



Circular Economy and Procurement



Joan Prummel

Rijkswaterstaat

Strategic Advisor Circular Economy

joan.prummel@rws.nl





**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



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**Ensure sustainable consumption
and production patterns**

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



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

Sientje van Veldhoven

Dutch State Secretary for Infrastructure and Watermanagement

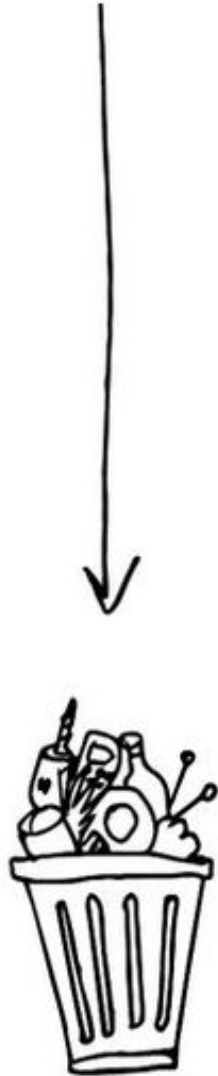
Netherlands Circular by 2050



- **2050:** 100% circular economy
- **2030:** 50% reduction in use of virgin raw materials through:
 - Reduction
 - Recycling
 - Biobased
 - Sustainable sourced
 - Product life extension
- **Procurement** is one of the instruments

<https://www.government.nl/topics/circular-economy/documents/policy-notes/2016/09/14/a-circular-economy-in-the-netherlands-by-2050>

