



Green Deal: Nieuwe spelregels, nieuwe kansen

Mieke Pieters
The Circular Hub



HOUSE OF
EXECUTIVES




Eco Design Directive



Digital product Passport





100% circular
public
procurement

Extended producer responsibility



Outline

Circular challenges

Circular business models

EU Green Deal – legal & reporting shifts




Outline

The Golden Circle



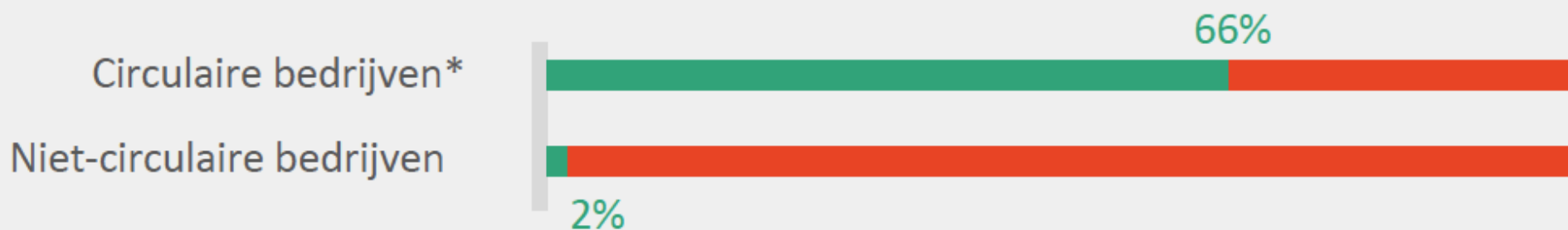
WHY?





We (circular
entrepreneurs)
survived COVID &
we are more
resilient then ever!

Ondervindt jouw organisatie tijdens de Corona-crisis tekorten?



*dit zijn bedrijven die bij meer dan 4 van de 8 gepeilde circulaire strategieën (minder materialenverbruik, delen van productiemiddelen...) minstens een goede basis toepassen


● = Nee, geen tekorten

What makes a company “circular”,
makes it “resilient”



An aerial photograph of a large container ship, likely a Panamax vessel, navigating through a narrow canal. The ship is loaded with numerous colorful shipping containers. Several tugboats are positioned around the ship, providing assistance. The canal walls are made of concrete, and the water is a deep blue-green. The text "Experiment – What is our contingency plan if we run out of materials?" is overlaid on the image in a blue box with white text.

Experiment – What is our contingency plan if we run out of materials?

A person wearing a blue lab coat is holding a large, square semiconductor chip. The chip has a grid of gold-colored pins on its surface. The background is a blurred blue and white.

We are running out
of
semiconductors...

Digital transition






We are running out
of resources for
renewable energy
solutions ...

Climate transition



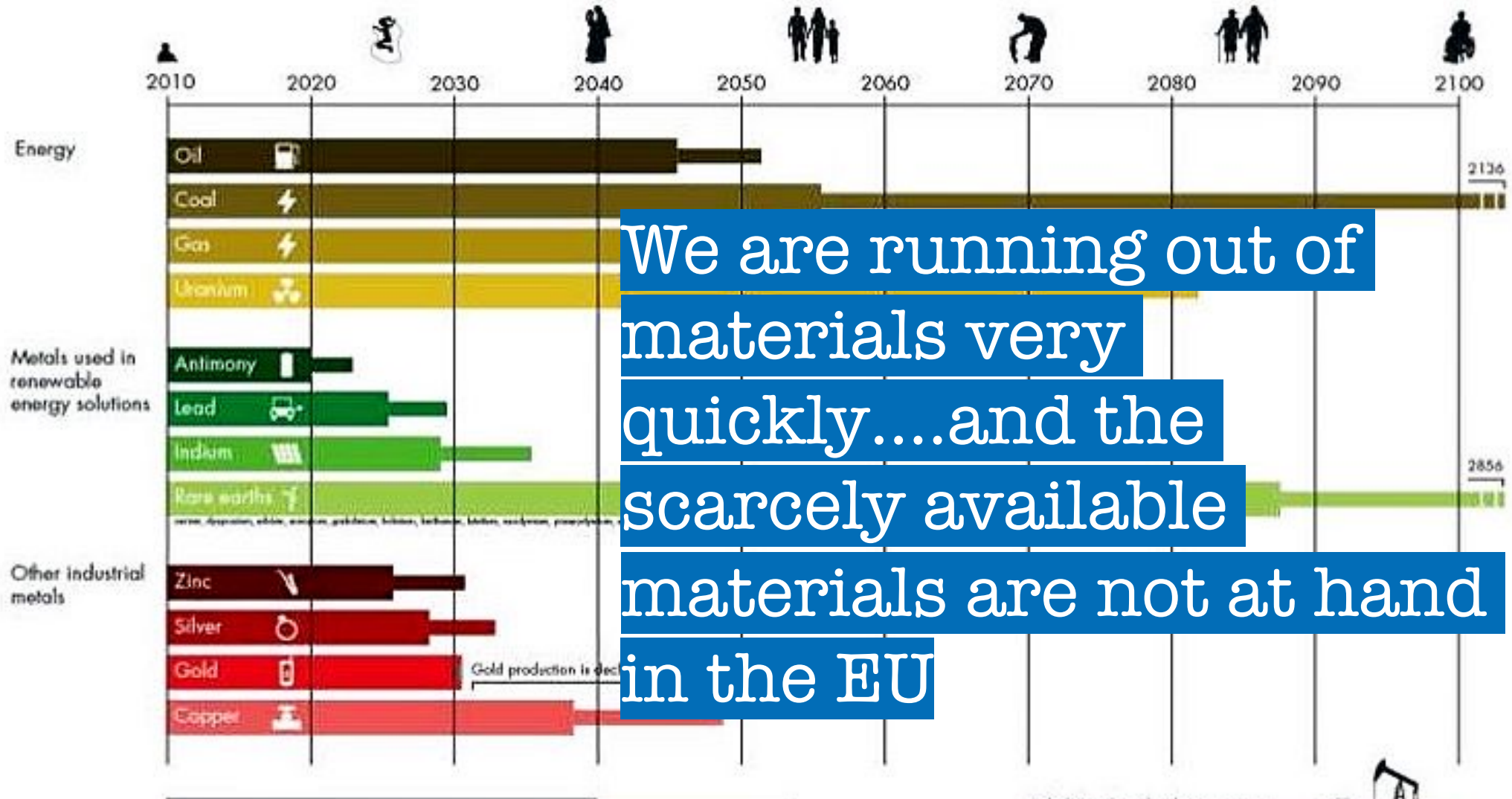


We are running out
of (virgin)
construction
materials
(& time) ...

