

ELLEN MACARTHUR FOUNDATION

CE100 GOV & CITIES PROGRAMME

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The Ellen MacArthur Foundation works across four areas, with the aim of accelerating the transition towards a circular economy:

**1** BUSINESS INNOVATION & POLICY  
Catalysing circular activities across the global economy



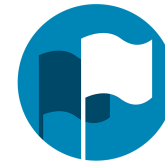
PROJECT  
MAINSTREAM:

**2** INSIGHT & ANALYSIS  
Robust evidence about the benefits of the transition



**3** EDUCATION & TRAINING  
Inspiring a generation to re-think the future

dif  
DISRUPTIVE  
INNOVATION  
FESTIVAL



**4** COMMUNICATION & PUBLICATIONS  
Bringing insight to a global audience



The **CE100 Programme** leverages the power of a unique global network and focuses on addressing common key gaps and barriers for the transition.



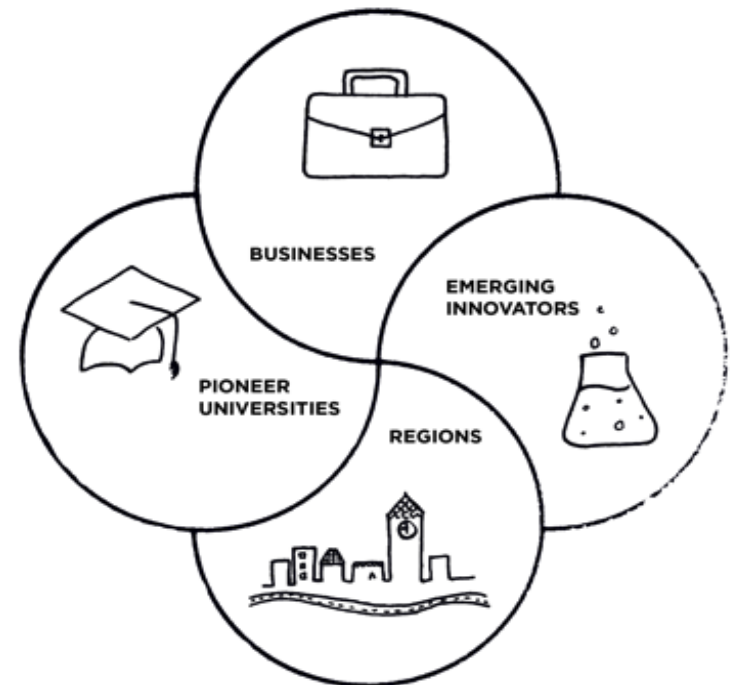
**The CE100 brings together key stakeholders and enables collaboration:**

**Companies:** Leading companies from relevant industry sectors, already pioneering circular economy practices or looking to build capacity

**Governments and cities:** Public bodies at national, regional and city-level who wish to create a fertile environment for the growth of the circular economy (including supporting local SME development, alignment of policy and education)

**Emerging Innovators:** Start-up businesses with a globally unique technology, service or solution for scaling up the circular economy (typically business with revenues of less than US\$20 million)

**Pioneer Universities:** Institutions providing insight and capacity for accelerating the circular economy through a globally relevant teaching or research programme





**CAPACITY  
BUILDING**

Develop an understanding of the circular economy as an innovation framework



**BEST PRACTICE  
& INSIGHT**

Access to the latest circular economy insight including tools and analysis



**NETWORKING**

Access to a global network of circular economy experts, businesses and regions



**COLLABORATION**

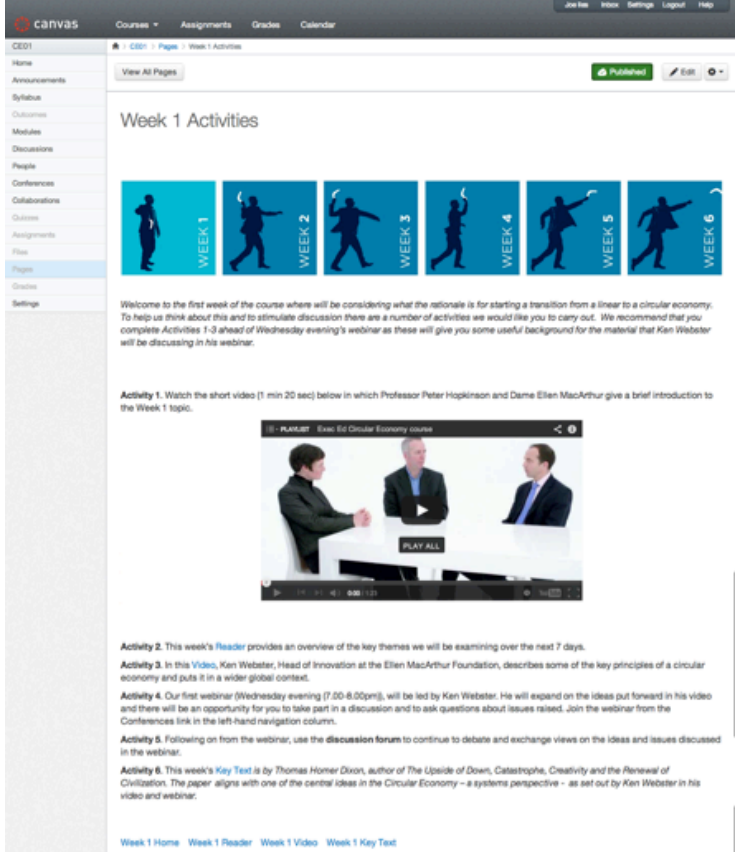
Tailored activities to stimulate cross-company, cross-sector, pre-competitive initiatives



