

Accelerating Australia's circular economy transition

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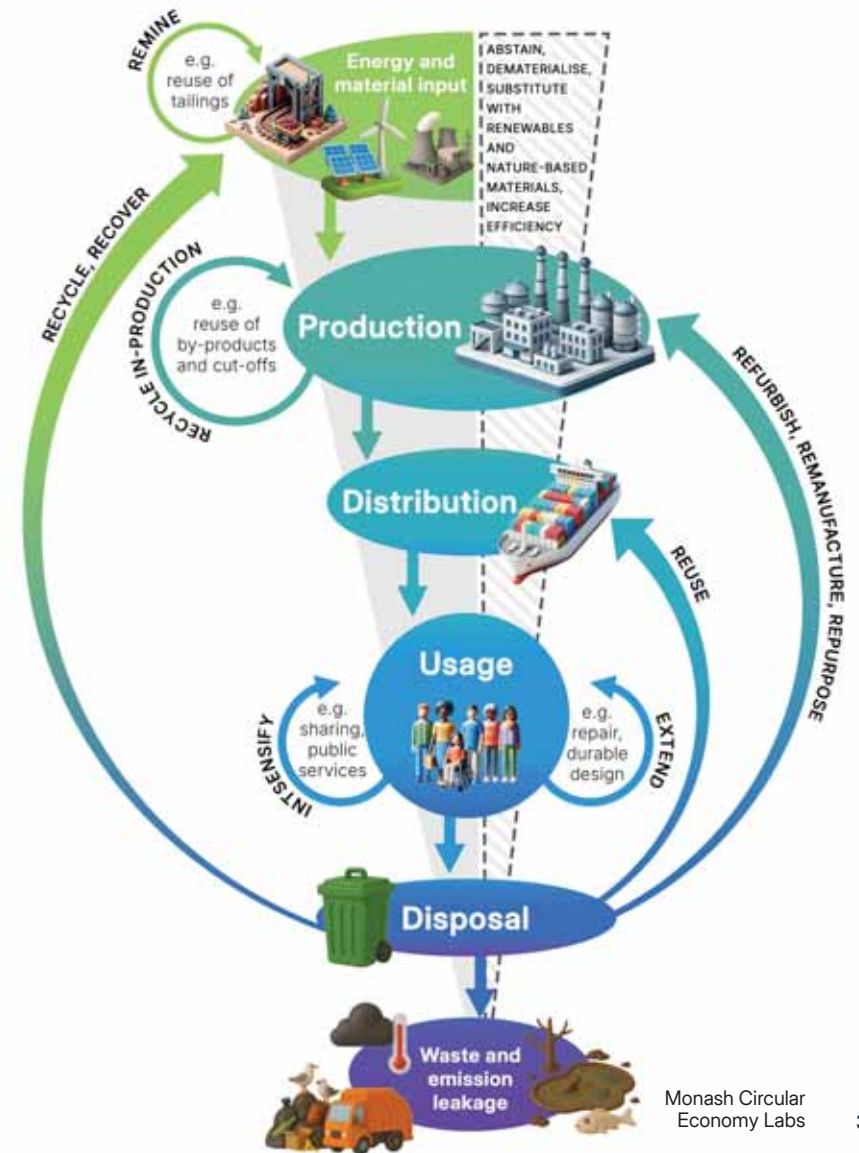
Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia and their continuing connection to land, skies, waters, and community. We pay our respects to their cultures and their Elders past, present and emerging.

