

Circular Procurement and the Green Deal

The moonshot for circular procurement

16 september 2021

Agenda for this webinar



Karin van IJsselmuide

- **Launch** of the webinar. *Karin van IJsselmuide*
- **Introduction to** the Green Deal and the Circular Economy Action Plan. *Mirjam Kibbeling*
- **So, what to do?** How to prepare for that Moonshot? *Mieneke Koster*
- **Practical experience** of Closing The Loop. *Joost de Kluijver*
- Reflections and wrap up...

Do's and don'ts for you as participants



Have your **pen, paper and drinks ready**. The **presentation will be sent** to you after the webinar.



Ask your questions via chat. The moderator keeps an eye on the chat and asks the speaker the questions.



It is **not allowed** to make your **own recordings** of this online webinar.

Nevi Team of Sustainability experts

Nevi works in co-creation with other organisations, members and experts, on all kinds of social programs and projects.

This is because purchasing has an impact on social issues.

Procurement is inextricably linked to the economic, social and sustainable development of organisations, companies and individuals, and therefore society as a whole. By linking concrete actions and goals to 4 chosen social themes, the impact of procurement becomes visible and the results tangible for society.



Nevi Team of Sustainability experts



Fredo Schotanus



Ivo Bonajo



Marianne van Keep



Mienieke Koster



Mirjam Kibbeling



Bart Vos



Ed de Rochemont



Monique Plantinga

Mirjam Kibbeling



“Crafting sustainable collaboration together”



Member of Nevi Team of Sustainability experts,
member of the Board



Research and education in supply chain collaboration,
sustainability and innovation



Circular business management and recycling



Crafting collaborations for sustainable progress

POLL:

What is your major drive for becoming green?

(one answer possible)

QUESTION:

What is the reason that you attend this webinar?

(please comment in chat)



The European Green Deal, the Moonshot Project for Europe



Green Deal, the moonshot project for Europe

“The EU will be climate neutral in 2050”

The **EU Green Deal** is roadmap for the **EU** to become the first climate neutral continent by 2050, resulting in a cleaner environment, more affordable **energy**, smarter transport, new jobs and an overall better quality of life.

The EU will:



Become
climate-neutral
by 2050



Protect human life,
animals and plants,
by cutting pollution



Help companies
become world leaders
in clean products and
technologies



Help ensure a
just and inclusive
transition

Supported by an investment plan to finance, enable and support the EU change program
(1 trillion € = NL: € 1 biljoen)



Biodiversity Strategy for 2030

A new Circular Economy Action Plan

- Strategy on the sustainable use of chemicals
- Clean Air and Water Action Plans

Preserving Europe's natural capital

Transition to a Circular Economy

A zero pollution Europe

- TBD with the commissioner-designate

Sustainable Transport

Farm to Fork

Farm to Fork Strategy

- Revising 2030 Climate targets
- Extending ETS
- Climate Pact
- Climate Law
- Carbon Border Tax

Achieving Climate Neutrality

The transformation of agriculture and rural areas

- Vision for Inclusive Rural Areas
- Africa Europe agenda

Clean, Reliable and Affordable energy

Towards a modernised and simplified CAP

CAP reform proposal

- Review Energy Legislation
- European Framework for gas
- Review Energy Taxation directive

Financing the transition

Leave no one behind (Just Transition)

- European Investment Bank as European Climate Bank
- Sustainable Europe Investment Plan
- Green Financing Strategy
- Mainstreaming climate transition and sustainability in the MFF

- Just Transition Instrument, including the Just Transition Fund
- Mainstreaming the Just Transition in the MFF

An aerial photograph showing a circular asphalt road that loops around a large, dense forest. The forest is composed of various shades of green, indicating different types of trees. The road is a light grey color and forms a continuous loop. The text is centered over the forest area.

Closing the loop,
the Circular Economy Action Plan
(CEAP)

A new economic business model for Europe is a major driver in the Green Deal

BUILDINGS

Renovate buildings, to help people cut their energy bills and energy use



40% of our energy consumption is by buildings

MOBILITY

Roll out cleaner, cheaper and healthier forms of private and public transport

Transport represents **25%** of our emissions

ENERGY

Decarbonise the energy sector



The production and use of energy account for more than **75%** of the EU's greenhouse gas emissions

INDUSTRY

Support industry to innovate and to become global leaders in the green economy



European industry only uses **12%** recycled materials



Changing the way Europe consumes and produces

Sustainable Policy Framework

Key Value Chains

Less Waste
More Value

Make sustainable products the norm
Empower consumers and public buyers
Sustainable production processes

- Electronics and ICT
- Batteries and vehicles
- Packaging
- Plastics
- Textiles
- Construction and buildings
- Food, water and nutrients

Reduce Waste
Reduce waste exports
Boost market for secondary raw materials



Food, water & nutrients



Electronics and ICT



Batteries & vehicles



Construction & buildings



**Circular Economy
Action Plan**

For a cleaner and
more competitive
Europe



Textiles



Plastics



Packaging

And waste!



POLL:

What sector you are working in/for?

(one answer possible)



Want to read more...

