



cobalt

awareness . learning . dialogue

1st EU Dialogue on Ecodesign and New Business Models for a Circular Economy

Introduction to the COBALT project

Andreas Endl

Institute for Managing Sustainability
Vienna University of Economics and Business

European Union's Seventh Programme for research, technological development and demonstration under grant agreement No [603509]



A view on raw materials?

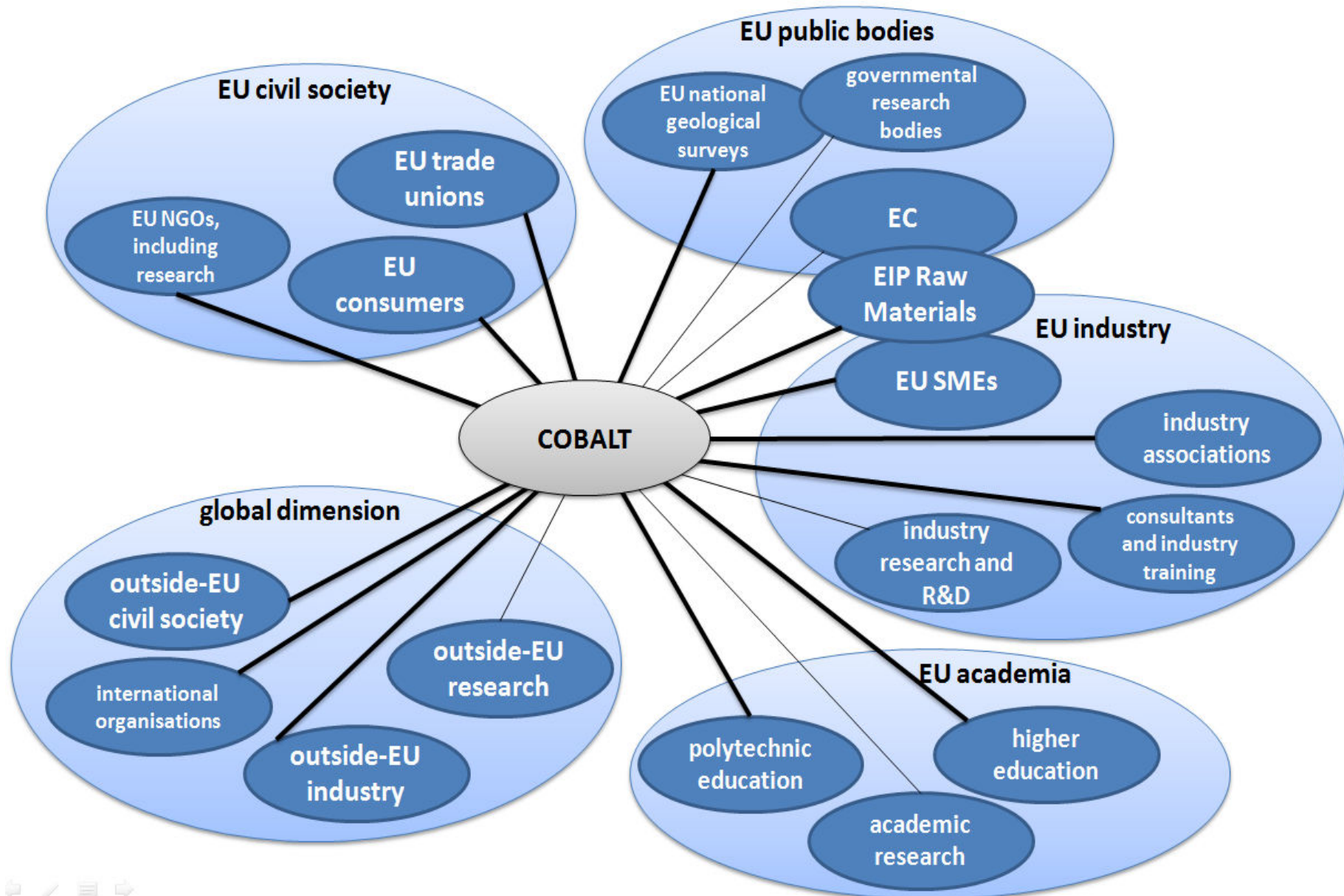


- ❖ **Project:** 7th Framework Programme for research (FP7): runs 2013-2015
- ❖ **Sustainable** and **secure** raw materials supply and use along the whole value chain
- ❖ **Multi-stakeholder platform focusing on an industry and civil society interface**