Circular revolution?



BORN IN 2010: HOW MUCH IS LEFT FOR ME?



We are running out of materials very quickly...and the scarcely available materials are not at hand in the EU



Climate transition

Digitale transition

Circular Economy Action Plan

European
Green Deal

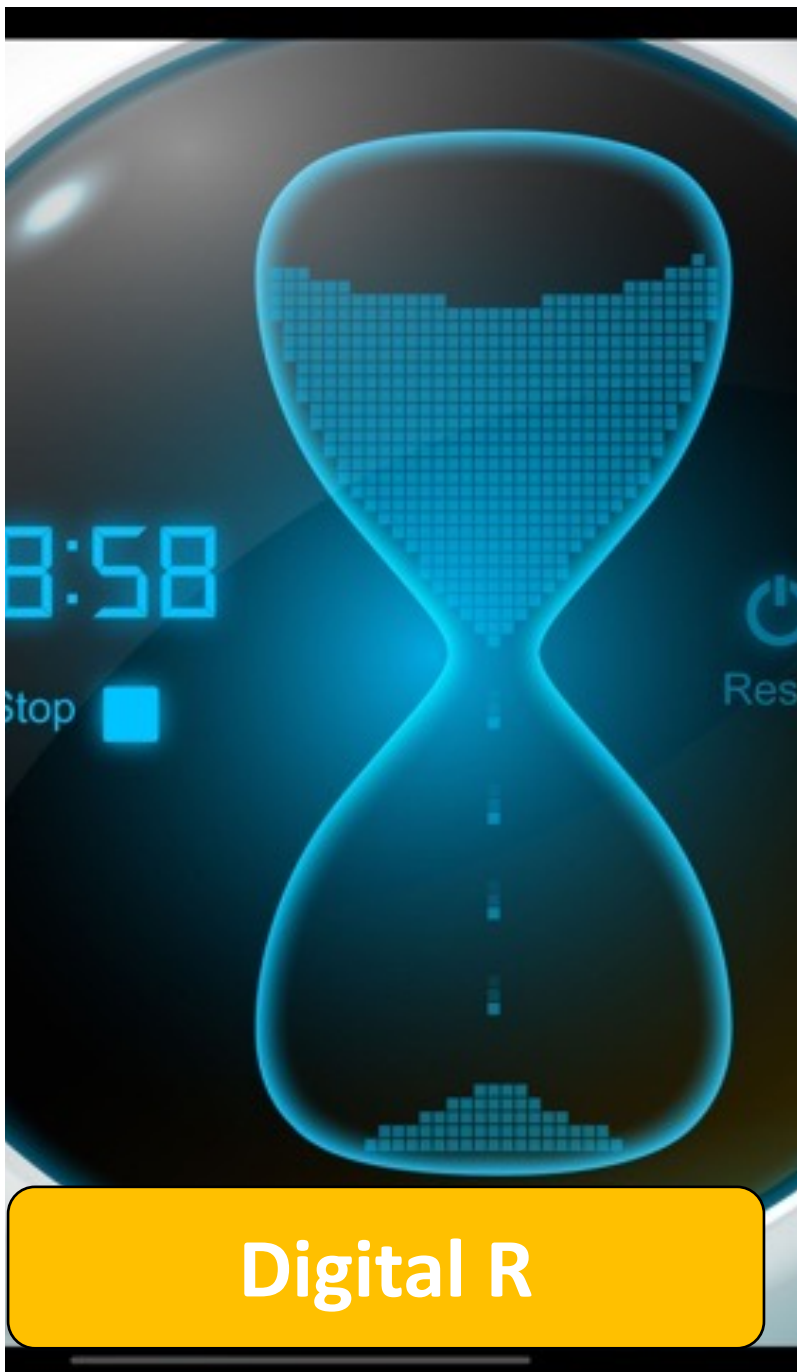
Ambitions or urgency?

We have to become
a climate neutral & circular
economy in 2050

We r...
economie us Parlement wil volledig
nie tegen 2050

Vlaanderen Circulair is het resultaat van het
Materialenprogramma en SuM
haar Visie 2050 aangesteld

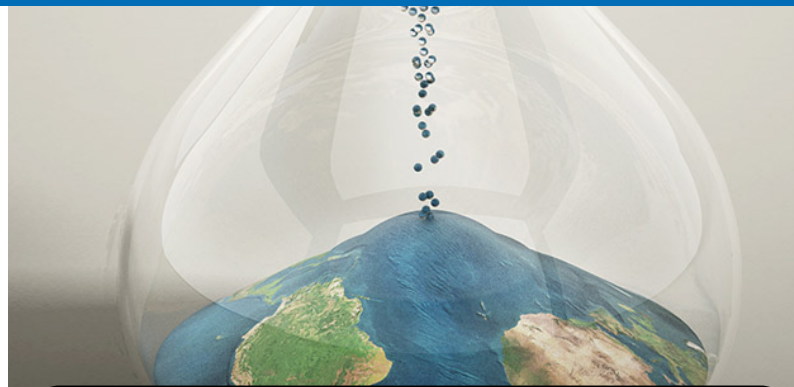
Circular revolution?