What is the Circular Economy:

An alternative economic model, radically rethinking value creation

Source: Geissdoerfer et al. (2017, 2020), illustration: Anja Gruell



The Circular Economy can be a **key part of the solution**

39%

Adopting circular economy principles can **reduce global greenhouse gas emissions** by 39% by 2050¹,

32%

cut primary material consumption by 32% by 2030²,

\$ 4.5T

unlock up to \$4.5 trillion in **additional economic output** by 2030³, and

6M

create additional jobs for 6 million people.⁴

Source: 1 Circle Economy (2021) Circularity Gap report 2021; 2 Ellen MacArthur Foundation ; 3 Lacy and Rutqvist (2015) Waste to Wealth; 3 UNEP (2021) Policy Options To Eliminate Additional Marine Plastic Litter; 4 International Labour Organization (2018) World Employment and Social Outlook 2018

We know it is possible: Different circular business models have already been successful

You can follow **1 of 4 strategies**

Cycle



Offers comprehensive **remanufactured parts portfolio**

Extend



Marketplace for **refurbished** consumer electronics

Intensify



Brambles

Rents unit-load equipment, such as pallets, crates, and containers

Dematerialise



PHILIPS

Pay-per-use and subscription models for health-care hard- & software

...or **combine** these

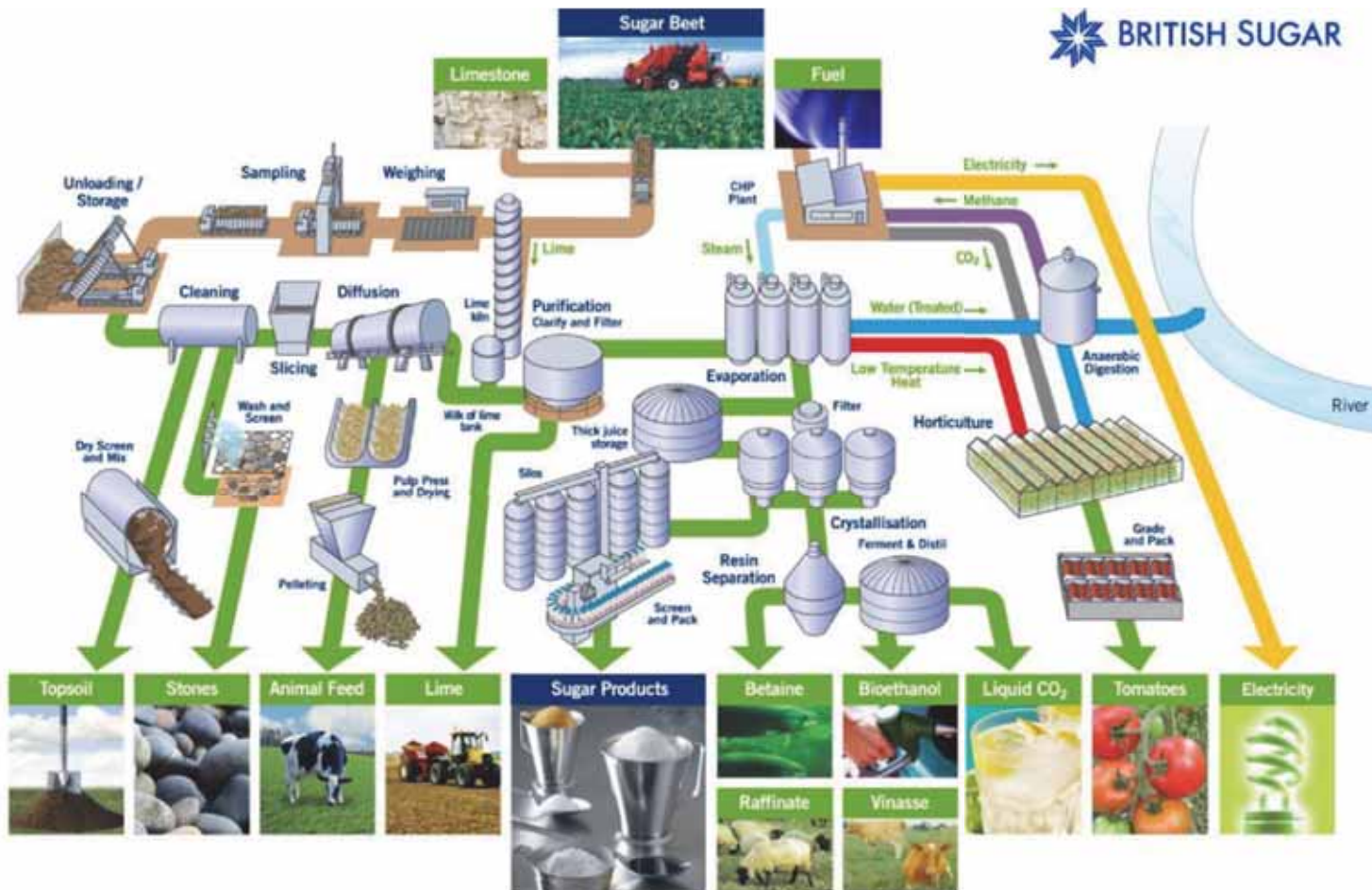


Uses **recycled materials**, provides **repair services** and **DYI guidance** and sells **used and refurbishes clothing** (Worn Wear program)



Uses **recycled materials**, offers **maintenance/repair solutions**, **pay-per-use models**, and **circular solutions consulting**

However, in practice it is hard



Challenges with circular models

Additional, more diverse stakeholders, incl. non-conventional value chain partnerships

More comprehensive coordination needed, incl. new governance and performance measurement systems

New capabilities required, incl. new and unfamiliar roles

The momentum is considerable

CE is increasingly gathering momentum across the world



...and especially in Australia



...but we need a new approach if we want to double Australia's circularity by 2035