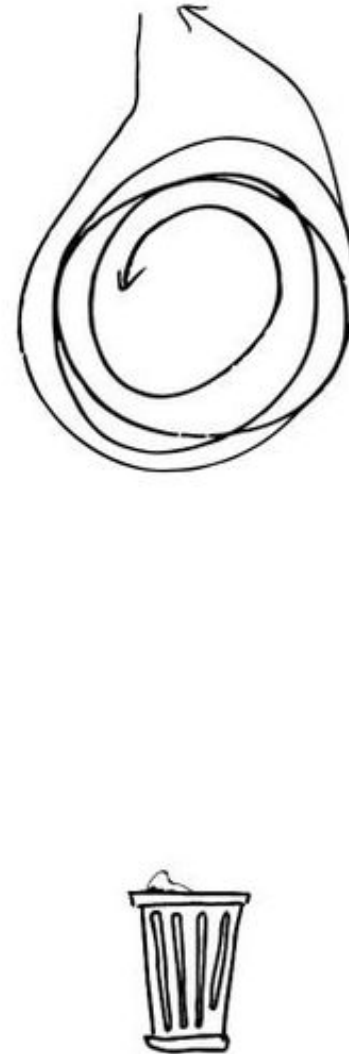
LINEAR ECONOMY



RECYCLING
ECONOMY

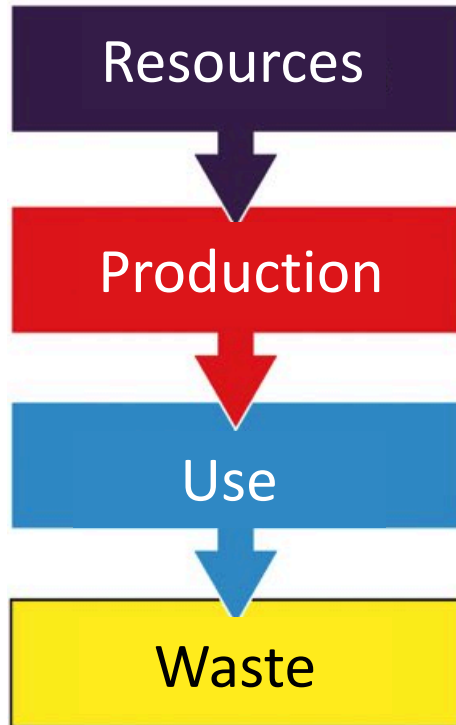


CIRCULAR
ECONOMY



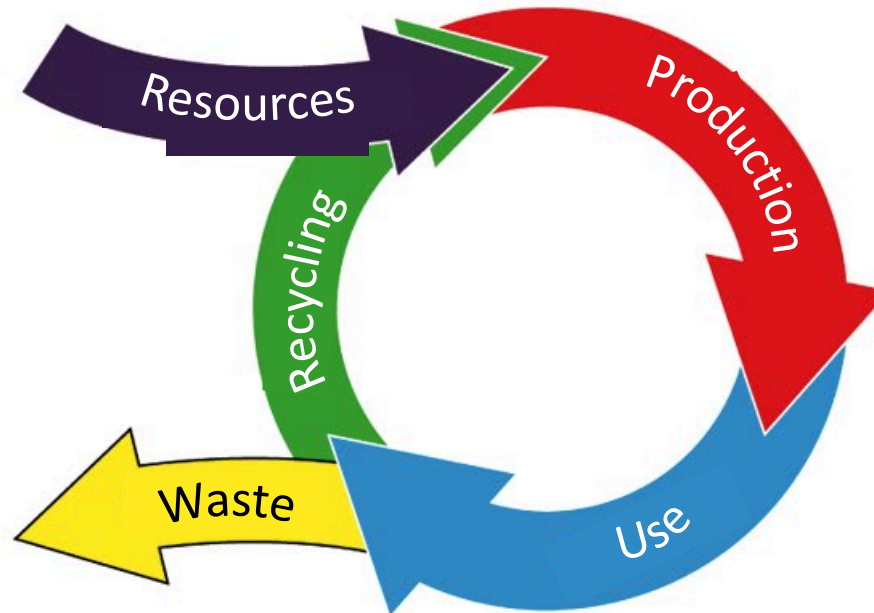
Current

Linear economy



Work in progress

Chain economy with recycling



2050...

