



# be EU CIRCULAR ECONOMY FORUM

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## BEYOND EXPERIMENTATION

Europe's leading role in mainstreaming circular practice



DEPARTEMENT  
ECONOMIE  
WETENSCHAP &  
INNOVATIE



# Slido

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WELCOME

# Procuring Change: The Power of Circular Economy Through a Strategic and Social Lens

Welcome

# European Economic and Social Committee



MARIA NIKOLOPOULOU

Panel discussion

# Vision and Strategic Implementation of Circular Procurement Practices



HELENA O'ROURKE-POTOCKI

# Panel: Vision and Strategic Implementation of Circular Procurement Practices



FRANK GEETS



ANNE LENAERTS



JAKOB LINDVALL



LINA SVENSBERG

# slido

**To what extent would you rate your organization's current level of circularity at the strategic level, on a scale of 1 to 5?**

ⓘ Start presenting to display the poll results on this slide.



**slido**

**What does the term 'social and circular procurement' mean to you?**

ⓘ Start presenting to display the poll results on this slide.

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**If 100% integration of circular and social criteria equals 5 stars, and just 1% integration equals 1 star, how many stars would you give your organization for its performance?**

① Start presenting to display the poll results on this slide.

Presentation

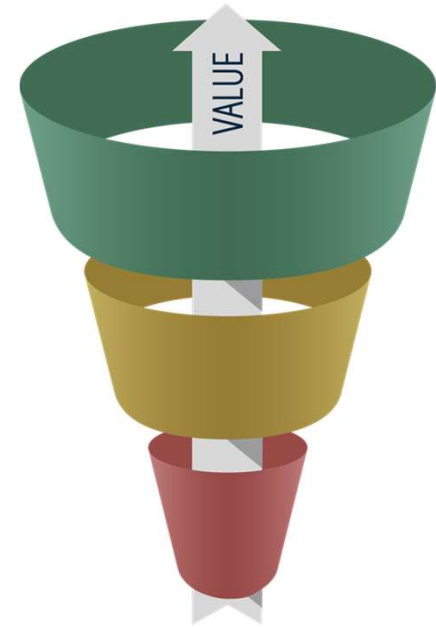
# Introduction to the #Circularity4All Hierarchy on Procurement



CYNTHIA REYNOLDS

# CIRCULAR ECONOMY COALITION

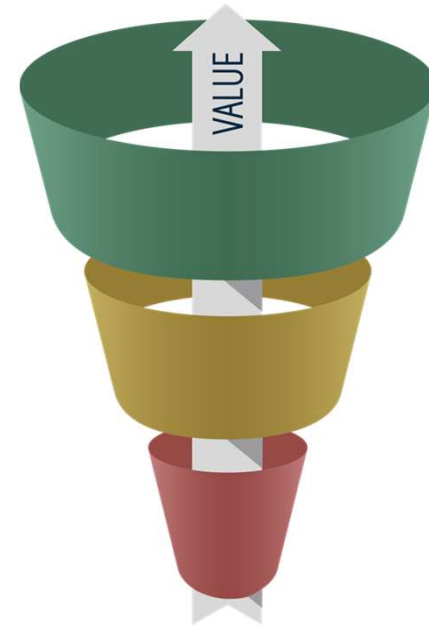
Connecting Research and Academia, the Third  
Sector and Private Sector as  
well as the Public Sector and Financial Sector.



 #CIRCULARITY4ALL

Developed through consultations with organisations and experts in the Global North & South

- Supporting the communication of priorities for a Circular Economy with a just transition for all,
- Bridging the Global North and South,
- Using policies and economic incentives as levers to strategically transform resources and,
- Revitalising the global economy through shared norms and values.



 #CIRCULARITY4ALL



# CIRCULARITY 4 ALL HIERARCHY

Resources maintained and kept in use at their highest societal value at all times: living, biological, technical and financial



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Cynthia Reynolds - Circular Economy Coalition - [CircularRegions.org](http://CircularRegions.org)



# CIRCULARITY 4 ALL HIERARCHY

Resources maintained and kept in use at their highest societal value at all times: living, biological, technical and financial

Prioritise the  
smallest loops



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Societal value  
vs. commercial  
value

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Societal value  
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Biological & Technical  
Traditional CE  
thinking

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Flora, Fauna, Funga  
and ALL human  
resources