Digital R

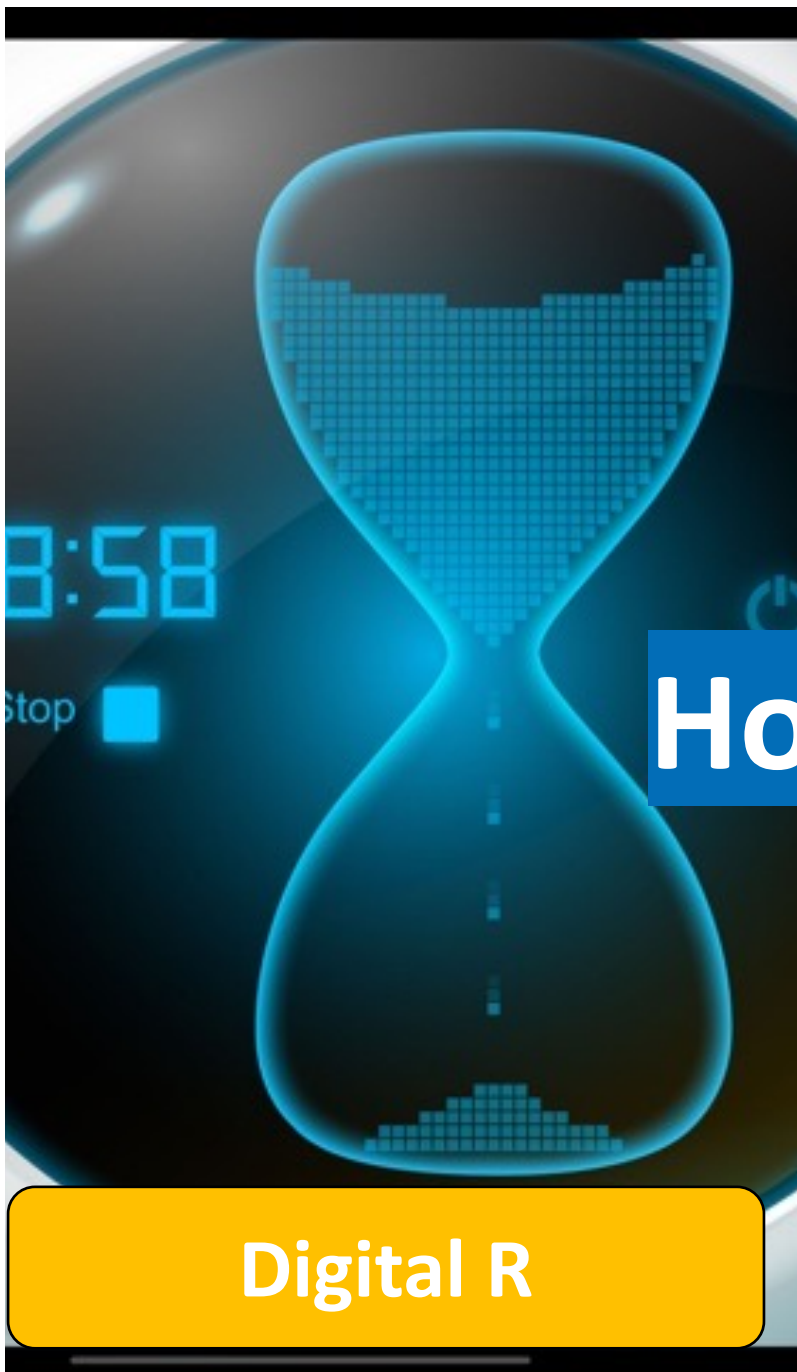


Climate R



Circular R

3 revolutions...



Digital R

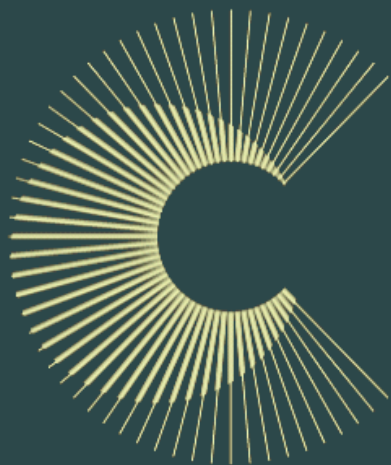


Climate R



Circular R

How ready are you?



**the
Circular
hub**

THRIVE on circular economy



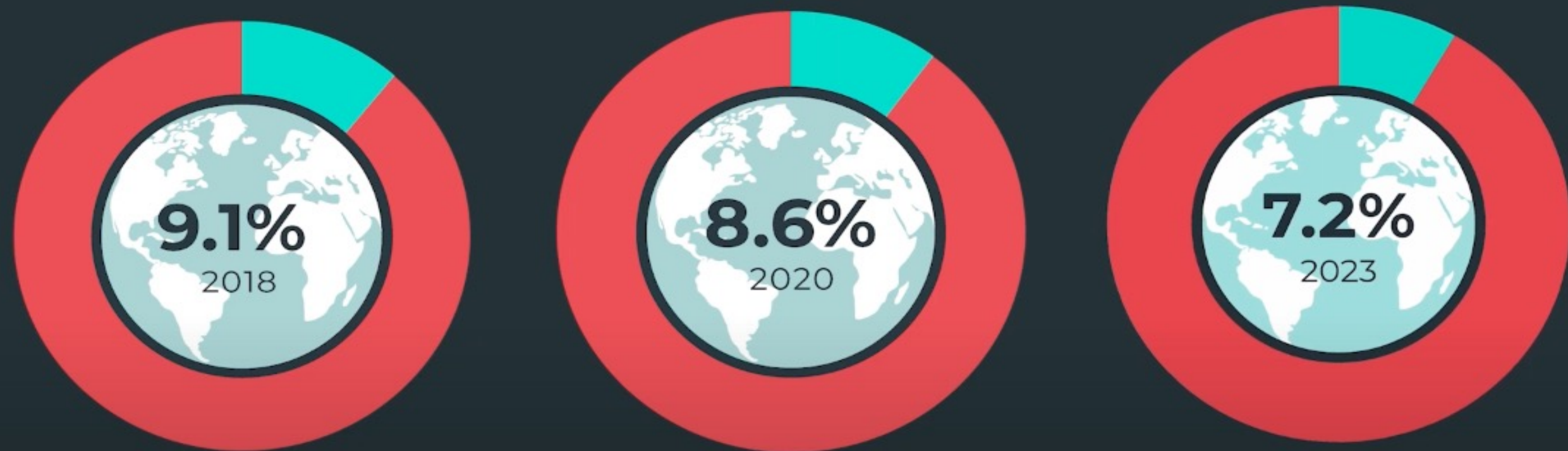
**into
the circle**

the Circular kickstart

BOOST your circular startup

The world is only 7,2% circular....

So let's see this as an opportunity for circular growth!



Hoe worden we de
architect van
oplossingen die
nooit afval worden?
eindeloos blijven
bestaan...



Hoe kunnen we groei
loskoppelen van
schaarse
grondstoffen door
innovatieve én
circulaire
businessmodellen
toe te passen?



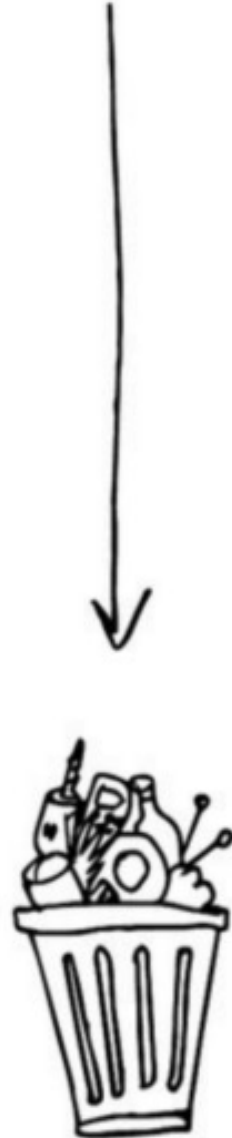
Hoe kunnen we
aantonen dat nieuwe
businessmodellen
méér” business
genereren?



