



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



## Written statements for the global consultations on circular economy

10 – 12 May 2021



## Global consultations on circular economy

### Written statements by non-governmental organizations, private sector and academia



The present document compiles statements received by the Secretariat in writing, prior to and within five days after the global consultations on circular economy, held virtually between 10 to 12 May 2021. The statements are reproduced without formal editing or formatting.

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## 1. Circular Brain, Brazil

**UNIDO Consultation on Circular Economy**  
**Marcus William Oliveira - Chief Innovation Officer of Circular Brain**  
**Speech - Session 2: Partnerships and initiatives to mobilize circular economy actors**

### **Guiding questions:**

**Are there successful examples of introducing circular economy principles and practices in your country, company or organization, including with support of national, multilateral, bilateral and South-South cooperation initiatives and partnerships?**

**How can we enhance coordination and collaboration between existing global and regional alliances, coalitions and partnerships on circular economy to maximize cohesion, impact and results?**

### **May 10th 2021 - Marcus Oliveira's Intervention**

One of today's biggest challenges for our society is the exponential increase of electronic waste. Only in 2021 the world will generate more than 57 million tonnes of e-waste. The raw material value of this pile of waste is valued at more than US\$ 60 billion annually, but less than 20% of this volume is formally recycled. Although along with the challenge, also comes opportunity.

We understand that the urgently needed transition from a linear to a Circular Economy will only be completed through innovation. Not only product innovation, but especially Business Models innovation.

But the good news is, this innovation has already started!

Circular Brain, is the first circular tech of Latin America, a startup focused in creating digital solutions for the Circular Economy. We created a Digital Ecosystem, based on a Traceability Algorithm that controls electronic products and raw materials lifecycle.

This Ecosystem is called THINK CIRCULAR, a multi stakeholder platform that connects and empowers small circular agents, such as repair shops, refurbishers and recycling centers, through the digitalization and standardization of their operations, giving them tools to be part of a digital economy. This network of circular agents approximate the generation of electronic waste and its processing, which reduces CO2 emissions and transportation cost and creates value for the Producers of Electronics, which have a capillary solution for their Extended Producers Responsibility Programs, but with all the data centralized in one information portal.

More producers connected on this Digital Ecosystem, increases the products coverage and consumer engagement, what increases the volume of electronics collected, what generates more value to the Circular Agents, accelerating a Network Effect that increases the Recycling Rate of Electronics, avoiding the generation of Electronic Waste.

The Ecosystem is based on a traceability algorithm that can provide Proof of Environmental Disposal, creates a Circular Supply Chain and become a ballast of a Recycling Credit, which is a

consumer engagement tool. A tokenized asset that incentivizes consumers and can be traded back to the producers for their government accountability.

The base of THINK CIRCULAR is the collaboration and empowering small operators, connecting them to large customers through technology, and generating jobs at the base of the pyramid and creating positive Social and Environmental Impact aligned with the 17 Sustainable Development Goals.

The transition from the Linear to a Circular Economy will only be possible through collaboration, integrating the whole value chain, coordinated through technology. Incentivizing the consumer to a circular behaviour, like reducing, repairing, reusing and recycling electronic products, by a transparent and completely connected industry.

Rethinking perceived and programmed obsolescence by innovative business models.

I invite you to Be the Change. THINK CIRCULAR!

Marcus William Oliveira, M.Sc., MBA  
[www.circularbrain.io](http://www.circularbrain.io)  
[marcus.oliveira@circularbrain.io](mailto:marcus.oliveira@circularbrain.io)  
<https://www.linkedin.com/in/marcuswilliamoliveira/>