Circular economy



From waste to resources



Sustainable use of
natural resources



Focus in design and
production on closing
loops



More and better
recycling



Conscious use of
products



**Waste is an indicator
of circularity**

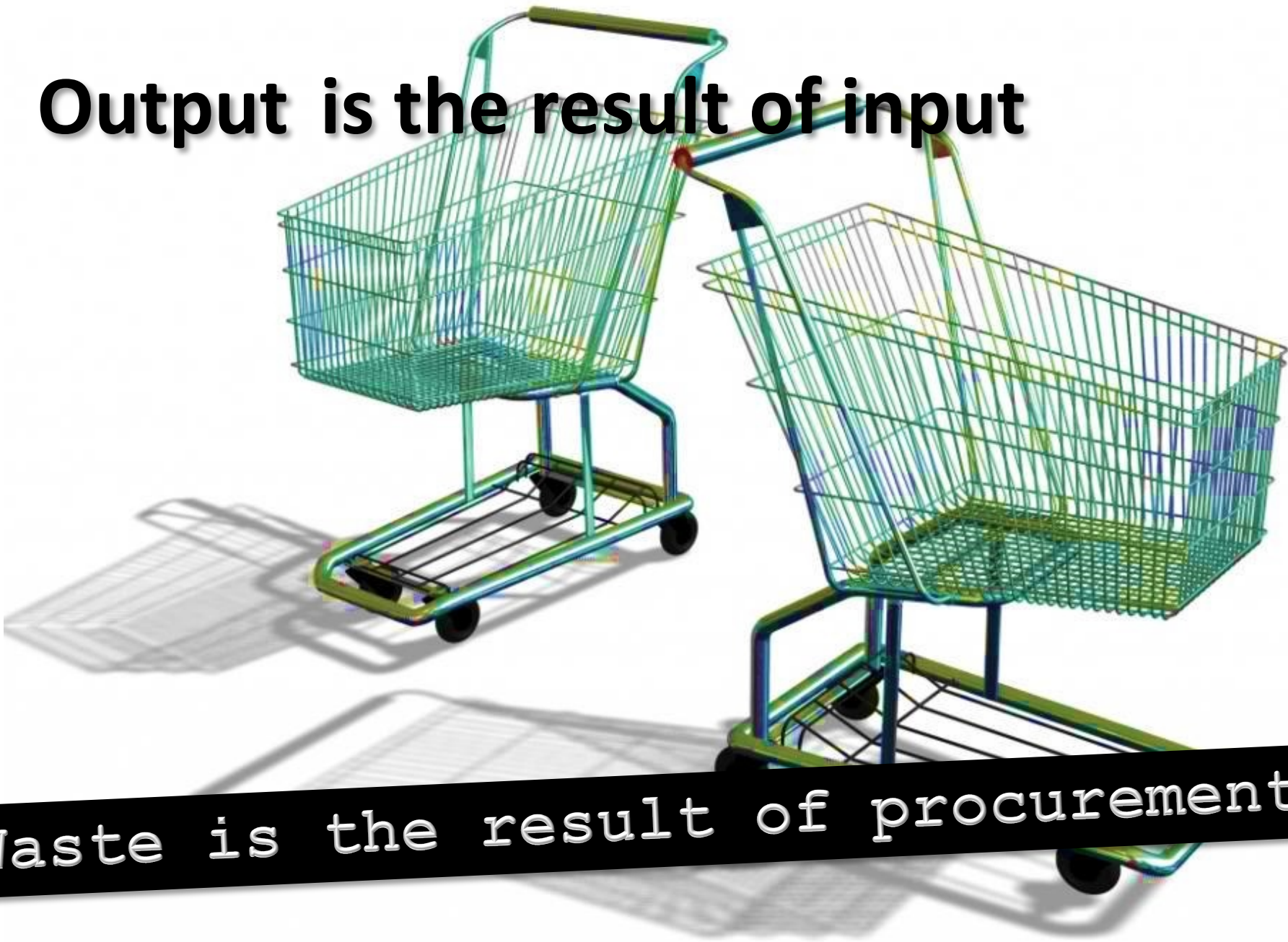


