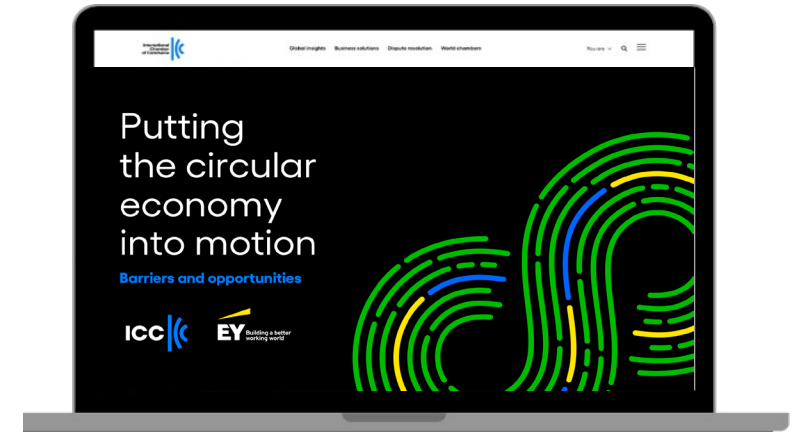
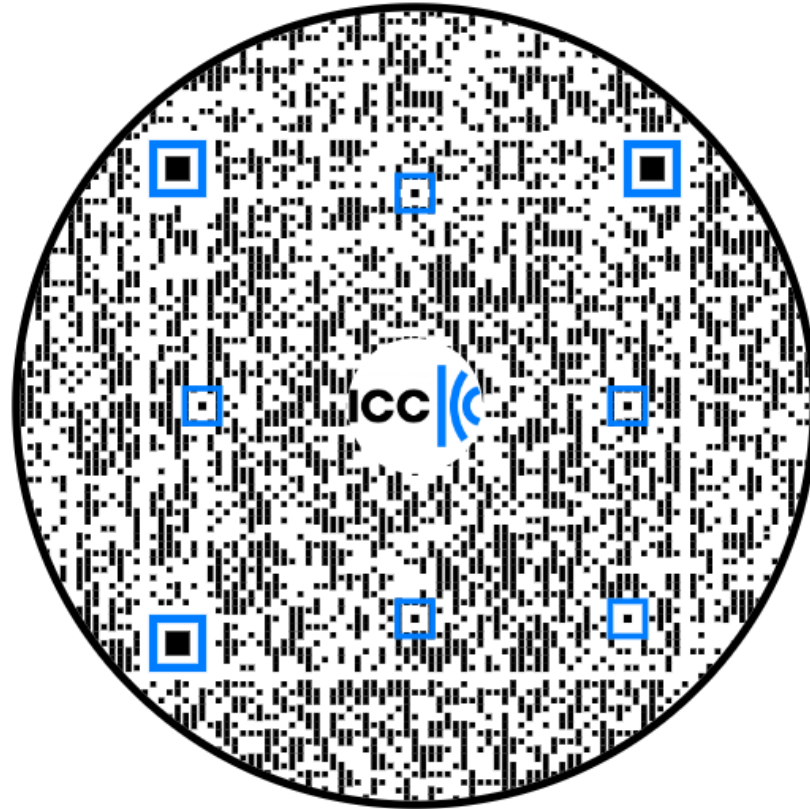


Putting the circular economy into motion

Barriers and opportunities

WTO TESSD CE WG – 30 Oct 2024





What does the circular economy do for business?

The circular economy

- **reduces** dependency on critical raw materials and challenges in supplying them
- **optimises** resource efficiency, lowering costs
- **keeps** products and materials in use as long as possible, reducing waste
- **allows** waste to be repurposed and turned into like-new resources



Barriers to the circular economy

What we're hearing from businesses

It's too costly to implement circular economy practices and we don't have access to sufficient funding.

There is a ban on the import of remanufactured goods.

We can't find reliable suppliers of recycled materials.