## 2. Circular Economy Club, Malaysia

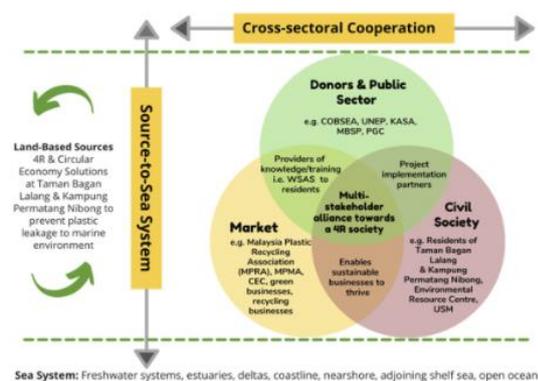
Dear UNIDO team,

Thank you for your email below. Kindly see my reply below where I share my on the ground knowledge and experience as the CEC Country Chapters Leader for Malaysia and in my professional capacity as the National Marine Litter and Plastic Value Chain Consultant for the UNEP-COBSEA SEA circular project.

### **Session 1 (15:00 - 16:00 CEST) Circular solutions to achieve Sustainable Development Goals and address the climate crisis**

**What are successful examples of innovation undertaken by pioneers and champions of circular economy at the grassroot level that could inspire and encourage behavioural change towards sustainability?**

Jacqueline: Pending the official publication of the case study, together with my co-lead at the CEC Penang Chapter, Ms Josephine Tan who is also the General Manager of Penang Green Council, we have supported the implementers and stakeholders of the project as depicted in the diagram below to execute the following circular economy practices.



Source: MBSP and Penang Green Council, 2020  
Figure 11: Depiction of the 2-dimensional Source-to-Sea Management

This SEA circular project case study focuses on two locations to improve circular economy practices in the communities of Taman<sup>[1]</sup> Bagan Lalang and Kampung<sup>[2]</sup> Permatang Nibong by introducing the Planting Green Community (PGC) Model and Sustainable Neighbourhood Development Programme (SNDP) to empower local community leaders.

<sup>[1]</sup> The word ‘Taman’ is the Bahasa Malaysia word for residential area

<sup>[2]</sup> The word ‘Kampung’ is the Bahasa Malaysia word for village or rural area.

The results and lessons learned from this community model pilot project will assist Seberang Perai City Council or Majlis Bandaraya Seberang Perai (MBSP) to scale implementation and action plans on the 4Rs concept - Reduce, Recover, Recycle and Repurpose in the Circular Economy Roadmap. The data collected and the successful implementation of the PGC model plays a pivotal role in contributing to the Circular Economy Roadmap, Penang Waste Management Roadmap and to be replicated in other communities across the state. In September 2020, the Seberang Perai City Council launched the Seberang Perai Circular Economy Roadmap, the first Circular Economy Roadmap at state level in Malaysia. The said Roadmap emphasises the use of the Circular Economy model to reduce waste sent to the landfill, consists of eight components: reducing landfill reliance, recycling and upcycling, single-use plastics, food waste, construction & demolition waste, electronics and hazardous waste, renewable energy, and water and wastewater. In 2021, the Penang State Government has planned for a multi-dimensional roadmap to revolutionise waste management in Penang - Penang Waste Management Roadmap 2030. This roadmap will serve as a framework for the State to focus on waste prevention targets and to create a waste industry policy to energise job creation and economic growth.

**How does your country track progress towards the adoption and implementation of circular economy and assess its impacts, particularly with respect to advancing the achievement of sustainable development and national climate change targets? What tools, methodologies and institutional measures has your country adopted to enable this?**

Jacqueline: Under the International Urban Cooperation European Union- Asia (IUC Asia) project co-funded by the European Union, I have under the supervision of the Team Leader proposed a blueprint for Malaysia at <https://www.iuc-asia.eu/2020/12/malaysia-blueprint-ce-cities>. The tools and framework are presented at page 11, 26 until 28 of the proposal.

**How can we increase ambition in updated Nationally Determined Contributions under the Paris Agreement by building on synergies between climate action and circular economy principles?**

Jacqueline: The Circular Economy Club is the largest international network in the circular economy field to date with over 6000 professionals and organisations in 140 countries. Countries working with UNIDO can access this network for free by identifying which experts they would like to work with to assist the quadruple helix to work with national, regional and international stakeholders to jointly implement projects, initiatives and contribute to policies to ensure NDCs in respective countries can be achieved. It is an open source platform and membership is free. There is a huge resource of information shared both as videos, case studies, reports etc.

