

VIRTUAL IGNITE MASTERCLASSES:

CIRCULAR ECONOMY RESOURCE PACK

JOIN US

AND BE A PART OF THIS
INTERNATIONAL
COLLABORATION
AND START A SOCIAL JUSTICE FIRE

DELIVERED BY:

consort



INSTITUTE OF
ASSOCIATION
LEADERSHIP



ASSOCIATIONS ADVANCING THE CIRCULAR ECONOMY

As we face a global climate emergency, associations have an environmental and moral responsibility to help advance the world to a circular economy. This masterclass showcases how The Chartered Institution of Wastes Management (CIWM) created a “circular” office and will discuss easy, practical steps which your organisation can deploy to help your transition to a circular economy.

THE IGNITE PROGRAMME

The IGNITE programme is a social purpose training and knowledge exchange initiative. Its focus is to explore the pivotal role associations, learned societies, professional bodies and professional institutes can play in advancing the UN's Sustainable Development Goals.

As part of the initiative, the Masterclass programme acts as a platform to celebrate all the good work associations are doing to advance their social responsibility and create value for their members.

CIWM RESOURCES

CIWM WASTESMART CERTIFICATE:

The WasteSmart training programme is specially designed to help employees consider resources and waste in everything they do in order to have a positive impact on:

- Improving resource use
- Cutting waste
- Complying with waste regulations
- Demonstrating commitment to improved environmental performance
- Saving money - as well as the planet

Whether it's a whole workforce or someone who manages waste and resources as part of their wider role, WasteSmart will give them an understanding of:

- Waste as a resource
- The Environmental impact of waste
- The cost effectiveness of managing waste efficiently
- Understanding and applying the waste hierarchy
- Legislation and ensuring compliance

With a choice of classroom-based learning or e-learning, WasteSmart is quick and accessible, easy to digest and can be turned into direct action in the workplace.

https://www.ciwm.co.uk/ciwm/training/elearning/waste_smart_certificate.aspx?hkey=95e241b6-a82d-4a99-aae0-a0f49b65d10b

SARAH'S CIRCULAR CHECKLIST

Lead by example:

- Stop unwanted mail
- Post your magazines 'naked' or digitally
- Start a sharing shelf for colleagues to share books and other items
- Share office space
- Embrace the WFH opportunity
- Find a green energy supplier
- Share resources with other local organisations
- Limit single-use items such as sachets, disposable cutlery, and cups at your events
- Source materials and products from local suppliers
- Refurbish your office with remanufactured furniture and donate old items
- Rent equipment you only use occasionally
- Reuse incoming packaging like boxes and envelopes for outgoing mail.

Share knowledge:

- Recruit and nurture circular champions across organisations in your sector
- Publish and present circular learning and advice through your media, events, and training
- Recognise, share and reward success and best practice
- Point towards resources that will help people learn, e.g., Ellen MacArthur Foundation

Encourage action:

- Find out what your customers, external stakeholders, and staff think
- Lead from the top and support your teams with resources
- Define what circular means to your organisation and share it
- Create a plan and business case
- Educate and encourage employees to bring it to life
- Involve all departments and business units early on
- Innovate existing processes for quick wins then tackle the business model
- Reach out to partners and suppliers who can and need to help
- Measure progress and success with KPI's
- Be proud of the success and share it

Emphasise the Benefits:

- **Environmental benefits** – reduce reliance on using and disposing of natural resources and help tackle climate change
- **Social benefits** - customers are making sustainable buying choices, and high calibre employees are attracted to socially responsible organisations
- **Economic benefits** – circular economy driven organisations are more efficient and less wasteful, saving money
- Competitors are working on it, CSR is ever more scrutinised, investors are becoming aware, and it's on the Board agenda (or should be) ...

OTHER USEFUL RESOURCES

CIRCULAR ECONOMY FESTIVAL:

The Festival of Circular Economy provides a forum for all actors – from start-ups to multinationals, from research projects to governments – to generate the ideas and connections which will accelerate our progress to a world without waste.

<https://www.circulareconomyfestival.com/>

CIRCULAR ONLINE:

Circular Online is a daily news and insights resource for sustainability professionals working in resources and waste:

- Keep up to date with current sector news
- Browse topics such as waste policy, the circular economy and resource efficiency
- Explore insights from the sector's thought-leaders
- Access technical and best practice content through CIWM's member-only Knowledge Centre

<https://www.circularonline.co.uk/>

CIRCULAR ECONOMY TOOLKITS:

See also Circular Economy Toolkits to further widen your knowledge on the Circular Economy

<https://www.circularonline.co.uk/?s=circular+economy+toolkit>

All of these links below take you to organisations that will aid you in your knowledge of the circular economy and how you can incorporate circular principles in your organisation.

Waste Aware: <https://wasteaware.online/>

Circular Economy Institute: <https://ceinstitute.org/work/principles/>

CSR Accreditation: <https://csr-accreditation.co.uk/>

Back in the Community: <https://www.bitc.org.uk/>

Ellen MacArthur Foundation: <https://www.ellenmacarthurfoundation.org/>

Rype Office: <https://www.rypeoffice.com/>

JOIN THE IGNITE GLOBAL POLICY THINK TANK

As an integral part of the IGNITE programme, we are forming a global policy think tank consisting of both sustainability and association experts and leaders from around the world. This think tank, supported by Consort Strategy and the Institute of Association Leadership, will champion the production of valuable and thought-provoking publications related to sustainability throughout 2021.

Commencing in February 2021, the group will convene six times throughout the year to support the publication of six white papers focussed on a range of sustainability issues relating to the association sector. Furthermore, the group will act as a networking platform for leaders to connect, form new partnerships and, most importantly, discuss and advance social impact and the UN Sustainable Development Goals.

Being a part of our global policy think tank offers its members an invaluable opportunity to be cited in all-important publications, which will be promoted on an international scale, and ensures that you, and your association remains informed on sustainability issues worldwide.