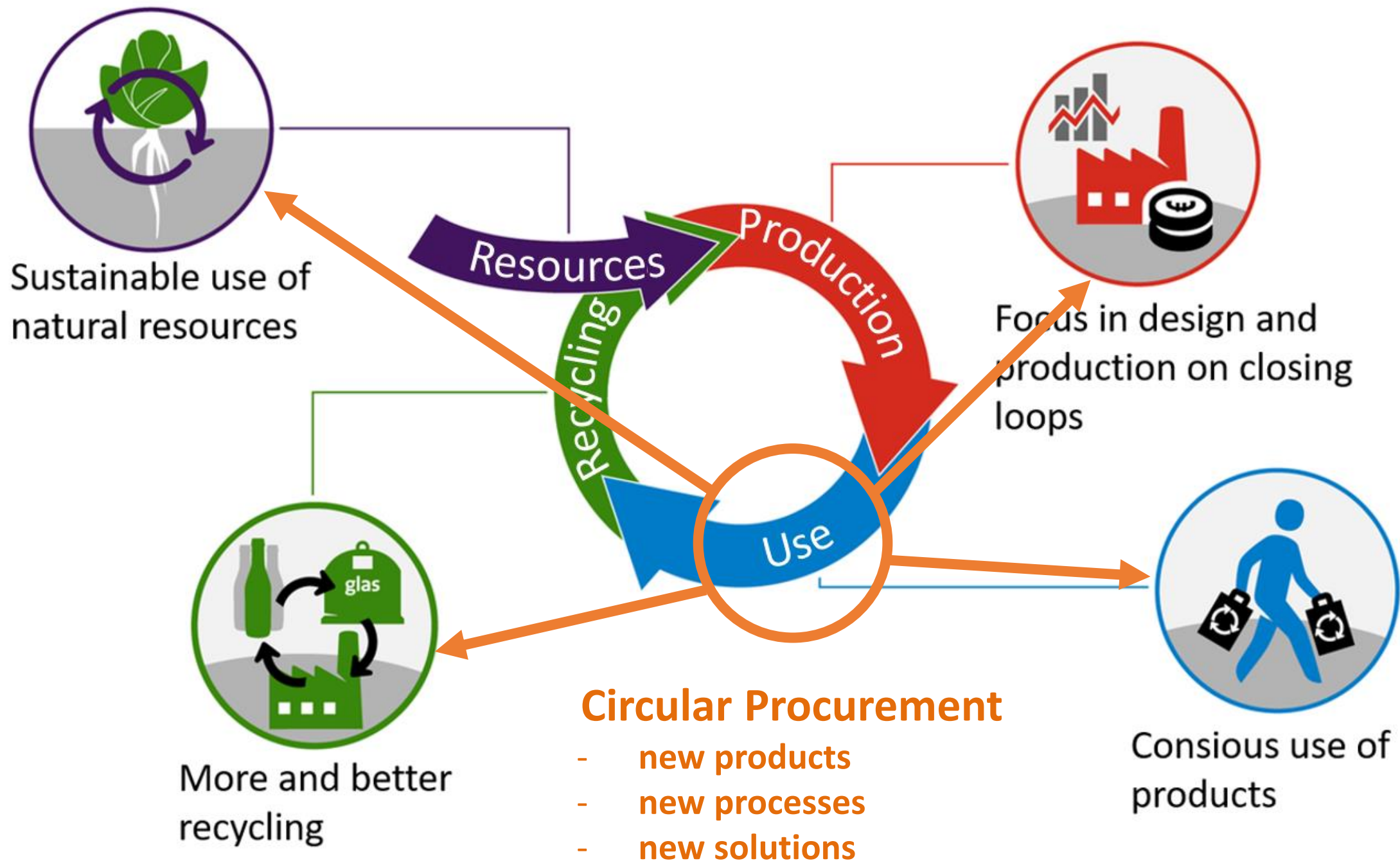
*Dutch State Secretary for Infrastructure and Watermanagement*