**Session 2 (16:00 - 17:00 CEST) Partnerships and initiatives to mobilize circular economy actors**

**Are there successful examples of introducing circular economy principles and practices in your country, company or organization, including with support of national, multilateral, bilateral and South-South cooperation initiatives and partnerships?**

Jacqueline: I believe the SEA circular project (UNEP & SIDA funded), IUC-Asia Project (EU funded) and the upcoming IURC project (EU funded) are some good examples- the former last two projects focusing on Circular Economy Clusters are clear examples that the EU is taking this seriously and its the first project to introduce city-to-city pairings. IURC is to date the largest global project involving 4 regions <https://www.iurc.eu/about/> and circular economy is a key pillar in all these regions.

**How can we enhance coordination and collaboration between existing global and regional alliances, coalitions and partnerships on circular economy to maximize cohesion, impact and results?**

Jacqueline: Have 4 meetings a year with all the regional and national Team Leaders/Coordinators who are tasked with implementing CE projects with various donors. Ensure that everyone is connected either by Microsoft Teams or the Slack platform. Ensure a stock take is being updated 4 times a year by the Secretariat, and national focal points of each country are given insightful updates via newsletters to ensure no duplication or overlaps are being conducted. This also ensures no one is working in silos. This is an important Constellation of Relationships that needs to be seamless during the pandemic with the use of IT platforms which are easy to use and not costly. I have personally found Slack (accessible on desktop and all mobile and tablet devices very easy to use) and it has been successfully implemented by the Ellen MacArthur Foundation to ensure seamless communication has been carried out with thousands of alumnis in many countries who are circular economy practitioners.

Thank you for giving me this opportunity to answer the below questions and I look forward to joining all of you online.

With appreciation,

Jacqueline

### 3. Institute for Research in Circular Economy and Environment, Romania

**What programmes, policies and incentives can enhance preparedness of small and medium-sized enterprises in developing countries and economies in transition to develop and adopt technologies, practices and business models relating to a circular economy?**

We believe that, as in any other sector of the economy, incentives for circular business models are an opportunity offered especially by governments to overcome an obstacle that stands in the way of the prosperity and sustainability of these types of businesses.

Therefore, in order to be able to tackle the subject of incentives or any other circular business support programs we need to look more closely at the obstacles. What we have noticed in Romania, as an NGO and a research think-tank, actively involved in supporting social and circular businesses, is that perhaps the biggest obstacles are the lack of CE know-how of decision makers, the vague legislation related to circular businesses but also the lack of social awareness and the uncertainty of consumer responsiveness and demand.

Given these generic barriers, our position is that incentives in this area should focus rather on market and regulatory incentives such as building a legal framework to facilitate trade of repaired and refurbished goods and the introduction of material efficiency and durability in product design regulation. As far as the social incentives are concerned, we believe that campaigns and other awareness raising activities are not enough at the moment. We must try to do more, and by more we mean developing circular skills within the workforce through public-private partnerships and the involvement of schools and universities so that they can adjust their educational programmes with the demands of the new circular market.

Last but not least, we must not forget that the challenges of the circular economy are systemic and that they can only be overcome through common effort and will. That is why we want to reiterate that events like this, where exchanges of good practices and expertise can take place, are a step forward towards a circular business world and it depends only on us to continue the adjustment and coordination at the global level of the CE.

## 4. Kenya Private Sector Alliance



### KEPSA SUBMISSION TO UNIDO ON GLOBAL CONSULTATIONS ON CIRCULAR ECONOMY ON 10TH MAY 2021

#### Session 1: Circular Solutions to achieve Sustainable Development Goals and address the climate crisis

##### 1. Introduction of KEPSA

The Kenya Private Sector Alliance (KEPSA) is the apex body of private sector in Kenya. KEPSA brings together business associations, trade associations, corporates, multinational companies, SMEs and start-ups from all sectors of the economy under one umbrella to enable them to speak with one voice when engaging Government and other stakeholders on cross-cutting policy issues affecting private sector development, supporting businesses on training, opportunities to network for business, financial linkages, mentoring, access to markets, value chains and access to investment opportunities. The membership categories are developed to meet the size of all businesses.