WHAT?



LINEAR ECONOMY



RECYCLING
ECONOMY



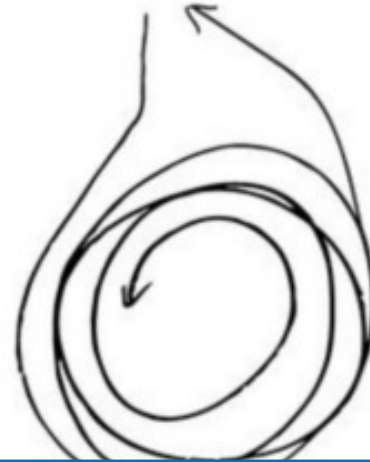
CIRCULAR
ECONOMY



LINEAR ECONOMY

RECYCLING
ECONOMY

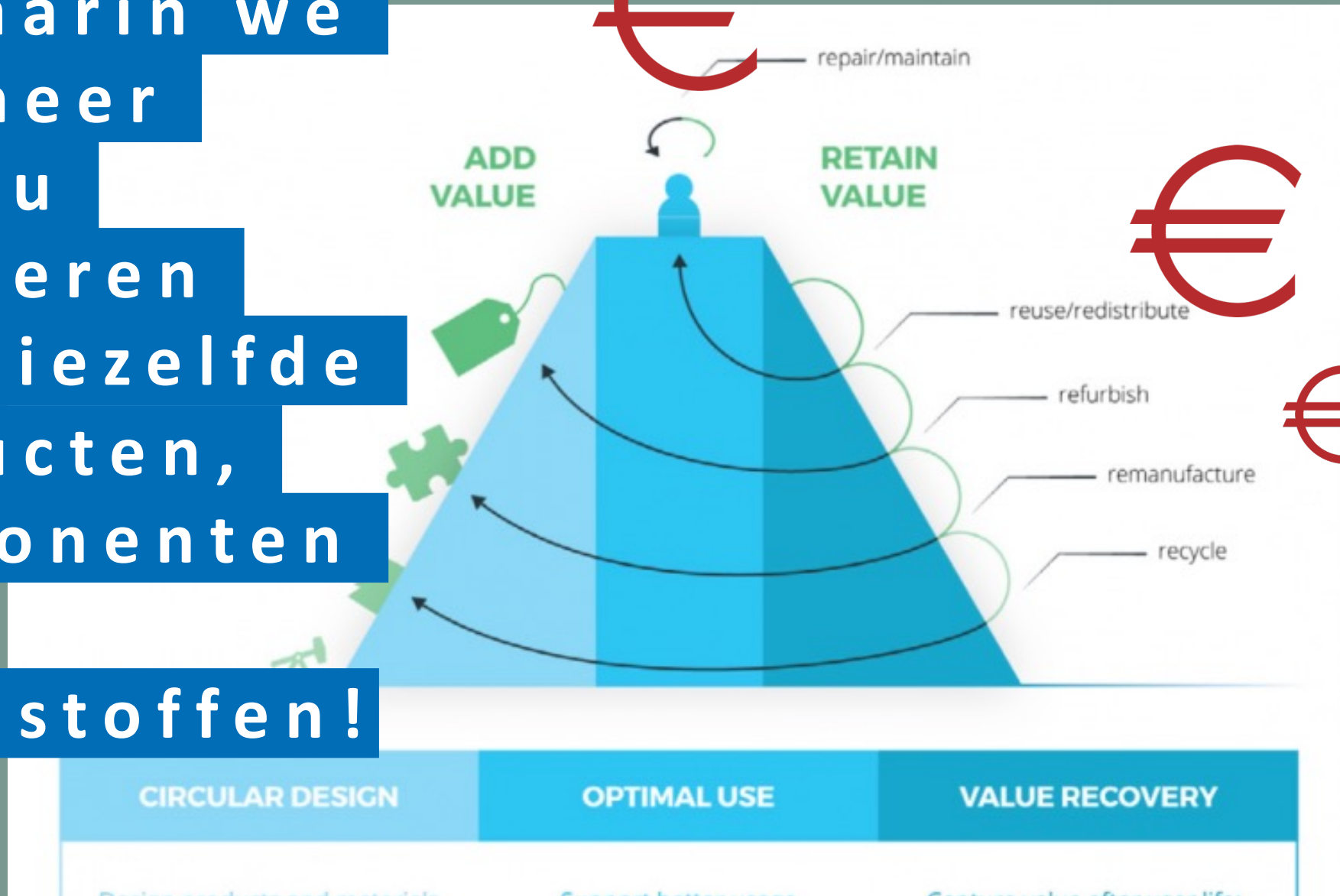
CIRCULAR
ECONOMY



Circulaire economie is geen recyclage-economie maar een economie waar producten, componenten, grondstoffen én hulpbronnen hernieuwbaar zijn of eindeloos gevaloriseerd worden ...



En waarin we
10x meer
revenu
genereren
met dezelfde
producten,
componenten
en
grondstoffen!





REGENERATE
NATURAL SYSTEMS

WE ARE
SHIFTING TO
A SYSTEM
WHERE WE

DESIGN OUT WASTE
AND POLLUTION

KEEP PRODUCTS AND
MATERIALS IN USE



DESIGN OUT WASTE AND POLLUTION

Did you know that waste and pollution are largely a result of the way we design things?

Waste and pollution are not accidents, but the consequences of decisions made at the design stage, where around 80% of environmental impacts are determined. By changing our mindset to view waste as a design flaw and harnessing new materials and technologies, we can ensure that waste and pollution are not created in the first place.



KEEP PRODUCTS AND MATERIALS IN USE

What if we could build an economy that uses things, rather than uses them up?

We can't keep wasting resources. Products and materials must be kept in the economy. We can design some products and components so they can be reused, repaired, and remanufactured. But making things last forever is not the only solution. When it comes to products like food or packaging, we should be able to get the materials back so they don't end up in landfill.



REGENERATE NATURAL SYSTEMS

What if we could not only protect, but actively improve the environment?