A better world starts with a better question

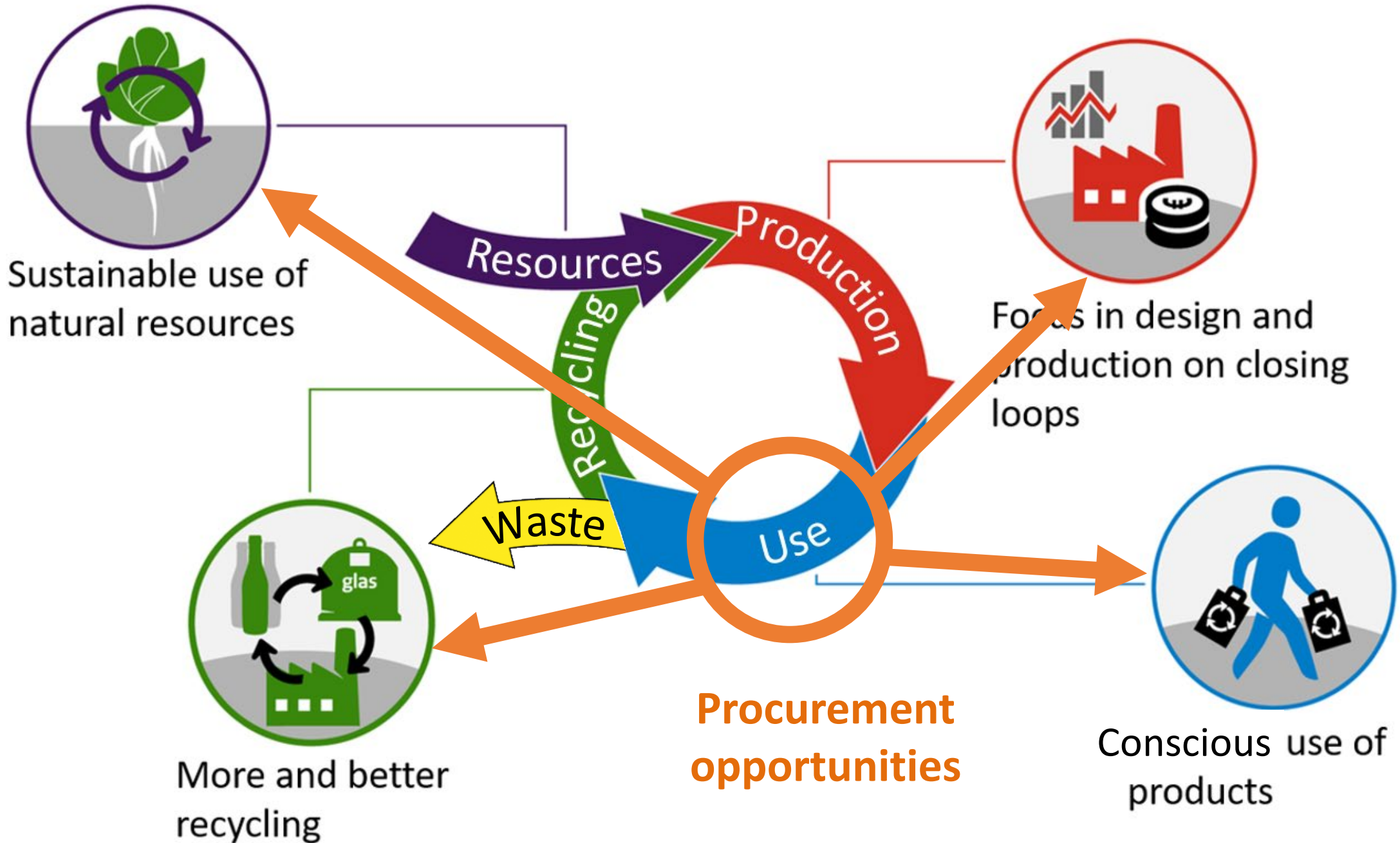
Cécile van Oppen
Co-founder Copper8



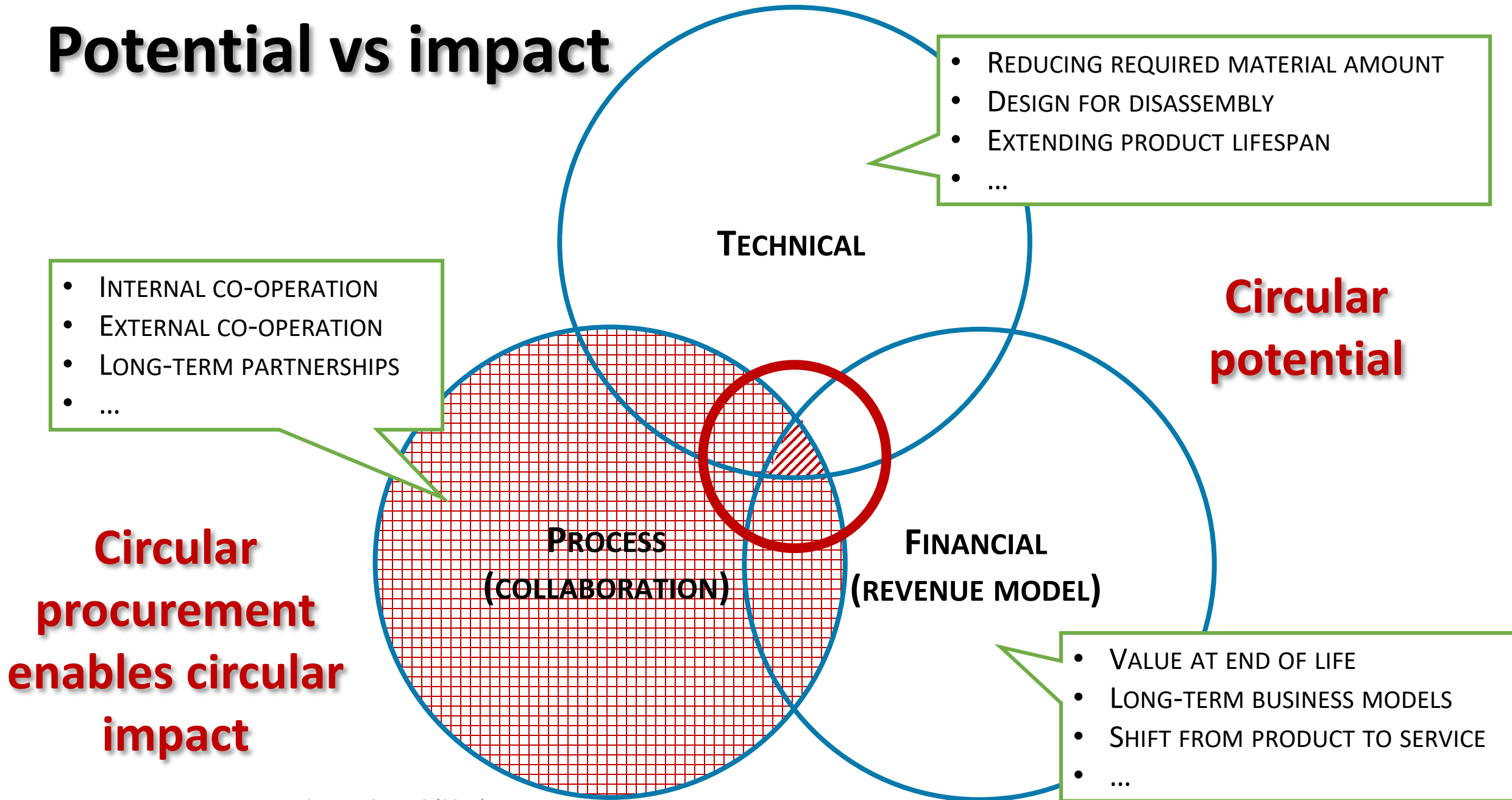
Output is the result of input



Waste is the result of procurement...