Sustainable Development Goal number 12 calls for mainstreaming sustainable material production and consumption, decoupling of economic growth from intense resource use and reduction of per capital material foot print. Since the year 2018, KEPSA is working closely with the Government of Kenya through the Ministry of Environment and Forestry and the National Treasury and Planning in creating a favorable business environment for adoption and acceleration of Kenya from a linear economy to a circular economy.

## 5. Resource Efficient and Cleaner Production Centre, Ukraine



**RESOURCE EFFICIENT  
AND CLEANER PRODUCTION  
CENTRE**

No. 120 from 14 May 2021

Secretariat

Global Consultations on Circular Economy

### *Statements to "Global consultations on circular economy", 10-12 May 2021*

Let me express our gratitude on behalf on the Resource Efficient and Cleaner Production Centre (Ukraine). It was a pleasure to participate in the Global Consultations on Circular Economy. Thank you for your efforts in promoting a circular economy principles and practices, in particular in developing countries.

As all three days of consultations were quite intensive and full of interesting discussion, the Resource Efficient and Cleaner Production Centre prepared its contribution on topic in written form. I am attaching it to this letter. We tried to use our long experience in implementing RECP and CE in Ukraine.

Best wishes for success with identifying and developing policy and technical recommendations on CE implementation. The Ukrainian Resource Efficient and Cleaner Production stands ready to support your further activities.

### List of Annexes:

Annex 1 - Statements from the Resource Efficient and Cleaner Production Centre (Ukraine), "Global consultations on circular economy", 10-12 May 2021

Sincerely,

Mr. Andrii Vorfolomeiev  
Director of  
Resource Efficient and Cleaner Production Centre (Ukraine)

10-G, Starokyivska Str., Business Centre "Vector", Building B, Kyiv, Ukraine, 04116  
37, Peremohy Ave., Building 6, Kyiv, Ukraine, 03056  
e-mail: [info@recpc.org](mailto:info@recpc.org) URL: [www.recpc.org](http://www.recpc.org)  
+380 (44) 227-83-78

## Statements

### from the Resource Efficient and Cleaner Production Centre (Ukraine)

#### “Global consultations on circular economy”, 10-12 May 2021

The adoption of circular economy principles and practices in Ukraine will ensure sustainable use of resources. In addition, circular economy has the potential to provide for many additional jobs and small and medium-sized businesses will create most of them. Circular economy enables favourable conditions for innovation, new areas of expertise and knowledge. Scaling up both recycling and reuse of products will bring additional income for the national economy, will help preserve its resource potential and reduce negative footprint on the environment. Introducing a circular economy in Ukraine is an integral part in shaping strategic priorities of the national development, which in turn will have a positive impact on the welfare of the population.

Adopted in 2021 the National Economic Strategy until 2030 determines strategic steps for the development of industry, agriculture, mining, infrastructure, transport, energy, information and communication technologies, creative industries and services. CE along with RECP and eco-industrial parks are parts of this Strategy. Thus, strategic goal 3 “Strengthening the competitiveness of industrial products produced in Ukraine, the introduction of resource- and energy-efficient technologies” prioritizes development of a circular economy and improving resource efficiency. It sets objectives, in particular, towards waste reduction, extended producer responsibility, resource efficient technology and education, sustainable public procurement, tax incentives for modernization, BAT.

One of the objectives of the reform “Safe and efficient waste management” is to launch an information centre for the collection, processing, analysis and dissemination of waste management information. The overall purpose of the reform is to create the proper infrastructure of waste management facilities, improve the state of the environment, health conditions, disease control and well-being of the communities. The reform is also aimed to reduce waste generation and, hence, waste accumulation at landfills and dumps, intensify waste sorting and recycling, promote the use of waste-free and sustainable technology. One of the important goals of the reform is to create a set of definitions consistent with the EU legislation. These new terms together with the National Waste List will help discuss waste management issues with the EU using the same language. The reform will introduce sole producer responsibility for the management of the waste generated at each stage of product use. The extended producer responsibility system will apply to the following types of products: packaging, electrical and electronic equipment, batteries and accumulators, end-of-life vehicles, oils, tires, etc. The reform will form the basis for making up the National Waste List fully conforming to the EU list. Waste will be classified under the National Waste List and the Waste Classification Procedure by origin, composition and hazardous substance concentration threshold.