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Critical value flows



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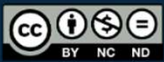
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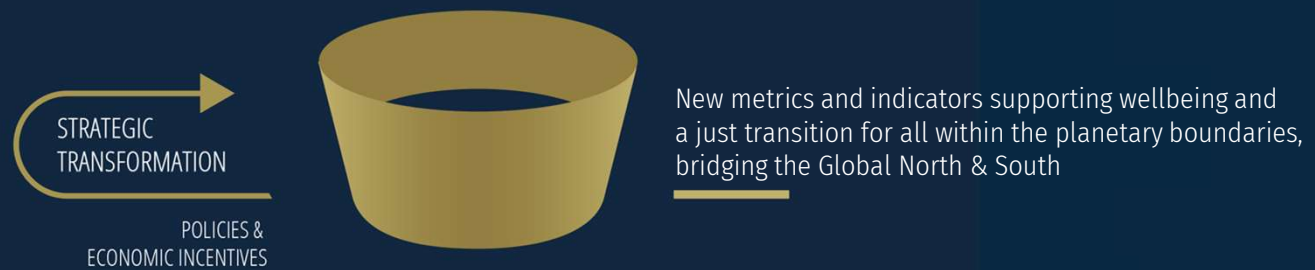


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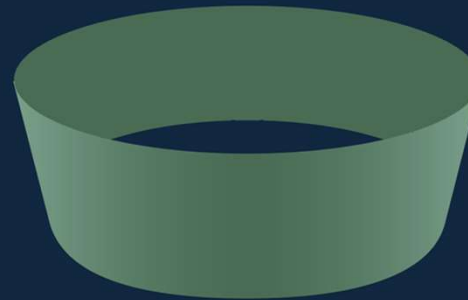


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# CIRCULARITY 4 ALL HIERARCHY



Effective and inclusive multilateral solutions bridging stakeholders in the Global North & South - prioritising resource utilisation according to their highest societal value versus their highest commercial value

Resources maintained and kept in use at their highest societal value at all times: living, biological, technical and financial



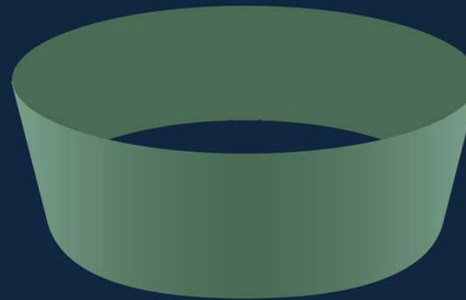
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# CIRCULARITY 4 ALL HIERARCHY

