### TRANSITION TO A NEW ECONOMIC MODEL: CHALLENGES AND OPPORTUNITIES Janez Potočnik – **Co-Chair UNEP International Resource Panel (IRP) EEA Webinar** October 28th 2015

# WQRLD IN WHICH WE LIVE

## 20<sup>th</sup> CENTURY THE GREAT ACCELERATION

- GROWTH OF POPULATION BY A FACTOR 3.7
- ANNUAL EXTRACTION OF CONSTRUCTION MATERIALS GREW BY A FACTOR OF 34, ORES AND MINERALS BY A FACTOR OF 27, FOSSIL FUELS BY A FACTOR OF 12, BIOMASS BY A FACTOR OF 3.6
- TOTAL MATERIAL EXTRACTION GREW BY A FACTOR OF 8
- GHG EMISSIONS GREW BY A FACTOR OF 13

# MAIN **PROBLEM** (IN ONE SLIDE)



Human Development Index

1.0

## \* SUSTAINABLE, LOW-CARBON, CIRCULAR, GREEN, RESOURCE EFFICIENT, DECOUPLING OR ...



- WHAT WE ACTUALLY TALK ABOUT
- SUSTAINABILITY ECONOMIC, SOCIAL, ENVIRONMENTAL ...
- ECONOMY IS IN DENIAL OF PHYSICAL LAWS

## \* FACTS WE TRY TO IGNORE ...

POPULATION GROWTH (2050 – 9.7 BIL)
 PER CAPITA CONSUMPTION GROWTH



- LIMITED RESOURCES FRESH WATER, OCEANS, LAND AND SOIL, CLEAN AIR, RAW MATERIALS, BIODIVERSITY, ECOSYSTEMS, FUEL ...
- TODAY 60% OF ECOSYSTEMS DEGRADED OR USED UNSUSTAINABLY

## ECONOMIC ARGUMENTS FOR CHANGE (EU)

### RESOURCE INTENSIVE MODEL OF PRODUCTION AND LOCK-INS

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- RESOURCE INTENSIVE MODEL OF PRODUCTION AND LOCK-INS
- CHANGE OF RESOURCE PRICE TRENDS AND INCREASED PRICE VOLATILITY

## A HUNBBER YEARS OF BECHINE OF BESOURCE BRICES

Figure 2.4. Composite resource price index (at constant prices, 1900–2000)



Source: Wegner et el., 2002



### **RESOURCE PRICES ON THE RISE DESPITE RECENT TRENDS**

#### Figure 2.5. Commodity price indices

Price index (real year 2000 US\$) 2000-100 Food

- Raw materials
- Energy
- Metals and minerals (including iron ore)



Source: World Bank Commodity Price Data (Pink Sheet), historical price data, available from http://blogs.worldbank.org/prospects/globalcommodity-watch-march-2011



## ECONOMIC ARGUMENTS FOR CHANGE (EU)

- RESOURCE INTENSIVE MODEL OF PRODUCTION AND LOCK-INS
- CHANGE OF RESOURCE PRICE TRENDS AND
   INCREASED PRICE VOLATILITY
- COST STRUCTURE OF MANUFACTURING SECTOR

#### COST STRUCTURE IN THE MANUFACTURING INDUSTRY 2011 VDI GERMAN AGENCY FOR MATERIAL EFFICIENCY



#### SHARE OF COSTS IN THE MANUFACTURING SECTOR 1993-2011 VDI GERMAN AGENCY FOR MATERIAL EFFICIENCY



## ECONOMIC ARGUMENTS FOR CHANGE (EU)

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- COST STRUCTURE OF MANUFACTURING SECTOR
- **IMPORT DEPENDENCY**

Figure 4: Persistence and changes in net importing and net exporting countries, 1962–2010



FOR 54 SCARCE AND ECONOMICALY IMPORTANT RAW MATERIALS, EUROPE IN ITS ENTIRETY DEPENDS 90% ON RAW MATERIALS IMPORTED FROM OUTSIDE EUROPE

(EUROPEAN COMMISSION, 2014)



