



# // Circular Economy

*Economic impact or impact economy?*

1

# Urban Agenda Partnership on Circular Economy

# Why an Urban Agenda for the EU?



An Urban Agenda for the EU is the sensible thing to have.

- 70% of EU citizens live in cities
- 70% of all jobs are created in cities
- 85% of EU GDP is generated in cities
- Most of EU legislation is implemented by cities

# The UA Circular Economy Partnership



## Urban authorities

- Oslo (coordinator)
- The Hague
- Prato
- Kaunas
- Porto
- Flanders (OVAM)

## European Commission

- DG Regio
- DG ENV
- DG RTD
- DG GROWTH
- DG CLIMA

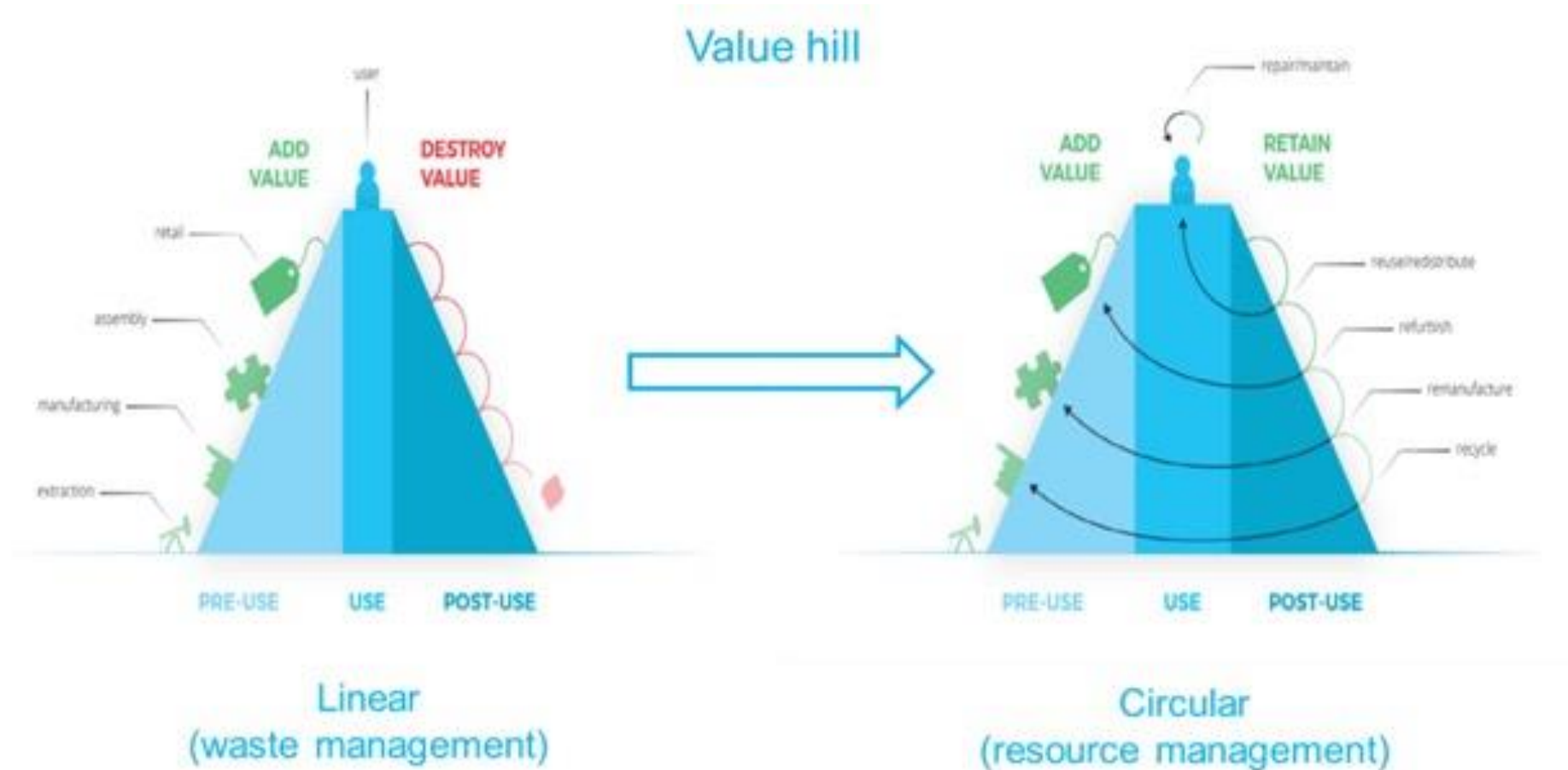
## Member States

- Finland
- Slovenia
- Poland
- Greece