Potential vs impact





**PRACTICE WHAT
YOU PREACH**

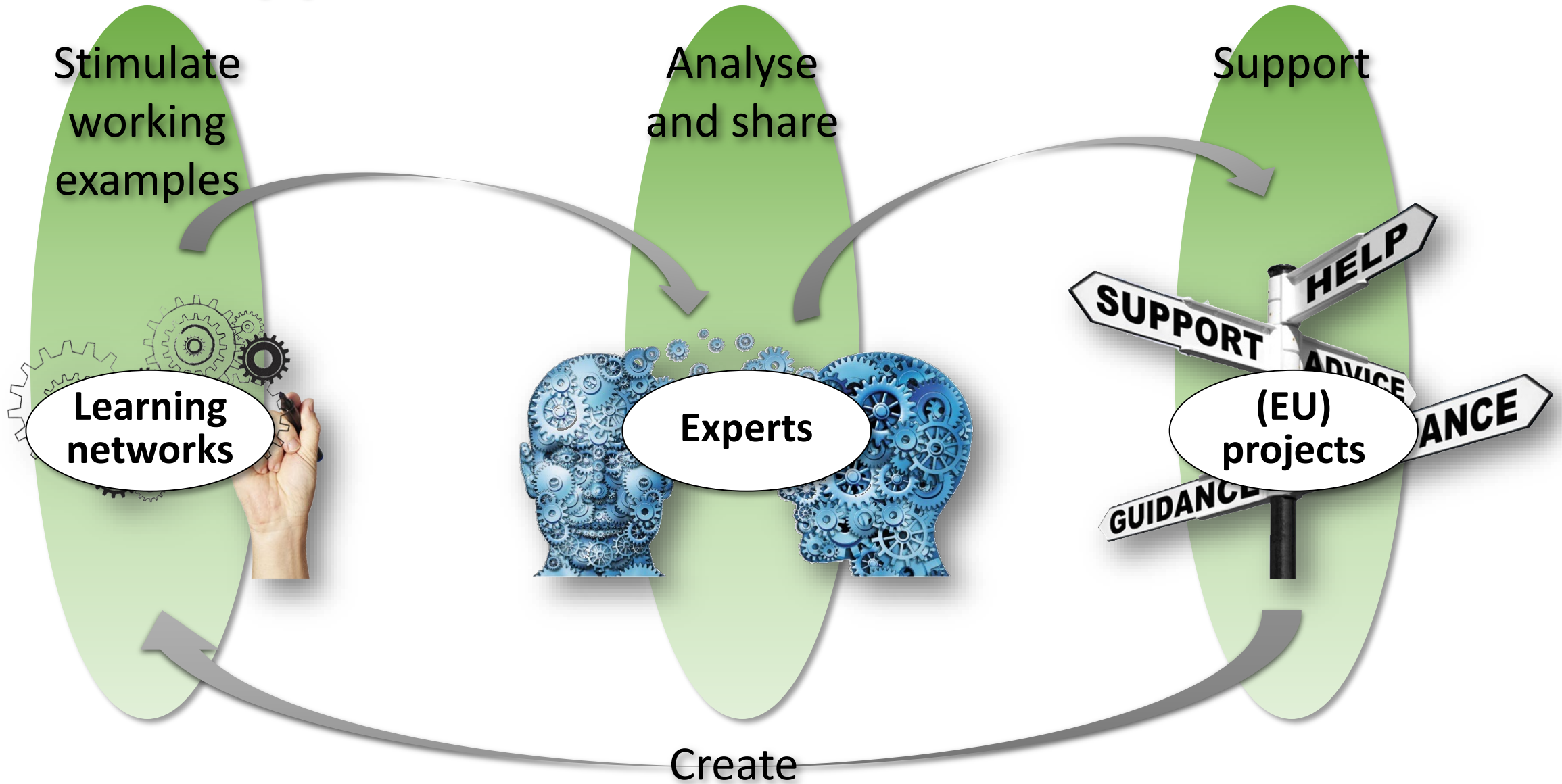
Circular procurement is a lever for circular economy

The background of the image is the European Union flag, featuring a blue field with twelve yellow five-pointed stars arranged in a circle. The flag has a slight wavy texture.

Relevance
€ 2 trillion
of procurement?