Despite these positive developments, in general the Ukrainian government hasn’t yet put big focus to circular economy. In the first place, it happens because Ukraine has been always a rich country if talking about its natural resources and that is why it still hasn’t yet accustomed to counting them and recording their consumption carefully. The strategic aims stated in the National Economic Strategy until 2030 need the development of appropriate tools for implementation and monitoring.

A circular economy should fundamentally change the way we design, produce, use, and dispose things, thus stimulating the development of industry. In doing so, there will occur a need for additional jobs and new recruits will require new professional skills. Therefore, we will need training programs that will teach new technologies, new techniques, new tools, and most importantly, new business models.

The concept of circular economy is still very difficult to perceive both by governmental agencies of Ukraine and by businesses as well. We started the introduction of a '*Cleaner Production*' in Ukraine 13 years ago, and we can say for sure that the situation with CP those times was similar to that one with the circular economy today. Now the phrase '*Resource Efficient and Cleaner Production*' is well recognized by many, and has been already used in legislation and regulations of Ukraine, and many enterprises have started the implementation of the resource efficiency methodology to enhance their production places. That is why we believe that Ukraine needs support in raising awareness on circular economy by means of implementing several pilot projects and disseminating knowledge about circular economy, and first of all to governmental agencies of all levels. Domestication of knowledge on CE is also a key task. Firstly, for most of Ukrainians the language barrier is still relevant. Secondly, differing interpretations of some provisions and definitions slow down progress. For example, at least 5 Ukrainian variants of the term "circular economy" are used by different stakeholders, which adds to the confusion.

Therefore, we believe that active awareness raising, advocating at political level and piloting the national examples from businesses should be a good starting point to foster a circular economy.

## 6. Thailand Environment Institute

**Global consultations on circular economy  
United Nations Industrial Development Organization (UNIDO), 10-12 May 2021  
Intervention by Dr. Wijarn Simachaya,  
President of Thailand Environment Institute (TEI)  
Secretary General, Thai Business Council for Sustainable Development (TBCSD)**

Mr. Chairman, Thank you

Thailand Environment Institute (TEI) is a non-profit, non-governmental organization established in 1993. TEI has been addressing national and global environmental challenges, especially, on i) natural resources management, ii) climate change and iii) sustainable production and consumption. We also work on the emerging environmental issues and national agenda such as air pollution (PM2.5) and plastic waste management. Our work covers i) policy research, ii) development and implementation; iii) education, training and capacity building; iv) knowledge sharing and awareness raising; and v) coordination among multi-sectoral stakeholders. We promote Circular Economy (CE) through 2 key initiatives: Thailand Business Council for Sustainable Development (TBCSD) and Thailand Public-Private Partnership for Plastic and Plastic Waste Management (PPP-Plastics). TBCSD is a CEO-led association of about 40 companies working together to help address national environmental issues both at the decision making and implementation levels.

In 2018, TBCSD and the Federation of Thai Industries established PPP-Plastics to support the development and implementation Thailand's Roadmap on Plastic Waste Management and its

associated action plans that aim at reducing single-use plastic and recycling plastic waste. Key elements of PPP-Plastics include i) engaging in government policy, ii) promoting plastic circular economy; iii) promoting innovation on eco-design/material recovery/recycle; iv) engaging in education and awareness raising campaign; and v) supporting the development of national material flow database. TEI also supports the development of the national Circular Economy policy under the BCG Model-Bio/Circular/Green Economy Model-which is one of the national agenda in 2021 and chaired by the Prime Minister. I serve as the chair of the Circular pillar under BCG model.

