



CIRCULAR
ECONOMY
INDUSTRIES ASSOCIATION



The Circular Economy Opportunity

Scaling Up 2017
Ottawa
November 29, 2017

Ted Michaels
Partner
AJW, Inc.

What is the Circular Economy?

The Circular Economy:

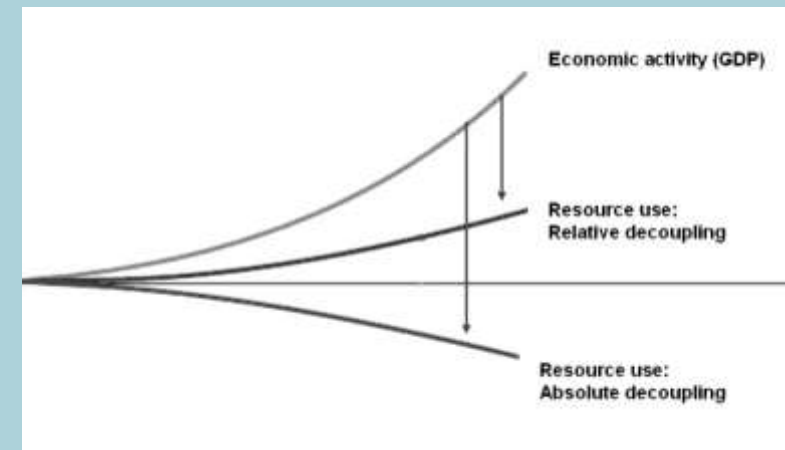
- Seeks to decouple economic development from resource consumption
- Aims to keep products, components, and materials at their highest utility and value at all times
- Enables key policy objectives, including economic growth, job creation, and environmental protection
- Currently implemented by many companies, which are offering “circular” products, services, and business models to:

↑ Innovative profit opportunities

↓ Exposure to price volatility

↓ Risks in the supply chain

↓ Liability risks



CIRCULAR ECONOMY KEY MESSAGES

PROMOTES

ECONOMIC GROWTH

The circular economy creates jobs while increasing economic competitiveness

LED

BY THE PRIVATE SECTOR

Government can and should follow

PRODUCES

ENVIRONMENTAL BENEFITS

Narrowly-targeted government actions can unlock greater benefits from circular economy actions



The Circular Economy Presents a Unique Opportunity

BIPARTISAN



APPEAL

GOP / conservatives

Opportunities for regulatory relief

DEMS / liberals

Enables good resource stewardship

DURABLE



MESSAGE

Regardless of which party is in power, messages can be tailored to promote business opportunities

PROACTIVE



ADVOCACY

Enhances rationale for policy asks on specific issues e.g. trade, tax, procurement, etc.

The Circular Economy Industries Association (CEIA) is a recently launched trade association based in Washington, DC and comprised of thought leaders from multiple sectors of industry.

Key Activities:

- Educate key public officials about the companies and technologies leading the transition to a CE
- Develop and advocate for policies to promote the CE
- Define and promote messages and policies that directly benefit CE business leaders
- Help CEIA members address policy challenges and market barriers when they arise



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tmichaels@circularindustries.org