2.000.000.000.000

Dutch approach



Pilot fact sheets

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



Green Deal Circular Procurement



Accelerate learning



A learning network with simple commitments...

Green Deals in Europe

Accelerate circular economy

Circular economy doesn't
stop at the borders

Green Deals are local hubs
for experience and tools

Green Deals accelerate real
circular impact

Workshops and trainings

Overarching network for Green Deals



10 Green Deals => 1.000 working business cases



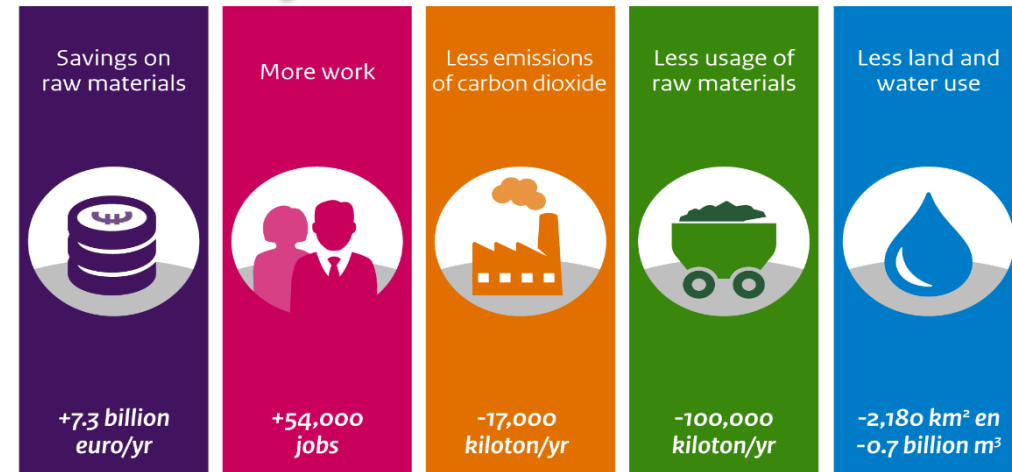
Photo by Timon Studler on Unsplash

**Knowledge increases by sharing
not by saving**

Unknown
Contributed to many...