Pattern language,  
standards, ontologies  
& multilingual tools



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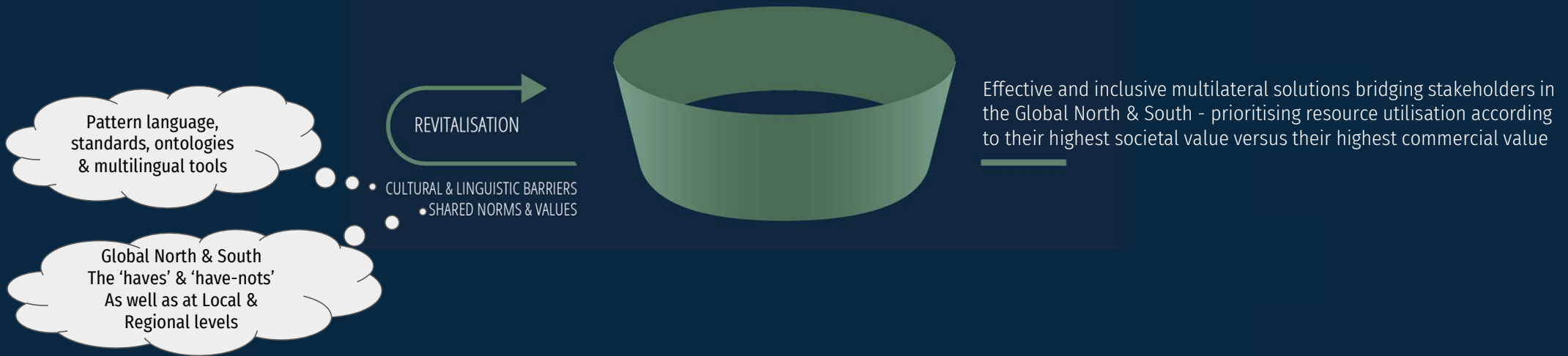
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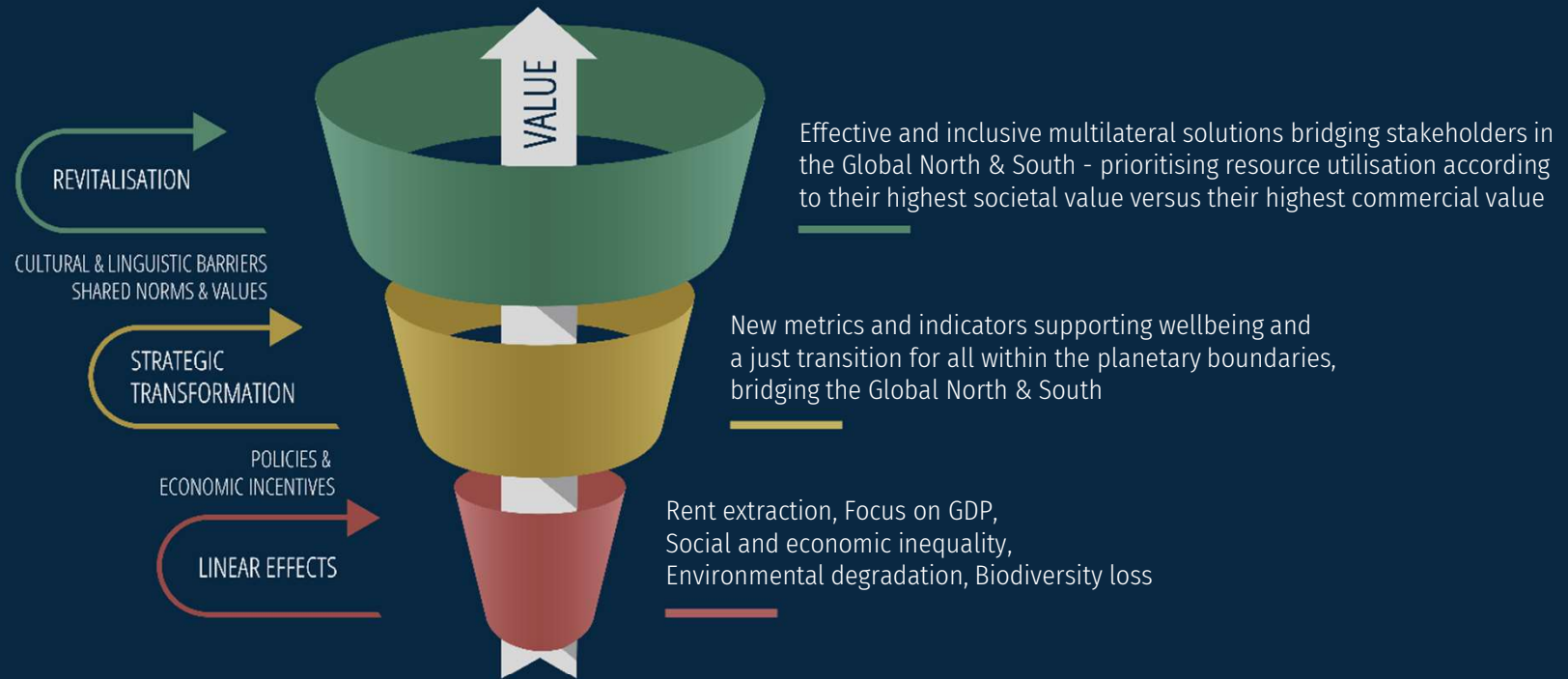
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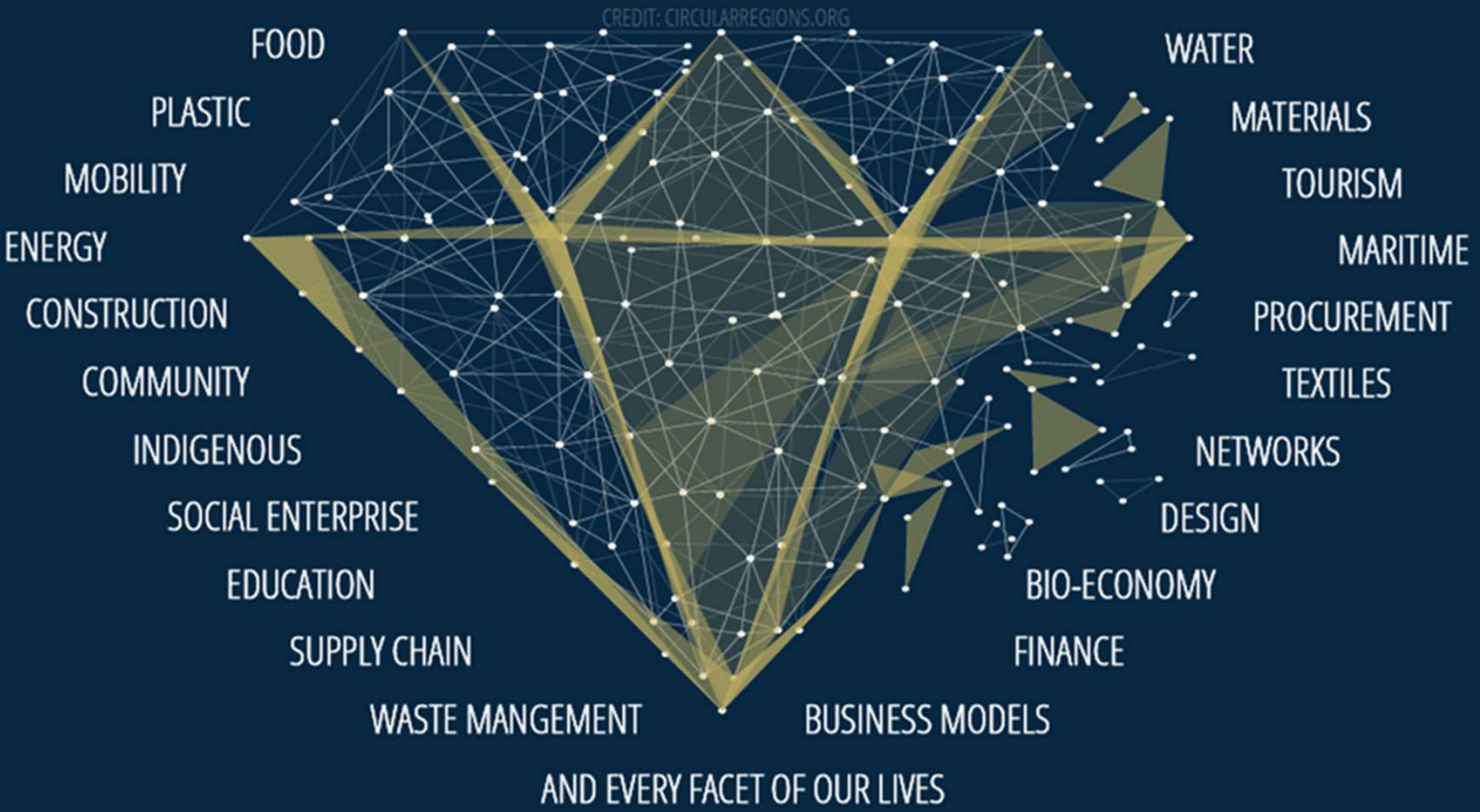
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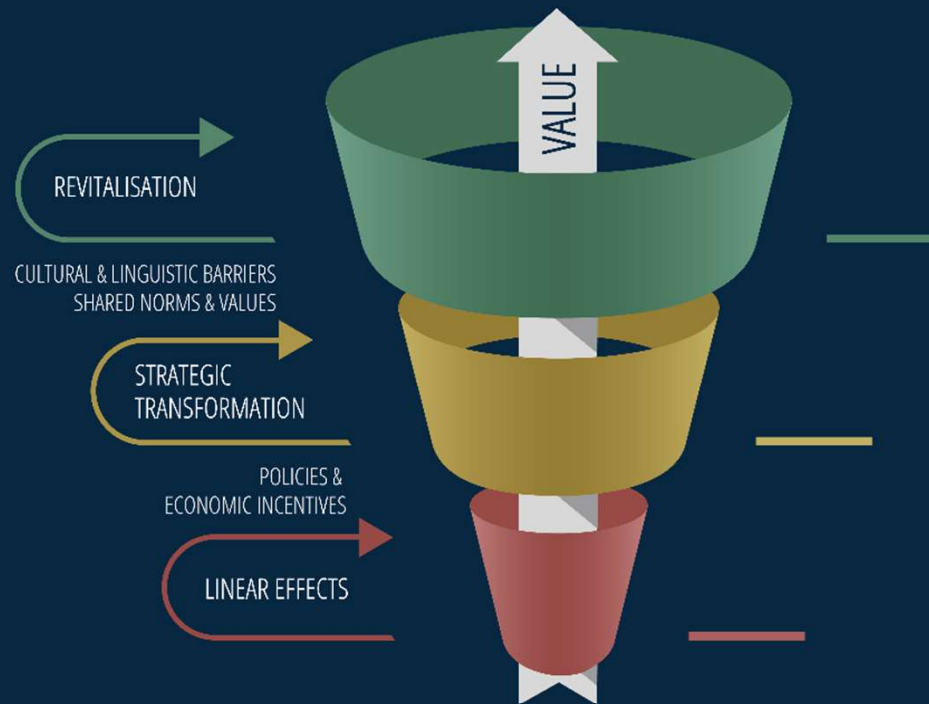
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Blank Canvas for any facet of the CE