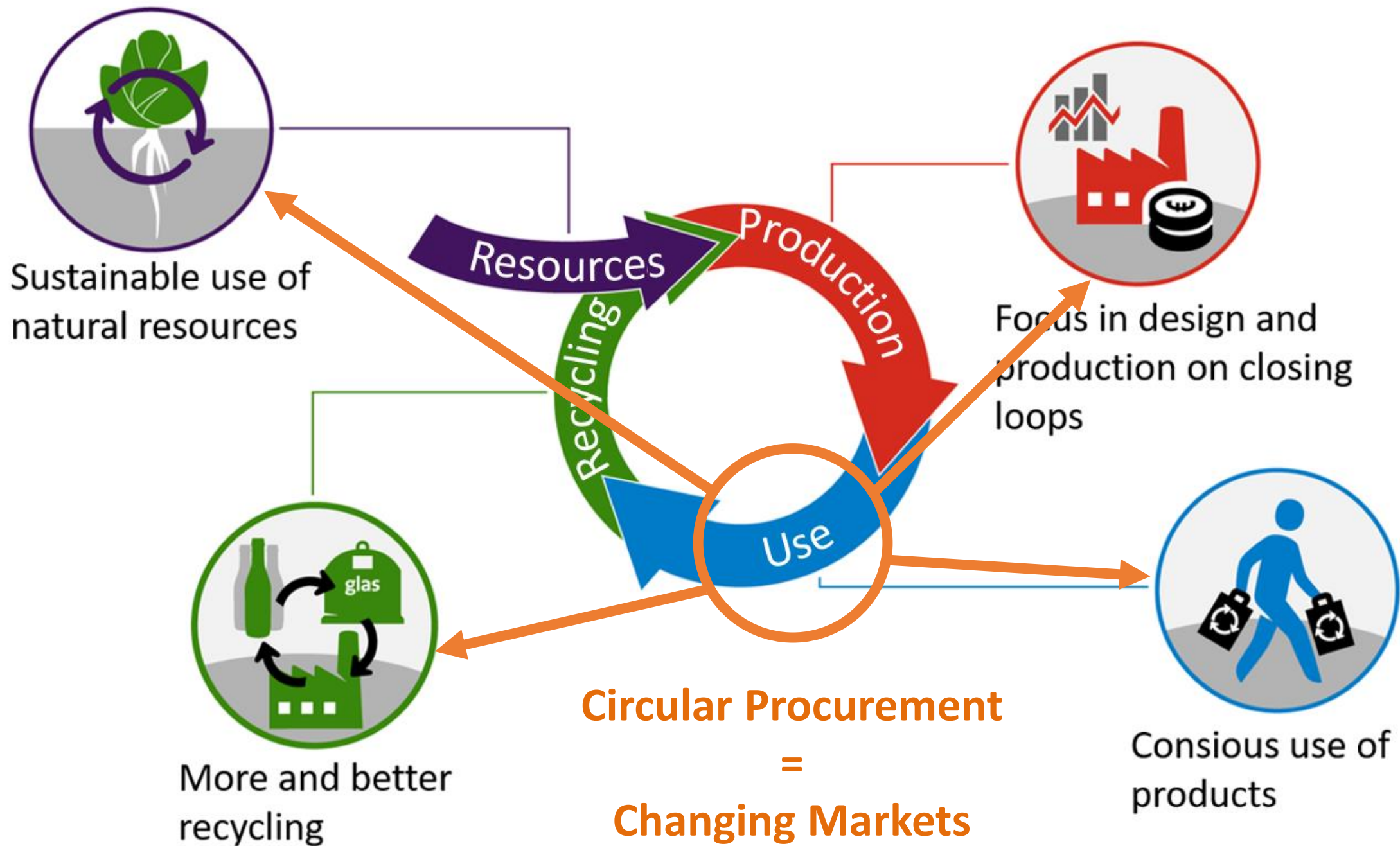
Circular  
economy  
is NOT  
a goal

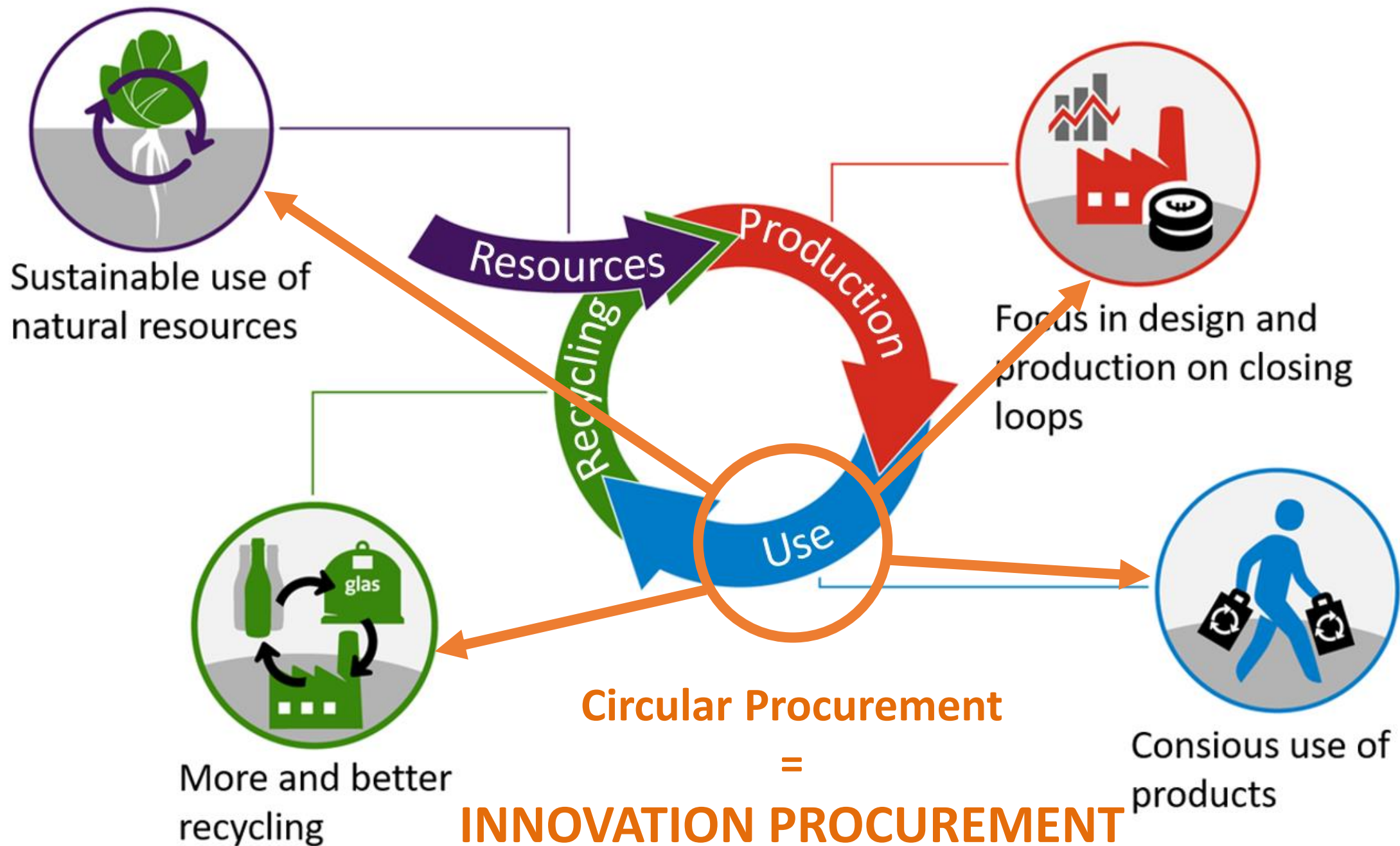
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it's a  
means  
to an end













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**Alice - *This is impossible!***

**Mad Hatter - *Only if you believe it is...***

Mad Hatter

*Slightly disturbed ('mad') character in the novel  
Alices Adventures in Wonderland*