In nature, there is no concept of waste. Everything is food for something else - a leaf that falls from a tree feeds the forest. Instead of simply trying to do less harm, we should aim to do good. By returning valuable nutrients to the soil and other ecosystems, we can enhance our natural resources.



HOW?



2. Circular business models





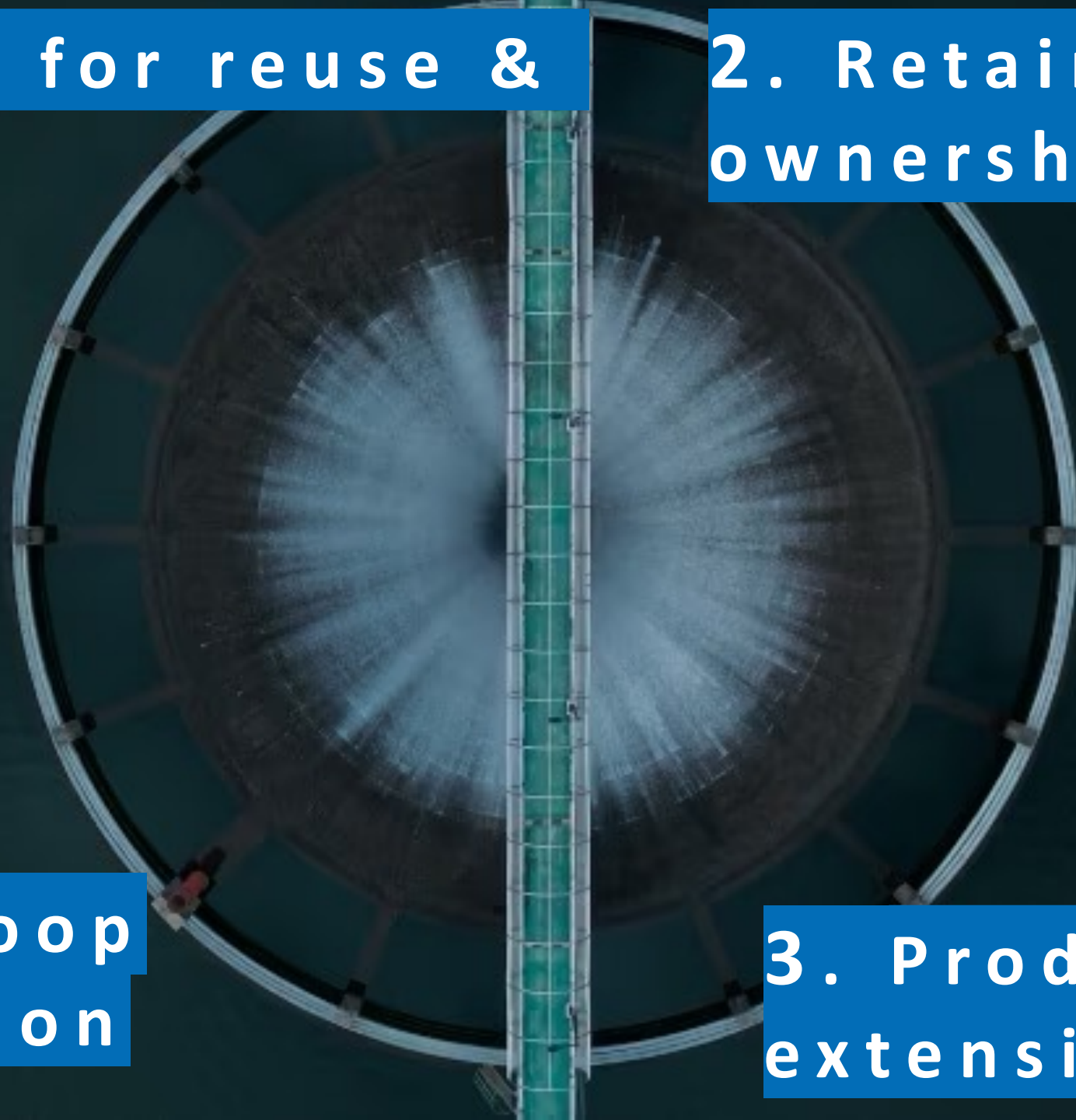
Circular economy
and circular
business models are
about turning
inefficiencies in
linear value chains
into business value.

1. Design for reuse & recycling

2. Retain product ownership

4. Next loop valorization

3. Product life extension



1.

How to design
for infinity?

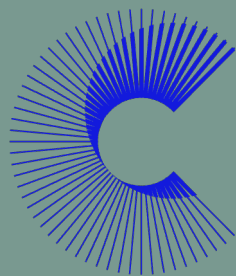


JUUNOO

Chris Vandevoorde



Mentor



2.

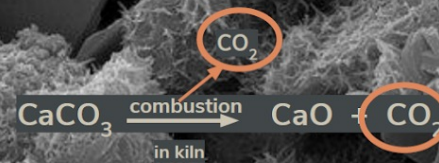
How to decouple
growth from
finite resources?



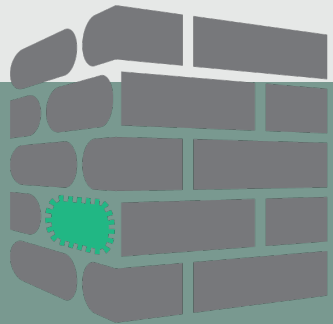
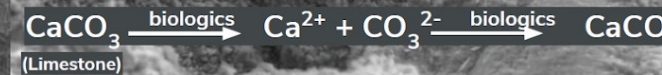
This is what
a Milestone
looks like.



Portland cement
calcination



Biomason Biocement®
process



bioMASON®
building with nature



3.

How to turn
waste into gold?



NewHorizon

Urban Mining Material Balance

Urban Mining

DEMOLITION WITH A MISSION

An underwater photograph showing a clear blue sea with various pieces of plastic waste floating. A large, crumpled white plastic bag is the central focus. Other smaller pieces of debris, including what looks like a green bottle cap and some brown organic matter, are scattered throughout the water.

4.

**How to LEAD the
(NO) packaging
(WASTE)
revolution?**

Tillup

Tristan Ryckaert



Startup cohorte 2021



5.

How to turn
BUYERS into
USERS?





Lighting As A Service

6.

How to make
products with a
positive impact
on people and
the planet?



Wondr

Tibbe Verschaffel



Wondr



The background is a solid teal color. It is decorated with numerous grey paper airplanes of various sizes, some pointing towards the top left and others towards the bottom left. On the right side, a single yellow paper airplane is shown, with a dashed white line curving from the text area towards it, suggesting a path or direction.