In news:

- <https://www.nrc.nl/nieuws/2021/07/12/eu-vult-ambitieuus-groen-plan-in-a4050787> (Dutch)
- <https://nevi.nl/nieuws/nevi-pakt-met-inkoop-de-klimaat-handschoen-van-tim>

Information Green Deal

- <https://www.weforum.org/agenda/2021/07/what-you-need-to-know-about-the-european-green-deal-and-what-comes-next/>
- https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

Information Circular Action Plan:

- https://ec.europa.eu/commission/presscorner/detail/en/fs_20_437
- <https://www.wbcsd.org/Programs/Circular-Economy/Factor-10/News/Business-summary-highlights-key-industry-specific-implications-of-the-EU-s-new-Circular-Economy-Action-Plan-2020>

Mieneke Koster



Connected to Sustainable Procurement...



TILBURG UNIVERSITY
Understanding Society

Member of Nevi Team of Sustainability experts

Personal curiosity & drive

PhD Research Sustainable Supply Management

Global Sustainable Procurement Manager

Training & course development

SO, WHAT TO DO?

How to prepare for that Moonshot?



https://ec.europa.eu/environment/strategy/circular-economy-action-plan_en

Mieneke Koster



WHAT TO DO?

- i. Three steps for the *Circular Economy Action Plan*
 - Organizational implications
 - Procurement implications
 - Circular procurement beyond CEAP
- ii. Further Guidance & example





First: back to the basics

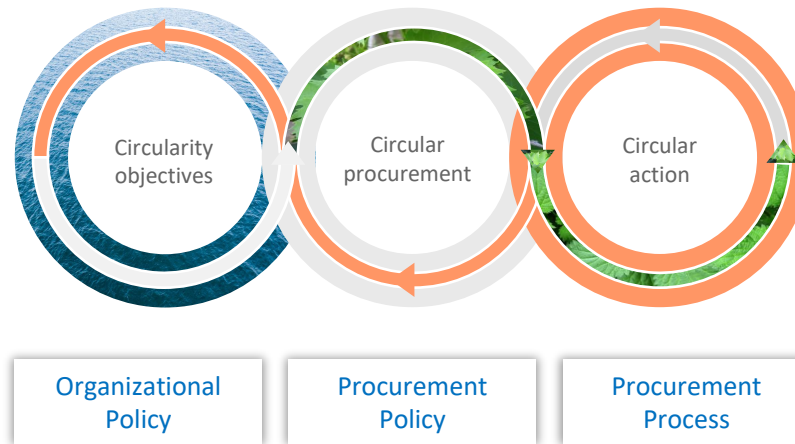
The ISO 20400 “wheels”





POLL:

(multiple answers possible)