Moreover, we constantly seek support, identify key stakeholders and facilitate coordination among them to continually support the policy development, research and implementation. We are also now working with the National Science and Technology Development Agency (NSTDA) on developing recommendation for the CE action plan.

Circular Economy in Thailand is targeting three important sectors: plastic waste sector, agricultural & food industry sector (food waste and food loss), and construction sector. By managing plastic waste, Thailand is now developing a closed-loop system for plastics, which consists of collection, sorting, circulation, and utilization. The system will help reduce virgin plastics as the reduction of resource consumption, reducing energy consumption and greenhouse gas emission, reducing pollution and contamination of marine plastic debris, as well as creating new jobs and generating income to the community through sharing best practices and platforms. The CE policy framework had developed based on various multi-sectoral stakeholder participation from youth, community, local and central governments, private sector and international organization.

Thank you, Mr. Chair

A circular economy entails a restorative and regenerative approach to economic growth. The circular economy models include re-use, repair, re-design and remanufacturing, sharing, and recycling to ensure maximum value extracted from natural resources and waste is designed out. It seeks for substitution and dematerialization, reduction of carbon footprint, sustainable energy use, sustainable agriculture, closing of supply chain loops among others.

### **Key benefits of circular economy for achievement of SDGs and climate change Priorities**

Circular economy is the new paradigm shift of the 21st Century for decoupling economic growth from resource constraints. It is the present viable model for tackling sustainability challenges drive performance and competitiveness, spur innovation and stimulate economic growth and development. It presents the following benefits.

- Reduction of waste and Pollution:

The circular growth model provides an opportunity to redefine waste as a mining place for materials. The circular growth model gives us opportunity to redefine waste as a mining place for materials. As Kenya finds solutions to addressing the increasing amount of waste that is illegally dumped or is finally disposed to landfills/dumpsites, we are exploring circular economy as an innovative approach to divert materials from environment. Through the circular economy tenet of keeping materials as much as possible in the economy, we envision a reduction in the amount of waste that is disposed to the environment. Through regeneration of organic waste, we will reduce green gas house emissions.

- Closing of material loops:

As circular economy emerges within the economy, we are witnessing companies taking action to close material loops through extended producer responsibility initiatives. Organizations' are starting to put in place arrangements' for reverse logistics and take back schemes thus ensuring that their products are taken back into the production systems. The citizens is being engaged actively than before to be a good steward of natural resources through returning of materials that would otherwise have been discarded.

- Green Manufacturing:

In line with SDG 12 on sustainable consumption and production, the circular economy is calling upon business to rethink materials and ensure that they produce for re-use, durability, reassembling and all innovations aimed at keeping materials circulating in the economy. Industrial symbiosis where one company's waste is another ones input is being tried by manufactures' in Kenya under the Ruaraka Business Community. Sustainable Special Economic Zones founded under the Green and Circular Economy principles is the pathway that Kenyan is taking up for the Oserian Two Lakes in Naivasha and Kilifi Eco-industrial Park at the Coastal Region is the approach Kenya is using to raise its ambitions for green manufacturing based on circular economy principles.

- Growth of Recycling and Secondary market:

Circular economy is driving the innovation and development of recycling and composting infrastructure and business in Kenya. The growth of secondary market will see material beings re-used by industry at large scale. This will in turn create jobs and descent employment opportunities to the especially youth and women in line with SDG 9 on industry, innovation and infrastructure.

## **Q2: Innovations by Champions and Pioneers of Circular Economy**

The Partnership for New Plastics Economy in Kenya through implementation of the circular economy for PET, has innovated technology for recycling PET bottles to 100% rPET Filament. The partnership has also invented 3D printers made from e-waste materials. Partnership has initiated segregation of plastic at source at Nyayo Estate in Nairobi County. In a span of 11 months, the estate has since reclaimed about 2000 tonnes of plastics bottles from being disposed to.

## **Conclusion**

Circular Economy provides opportunity for businesses to leverage on environmental, social and economic benefits using one stroke. The transition to a more circular economy holds major potential for enhancing competitiveness of businesses where resources are used in a more sustainable way.