3. EU GREEN DEAL— A LEGAL SHIFT

Let's redefine growth

MAKE EUROPE THE MOST COMPETITIVE *CLIMATE NEUTRAL, CIRCULAR AND DIGITAL* ECONOMY IN THE WORLD



Circular Economy Action Plan

For a cleaner and
more competitive
Europe

#7 KEY INSIGHTS

VALUE CHAIN
IMPACTS ARE AT THE
CENTRE OF THE
GREEN DEAL

ECODESIGN
REQUIREMENTS WILL
BE EXTENDED TO ALL
PRODUCTS

A CIRCULAR
ECONOMY IS A
PREREQUISITE FOR
CLIMATE NEUTRALITY

CIRCULAR BUSINESS
MODELS WILL BE
INCENTIVIZED

TRANSPARENCY &
TRACEABILITY OF
PRODUCTS

EXTENDED PRODUCT
RESPONSIBILITY AS A
BONUS-MALUS
MECHANISM

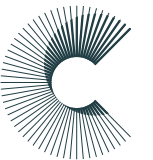
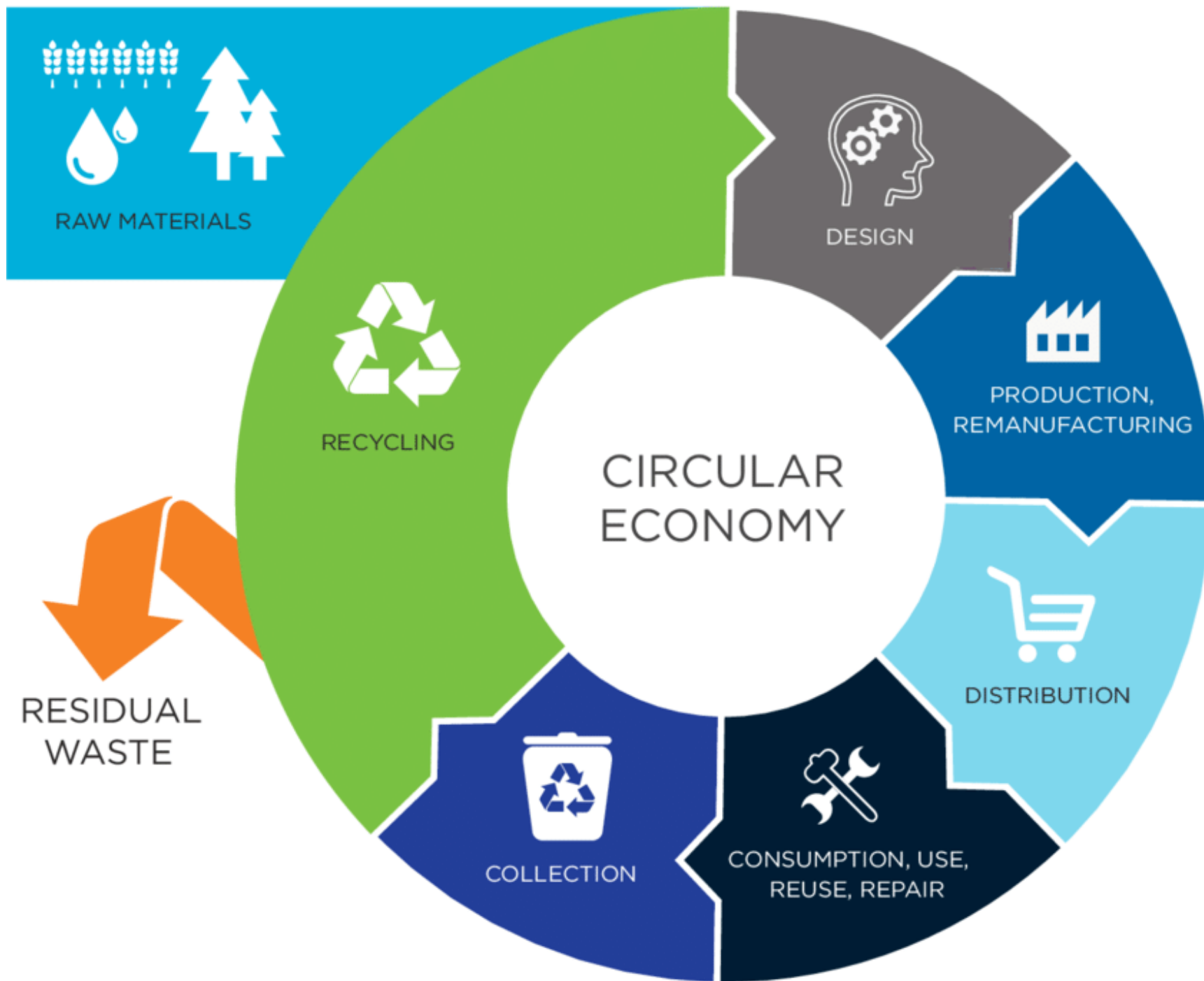
ESG REPORTING IS
SHIFTING TO THE
NEXT LEVEL



INSIGHT n°1 – VALUE CHAIN IMPACTS ARE AT THE CENTRE OF THE GREEN DEAL

EXTEND RESPONSIBILITY OVER THE ENTIRE VAUE CHAIN





**INSIGHT N°2 –ECODESIGN
REQUIREMENTS WILL BE
EXTENDED TO ALL PRODUCTS**



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**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL,
THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE
REGIONS**