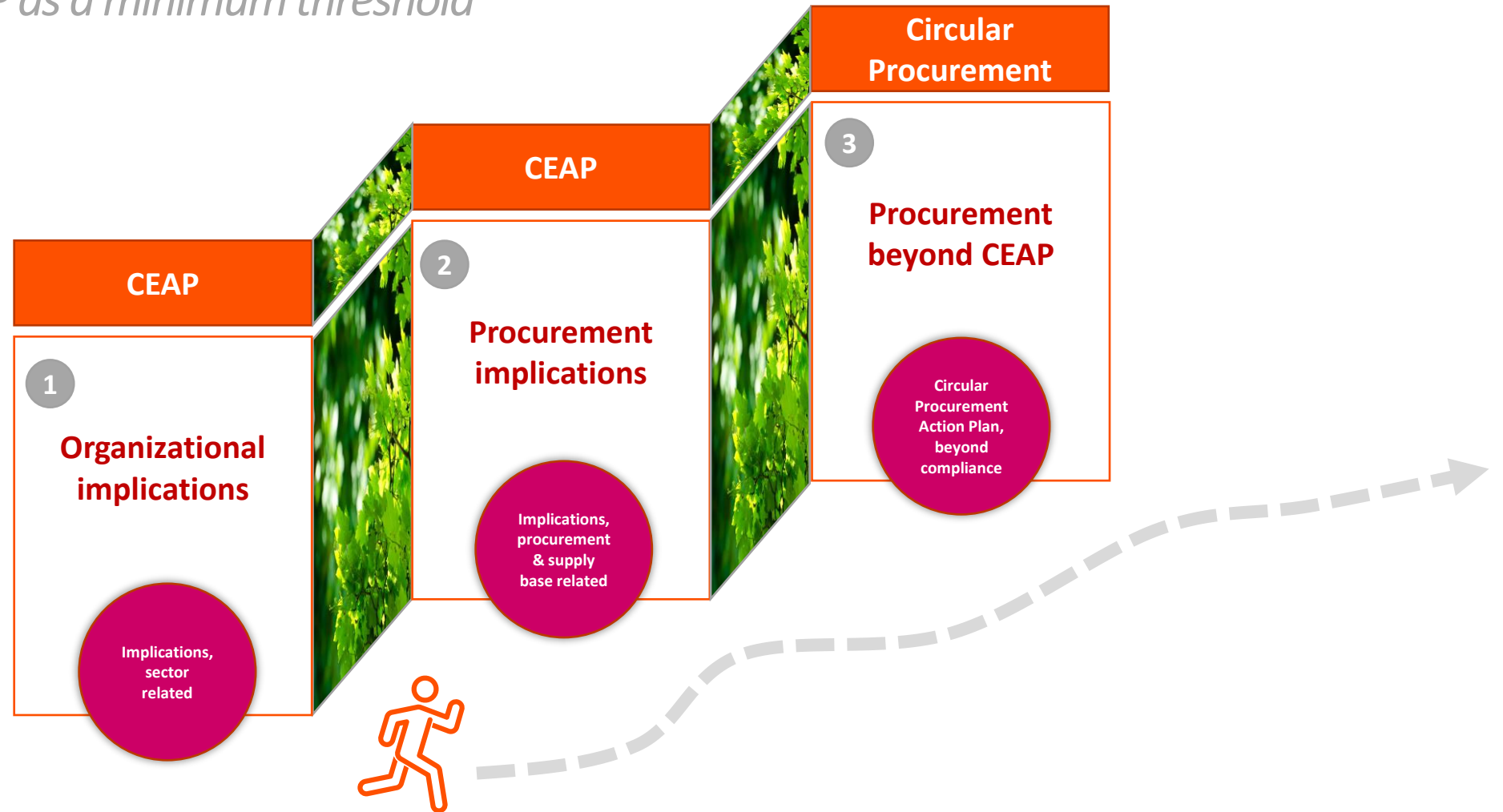


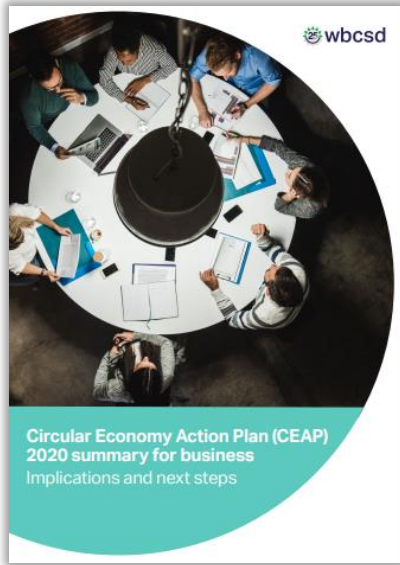
My organization has:

1. clear cut, effective Circularity objectives (wheel 1);
2. clear cut, effective Circular Procurement objectives (wheel 2);
3. effective actions (planned) for Circular Procurement (wheel 3);
4. none of those.

Three step approach

Towards CEAP as a minimum threshold





Step 1: CEAP in your organization

1

Coordinate with public affairs colleagues to conduct an in-depth **study of specific directives** (proposed and adopted) to determine how the CEAP and its various elements will affect your business and over what timeline.

2

Compare how the CEAP and associated directives complement or contradict **other regional and national policies** for your business and share challenges with the most appropriate stakeholders.

3

Develop an **action plan** with all relevant departments to ensure compliance with legislation in the future. Engage company leadership to prioritize this effort and make sure they will consider these results in future decision-making.

4

Engage with stakeholders, such as industry associations, NGOs and public and private sector forums, to initiate a **dialogue on how your industry or value chain can work with the public sector** to establish constructive, progressive and enforceable measures.

5

Share expertise and best practices showing how your company has achieved compliance with relevant policies with other companies in your value chain, industry and geography

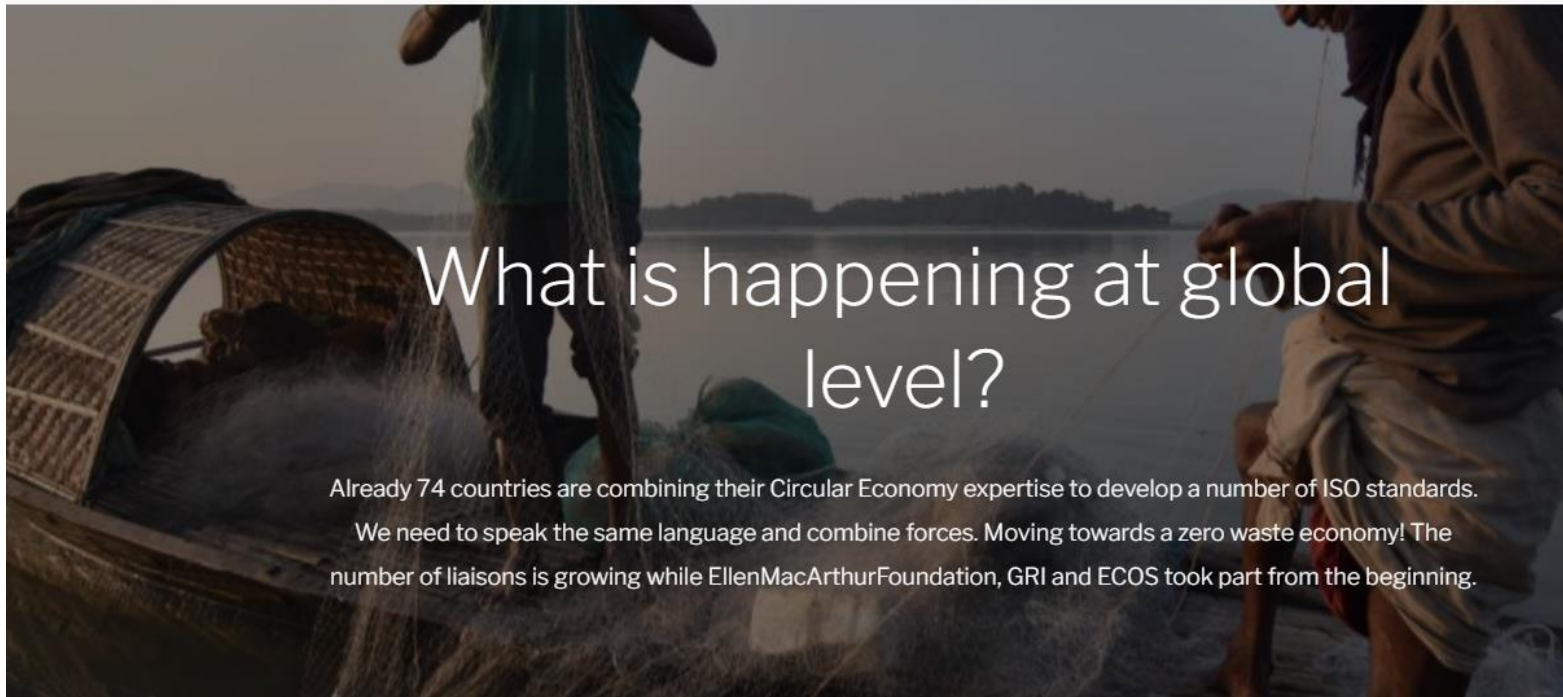
Good to know...