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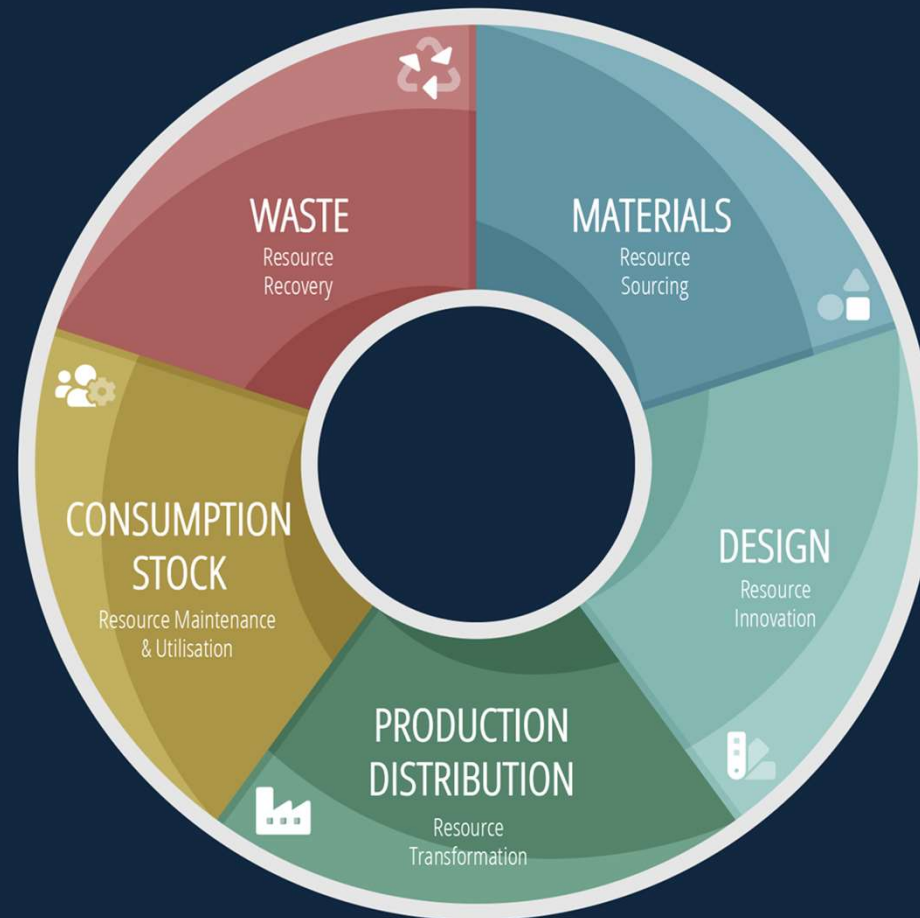