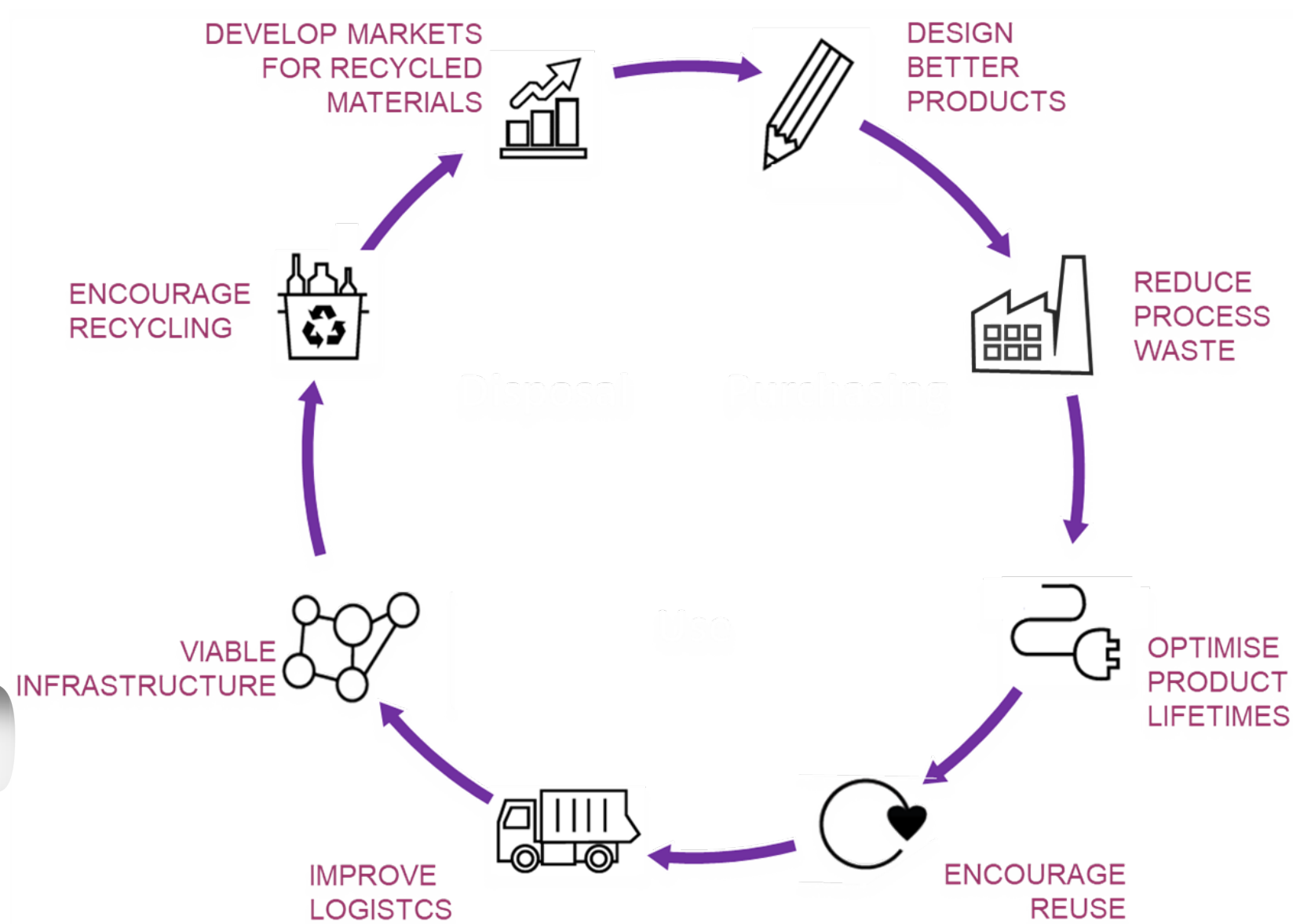
Benefits of circular procurement

- Closing material loops
- Less waste (sustainable and cheaper)
- Cost savings in procurement
- Stimulate (circular) economic activity
- Benefits on other ambitions
- Lead by example / credibility



Appreciate the chain

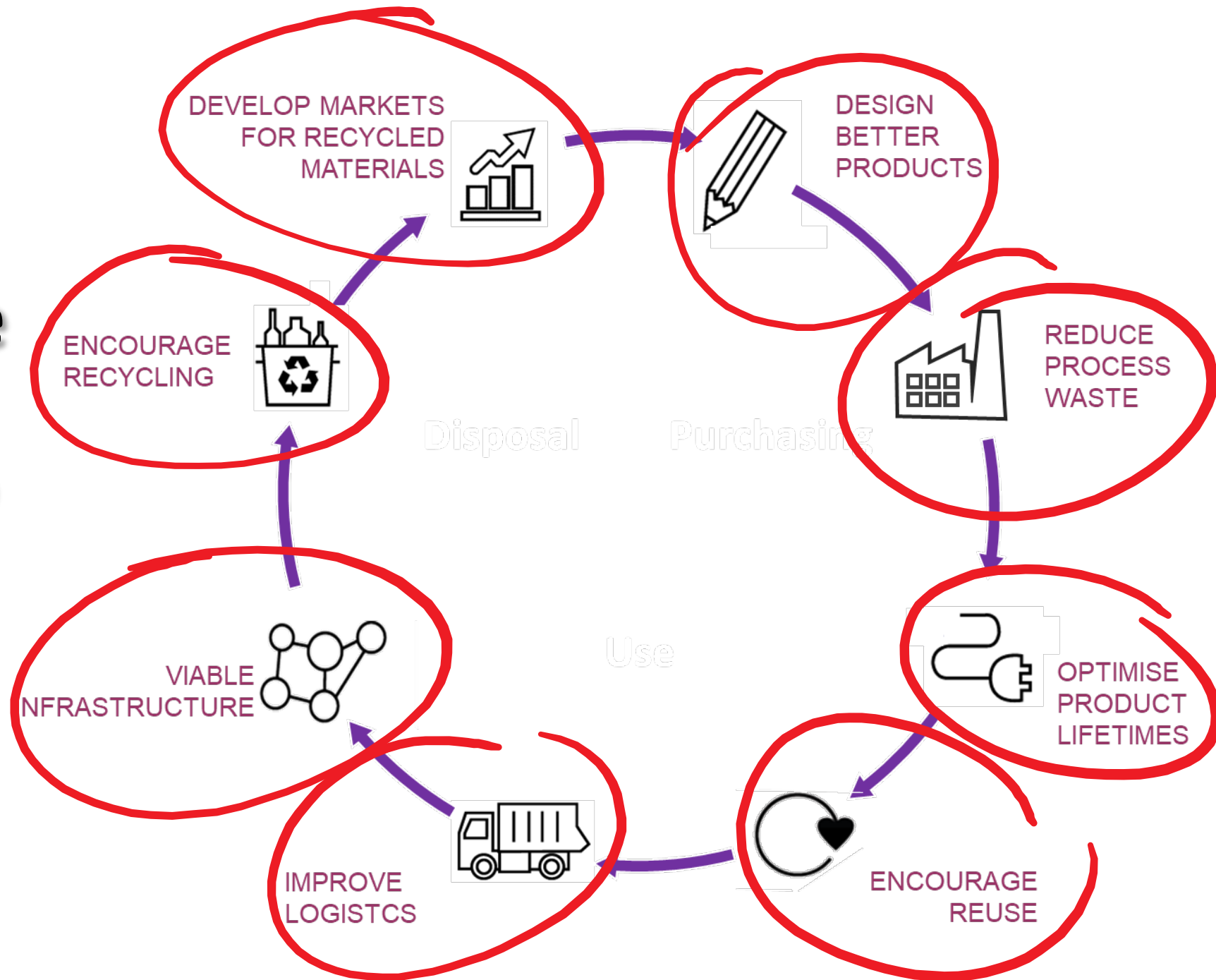
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**Change it one
step at the time**

