

VIRTUAL

MASTERCLASS PROGRAMME

ASSOCIATIONS SHOWCASING **SOCIAL RESPONSIBILITY**

Associations advancing the circular economy

25th January 2021 | 4pm – 5pm (GMT)



Sarah Poulter

CEO, Chartered Institution of Wastes Management
Chair, Institute of Association Leadership



JOIN US AND START
A SOCIAL JUSTICE FIRE

WHY?



**The world is
unsustainably using
around 85.9 billion tons
of resource per year and
its growing...**



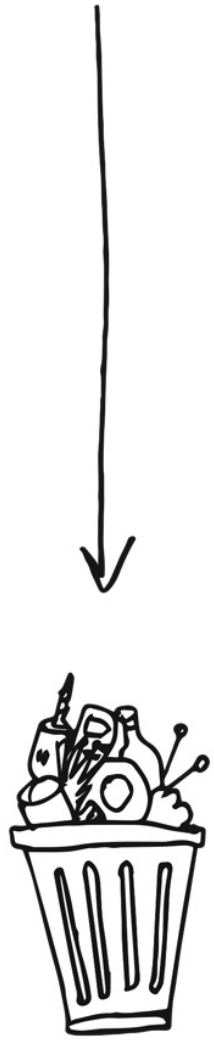


The circular economy is...

An economic model that addresses the environmental and social impact of the way we buy and use things. Ultimately its about maximising the beneficial use of resources, sustainably.



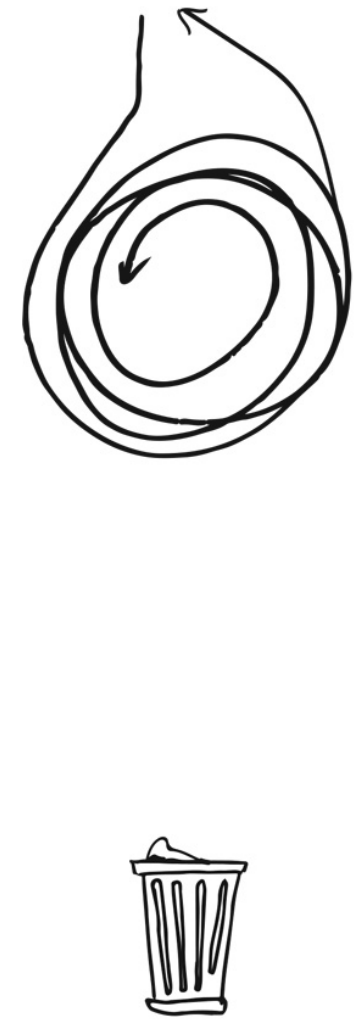
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



CC by Circular Flanders

Put simply.





Imagine the positive environmental impact.

It is widely accepted that reducing waste and adopting circular economy principles is an essential element of sustainability. If all of us encourage and empower our 1,000's of members to change the way they operate, the impact could be huge.



CIWM's Circular Office

It's in our DNA.





Aim.

‘We wanted to create a space that **inspired** people. We wanted it to be **professional** and **modern** and also reflect CIWM’s ethos of **resource efficiency, sustainability** and the **circular economy**’





Environmentally friendly.

2.6 tonnes of furniture diverted from landfill

78% of carpet tiles reused or recycled

7.6 tonnes of CO₂e GHG emissions saved by
remanufacturing furniture



Yoghurt pot tabletop

Legs from M&S HQ



Bespoke
made
seating

Patchwork
tiles



Chairs
with
flair

Chopping
board
tops





Dr Gregg Lavery, Director, Rype Office

‘Thanks to recent technological advances, remanufacturing and the circular economy means that you can have a beautiful affordable workplace with an 80% lower environmental impact and no compromise on quality or design’



Finishing
touch





Remanufactured & recycled furniture.

Desks from Amazon's UK office

Chairs from leading advertising and PR agency WPP

Kitchen table from ASOS

Tabletops made from yoghurt pots, kitchen chopping boards and black plastic bin bags





Rehoming & recycling.