On making sustainable products the norm



INSIGHT N°3 – CIRCULAR ECONOMY IS THE PREREQUISITE FOR CLIMATE NEUTRALITY



Carbon neutral by 2050



0%

Carbon neutral

We will achieve net zero
GHG emissions by 2050



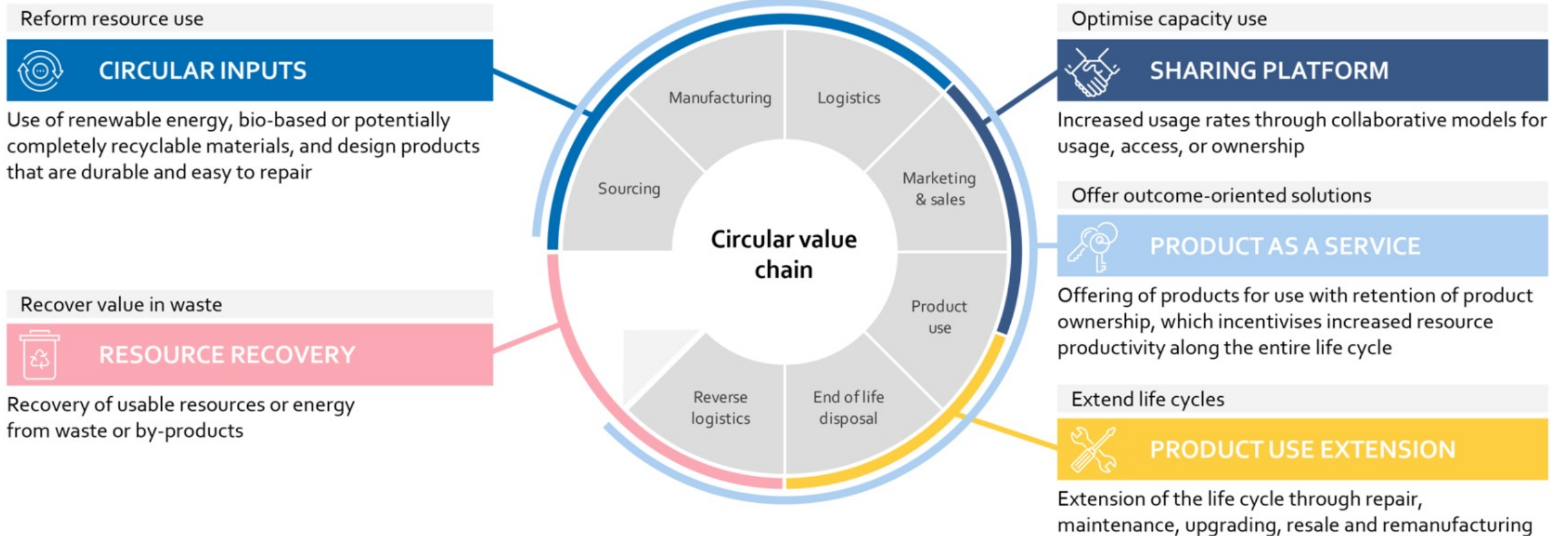
INSIGHT N°4 – CIRCULAR BUSINESS MODELS WILL BE INCENTIVIZED



Using circular business models

Five business models reduce the inefficiencies and create value for companies

Circular business models



INSIGHT N°5 –TRANSPARENCY & TRACEABILITY OF PRODUCTS

mobilizing the potential of digitalization of product information, including solutions such as digital passports, tagging and watermarks;





INSIGHT N°6 – EXTENDED PRODUCT RESPONSIBILITY AS A BONUS MALUS MECHANISM TO BOOST SUSTAINABLE performance DURING THE LIFECYCLE OF THE PRODUCT

Requirements WILL be set for the whole product lifecycle, including all embodied environmental impacts



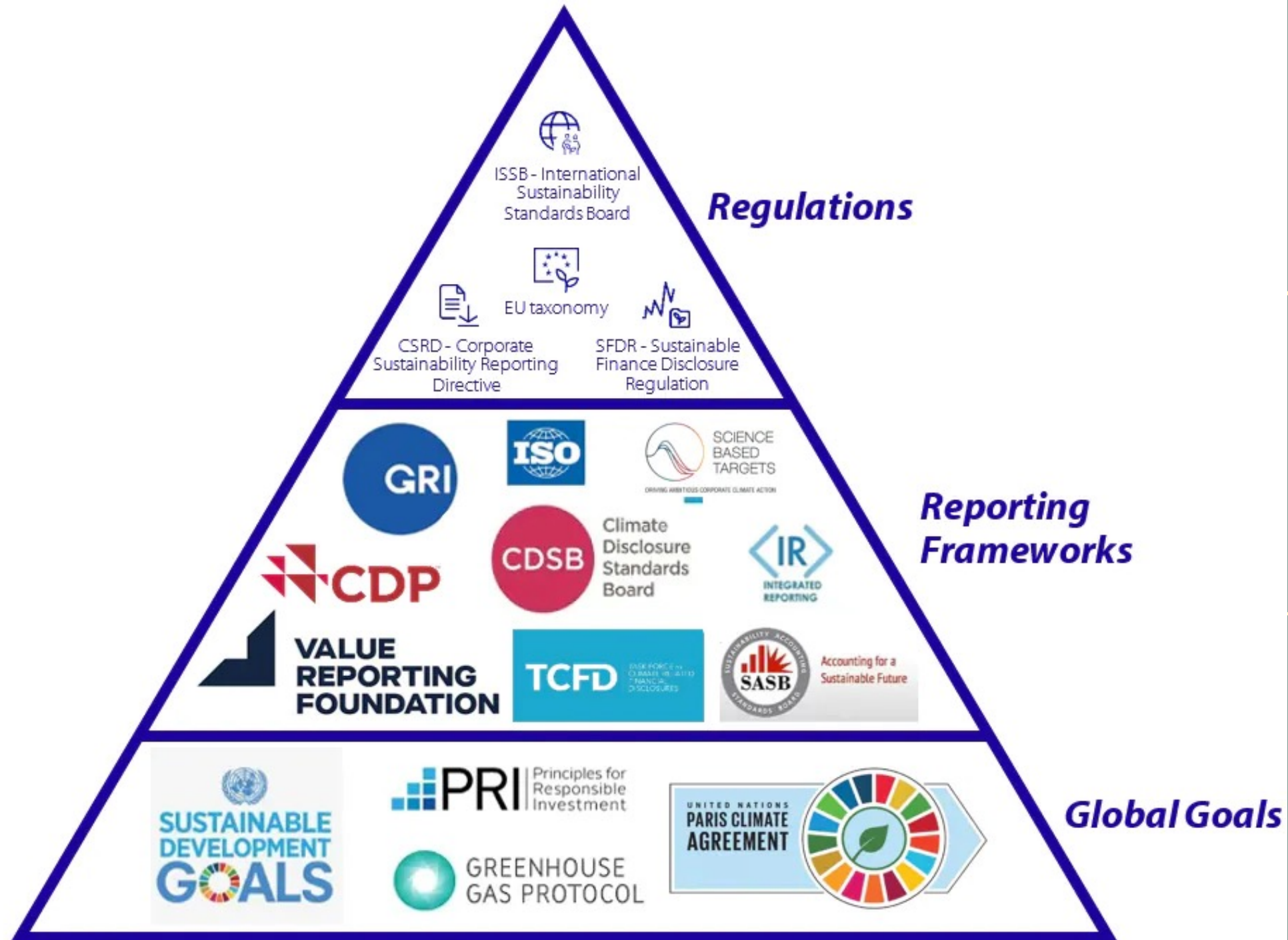




INSIGHT N°7 – ESG reporting is shifting to the next level

CSRD

Corporate Sustainability Reporting Directive





What is the new scope?