Three new Circular Economy standards are coming up



ISO/TC 323 Circular Economy

[Home](#) / [Circular Economy](#) /



ISO TC 323 Circular Economy

Expected: Oct 2022

Publication: mid 2023

1: Definitions and

Principles.

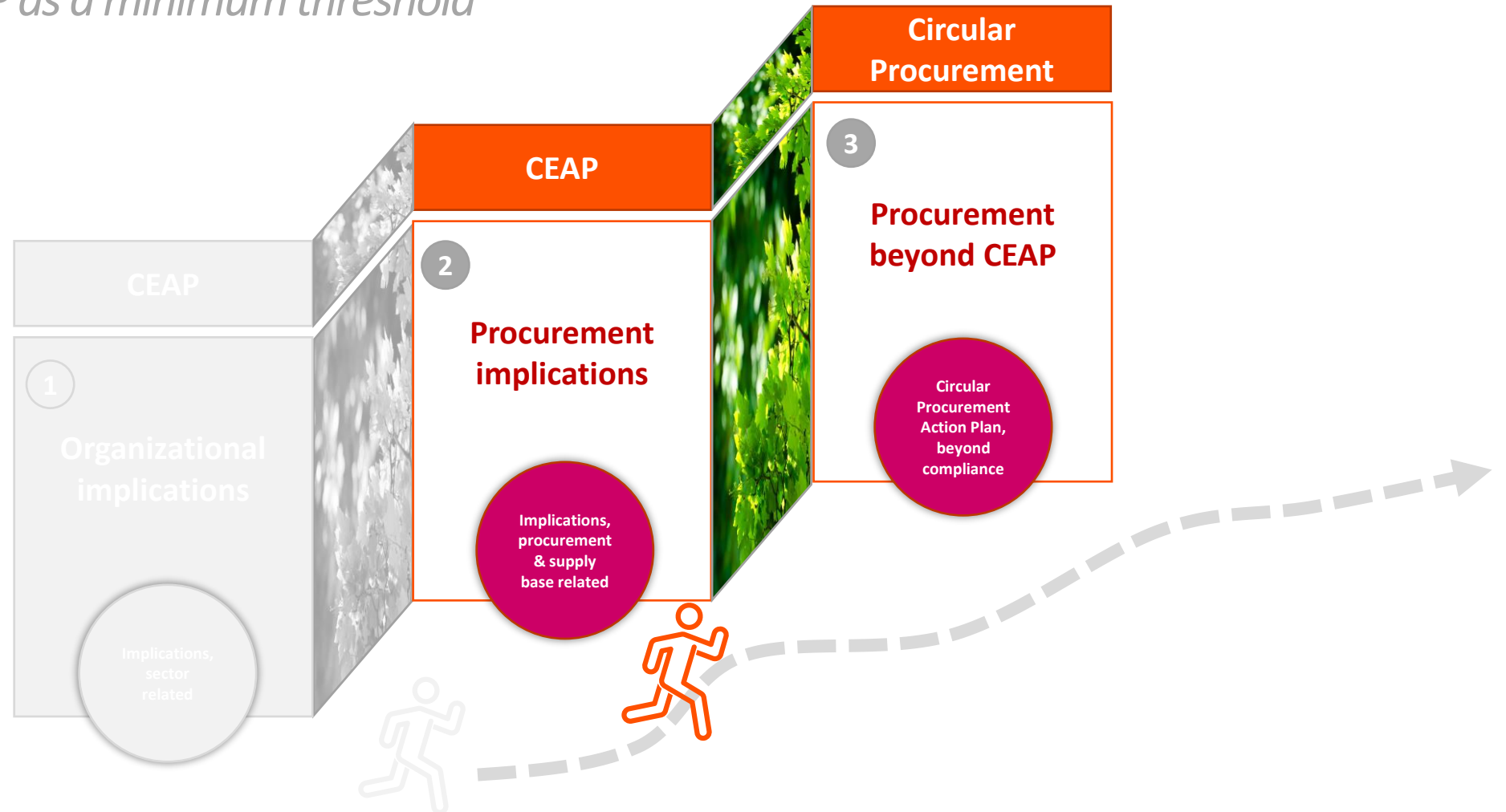
2: Business Models.

3: Measuring Circularity.