Globally we only cycle 6.9% of what we use in 2025

This is down 20% from 2018

9.1%

Global circular economy rate in 2018

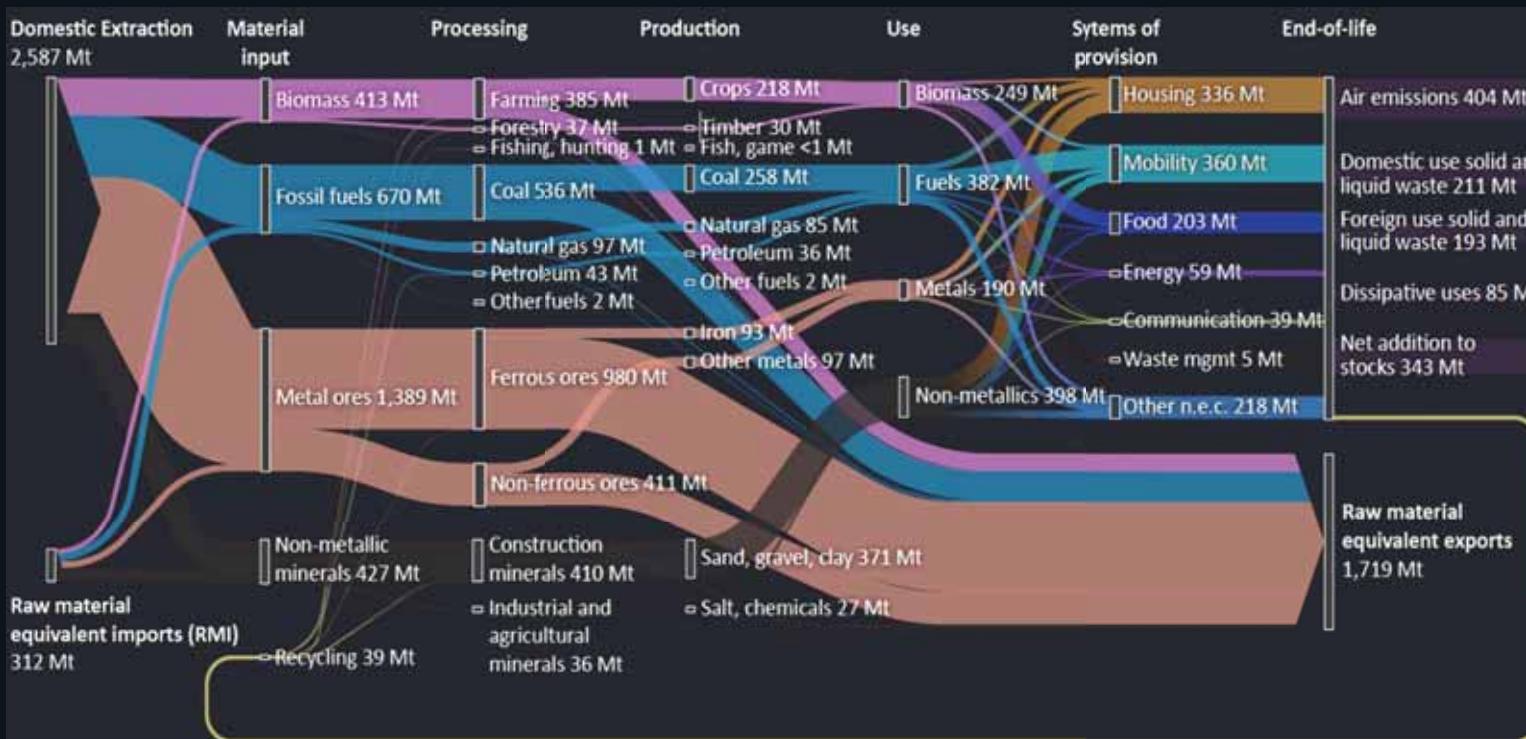
6.9%

Global circular economy in 2025

Australia is just embarking on this journey

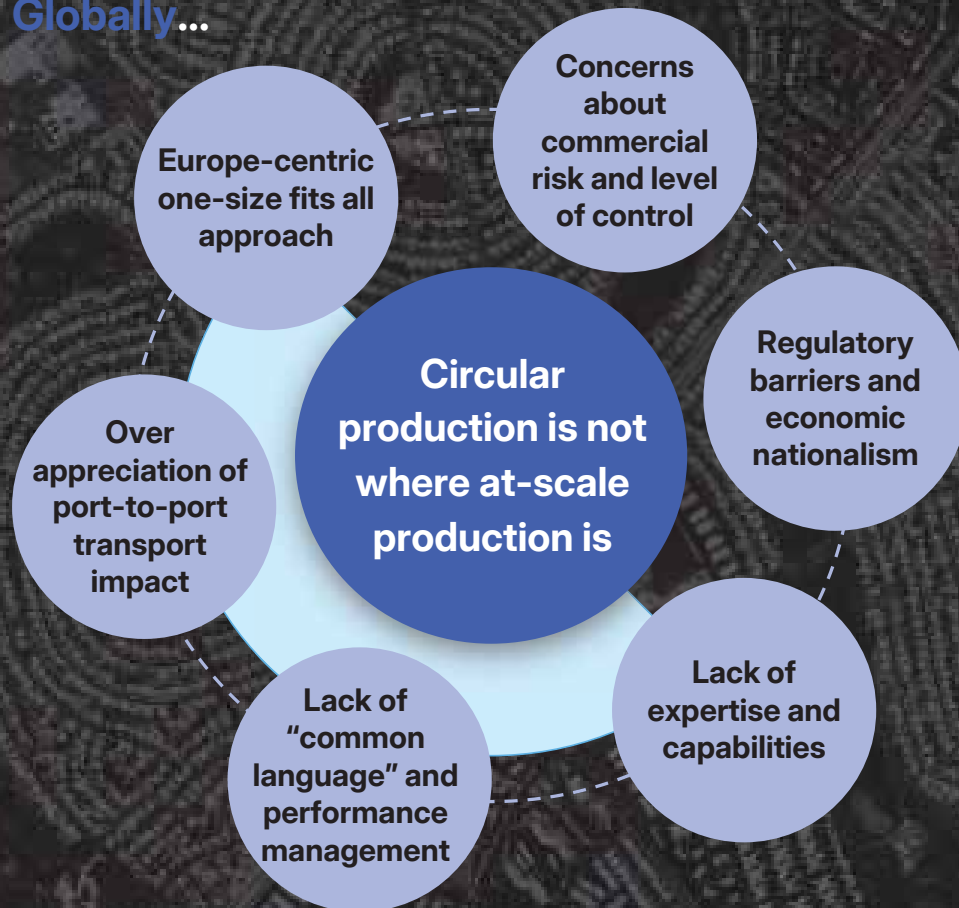
4.6%

Australian circularity rate in 2024

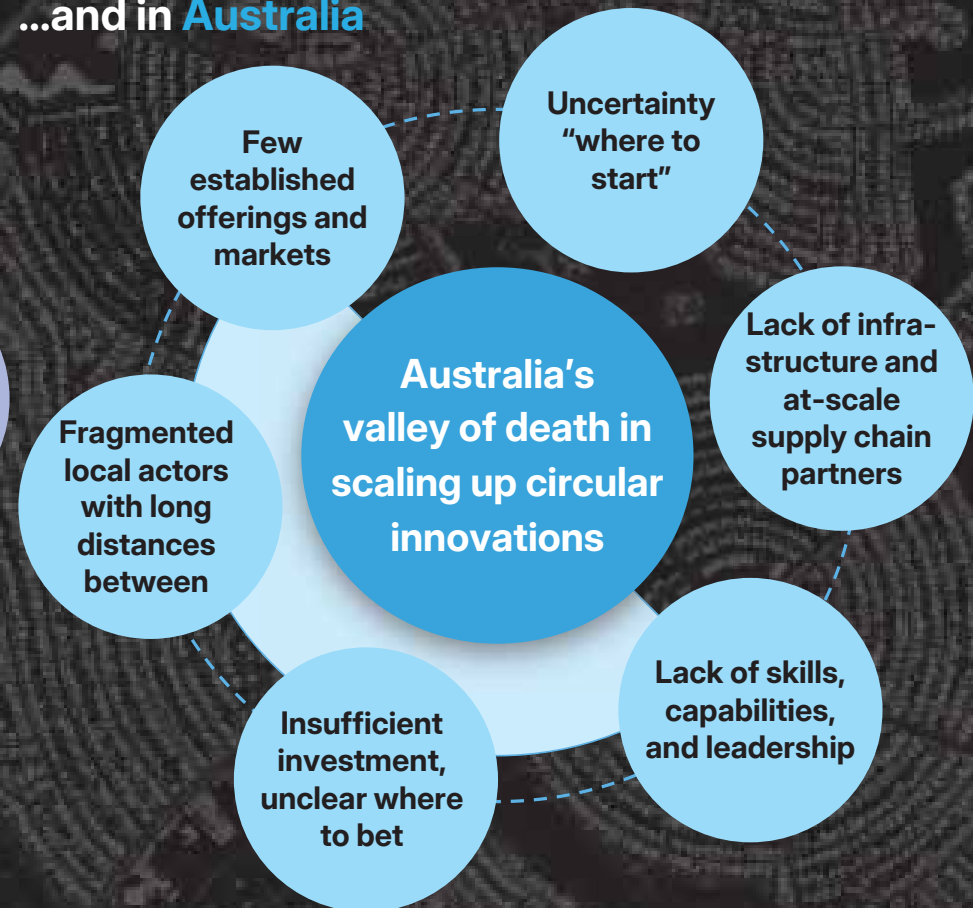


To match the solution to the size of the problem, we need to **scale up circular solutions** considerably

Globally...



...and in **Australia**



We especially focus on three areas



Smart Policy Adoption

Translate global best-practice circular economy policies to the Australian context to drive productivity, resilience, and competitive advantage



Circular@Scale

Overcome scale barriers by embedding circular models into global value chains, reversing the global decline of circularity and unlocking system-wide benefits



From Bin Room to Boardroom

Position the circular economy as a board-level strategy for value creation, innovation, and diversification, not just a cost or waste issue.

Brambles example



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