# Pilots

- Waste
- Catering
- Company clothing
- Mobility
- ICT hardware
- Furniture
- Building & Construction
- Paper
- Packaging





# Green Deal Circular Procurement



# Green Deals in Europe

Circular economy doesn't  
stop at the borders

Circular economy depends on  
collaboration

*Green Deals are local hubs  
for experience and tools*

*Green Deals accelerate real  
circular impact*





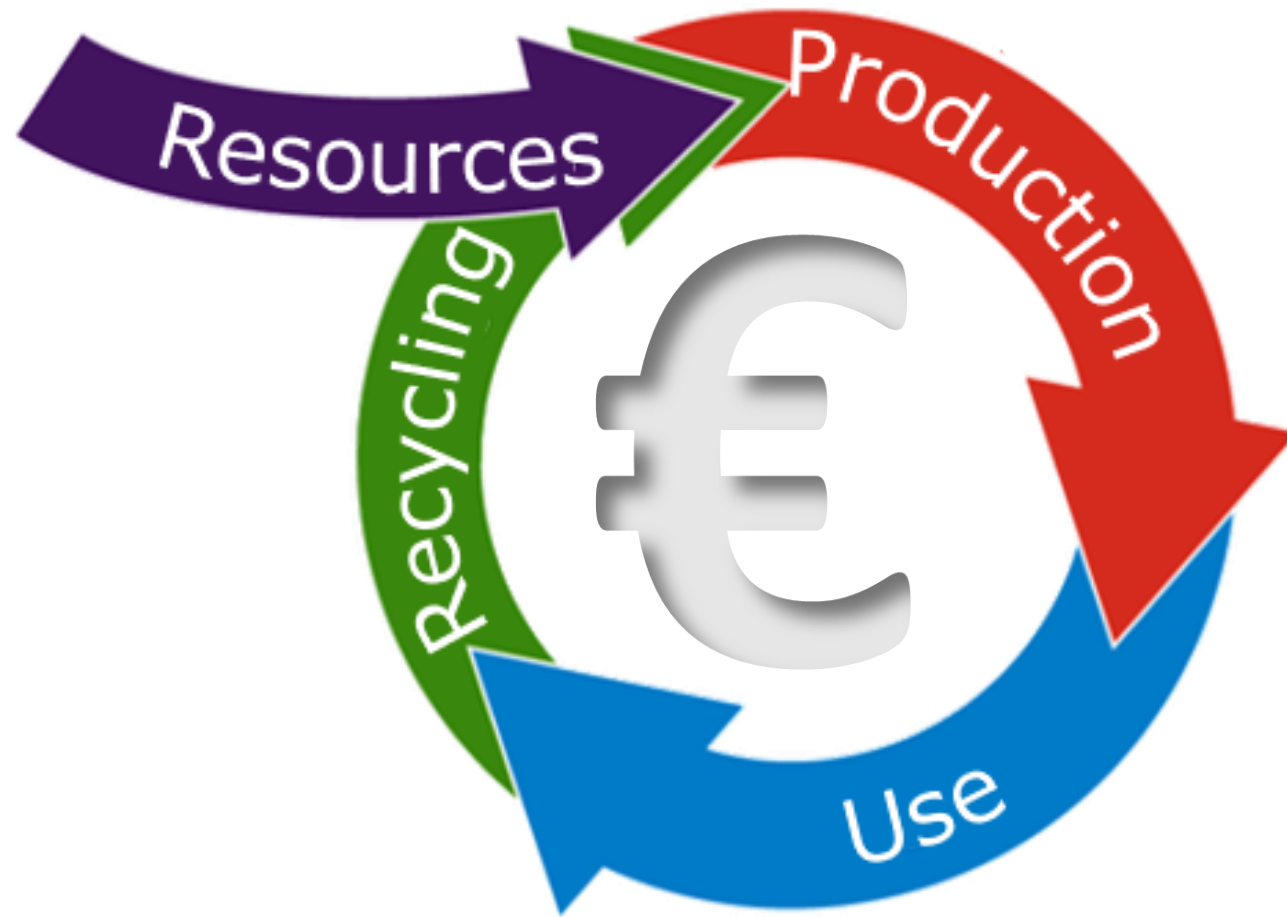
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**Knowledge increases by sharing  
not by saving**