## DECOUPLING GROWTH FROM RESOURCE USE **AND ENVIRONMENTAL IMPACTS**

## **TWO ASPECTS OF DECOUPLING**

- RESOURCE DECOUPLING HAPPENS WHEN RESOURCE PRODUCTIVITY IS IMPROVED AT A RATE THAT IS FASTER THAT THE ECONOMIC GROWTH RATE (INCREASED ECONOMIC VALUE AND A GREATER LEVEL OF WELL-BEING CAN BE CREATED BY USING THE SAME AMOUNT OF, OR LESS, RESOURCES)
- IMPACT DECOUPLING REFERS TO ACHIEVING MORE WELL-BEING AND (IF NECESSARY) ECONOMIC GROWTH WITH FEWER NEGATIVE ENVIRONMENTAL IMPACTS, OR INDEED, EVEN RESTORATION OF ECO-SYSTEM SERVICES
- STRATEGIES TO MITIGATE HARMFUL ENVIRONMENTAL IMPACTS CAN INCLUDE:
- ✓ CHANGING THE MIX OF RESOURCES USED THROUGH SUBSTITUTION OF MORE HARMFUL RESOURCES BY LESS HARMFUL ONES
- ✓ USING RESOURCES MORE EFFICIENTLY AND CAREFULLY THROUGHOUT THEIR LIFE CYCLE
- ✓ **REDUCING RESOURCE USE**

#### TWO ASPECTS TO DECOUPLING GROWTH IN RESOURCE USE AND ENVIRONMENTAL IMPACTS





## **DECOUPLING 1**



### DECOUPLING REPORTS SHOW THAT ONLY RELATIVE DECOUPLING IS HAPPENING. BUT THE GLOBAL RESOURCE AND CLIMATE DILEMMA REQUESTS ABSOLUTE DECOUPLING.

## **DECOUPLING 2**



# CIRCULAR ECONOMY

#### PRINCIPLE



### **REMANUFACTURING AND THE CIRCULAR ECONOMY**

#### BEFORE REMANUFACTURING



Remanufacturing is a comprehensive and **rigorous industrial process** by which a previously sold, worn, or non-functional product or component is returned to a "**like-new**" or "**better-than-new**" condition.



AFTER REMANUFACTURING



## \* BENEFITS OF REMANUFACTURING CASE STUDY: CYLINDER HEAD

- GHG EMISSIONS:
- WATER USE:
- ENERGY USE:
- MATERIAL USE:
- LANDFILL SPACE:



50% LESS 90% LESS 80% LESS 99% LESS

## **MOBILE PHONE ... OUR POCKET PARTNER**

- WEDDING RING: 10 TONNES OF GOLD ORE 10 KILOS OF MOBILE PHONES
- LESS THAN 10% RECYCLED
- IN EU MORE THAN 100 MIO EACH YEAR IN THE DRAWERS

2.4 TONNES OF GOLD25 TONNES OF SILVER1 TONNE OF PALLADIUM900 TONNES OF COPPER



>10-25%

1-10%

>50%

>25-50%

<1% ???

## STRUCTURAL WASTE IN THE MOBILITY SYSTEM

#### CAR UTILISATION

TANK-TO-WHEEL ENERGY FLOW - PETROL



#### LAND UTILISATION:

5 % Road only s cover

Road reaches peak throughput only 5% of time and only 10% covered with cars then 50% of most city land dedicated to streets and roads, parking, service stations, driveways, signals, and traffic signs

DEATHS AND INJURIES/

YEAR ON ROAD

#### A FUTURE END-STATE COULD LOOK VERY DIFFERENT FROM TODAY'S MOBILITY SITUATION



#### SOURCE: SUN, ELLEN MACARTHUR FOUNDATION AND MCKINSEY & COMPANY: TEAM ANALYSIS

## MARKET ROLE AND BUSINESS OPPORTUNITIES

## MARKETS CANNOT ENSURE EFFICIENCY IN THE ALLOCATION AND USE OF RESOURCES ...



- IF PRICES DO NOT REFLECT THE TRUE VALUE AND COSTS OF RESOURCES,
- IF REWARDS TO CAPITAL ARE DISPROPORTIONATE TO OTHER INPUTS,
- IF MANAGERS ON ANNUAL CONTRACTS ARE INDUCED TO MAKE SHORT TERM INVESTMENT DECISIONS OVERLY INFLUENCED BY BONUSES BASED ON SHORT TERM SHARE PRICE,
- IF ...