Ecodesign and new business models = area of mutual interest

- ❖ **Supportive framework** for the European Innovation Partnership on Raw Materials

A multi-stakeholder approach



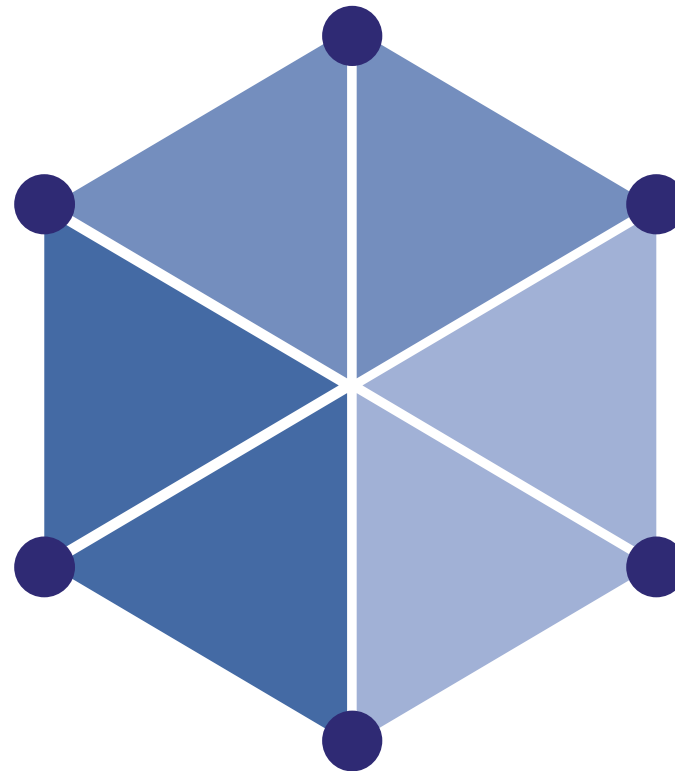
What we want to achieve in COBALT...

**Two multi-stakeholder
European conferences**

Awareness

**3 European
and
3 Regional
workshops**

Dialogue



**stock-taking of
skills shortages
and
develop strategies**

Learning

A glance at the COBALT opening conference (Nov 2013)



Brought together **more than 80 delegates** from all over Europe, representing all relevant stakeholder groups

- **We focussed on...**

- **Stock-taking of current and future issues** on how to manage raw materials more sustainably
- Addressing **environmental and social challenges** and **opportunities** for collaboration along the **whole raw materials value chain**
- Providing a **space for interactive discussions** among a multitude of different stakeholders

- **We learnt that...**

- Creating a **platform for open and respectful dialogue** enables to discuss even contentious issues among stakeholders
- **Circular economy** emerged as one **mutually shared topic** for further elaboration

Interviews with 25 delegates: some interesting highlights

- ❖ Social and environmental impacts in the **extractive sector** are perceived as the **most critical** ones

→ *What does this mean for the supply chain and materials embedded in products?*

- ❖ **Policies** addressing raw material challenges require a more **integrated instead of a silo approach**

→ *Do we have the right policy and governance framework in place to foster a circular economy?*

- ❖ **A multi-stakeholder approach is necessary** for responding to raw materials challenges

→ *How to remove barriers and create enabling frameworks for collaboration?*

- ❖ Achieving sustainable raw materials management **requires successful waste treatment** (i.e. increasing recycling and collection rates)

→ *What are promising ways to re-integrate waste flows into the economic systems?*

We wish you interesting discussions

Andreas Endl

Institute for Managing Sustainability

Vienna University of Economics and Business

www.sustainability.eu





cobalt

awareness . learning . dialogue



1st EU Dialogue on Ecodesign and New Business Models for a Circular Economy

Overview of the COBALT Dialogues

Clementine O'Connor
BIO by Deloitte



Objectives:

- To foster a **targeted European dialogue** between civil society and industry, on topics related to raw material efficiency and sustainable raw material use, on an EU and regional level
- To **facilitate exchange of ideas** and **solicit feedback** on research needs
- To **inform** relevant EU **policy** and to **recommend strategies for improved communication** between civil society and industry

3 European and 3 Regional Dialogues between civil society organisations and industry

- **A European focus:** engaging in topics of common EU interest
- **A regional focus:**
 - share socio-economic and environmental characteristics and concerns
 - share cultural characteristics, which also tend to shape policy discourses and responses
 - stakeholders within a region can more easily benefit from a more efficient cooperation due to language or geographical proximity
- **'Eastern Europe', 'Iberian Peninsula' and 'North Sea'**

Timeline and Agenda

1st European Dialogue on Ecodesign and New Business Models for a Circular Economy, February 2014

2nd European Dialogue on Urban Mining in Bergamo (IT), May 2014 – Symposium on Urban Mining (tbc)

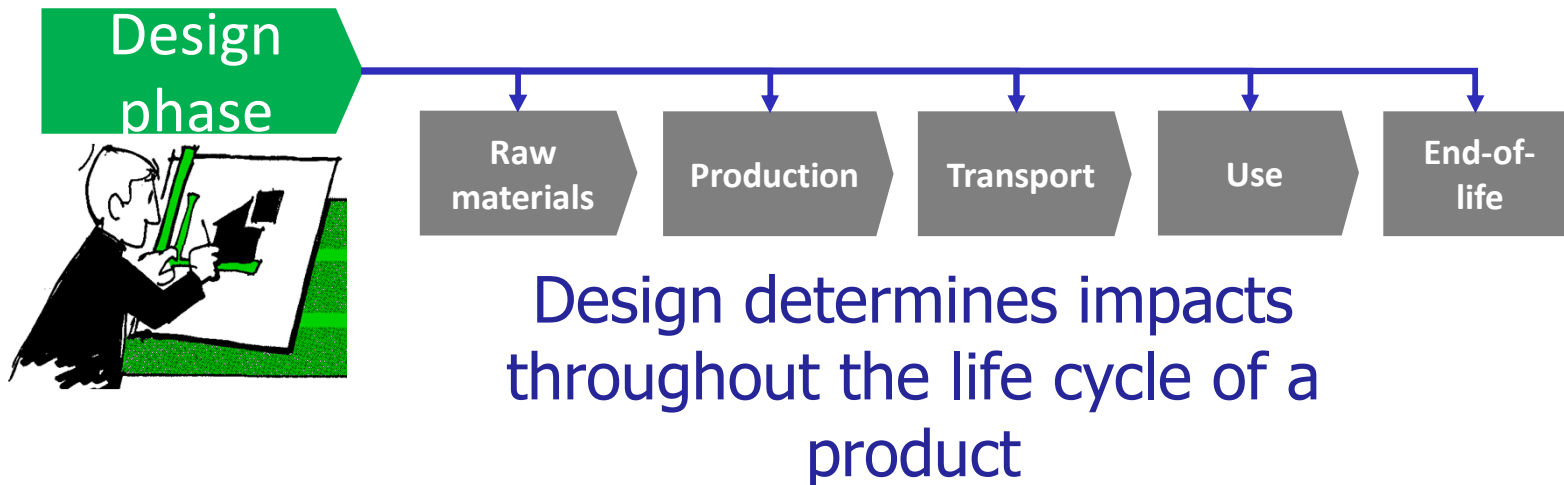
1st Regional Dialogue – Iberian peninsula – in Madrid, June 12th 2014

2nd Regional Dialogue – North Sea – in Stockholm, September 2014

3rd Regional Dialogue – Eastern Europe – in Bucharest, November 2014

3rd European Dialogue in Brussels, January 2015

- *'Eco-design' means the integration of environmental aspects into product design with the aim of improving the environmental performance of the [product] throughout its whole life cycle*
[Eco-design Directive]
- The majority of environmental and cost impacts of a product are determined during the design phase.