## Stakeholder organisations

- EIB
- Eurocities
- CEMR
- ACR+

# The Partnership's perspective on circular economy



# Better regulation



Waste Legislation



Water Legislation



Circular  
Bio-economy

# Better funding



Mainstreaming  
into EU post-2020  
Funds



Circular City  
Funding Guide

# Better knowledge (1)



Pay-As-You-Throw  
Toolkit



Circular Resource  
Management  
Roadmap



Re-use  
of Buildings  
and Spaces



Urban Resource  
Centres



# Better knowledge (2)



Circular City Portal



Collaborative Economy  
Knowledge Pack



Circular City Indicators

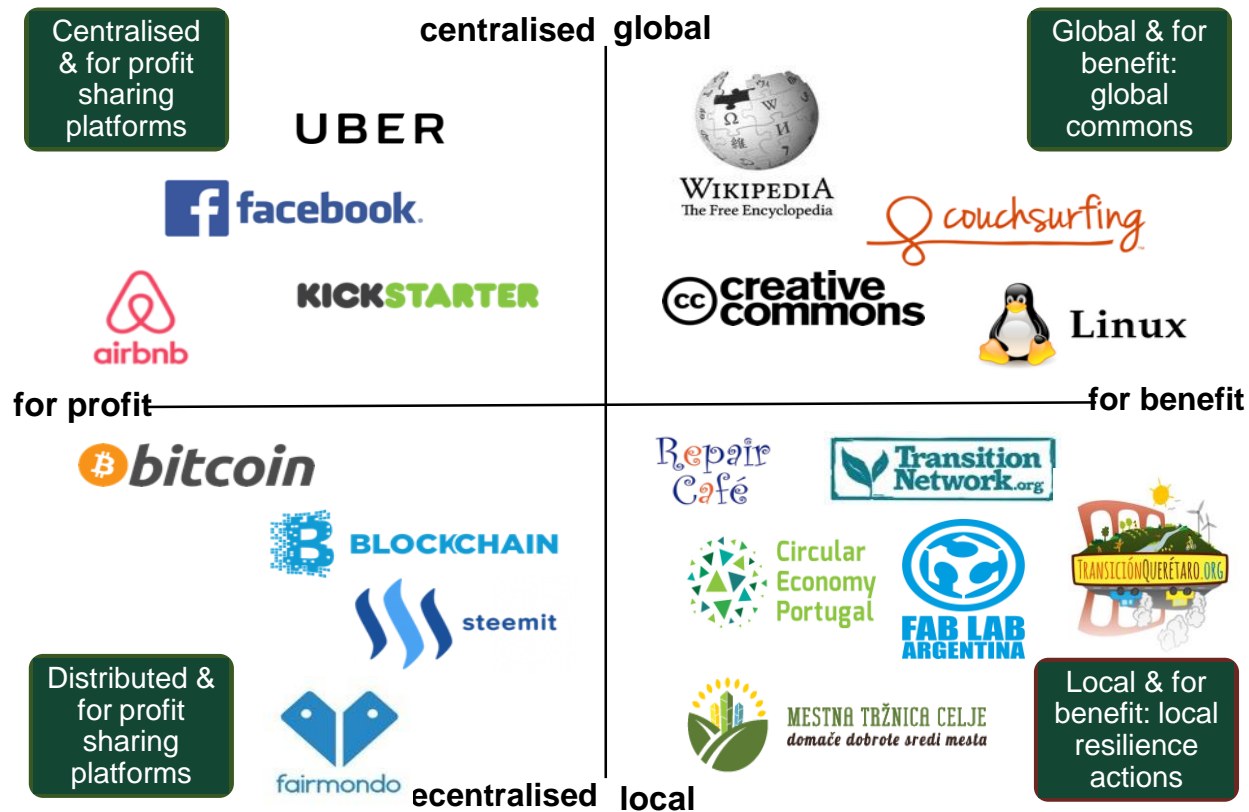
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# Collaborative Economy Knowledge Pack