## MARKETS AND REGULATION

- INNOVATION (INCENTIVES)
- PRODUCTS (DESIGN)
- CONSUMERS (BEHAVIOUR)
- BUSINESS MODELS



• YES ECO INDUSTRIES ARE IMPORTANT, BUT THE WHOLE ECONOMY HAS TO CHANGE



## GROWTH WITHIN: A CIRCULAR ECONOMY VISION FOR A COMPETITIVE EUROPE





Stiftungsfonds für Umweltökonomie und Nachhaltigkeit GmbH McKinsey&Company

## THE RESOLVE FRAMEWORK

	Examples
	<ul> <li>RECLAIM, RETAIN, AND RESTORE HEALTH OF ECOSYSTEMS</li> <li>RETURN RECOVERED RESOURCES</li> <li>RETURN RECOVERED RESOURCES</li> </ul>
Share 📚	<ul> <li>SHARE ASSETS</li> <li>REUSE/SECONDHAND</li> <li>PROLONG LIFE</li> <li>Nearly New Car patagonia by Mercedes-Benz</li> </ul>
Ортімізе	<ul> <li>INCREASE PERFORMANCE/EFFICIENCY OF PRODUCT, VALUE CHAIN, CONSUMER</li> <li>LEVERAGE BIG DATA, INTERNET OF THINGS, ETC TO MAKE PRODUCT OR VALUE CHAIN MORE INTELLIGENT</li> </ul>
	<ul> <li>REMANUFACTURE</li> <li>RECYCLE MATERIALS</li> <li>REPURPOSE RENEWABLE MATERIALS TO OTHER USES</li> <li>EXTRACT BIOCHEMICALS FROM ORGANIC WASTE</li> </ul>
Virtualise	<ul> <li>DIRECT DEMATERIALISATION, E.G., BOOKS, CDS, DVDS, TRAVEL, OFFICE SPACE</li> <li>INDIRECT DEMATERIALISATION, E.G., ONLINE SHOPPING, AUTONOMOUS VEHICLES</li> <li>Google Cisco NETFLIX Cisco Internation NETFLIX Cisco Internation NETFLIX Cisco Internation Netrelix Cisco Internatio Netrelix Cisco Internation Netrelix Cisco Inter</li></ul>
Explore	<ul> <li>ADVANCED MATERIALS</li> <li>DIFFERENT TECHNOLOGIES</li> <li>DIFFERENT PRODUCT/SERVICE</li> <li>RENEWABLE ENERGY</li> </ul>

SOURCE: S. HECK AND M. ROGERS, "RESOURCE REVOLUTION: HOW TO CAPTURE THE BIGGEST BUSINESS OPPORTUNITY IN A CENTURY",2014; COMPANY INTERVIEWS; WEB SEARCH; SUN, ELLEN MACARTHUR FOUNDATION AND MCKINSEY & COMPANY TEAM ANALYSES

#### **COST REDUCTION POTENTIAL INHERENT IN BROAD CIRCULAR ECONOMY LEVERS<sup>1</sup>**

Total annual cash-out costs per household; EU average 2012, Euro, Improvement potential for the year 2050





1 Note that this is not a forecast of how costs will develop. It is an assessment of how costs could develop if Europe aggressively went after this agenda, and if all improvements were captured as cost savings.