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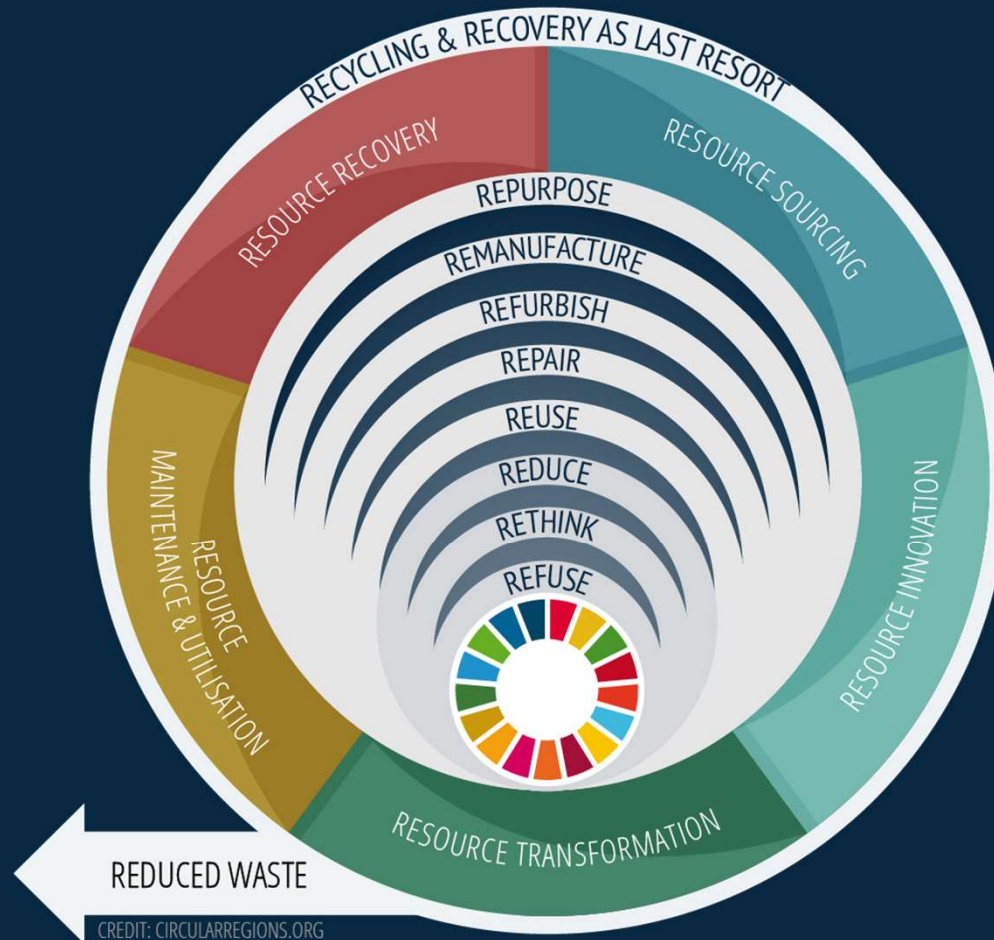