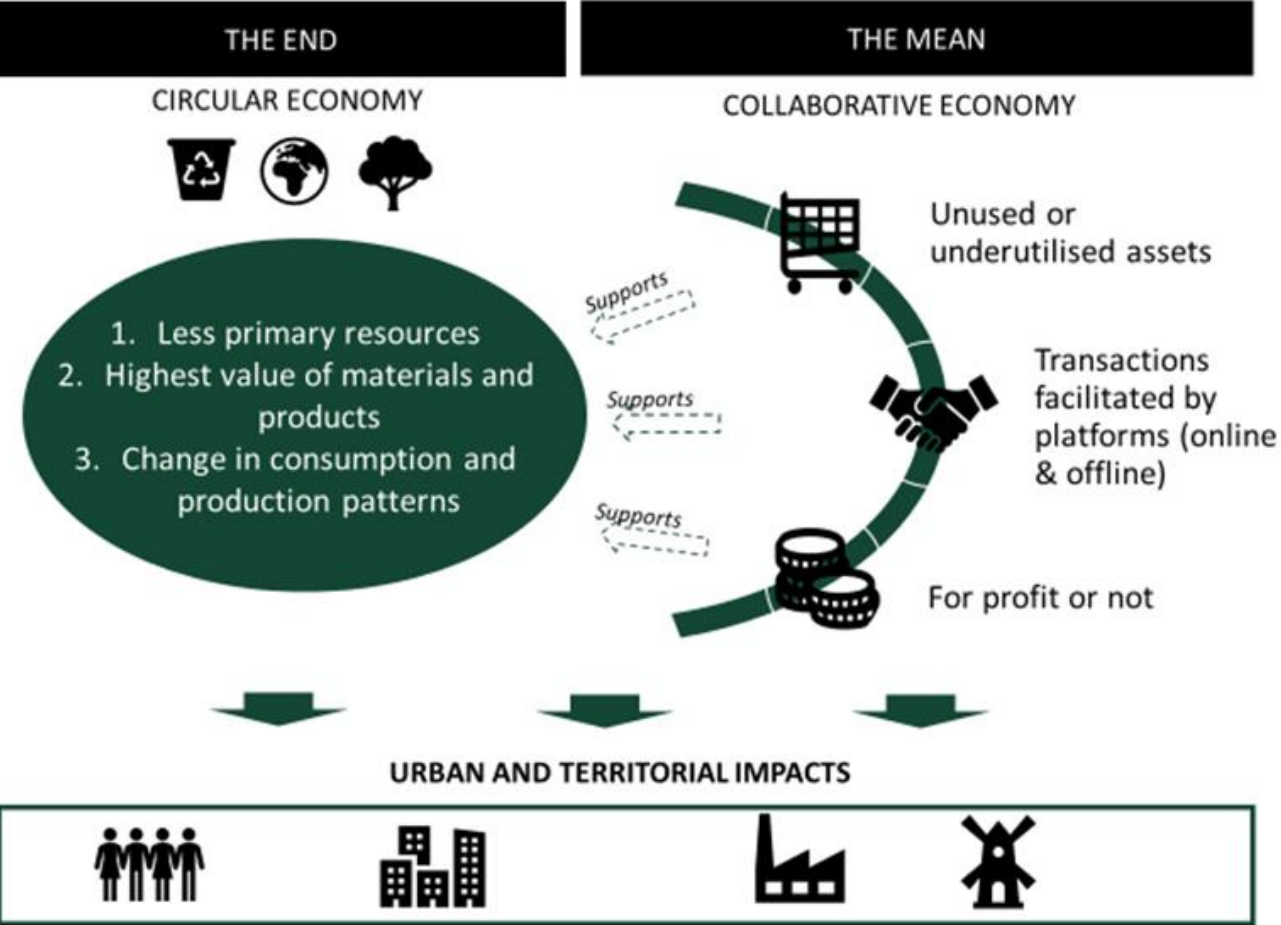


Collaborative Economy  
Knowledge Pack

# Concept of collaborative economy



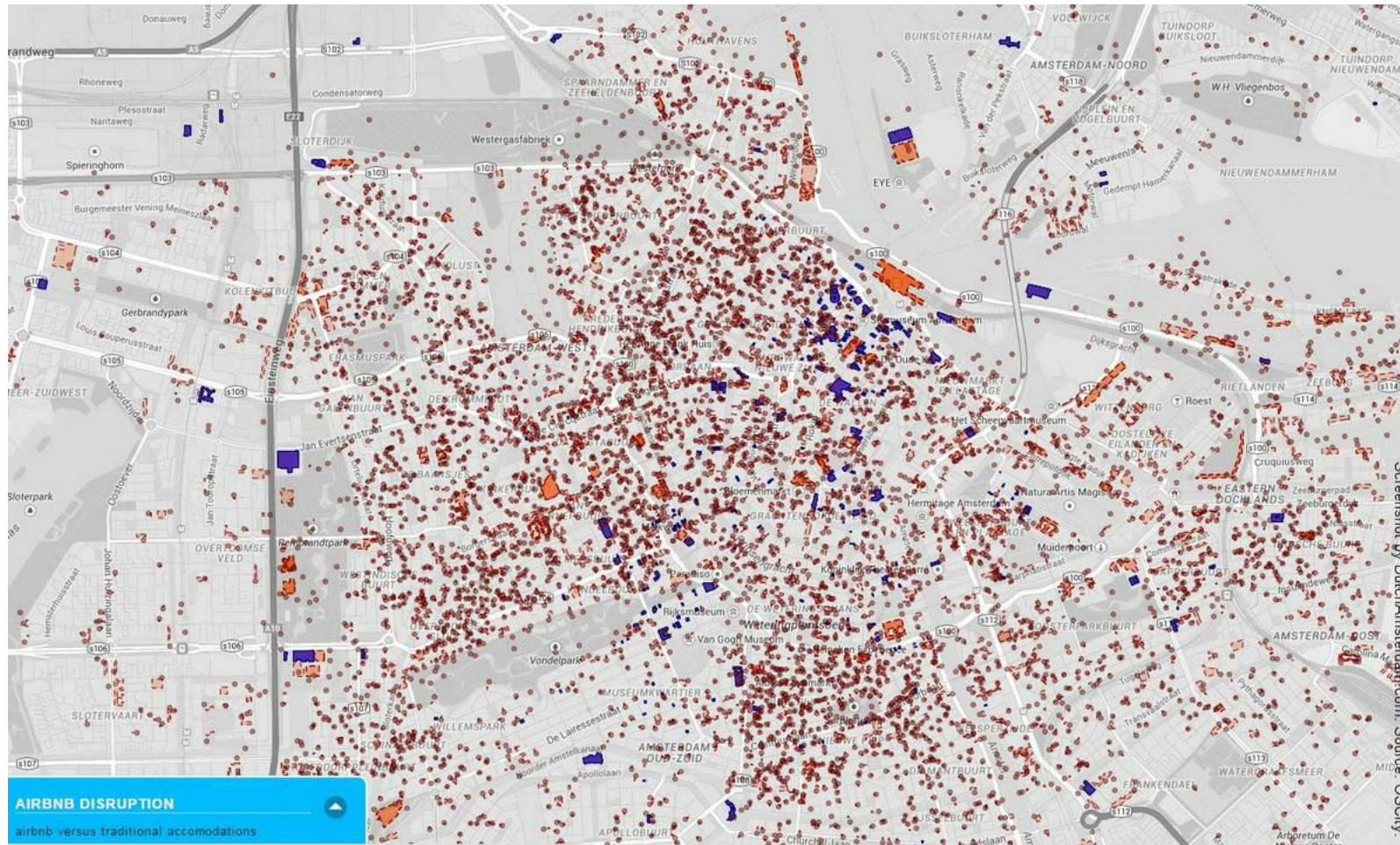
# Contribution to the circular economy



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# Impact, evidence and monitoring