Context:

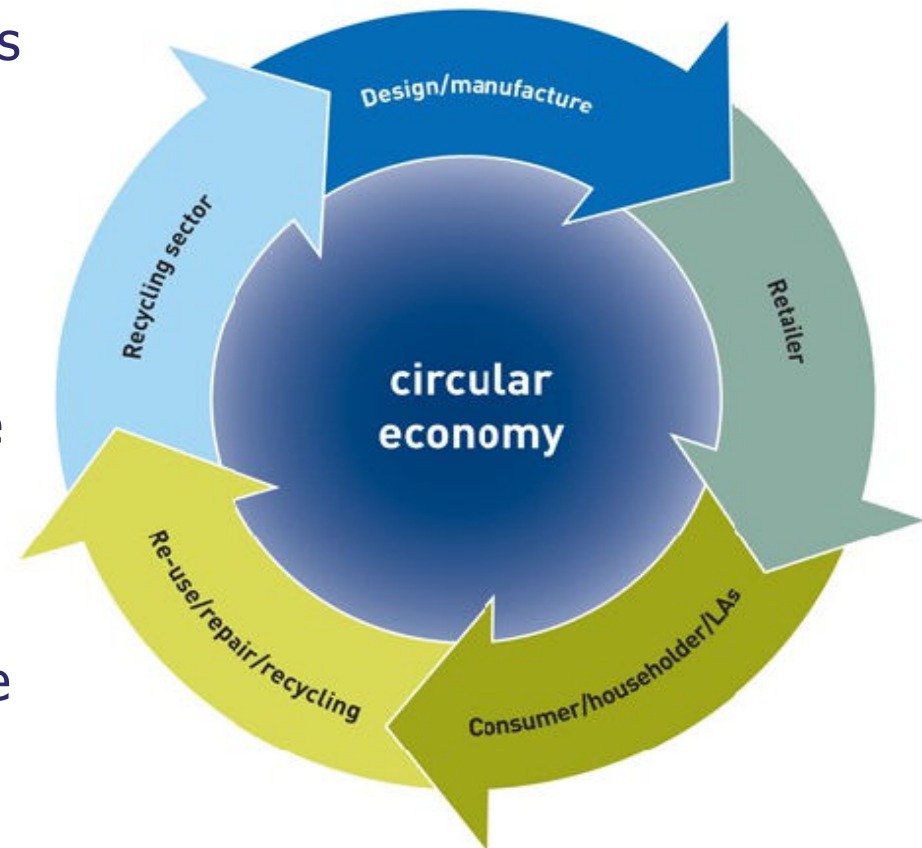
The efficient management of resources in the linear supply chain (make, use, dispose) is now questioned.

Definition?

A circular economy provides an alternative model where resources are kept as long as possible, maximum value from them is extracted whilst in use, and products are recovered and regenerated at the end of each service life.

Source: WRAP

www.wrap.org.uk/content/wrap-and-circular-economy



Exploitation of dialogue insights:

To **generate new insights** and advance collaboration between civil society and industry via the COBALT online platform and a Synthesis Report of exchanges and their potential for practical impact:

This Synthesis Report on Dialogue Insights will be built upon the following structure:

- **Thematic dialogue insights**, arising from key topics discussed at European and regional levels
- **Future directions for EU policy**, based on recommendations and concerns raised during the dialogues
- Civil society–industry dialogue, summarizing existing channels of communication between these two groups and **recommendations** made **to improve communication**

Thank you for your feedback! Key findings:

Most extensive exchange currently among stakeholders is with industry associations and individual businesses, followed by CSOs

Benefits of CSO-industry collaboration:

- CSO input & feedback for designing better products
- Increasing recovery & recycling of products

Enablers for CSO-Industry collaboration:

- Providing **space** for respectful, constructive dialogue
- Defining **common areas for action & clear objectives**

Important drivers for collaboration:

- Policy framework, followed by micro-economic models & frontrunner examples

Collaboration starts now!

#cobaltdialogue

Clementine O'Connor
BIO by Deloitte
@cxoconnor
cloconnor@bio.deloitte.fr