Members of the CE100 have access to a circular economy **Executive Education Course**, run in partnership with the University of Bradford Management School.

The course provides a general synopsis of the circular economy, the economics behind it, and explores a series of case studies.

It gives members with the ability to rapidly build capacity across a number of departments within a business or region.



The screenshot displays the Canvas LMS interface for the CE100 course. The top navigation bar includes 'Canvas', 'Courses', 'Assignments', 'Grades', 'Calendar', and user options like 'View My', 'Home', 'Settings', 'Logout', and 'Help'. The course page is titled 'CE100' and shows 'Week 1 Activities'. A navigation bar at the top of the content area features icons for WEEK 1 through WEEK 6. Below this, a video player is embedded, showing three men in a discussion. The video player has a 'PLAY ALL' button and a progress bar. Below the video, there are several activity descriptions:

- Activity 1:** Welcome to the first week of the course where we will be considering what the rationale is for starting a transition from a linear to a circular economy. To help us think about this and to stimulate discussion there are a number of activities we would like you to carry out. We recommend that you complete Activities 1-3 ahead of Wednesday evening's webinar as these will give you some useful background for the material that Ken Webster will be discussing in his webinar.
- Activity 2:** This week's **Reader** provides an overview of the key themes we will be examining over the next 7 days.
- Activity 3:** In this **Video**, Ken Webster, Head of Innovation at the Ellen MacArthur Foundation, describes some of the key principles of a circular economy and puts it in a wider global context.
- Activity 4:** Our first webinar (Wednesday evening (7.00-8.00pm)), will be led by Ken Webster. He will expand on the ideas put forward in his video and there will be an opportunity for you to take part in a discussion and to ask questions about issues raised. Join the webinar from the Conferences link in the left-hand navigation column.
- Activity 5:** Following on from the webinar, use the **discussion forum** to continue to debate and exchange views on the ideas and issues discussed in the webinar.
- Activity 6:** This week's **Key Text** is by Thomas Homer Dixon, author of *The Upside of Down, Catastrophe, Creativity and the Renewal of Civilization*. The paper aligns with one of the central ideas in the Circular Economy – a systems perspective – as set out by Ken Webster in his video and webinar.

At the bottom of the page, there are navigation links: [Week 1 Home](#), [Week 1 Reader](#), [Week 1 Video](#), and [Week 1 Key Text](#).



The **CE100 Insight Library** provides members with the information, tools and analysis to support with delivering circular economy initiatives.

The library provides access to case studies and its content is informed by feedback from members, ensuring direct relevance in addressing new opportunities and overcoming barriers to progress.

The screenshot shows the website's navigation menu with categories like ABOUT, CIRCULAR ECONOMY, BUSINESS, HIGHER EDUCATION, SCHOOLS & COLLEGES, and BOOKS & REPORTS. The breadcrumb trail reads: HOME → BUSINESS → CIRCULAR ECONOMY 100 → LIBRARY. The main content area features a large image of a stage event with the text 'THE CIRCULAR ECONOMY 100' overlaid. Below this is a 'Library' section with social media sharing options (Like, Share, 0, Tweet). A descriptive paragraph states: 'The Library is a comprehensive platform of resources covering insights and other tools relevant to members. It includes both exclusive, created content and curated documents, available elsewhere. You can view or download each item.' There are six resource categories listed in a grid: Event Materials (6 Articles, 0 Files), Insights (16 Articles, 0 Files), Tools (8 Articles, 0 Files), Videos (4 Articles, 0 Files), Books of Interest, and Websites of Interest. On the right side, there is a vertical navigation menu with options like BACK TO CIRCULAR ECONOMY 100, PARTICIPANT SHOWCASE, REGIONS, ANNUAL SUMMIT, EXECUTIVE EDUCATION, CE100 VIDEOS, MEMBERS AREA, LIBRARY, CALENDAR, FORUM, HELP & FEEDBACK, and EVENTS & REGISTRATION. At the bottom right, there is a 'CIRCULAR ECONOMY 100 BROCHURE' section with a download button and a 'CIRCULAR ECONOMY REPORTS' link.



The Ellen MacArthur Foundation prides itself on its ability to convene the world's leading organisations and individuals working on circular economy innovation.

