

## “FROM SAYING TO DOING AND COMMUNICATING IN CIRCULAR ECONOMY”

### COLLECTIVE ACTION

In partnership with



**Sant'Anna**  
Scuola Universitaria Superiore Pisa

## SECOND STAGE

The second stage of the Collective Action “From saying to doing and communicating in circular economy” took place on July 10 in Milan, hosted by A2A at Casa dell'Ambiente e dell'Energia, and was attended by 30 representatives of 19 profit and non-profit organizations committed to the theme of circular economy. The meeting focused mainly on sharing testimonies on “experiences of circularity” after two follow-up moments: one on the European Commission's commitment to circularity, and another on the results of the questionnaires measuring material and immaterial circularity of the organizations participating in the collective action.

### INTRODUCTORY KEYNOTE SPEECH

After the opening and a brief recap on the results of the first stage by GCNI President Marco Frey, the meeting began with an institutional speech by Hugo Schally, head of the “Sustainable Production, Products and Consumption” Unit of the European Commission. Schally presented the strategies put in place by the European Union on the subject of circular economy, with a focus on the opportunities that the adoption of circularity practices generates for companies.

Adopting circular economic models, in fact, allows companies to maintain and generate value, reduce waste, stimulate competitiveness and achieve economic, environmental and social benefits. In 2015, the European Commission – in the favourable international context offered by the adoption of the United Nations' 2030 Agenda and the Paris Climate Agreement – launched the Circular Economy Action Plan. The Plan comprises 54 actions grouped into four phases aimed at implementing circularity: production, consumption, waste management, from waste to resources. To date, 85% of the actions are in the implementation phase.

The actions of the European Commission consist, in particular, in elaborating regulatory references and guidelines for companies and SMEs so as to support the introduction of circularity in their production processes; also, in supporting public authorities towards the choice of more sustainable products and services; in raising awareness and support towards increasing the information available for consumers in order to encourage sustainable behaviors and responsible



choices; finally, in the promotion, at the level of individual Member States, of the new “Waste Package”.

In order to strengthen cooperation between stakeholders on this issue and spread the concept of circular economy, the European Commission and the European Economic and Social Committee have also launched the European Circular Economy Stakeholder Platform, through which companies, civil society and public authorities can exchange knowledge, share good practices and demonstrate their commitment to circular economy.

## **RETURNING QUESTIONNAIRES FOR MEASURING MATERIAL AND IMMATERIAL CIRCULARITY**

The collective action continued with the presentation, by two researchers from Sant'Anna School of Advanced Studies, of the results of the questionnaires measuring material and immaterial circularity, which were filled in by participants between the first and the second stage. Two types of questionnaires were supplied: one for manufacturing companies, which analyzed the 6 traditional phases of circularity – provision, design, production, distribution, use, waste management – and another for service companies, which considered only the provision, design/delivery of the service, collection and recovery phases, so as to make the results comparable with those of manufacturing companies, yet maintaining the peculiarities of the service sector.

In the final section of the questionnaires, an entry for mapping multi-actor partnerships was included – this is indeed another key part of the approach by Sant'Anna School of Advanced Studies – as an essential element for the implementation of a circular economy.

The dimension of immaterial circularity was also added to the measurement, i.e. the inclination to change, the ability of the organization to be innovative and flexible in terms of processes, procedures, strategies and resource management. The first results in this regard show a positive relationship between the propensity to change and the “material” performance of circularity.

Sant'Anna School of Advanced Studies, together with the GEO (Green Economy Observatory) Bocconi, is developing a tool, based on the questionnaires supplied to the participants in the Collective Action, with the aim of giving back to each company information over time on its circularity performance for each phase of the cycle, as well as on the specific positioning within the Italian average. The final objective is to develop a software that, on the basis of the results emerging from this expeditious tool, gives strategic indications to be implemented for the different phases of the cycle.

## **TESTIMONIES ON PRACTICES OF CIRCULAR ECONOMY**

The meeting continued with the presentation of seven circularity practices by business and non-business parties: Enea, Enel, Fondazione Cariplo, Hera, Intesa Sanpaolo, University of Tuscia, Viscolube. The aim of this session was to share experiences and discuss on ongoing best practices, in order to identify further areas of collective action.





## **LAUNCH OF THE CALL FOR PRACTICES ON CIRCULAR ECONOMY**

Finally, the “Call for Practices” was launched in order to collect best business practices on circular economy. Such practices will be promoted within the GCNI’s Web Gallery available at:

<http://www.webgallery.globalcompactnetwork.org/>