SOURCE: SUN, ELLEN MACARTHUR FOUNDATION AND MCKINSEY & COMPANY TEAM ANALYSES REPORT

### QUALITATIVE EMPLOYMENT EFFECTS OF A CIRCULAR ECONOMY TRANSITION

Baseline	EU employment today	<ul> <li>218 million jobs in EU-28, 2014</li> <li>Unemployment rate: 10.2%</li> </ul>
Direct effects	Waste and recycling sectors	<ul> <li>Today ~2,3 million jobs, ~1% of EU jobs<sup>1</sup></li> <li>New jobs from increased recycling, reverse logistics, secondary markets</li> </ul>
	Raw material sectors	<ul> <li>Substitution from primary to secondary materials implies less demand for resource extraction</li> <li>Some of the resulting employment loss outside EU</li> </ul>
	Manufacturing sector	<ul> <li>Today, 30 million manufacturing jobs,~14% of EU jobs</li> <li>New jobs due to upgrade, repair, re-manufacturing activities (labour intensive)</li> </ul>
Indirect effects	Manufacturing	<ul> <li>Jobs loss in new product manufacturing</li> <li>Net effect likely to differ substantially between sectors and companies</li> </ul>
	Raw material sectors	<ul> <li>Possible price increase on materials reduce demand</li> <li>Some of the resulting employment loss outside EU</li> </ul>
Induced effects	Increased consumption in all sectors	<ul> <li>Lower prices increases consumption</li> </ul>
	"Eco innovation effect"	<ul> <li>New jobs created by innovation and investments from circular economy transition</li> </ul>
Circular economy vision	Potential new EU employment base	<ul> <li>Overall positive circular economy effect on jobs</li> <li>More important are general labour market policies about gender inclusion, retirement age, and structural barriers regarding entry salaries, etc.</li> </ul>

1 Includes jobs from waste management, wastewater management and recycled materials - Based on 2008 data.

SOURCE: Eurostat; Ecorys, Study on the competitiveness of the EU eco-industry - Within the Framework Contract of Sectoral Competitiveness Studies ENTR/06/054 - Final Report Part 1, 2009; European Environment Agency, Earnings, jobs and innovation: the role of recycling in a green economy, 2011; EU Commission, Memo: Advancing Manufacturing paves way for future of industry in Europe, 19 March 2014.

#### THE RESOURCE BENEFIT CURVE MOBILITY, FOOD AND BUILT ENVIRONMENT, EU27

Cash-out<sup>2</sup> (excl.

 externalities)
 Incl. externalities<sup>3</sup>

 Mobility
 Image: Second second

#### Economic multiplier



1 Primary resources include virgin automotive and construction material, virgin synthetic fertiliser (€535/tonne), pesticides, agriculture land and water use (€0.20/m<sup>3</sup>), fuel (€1.64/litre gasoline, €1.45/litre diesel, €0.91/litre of heating oil, €68/tonne of coal, €0.067/kWh of natural gas), land for residential and office buildings and non-renewable electricity (€0.20/kWh) 3 Other cash-out costs include all household and government expenditures on mobility, food, residential housing and office space, excluding the primary resource costs 4 Externalities include CO2 (€29/tonne), traffic congestion, non-cash health impacts of accidents, pollution and noise, land opportunity costs related to obesity, adverse health effects due to indoor environment and transport time (related to urban planning). Other externalities such as eutrophication, biodiversity loss, deforestation are not quantifies in analysis, but are likely to be significant as well. 4 Some levers show ranges because the impact and/or implementation cost are hard to quantifier o the case to another

#### SOURCE: SUN, ELLEN MACARTHUR FOUNDATION AND MCKINSEY & COMPANY TEAM ANALYSES REPORT

### THE CIRCULAR ECONOMY OPPORTUNITY - 2030 SCENARIOS

Mobility, food and built environment, EU27, societal perspective 2030

Primary resource costs

Other cash-out costs

Externalities

Annual primary resource costs, other cash-out costs and negative externalities EU-27, 1000 billion EUR