Donations of old furniture to local schools and charities

Distribution of old furniture through the CollectEco network

Recipients included Northampton School for Girls, Derby Sea Cadets, Disability Network, Madani School Federation, Deaf Blind Conference Organisation, NHS Leicester, British Heart Foundation





Dr Gregg Lavery, Director, Rype Office

‘Unfortunately, the prevailing attitude is that to fit out an office you need to purchase new furniture with a huge environmental impact’

‘Doing so means that, over the 40-year life of a commercial building, furniture is the biggest source of embodied carbon emissions in a building at 30%’





Empowering our members to adopt circular economy principles in their organisations

Lets start the conversation





Champion the principles.

Design out waste and pollution

Keep products and materials in use

Regenerate natural systems (plant trees...)

Linear

Take - make -
dispose



Circular

Reduce - reuse -
recycle



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



Lead by example.

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



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)...



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

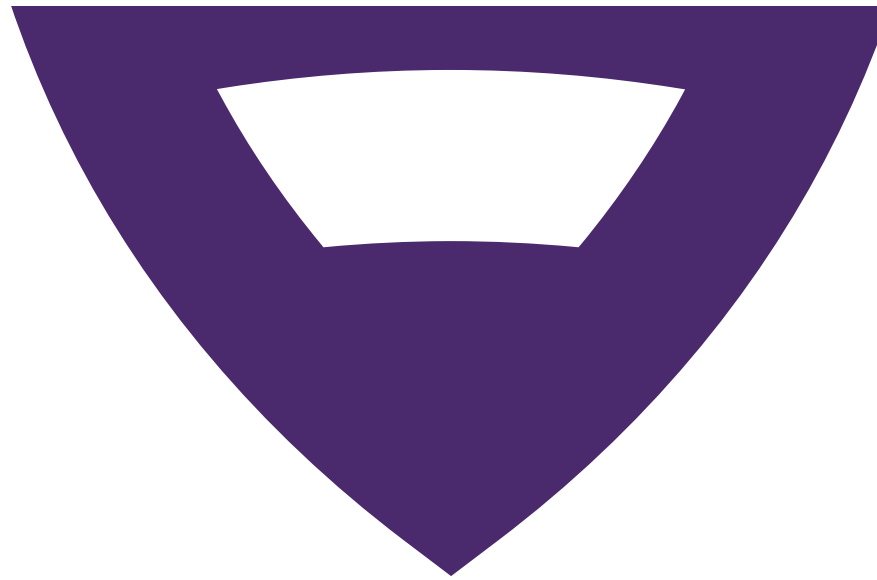




Encourage action.

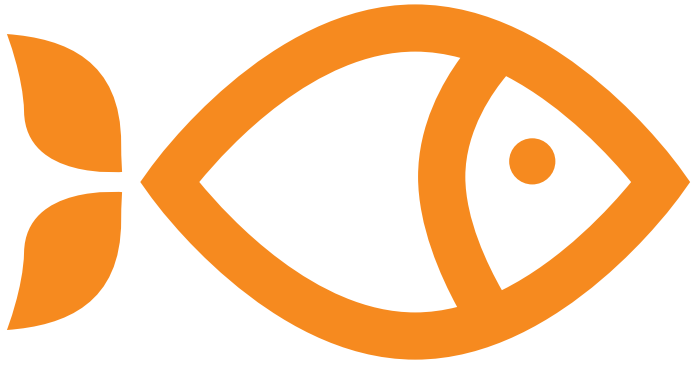
1. Find out what your customers, external stakeholders and staff think
2. Lead from the top and support your teams with resources
3. Define what circular means to your organisation and share it
4. Create a plan and business case
5. Educate and encourage employees to bring it to life
6. Involve all departments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





**WHAT'S YOUR
COMMITMENT?**





Thank you

Sarah Poulter, CEO

Sarah.poulter@ciwm.co.uk