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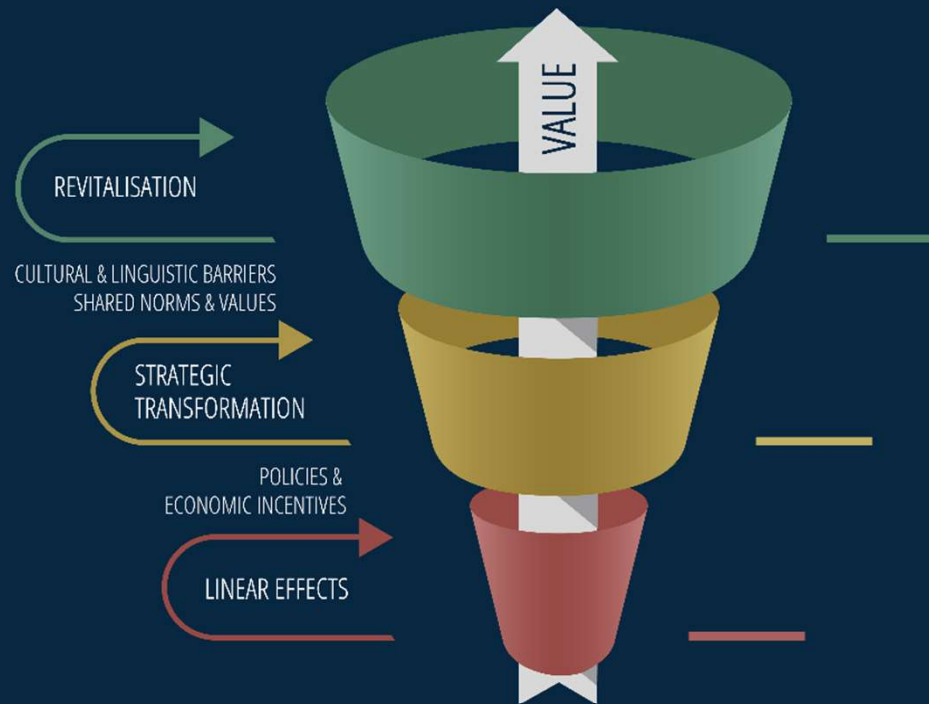


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# CIRCULARITY 4 ALL HIERARCHY