#### **COMPARISON OF POTENTIAL DEVELOPMENT PATHS: IMPACT ON THE ECONOMY** EU-27, indexed (2012 = 100)

Circular economy scenario



SOURCE: Economic modelling expertise provided by Professor Christoph Böhringer, University of University of Visconsin; Company and expert interviews; Web search; Eurostat household expenditure data; ACEA, The Automobile Industry Pocket Guide, 2015; Todd Automater Litman, 1710 and 2015; Todd Automater Litman, 1710 and 2015; Todd Automater Litman, 1710 and 2015; Mol Automobile; Estimates and Interviews; Web search; Eurostat household expenditure data; ACEA, The Automobile Industry Pocket Guide, 2015; Todd Automater Litman, 1710 and 2015; Todd Automater Litman, 1710 and 2015; Mol Automobile; Estimates and Interviews; Web search; Eurostat household; Strandard, 2013; CE database of CO2 embedded constrained Costs of Ca2 embedded, 2012; FAO, Global food losses and food waste – Extent, Causes and Prevention, 2011; CE database, 2012; FAO, Global food losses and food waste – Extent, Causes and Prevention, 2011; EEA, Towards efficient use of water resources in Europe, 2012; EU commission and Jose, Magnator Litman, 2014; PAO, Slobal food losses and food waste – Extent, Causes and Prevention, 2011; CE database, 2012; FAOSTAT; Kimo van Dijk, Present and Iuture phosphorus use in Europe: tood system scenario analyses, Wagenchica Tearsportando Litor, 2014; CE database, 2012; FAOSTAT; Kimo van Dijk, Present and Iuture phosphorus use in Europe: tood system scenario analyses, Wagenchica Tearsportando and Autoritation, Evolution, Evolution

## COMPARISON OF POTENTIAL DEVELOPMENT PATHS: IMPACT ON THE ENVIRONMENT EU-27, indexed (2012 = 100) Current development scenario Circular economy scenario



## THE CENTRALITY OF JOBS

#### The renewable energy sector created 6.5 million jobs as of 2013



# EU APPROACH **BARROSO(2)** COMMISSION

- GETING ALL STAKEHOLDERS ON BOARD: RESOURCE EFFICIENCY ROUNDTABLE
- PROGRAMME FOR CHANGE: RESORCE EFFICIENCY ROADMAP
- INTEGRATION WITH OTHER POLICIES : CIRCULAR ECONOMY PACKAGE
- INTEGRATION INTO ECONOMIC GOVERNENCE MODEL: PREPARING INPUTS FOR THE SEMESTER PROCES – SUSTAINABLE ECONOMIC POLICY, REORGANISATION OF DG ENVI, REGULAR POINT ON THE ENVI COUNCIL AGENDA
- ACTIVELY CONTRIBUTING INPUTS FOR THE GLOBAL
   TRANSFORMATIONAL AGENDA



## 2030 CIRCULAR ECONOMY TARGETS



#### HEADLINE TARGET GDP/RAW MATERIAL CONSUMPTION



ANNUAL RESOURCE EFFICIENCY SCOREBOARD (EUROSTAT, SINCE 2013)

## NTERNATIONAL DEVELOPMENTS

## **ENCOURAGING NEWS**



- SDGs AND POST 2015 AGENDA SYSTEMIC TRANSFORMATION NEW GLOBAL AGREEMENT BASED ON "NEW NORMAL" POVERTY ERADICATION AND SUSTAINABILITY (NEW YORK 2015)
  - RIO+20: AGREEMENT ON SDG's PROCESS
  - FROM MDG's TO SDG's AND POST-2015 AGENDA
  - **ADOPTED: SEPTEMBER 25<sup>™</sup> 2015**
  - 17 GOALS AND 169 TARGETS + INDICATORS
- CLIMATE/ENERGY (PARIS 2015)

### **THE GLOBAL GOALS**

For Sustainable Development



# IRP INTERNATIONAL **RESOURCE PANEL**



The international resource panel was created in 2007 as a science-policy interface in responding to economic growth, escalating use of natural resources and deteriorating environment and climate change.