## 7. Wuppertal Institut, Germany



Wuppertal Institute · PO Box 10 04 80 · D-42004 Wuppertal

### Personal contact

Name Surname  
Phone +49 202 2492-0 · Fax -108  
name.surname@wupperinst.org

2021-05-21

### Written statement by the Wuppertal Institute to the UNIDO consultation process on Circular Economy

Dear Sir or Madam,

The Wuppertal Institute would like to express its thankfulness for the opportunity to give a short input to the UNIDO consultation process on circular economy - based on its research on the transition process towards a resource light and climate neutral circular economy.

Session 4 specifically asked about necessary mechanisms and actions for a consensus on circular economy and here would like to highlight three specific points related to general principles that we believe are crucial for awareness and successful transition towards circular economy.

1. Firstly needed is an integrated perspective on circular economy and climate change. The recently published German roadmap for a circular economy clearly states that climate neutrality by 2050 will only be possible in a circular economy<sup>1</sup>. Against this background more awareness is needed that circularity is not only about waste, its also about climate. The policy momentum for climate neutrality must be used to put more emphasis also on circular economy.
2. Secondly there is a need to address the economics of circular economy. We see a lacking consensus if circularity is a luxury that only rich countries can afford or rather an economic necessity. It has to become clear to everyone that a circular economy is an investment and innovation agenda: Like the transformation of the energy sector it will require massive investments but in the future economies will only be able to remain competitive if they are dominantly circular.

<sup>1</sup> Circular Economy Initiative Deutschland (Hrsg.): Circular Economy Roadmap für Deutschland, \*Kadner, S., Kobus, J., Hansen, E., Akinci, S., Elsner, P., Hagelüken, C., Jaeger-Erben, M., Kick, M., Kwade, A., Köhl, C., Müller-Kirschbaum, T., Obeth, D., Schweitzer, K., Stuchtey, M., Vahle, T., Weber, T., Wiedemann, P., Wilts, H., von Wittken, R. acatech/SYSTEMIQ, München/London 2021.

**Wuppertal Institut für Klima,  
Umwelt, Energie gGmbH**  
Doeppersberg 19  
42103 Wuppertal, Germany  
Phone +49 202 2492-0 · Fax +108  
info@wupperinst.org

**Scientific Managing Director**  
Prof. Dr. Manfred Fischedick  
**Administrative Managing Director**  
Michael Dedek

**Stadtparkasse Wuppertal**  
IBAN DE46 3305 0000 0000 9013 55  
Swift-BIC WUPSDE33XXX  
District court Wuppertal  
Registration number HRB 7619  
VAT ID DE 121 091 633

**Berlin Office**  
at ProjektZentrum Berlin  
der Stiftung Mercator  
Neue Promenade 6,  
10178 Berlin, Germany  
Phone +49 30 2887458-10 · Fax +40  
buero.berlin@wupperinst.org

**Chairman of the Supervisory Board**  
State Secretary Christoph Dammermann  
**Chairwoman of the International  
Advisory Board**  
Prof. Dr. Lenelis Kruse-Graumann

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3. The final point refers to the structural change linked to the circular economy. We have increasing evidence that CE can lead to net job creation. But policy makers should be much clearer on the fact that new jobs will also be linked to job losses in the current linear system. One of the key questions will be how to qualify employees for their new jobs. Yes, circular economy is a win-win strategy but only successful if policy makers manage to get those on board that feel like potential losers of this transition,

The Wuppertal Institute is looking forward to support this process also in the future.

Best regards,  
Wuppertal Institute for Climate, Environment and Energy

Henning Wilts  
Director Division Circular Economy

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UNITED NATIONS  
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Vienna International Centre  
Wagramerstr. 5, P.O. Box 300,  
A-1400 Vienna, Austria



+43 (1) 26026-3656



<https://www.unido.org/our-focus-safeguarding-environment/global-consultations-circular-economy>



[CircularEconomy@unido.org](mailto:CircularEconomy@unido.org)