All large companies⁽¹⁾ and all companies listed on regulated markets (except listed micro-enterprises).



What are the new requirements?

- Integration of ESG in the Management Report (Annual Report)
- Mandatory standards for sustainability reporting
- Financial Reporting team is responsible
- Audit (assurance) mandated
- Digital tagging of information



Mandated by when?

- **From 2024:** applies to fiscal year-end 2023
- **Adoption** by the European Commission is planned for the end of 2022

CSR D

- CSRD is the Corporate Sustainability Reporting Directive
- CSRD sets out environmental, social and governance (ESG) reporting requirements for companies.

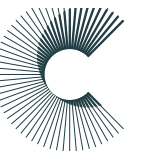


1. What is the CSRD?

The Corporate Sustainability Reporting Directive, also CSRD, improves and replaces the current Non-Financial Reporting Directive (NFRD), which applies to approximately 12.000 organizations within the EU region. The NFRD explains the rules on disclosure of non-financial and diversity information for certain large companies- including sustainability reporting.

The new CSRD applies to a **drastically larger scope of companies** (50.000 companies more than NFRD's) across all sectors. Companies will have to publicly disclose detailed and transparent information on how sustainability issues:

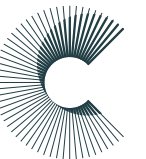
1. Affect their own business (risks and opportunities – **outside-in perspective**).
2. What impacts they have on both people and the environment (**inside-out perspective**).



2. Which companies fall under the CSRD?

The CSRD applies to all **large companies** governed by or stock listed in the EU law or established in an EU member state. It also applies to global businesses that have operations/ securities in Europe. Next to these criteria, companies have to meet at least two out of the following three requirements:

- €40 million in net turnover;
- €20 million on the balance sheet;
- 250 or more employees.



3. When do I have to comply with the new CSRD?

- **Large companies already subject to the NFRD:**

Have to comply with the CSRD from the **1st of January 2024 onwards**. The CSRD measuring & reporting requirements are obligatory in the annual reports over the financial year 2024. This 'first' CSRD-compliant annual report will have to be published in 2025.

- **Large companies that are not currently subject to the NFRD:**

Have to comply with the CSRD **from the 1st of January 2025 onwards**. The CSRD measuring & reporting requirements are obligatory in the annual reports over the financial year 2025. This 'first' CSRD-compliant annual report will have to be published in 2026.

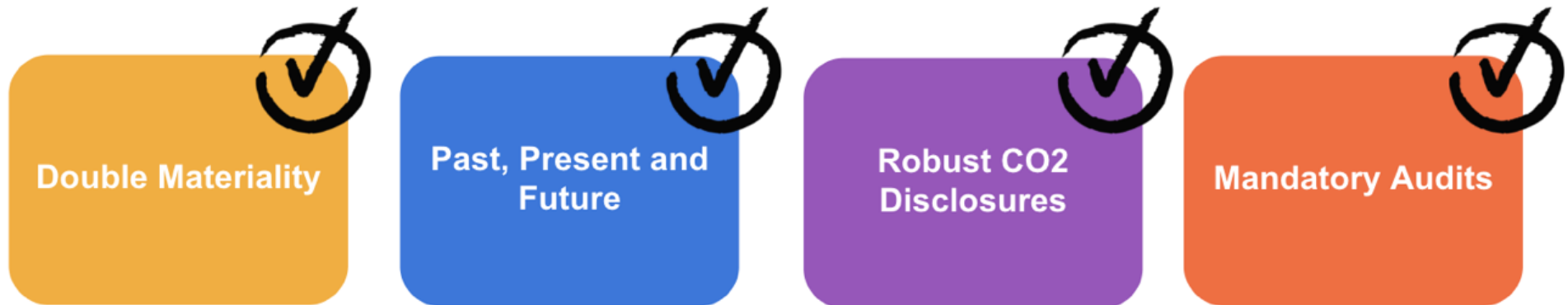


Quick summary of the Goals of the CSRD:

- Ensure (especially) investors, consumers, policymakers, civil society organizations, and other stakeholders are provided with **all** financial and non-financial data they need to assess companies' **societal and environmental** impacts.
- Help companies (SMEs) become more attractive to investors and other stakeholders through better disclosure requirements.
- Provide more accessible, in-depth, and verifiable non-financial data to investors that will allow for improved informed (ESG) decision-making.



What will the reporting requirements entail?

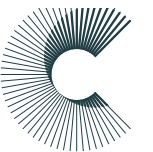


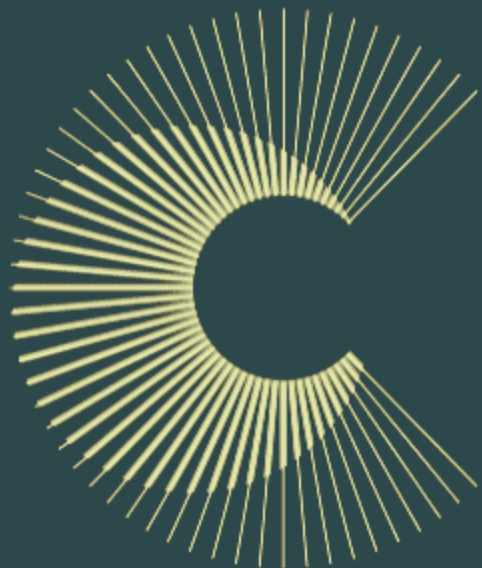
Complete Company Environmental Footprint: EU Taxonomy

The CSRD wants companies to disclose other environmental impact types than climate alone. In their standards proposal, the CSRD follows the EU Taxonomy for other environmental impact information required. These are called the 6 criteria from the EU Taxonomy:

- **Climate change mitigation**
- **Climate change adaptation**
- **Water and marine resources**
- **Circular economy**
- **Pollutions**
- **Biodiversity & ecosystems**

Conclusion: Measuring these impacts requires a **full** environmental footprint of your company (covering 15+ environmental impact categories). Here, both the EU Taxonomy and CSRD highly recommend the scientific footprinting method Life Cycle Assessments (LCA).





**the
Circular
hub**

THRIVE on circular economy

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