## PROCUREMENT



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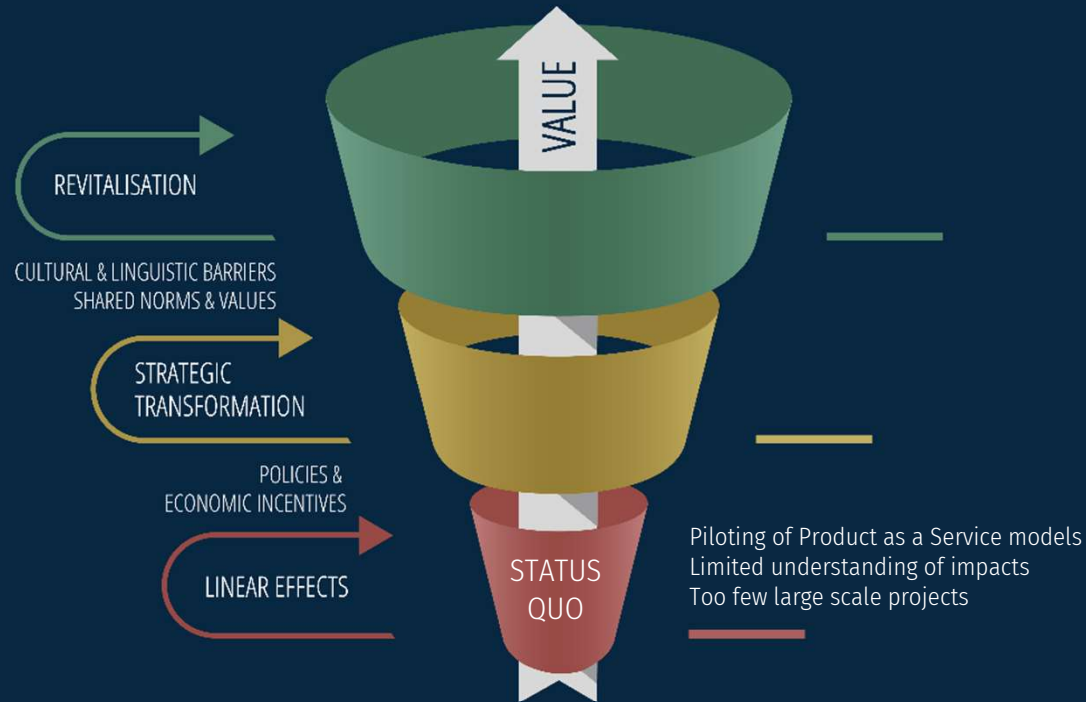
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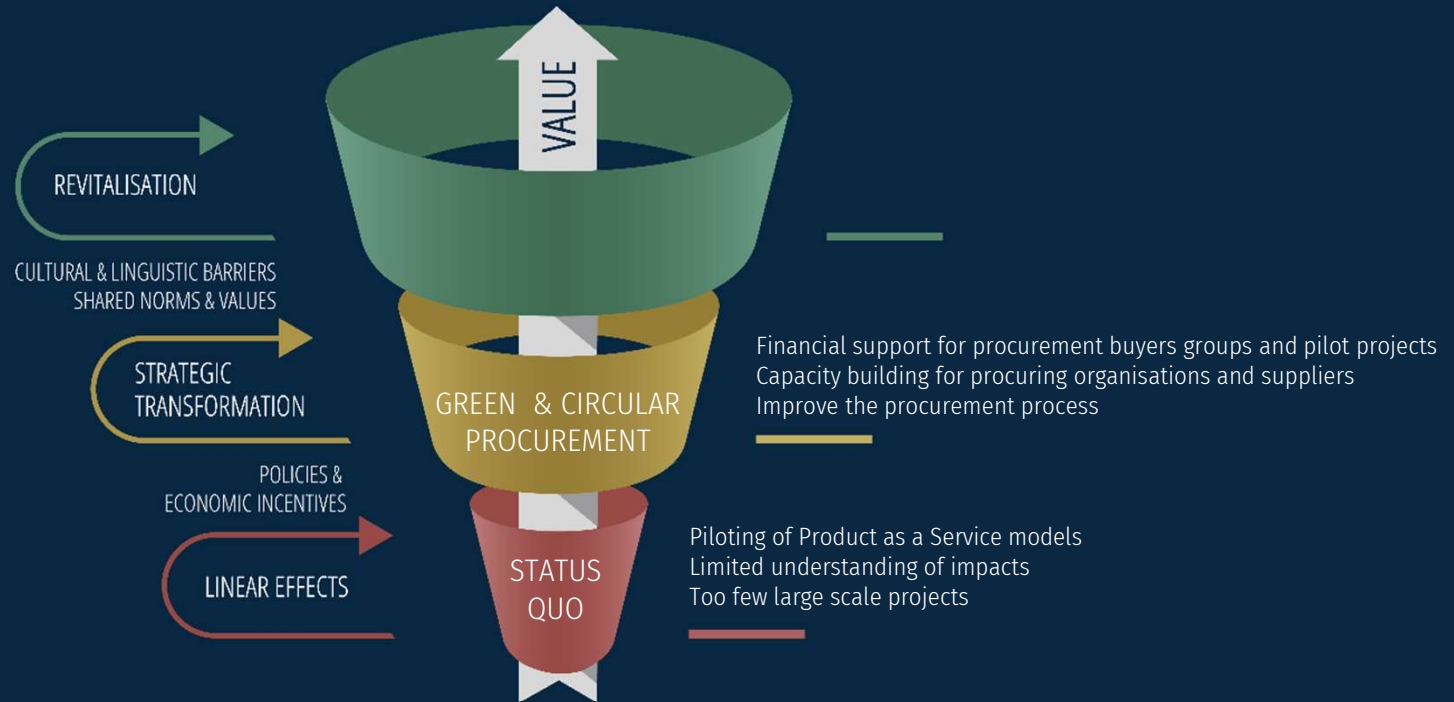
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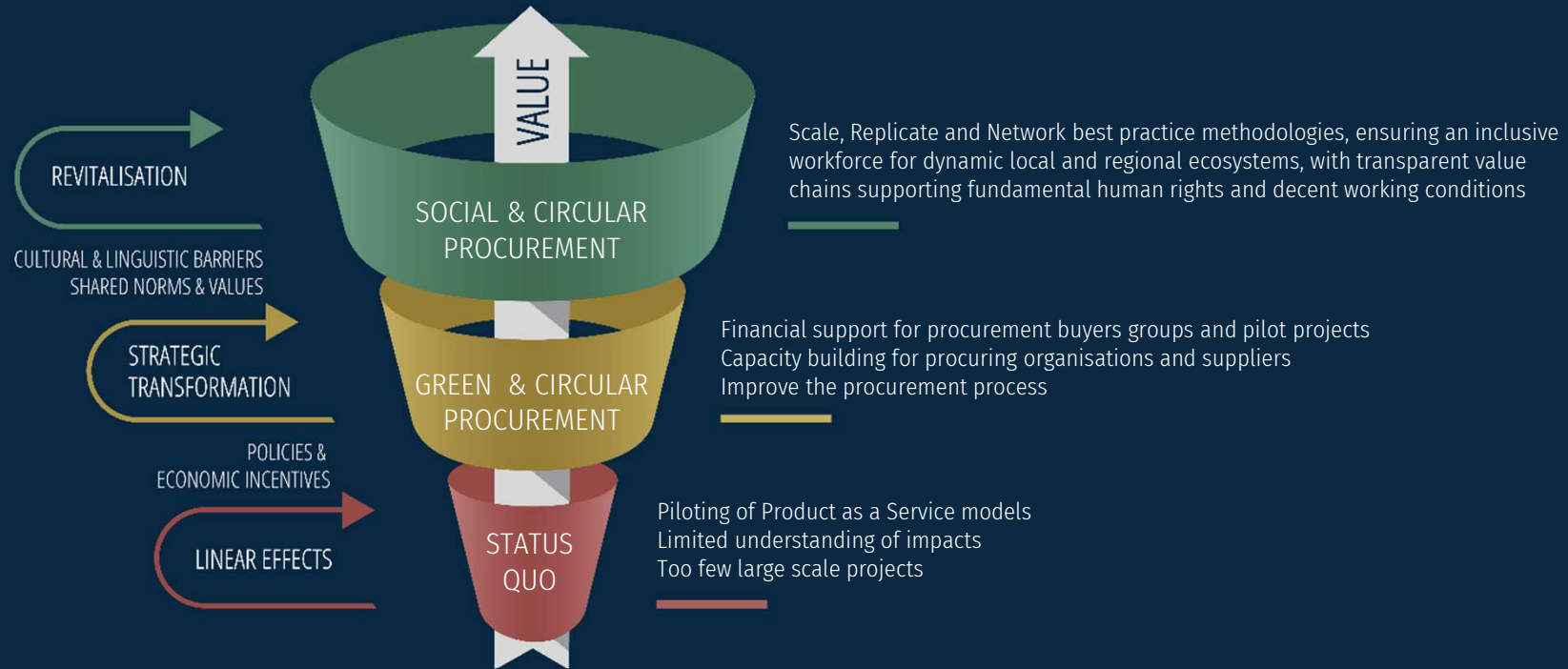