<https://www.learn2improve.nl/circular-economy/iso-tc-323-circular-economy/>

Three step approach

Towards CEAP as a minimum threshold



Step 2: CEAP in your procurement function



- 1 Analyse the extent to which your organisation and suppliers touch on the policy areas of the Green Deal and check what is already known and/or planned for these areas; Also consult suppliers about this.
- 2 Work with internal and external stakeholders on solutions to proactively comply with the Green Deal.
- 3 Create a long-term plan in line with the objectives for 2030 and 2050 with possible partnerships within your own industry and/or with suppliers.
- 4 Check for large, costly transitions which subsidies are available.

Direct & indirect CEAP implications:

Transitions in your own industry

Transitions in suppliers' industries

Transitions for Public Procurement

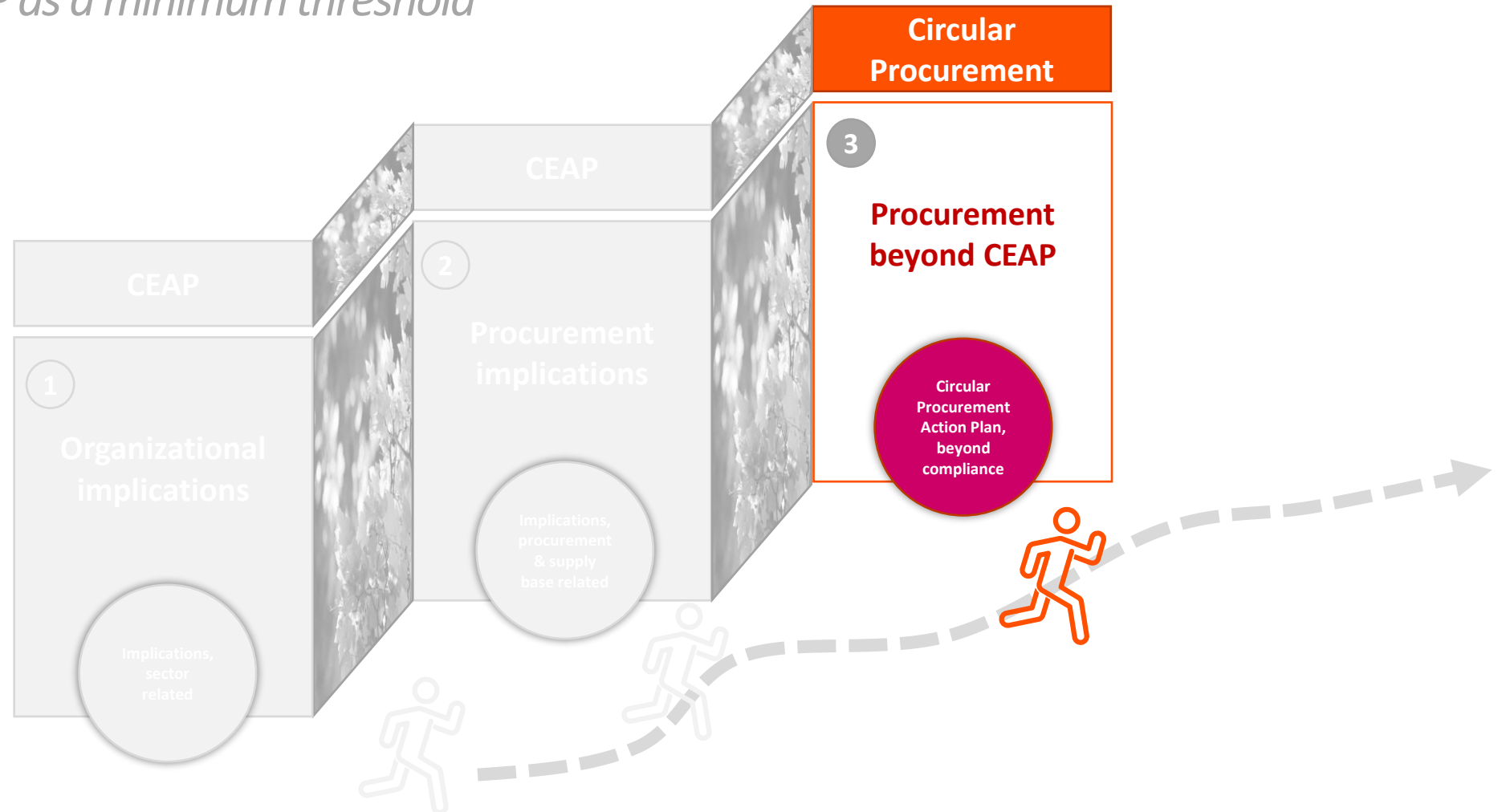
POLL:

**Which sectors do you rely on for your business /
organisation activities?**

(multiple answers possible)

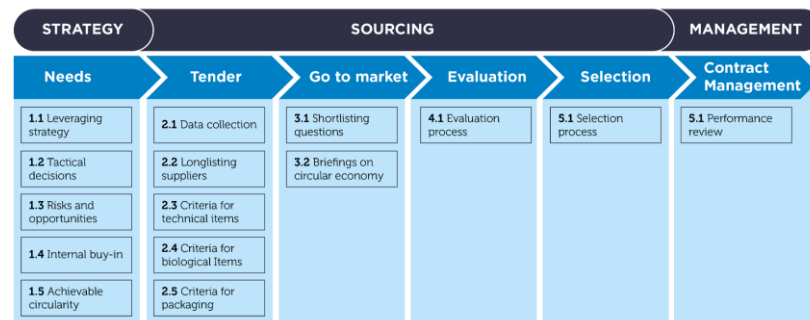
Three step approach

Towards CEAP as a minimum threshold



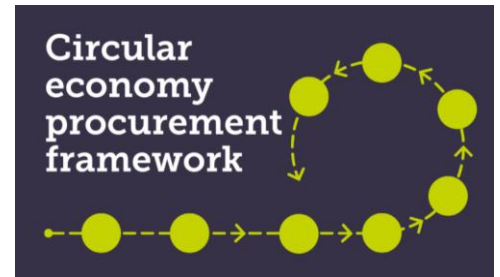
Step 3: Circular Procurement beyond CEAP