Kamari aka Lyrikal

*Rapper, record producer and song-writer*

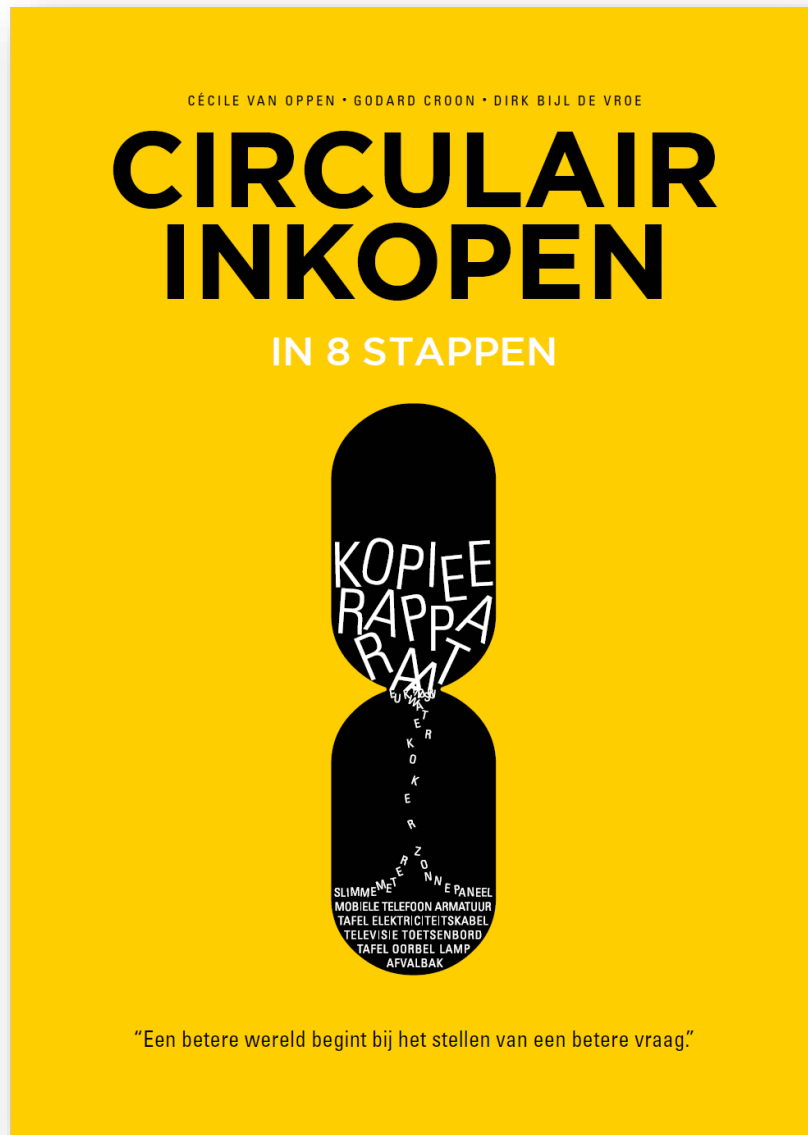
# REAL INNOVATION AND IMPACT



# FRONT RUNNERS RESPONSIBILITY



# Circular Procurement in 8 steps



1. From definition to ambition
2. Internal organisation
3. Demand
4. Collaboration
5. Tender procedure
6. Measuring and awarding
7. Ensure results and impact
8. Contract management

<http://www.copper8.com/wp-content/uploads/2018/10/E-book-Circulair-Inkopen-in-8-stappen-Copper8.pdf>

# YOUR RESPONSIBILITY





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**A better world starts with a better demand**

Cécile van Oppen  
*Co-founder Copper8*

**Procurement**

**reflects**

**BEHAVIOR**