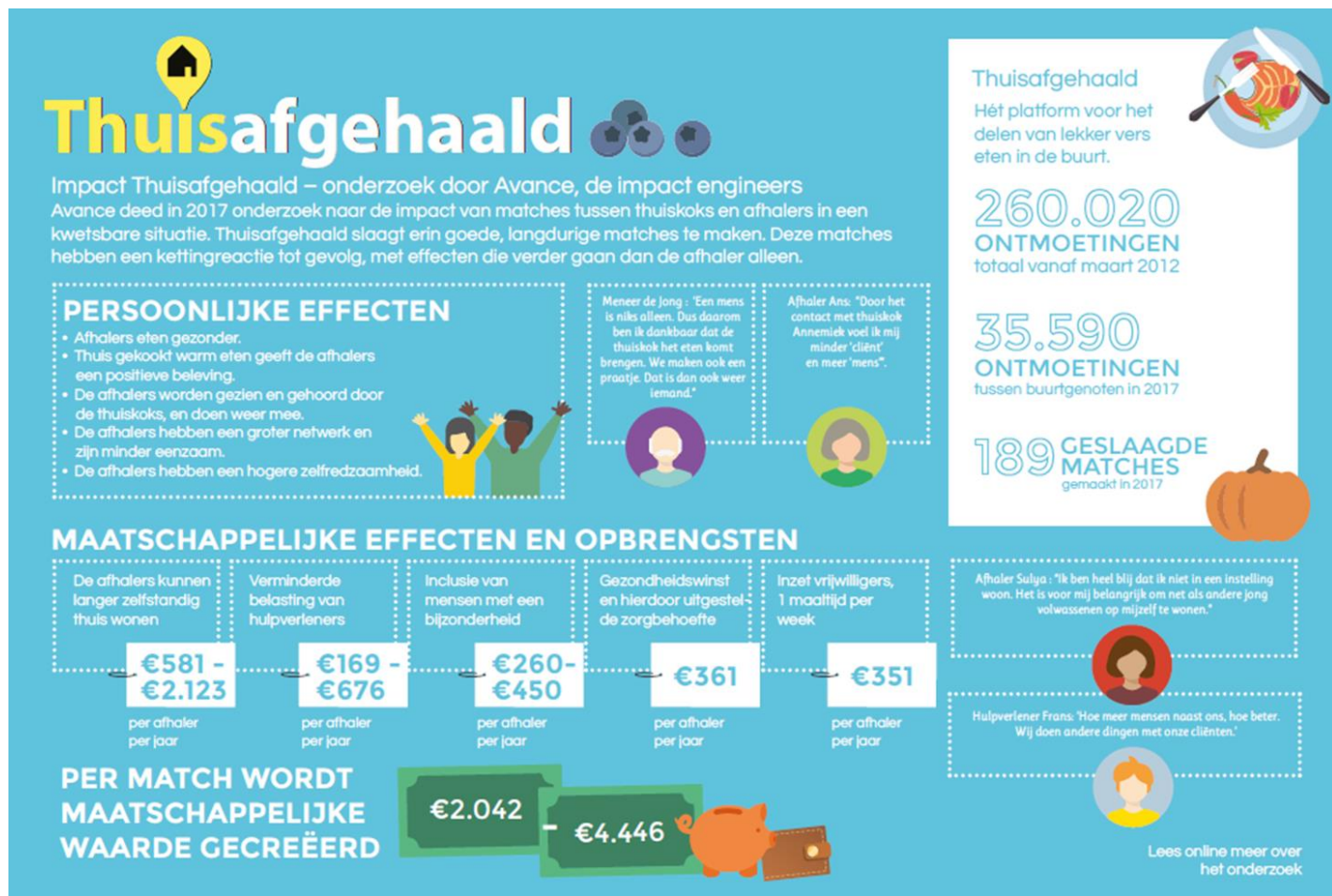
# What's yours is mine: winner takes all



The case of Amsterdam

- 6.000+ illegal Airbnb rentals
- Noise nuisance
- Housing shortage exacerbated
- Changing neighbourhoods
- Destroying local economy

# What's mine is yours: everyone benefits



National meal sharing platform with local impact

- 260.000+ meals shared between neighbours in first 5 years
- 2017: introduction of match making and impact evaluation report
- Significant positive impact in terms of health, inclusion, social coherence and general happiness
- Less need for, and reliance on professional health care and support
- Translated into hard currency every match creates an added value of roughly 2.000 – 4.500 euros

# Continue building territorial evidence

1. The circular economy debate is in many ways a debate about the **impact economy**.
2. One key challenge is to **bridge the gap between profit and benefit**.
3. **We know how to measure the profit side**: economic impact in terms of GDP, jobs, growth, etc.
4. Measuring the benefit side is less obvious: **we need data on an impact economy** that is inclusive, sustainable and socially responsible.
5. **Understanding and generating data** on the impact economy is essential to support and monitor the development of the circular economy.





# // Thank you

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