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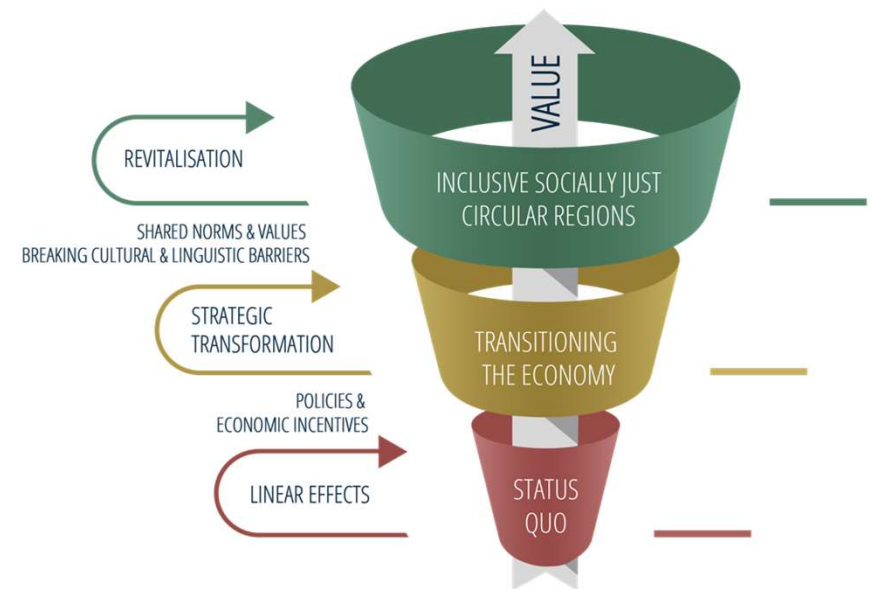
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 #CIRCULARITY4ALL

Panel discussion

# Socially Conscious Circular Procurement in Business Practice



ANITA SKOG

# Panel: Socially Conscious Circular Procurement in Business Practice



INES STURM



MARIEKE WEERDESTEIJN



KATRIEN VANDERWEE



JANA ZURKOVA

# Closing Thoughts

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**What are the key lessons you've learned from this session?**

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# THANK YOU!

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