**....but where to
start?**

~~100%~~



Business models

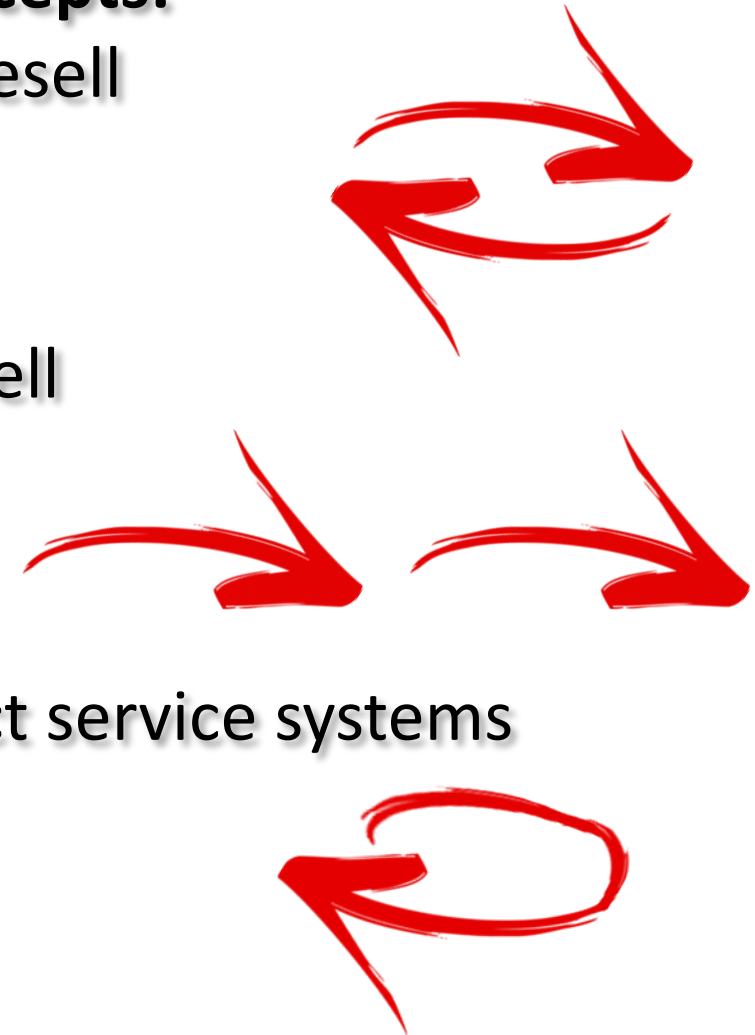
1. Product Service Systems
2. Product life extension
3. Resource recovery
4. Sharing platforms
5. Circular supply chain

accenture[>]strategy

Procurement concepts

3 main concepts:

- buy - resell
- buy - sell
- product service systems



Butterfly Simplified Reality = Collaboration



**Circular procurement
is NOT about
purchasing
alone...**



6



1876 invention of the telephone
products to last a lifetime



2007 first iPhone
2017 iPhone X



A product is not circular
until YOU arrange it to be circular!

Which one depends most circular?

JUST
START



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*