The CE100 is the world's largest dedicated circular economy initiative and its members have access to a global network of circular economy practitioners, experts, businesses and regions in the form of:

- An **online directory**
- The **CE100 member book**, profiling the member organisations with their circular economy ambitions and activities



Once a year the Ellen MacArthur Foundation invites members to an **Annual Summit**. This high profile event provides an opportunity to engage executive sponsors, gain new insight from global leading experts and network with other CE100 members.





Each six months an **Acceleration Workshop** convenes all CE100 members to focus on initiatives which require cross-sector, cross-industry collaboration.

Members will have the opportunity to work together across a selection of key sectorial and functional topics :

- Built environment
- Consumer
- EEE – Electronic and Electrical Equipment
- FACT – Fabrics, Apparels, Carpet, Textile
- Finance
- FMCG – Fast Moving Consumer Goods
- Food & Agriculture
- Information & Technology
- Policy & Regulations
- Remanufacturing

These events also create an opportunity for feedback within the programme and prioritise areas of focus.



The CE100 Gov. & Cities programme provides members with additional tools to assess the opportunities of the circular economy and foster innovation locally:

**Regions-specific acceleration workshop day:** gathering all gov. & cities members around shared challenges, such as education, procurement, employment and opportunity analyses. These are conducted bi-annually, directly following the CE100 workshops.

**Individual working sessions:** to progress regional understanding of circular economy opportunities and their value.

**SME programme:** each regional member can nominate 10 SMEs to join the programme. There is a kick-off event with the SMEs to identify opportunities to jointly work on circular solutions. Participating SMEs get access to the executive education programme and each region can choose one SME to participate at the Global Summit / Acceleration Workshops.

**Regional tools, best practice examples and case studies:** developed by the Foundation and its knowledge partners.

**Education advice:** access to our education resources, advisory expertise on curriculum development in secondary and higher education.



*‘Even if you do not believe in a sustainability agenda, the efficiency gains of managing ( circular) material flows should convince you to go after this potential.’*

### **National Grid**

*‘We’re proud to be a founding partner of the Ellen MacArthur Foundation, because we believe that the circular economy offers a solid concept on which we can base our thinking for our potential future business model.’*

### **Kingfisher**

*‘While not every product is appropriate for refurbishment, it seems highly likely that nearly all companies will have parts of their product portfolio where circular business practices will prove profitable.’*

### **Cisco**

## APPENDIX

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## Global Partners

Close collaboration of the Foundation with its Global Partners Cisco, Kingfisher, Philips, Renault, and Unilever. *Goal: Demonstrate circular solutions at scale.*



## CE100

Global innovation platform bringing together leading corporations, emerging innovators, governments & cities, SMEs, and academic institutions. *Goal: Build capacity, share knowledge and best practices, and develop cross-company, cross-sector, pre-competitive collaboration initiatives.*



## Project MainStream

A World Economic Forum hosted, multi-industry initiative in collaboration with the Ellen MacArthur Foundation and supported by McKinsey & Co. *Goal: Unlock the stalemates that individual organisations cannot resolve.*



## Previous analyses outlined a trillion dollar opportunity :



- **1<sup>st</sup> report** focused on the medium lived complex goods and detailed a 630 USD billion of net material cost savings per year in the EU .
- **2<sup>nd</sup> report** focused on the fast-moving consumers good and detailed a 706 USD billion of net material cost savings per year, globally.
- **3<sup>rd</sup> report**, in partnership with the World Economic Forum, focused on actions to accelerate the scale up across global supply chains.

## 2015 major projects :

- **Growth within – A circular economy vision for a competitive Europe:** Opportunities for three core human needs and macroeconomic impacts.
- **Delivering a circular economy – a toolkit for policymakers:** A robust methodology to support policymakers who wish to embark on a circular economy transformation.
- **Project Mainstream :** Addressing major stalemates through cross value chain collaborations.
- **Biocycle analysis :** Opportunities and economic value assessment for the biological cycle, with emphasis on cities as nutrient concentrators.



## **Pioneer Universities**

Pioneering new approaches to teaching, learning & research programme around CE



## **Schmidt MacArthur Fellowship Programme**

Building a global partner university 'network of excellence' in the top design engineering and business schools



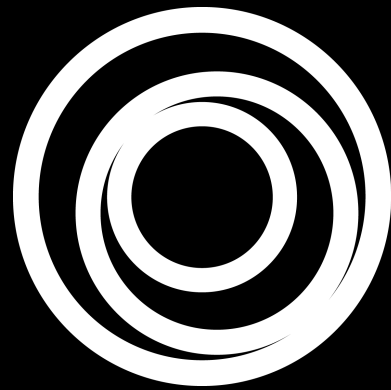
## **Disruptive Innovation Festival**

Exploiting informal education as a global ideas dissemination model in an online month long festival /MOOC



## **Curriculum development**

Embedding CE in relevant subject curricula globally working with International Baccalaureate and UWC



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