- Open up:
 - Consider new business models: Product as a service
 - Life Cycle Management & Life Cycle Costing
 - Market dialogue
- Follow the Circular Procurement flow



EllenMcArthur Foundation <https://emf.gitbook.io/circular-procurement/-MB3yM1RMC1i8iNc-VYj/>

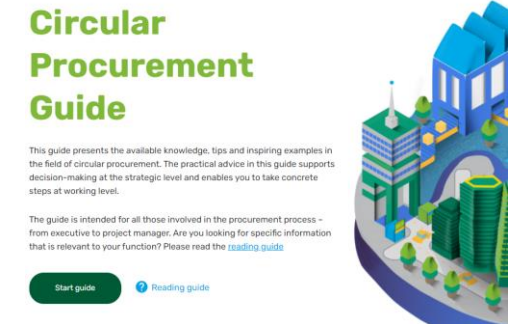
- Look beyond the Green Deal alone



<https://emf.gitbook.io/circular-procurement/-MB3yM1RMC1i8iNc-VYj/>



[Roadmap-Circulair-Inkopen-en-Opdrachtgeverschap-juni2019.pdf \(pianoo.nl\)](#)



[Circular Procurement Guide - Green Deal Circulair Inkopen \(gdci.nl\)](#)

- Step 1 **CIRCULAR PROCUREMENT: WHY AND WHAT?**
- Step 2 **INTERNAL ORGANIZATION AND ALIGNMENT**
- Step 3 **FORMULATING YOUR QUESTION**
- Step 4 **COLLABORATION**
- Step 5 **TENDERING PROCEDURE**
- Step 6 **MEASURING AND ASSESSING CIRCULARITY**
- Step 7 **SECURING CIRCULARITY**
- Step 8 **MANAGING CIRCULAR CONTRACTS**

[Circular-Procurement-in-8-steps-Ebook.pdf \(copper8.com\)](#)



A circular ecosystem

We aim to create a circular ecosystem, helping us become climate positive with a net positive impact on biodiversity.

Circular products:

Create products that are made to last, from safe, recycled and sustainably sourced materials and that can be repaired, reused and remade multiple times.

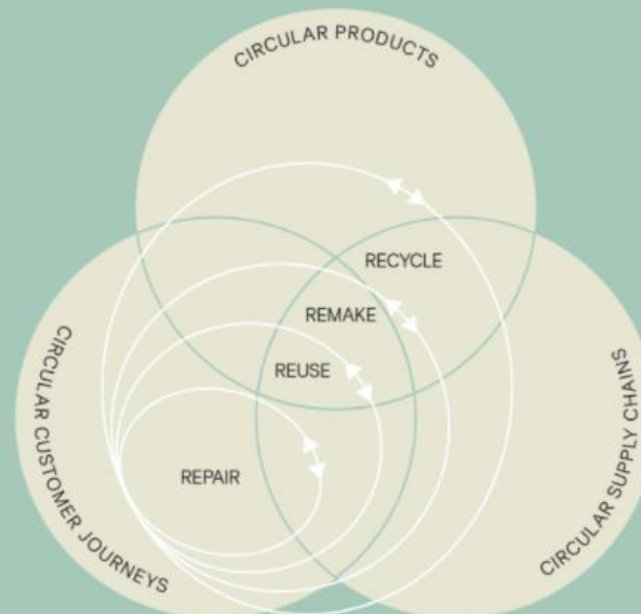
Circular supply chains:

Help build supply chains that keep products in circulation and support circular production processes and material flows.

Circular customer journeys:

Make it easy for our customers to experience and engage in a circular fashion where products are used more, repaired, reused and recycled.

By changing how we make and use products, we can keep products and resources circulating around the multiple loops of our ecosystem for longer.





Defining Circular IKEA: the Four Loops

Transforming IKEA into a circular business consists of adapting our existing 'take, make, waste' linear model to instead enable the prolongation of product and material life. The processes enabling this can be described as the four loops of reuse, refurbishment, remanufacturing, and recycling.

For IKEA, the starting point is always our customers' needs and wants. Through customer-centric, convenient solutions for repair, updates, and passing on of products, we aim to keep the product in use for as long as possible. It is only when products can no longer be repaired close to the customer that they move into the refurbishment and remanufacturing loops. Recycling is always the last resort.

Circular Loops

Circular loops is how IKEA will transform from a linear to a circular business, impacting all aspects from how and where we meet our customers, how and what products and services we develop, how and what materials we source, to how we develop the IKEA supply chain. It is how we define reuse, refurbishment, remanufacturing, and recycling as a means to retain as much value as possible and extend the life of resources, products, parts and materials for our customers and IKEA.

Reuse

Once customers acquire a product, the product enters the first circular loop of reuse. Reuse is how we describe the customer use of the product, and includes all aspects of normal product use and care such as maintaining its condition and adapting them to the evolving needs of life. This also includes passing on of products and enabling second hand markets.