Climate Change	IPCC
Biodiversity Loss	IPBES
Hazardous Substances	Assessments under the Basel Convention
Ozone Depletion	Montreal Protocol's Scientific Assessments
Resource Efficiency	International Resource Panel

## IRP, IPCC, IPBES AND SCIENCE – POLICY INTERFACE

- INTERNATIONAL BY NATURE AND BY DEFINITION
- TRANS-DISCIPLINARY
- POLICY RELEVANT BUT NOT POLICY PRESCRIPTIVE
- GO FOR A BALANCE OF EVIDENCE APPROACH

#### CREATE A CRITICAL MASS OF SCIENTIFIC KNOWLEDGE -ADVISE THAT POLICY MAKERS CAN NOT IGNORE

## \* FROM INDIVIDUAL RESOURCES TO SYSTEMS THINKING

#### **INDIVIDUAL RESOURCES**

#### SYSTEMS THINKING



## \* 14 ASSESSMENTS PUBLISHED 2007-2015

- 1. Assessing Biofuels (2009)
- 2. Priority Products and Materials (2010)
- 3. Decoupling Natural Resource Use and Env. Impacts from Eco. Growth (2011)
- 4. Metal Stocks in Society (2011)
- 5. Recycling Rates of Metals (2011)
- 6. Measuring Water Use in a Green Economy (2012)
- 7. Metal Recycling: Opportunities, Limits, Infrastructure (2013)
- 8. Env. Risks and Challenges of Anthropogenic Metal Flows and Cycles (2013)
- 9. City-Level Decoupling and the Governance of Infrastructure Transitions (2013)
- **10.** Assessing Global Land Use: Balancing Consumption with Sust. Supply (2014)
- **11. Building Natural Capital: How REDD+ Can Support a Green Economy (2014)**
- **12.** Decoupling Technologies, Opportunities and Policy Options (2014)
- **13.** Rapid Assesment on SDGs (2015)
- **14. International Trade in Resources a Biophysical Assessment (2015)**



### **ON-GOING RESEARCH AND UPCOMING REPORTS**



















## \* TO CONCLUDE ...



## FROM FRAGILITY TO SUSTAINABILITY INCREASED RESPONSIBILTY LEARN FROM NATURE

# \* CHANGE IS UNAVOIDABLE

WE HAVE TO FIX A BROKEN COMPASS (PAVAN SUKHDEV)

## \* SOME OBSTACLES FOR CHANGE ...

HUMAN BEHAVIOUR - WHY WE ACT AT HOME IN A DIFFERENT WAY THAN WE DO IN OUR PUBLIC LIFE?

LACK OF LONG TERM CONSISTENCY – HOW TO STRENGTHEN LONG TERM STRATEGIC THINKING AND POLICY MAKING AND REPLACE PREVAILING SHORT TERM LOGIC?

FOCUS ON FINANCIAL SIDE OF ECONOMY - BUDGETARY DEFFICIT VERSUS THE STRUCTURE, COMPARISON COMPANY - COUNTRY

**PROTECTING STATUS QUO** - HOW TO BREAK LOCK-INS AND THE LOGIC OF DEFENDING THE LOWEST COMMON DENOMINATOR APPROACH?

**GOVERNANCE AND LACK OF IMPLEMENTATION:** HOW TO TRANSLATE COMMITMENTS FROM POLITICAL STATEMENTS TO A DAILY REALITY ?

SILOS MENTALITY - HOW TO MAKE PEOPLE UNDERSTAND THAT COOPERATION IS THE BEST WAY FOR ALL OF THEM TO WIN?

## ENVIRONMENTAL PROTECTION IS NOT AN OBSTACLE TO ECONOMIC GROWTH

## \* IT IS JUST THE OPPOSITE

#### PROTECTING ENVIRONMENT AND HUMAN HEALTH WILL NOT BE POSSIBLE WITHOUT FUNDAMENTALLY CHANGING OUR ECONOMIC BEHAVIOUR - WITHOUT GOING INTO THE ROOTS OF ECONOMIC THEORY

#### ECONOMIC DEVELOPMENT WILL NOT BE POSSIBLE WITHOUT RESPECTING THE LIMITS OF THE PLANET

ECOLOGY ECONOMY OIKOS (HOME)



## ENVIRONMENT ECONOMY







International Resource Panel

# \*THANK YOU

www.unep.org/resourcepanel