Refurbishment

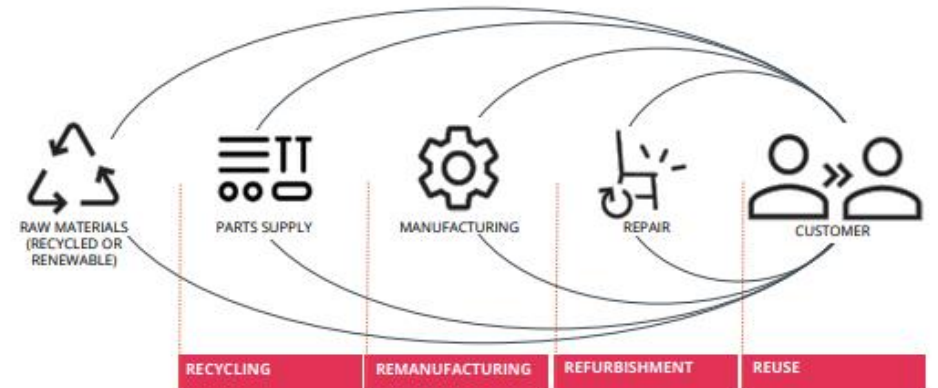
It is the process by which used, damaged, or non-compliant products are restored to 'like-new' condition with limited improvements. This includes repairs and upgrades made by customers or an after-market service in their home or at another location. Through refurbishment products are evaluated, cleaned and/or repaired, can be upgraded, recertified, and eventually released back into the market.

Remanufacturing

Remanufacturing of products is a process by which usable parts from dismantled products are utilized in production of new products, increasing resource recovery and potentially lowering the cost of the final product.

Recycling

Recycling is the process by which parts from products are transformed into new raw material, which can then be utilized within IKEA or external supply chains. This is the last step for every product part. The pre-requisite for a product part to reach this stage in its life cycle, is that when relevant all possibilities to go through the reuse, refurbishment, or remanufacturing loops have been considered.



CIRCULAR PRODUCT DESIGN GUIDE

Guide to Navigating Through the
Process of Designing
Circular Products

[IKEA's journey to becoming a circular economy business - DesignWanted](#)

[512088_v2.pdf \(thenewsmarket.com\)](#)

THE SITUATION

WE SUPPORT THE EU'S AMBITION TO BUILD A EUROPEAN CIRCULAR ECONOMY AND MAKE EUROPE A CLIMATE-NEUTRAL CONTINENT BY 2050

WHY DOES CIRCULARITY MATTER ?

ACCORDING TO EUROSTAT:

>12% 1/5

Less than 12% of the materials used in the EU were circulated back into the economy in 2019

The production of goods accounts for a fifth of EU greenhouse gas emissions

THE
Coca-Cola
COMPANY

Coca-Cola
EUROPACIFIC
PARTNERS



35

16-9-2021

OUR GOAL

100%

RECYCLED OR RENEWABLE

WORKING TOWARDS 100% RECYCLED OR RENEWABLE CONTENT IN OUR PET BOTTLES BY 2030 TO HELP CREATE A LOW CARBON, CIRCULAR ECONOMY FOR PET BOTTLES

TOWARDS THE 'BOTTLE OF THE FUTURE':

TO CREATE A SUSTAINABLE CIRCULAR ECONOMY FOR PET, WE BELIEVE THAT THE FUTURE SOURCES OF PET WILL BE:

70-80%

Recycled PET from mechanical polymer recycling

20-30%

Like-virgin PET from depolymerisation recycling technologies or PET from renewable sources



THE IMPACT

RECYCLED PET HAS AN UP TO

70% LOWER

CARBON FOOTPRINT THAN VIRGIN PET

200,000 TONNES

We will eliminate up to 200,000 tonnes of virgin plastic a year by moving to 100% recycled or renewable content in our bottles



WHAT WE ARE DOING ABOUT IT?

SHORT TERM

REDUCING THE USE OF VIRGIN PLASTIC BY:

- Ensuring our PET bottles are 100% recyclable
- Investing in mechanical recycling capacity
- Collecting a bottle or can for every one we sell by 2025
- Supporting the introduction of DRS to increase collection and recycling rates
- Innovating in refillable and returnable models

MID-LONG TERM

REMOVING VIRGIN PLASTIC IN PET BOTTLES BY ENABLING THE SCALING OF 'LIKE VIRGIN' PET:

- Investing in depolymerisation recycling technology
- Opening up access to our PlantBottle™ renewable PET technology

THIS ACTION IS PART OF OUR PATH TO ZERO

A WORLD WITHOUT WASTE

- Use fewer virgin natural resources and reduce waste
- Reduce our GHG emissions across our entire value by 30% by 2030

NET ZERO BY 2040

<https://www.cocacolaep.com/media/news/2021/a-future-vision-for-circular-plastic/>

Joost de Kluijver
director Closing the Loop



Poll

Which product category do you think is most suited to use green(er) procurement on, first?



Circularity as a service for IT hardware



Value for organizations,
through circular tech

Closing the Loop provides
waste compensation - for
electronics

A unique, simple and tangible service to get started on
greener/circular procurement of electronics.

Sustainability – and to some extent the EU Green Deal – is often about big ‘problems’...

The EU Green deal can appear abstract & distant.

Similarly, discussions around ‘e-waste’ have been around for some 30 years now.

But what do those negative/abstract paradigms bring us?

And most of all: what is the link to your procurement?



The real question:
Are there benefits in
aligning your most
important devices to
'Green Deal' values?

That sounds like a pretty difficult question

(and sorry for this terribly cliché picture)



Enter:
Waste compensation



Green (Deal) Tech usage.
But positive, pragmatic,
engaging and solid.

By linking a newly procured device to the collection & recycling of an end-of-life device, e-waste compensation makes the use of devices waste-neutral.

CTL has built a stable 'waste collection value chain' and manage the whole process. Our activities result in the most convenient way for our customers to compensate the waste footprint of their electronics hardware.



Customer case: Waste-neutral IT procurement for ABN AMRO

CTL offers a pragmatic green solution for the procurement or leasing of new IT hardware. By collecting and responsibly recycling equivalent e-waste, new devices are made waste neutral.

Step 1: ABN AMRO

Buys or leases hardware in the same way as done before but adds a small fee to make each device waste neutral.

Step 2: Closing the Loop

CTL uses the fee to collect an equivalent amount of e-scrap

Step 4: Recycling partner

Ensures safe recycling and traceability of salvaged material from e-waste transported by CTL.

Step 3: Local collection partner

Collects scrap phones in Africa, puts them in sealed bags and sends to CTL.

THE MAIN QUESTION:

Why would ABN AMRO want to spend money on this?

- ✓ Perfect for increasing employee engagement
- ✓ Tangible and cost effective initiative for CSR goals
- ✓ Simple and reliable: perfect starting point towards CE
- ✓ Provides great opportunities for branding and PR



Only for green die-hards?

Check out the next pages



Customer case: Samsung & T-Mobile

“

As the market leader in mobile telecom, it is important that we take our responsibility, I'm glad this service allows us to contribute even more to a circular economy, together with these great partners.”

Gerben van Walt Meijer – Head of Marketing Samsung
Electronics



T Mobile

SAMSUNG

MOBILE

Samsung, T-Mobile to recycle an old phone for every S10e sold in the Netherlands

By Simon Hill
July 11, 2019



Result: a USP

High media visibility

Increased sales

Positive customer response (consumers and B2B)

Customer case: Dutch government



It is and will remain my ambition that we use smartphones and other electronic devices for a longer period of time. But this is a great and pragmatic additional contribution which does have impact.”

Johan Rodenhuis - Sustainability advisor for category
ICT Work Environment
Central Government of the Netherlands



Eén nieuwe telefoon, één van de afvalberg

Nieuwsbericht | 08-05-2020 | 12:49

Per jaar koopt de Rijksoverheid zo'n 30.000 smartphones in. De smartphones van medewerkers worden gemiddeld al na 2 tot 2,5 jaar vervangen en gerecycled. Het voor hergebruik aanbieden van oude smartphones is vanwege data veiligheidseisen binnen de Rijksoverheid nog niet mogelijk. Gelukkig zijn er verschillende initiatieven in gang gezet om dit te veranderen. Zo is het inmiddels mogelijk om refurbished apparatuur aan te schaffen, wordt langer gebruik gestimuleerd en wordt onderzocht hoe de data veiligheid beter te waarborgen. Contractmanager ICT Werkomgeving Rijk Johan Rodenhuis ging op zoek naar een additionele oplossing. In samenwerking met [Closing the Loop](#) compenseert het Rijk nu ongeveer 30.000 smartphones per jaar.

Kostbare grondstoffen

Voor elke nieuwe telefoon die de Rijksoverheid nu aanschaft, wordt er één van de afvalberg in Afrika gehaald en gerecycled. De uitvoering is uitbesteed aan start-up Closing the Loop. Zij hebben een netwerk van inzamelpunten in verschillende Afrikaanse landen. De lokale bevolking zamelt de telefoons in. De inzamelaars krijgen hiervoor een eerlijke vergoeding. Vervolgens verscheept Closing the Loop de telefoons naar Europa. Daar worden de kostbare grondstoffen uit de telefoons gehaald, en teruggestuurd aan Europese producenten. Deze grondstoffen zijn schaars en de voorraad slinkt. Door de grondstoffen uit de telefoons te halen blijven ze in de kringloop.



Johan Rodenhuis

Levensduurverlenging

Johan wil compensatie meenemen als criterium in toekomstige aanbestedingen van hardware. Ondertussen blijft hij zich inzetten voor levensduurverlenging, de inkoop van producten die repareerbaar of upgradable zijn en producten die volledig geschoond kunnen worden.

Green solutions have direct benefits for your organization AND society.

How do we know?

Because we've collected over 3 million scrap devices in 8 African countries, since 2012.

Without subsidies





Contact us

www.closingtheloop.eu
info@closingtheloop.eu
+31 20 75 26 506

Herengracht 576
1017 CJ Amsterdam
Netherlands

Take aways...

- The Moonshot...
- and what to do? The role of procurement?
- Example from practice...
- Call to action, common action



See also our other (English) webinars:

- The Top 3 Negotiation Mistakes and How to Solve Them (28th of October)
- The Top 5 Negotiation Secrets of
- World-Class Negotiators (20th of January)

- www.nevi.nl/en/evenementen



Thank you for your participation!

The presentation(s) and additional information of this webinar will be sent to you. And you can already find it on the Inside Procurement-platform!
Have a nice day and stay healthy!