What is holding us back

Key barriers to the circular economy

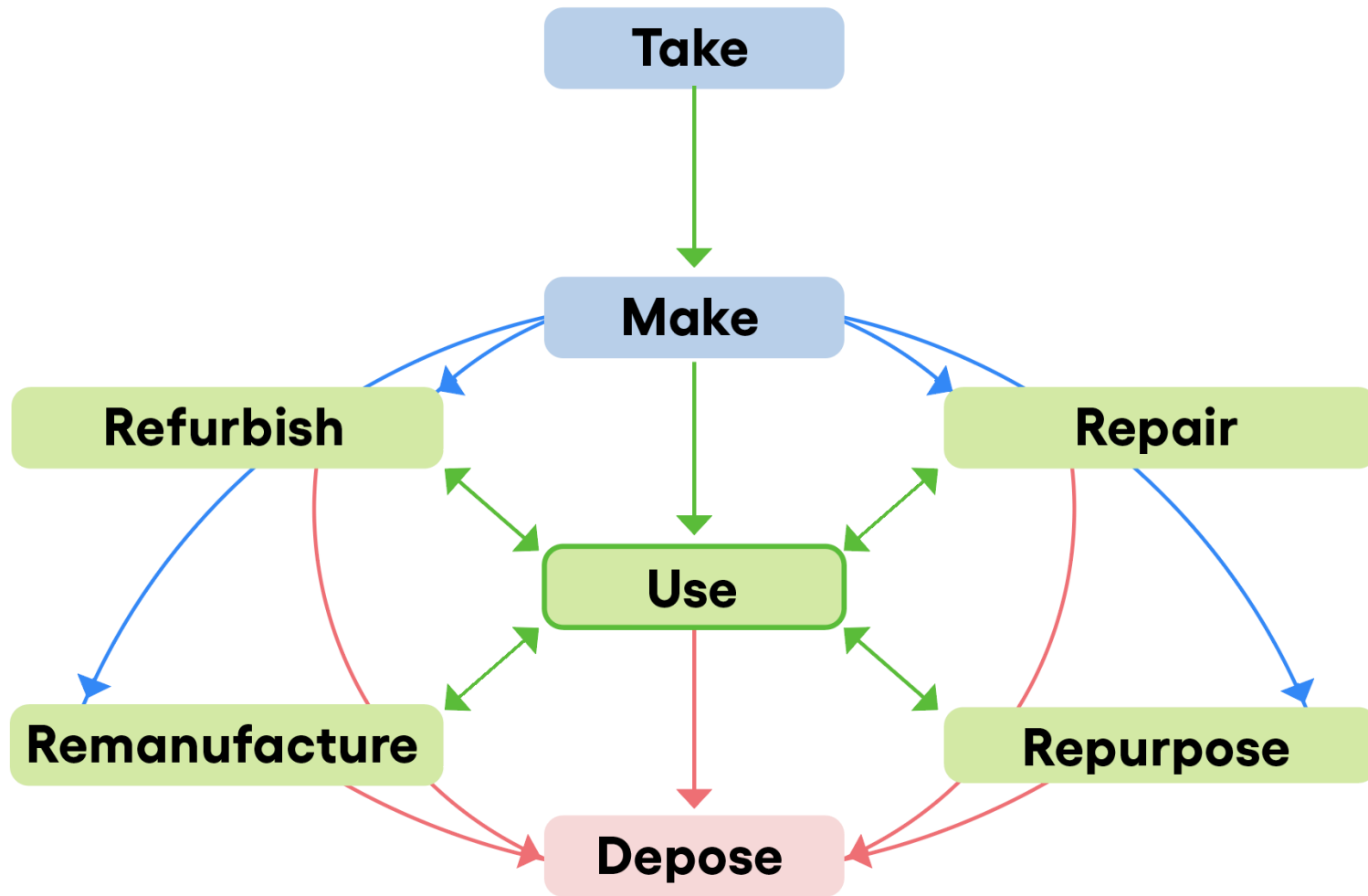
Policy and regulatory	Technological	Infrastructure	Financial	Organisational	Social
Lack of harmonised and standardised regulations	Lack of innovative recycling technology	Reverse logistics	Additional premium on circular materials	Internal buy-in and coordination	Consumer behaviour and perception
Lack of updates to customs classifications and regulations	Lack of traceability and data	Lack of collection and sorting infrastructure	Upfront investment requirements	Supply chain challenges	Lack of information on post-use return
Challenges due to the Basel Convention	Trade-offs between functionality and circularity	Limited scalability	Accounting practices	Measuring progress	Contamination of material streams

The good news

Opportunities exist despite challenges

Policy and regulatory support	Technological opportunities	Infrastructure opportunities	Financial opportunities	Organisational opportunities	Social opportunities
Harmonisation of regulations	Investment in recycling technologies	System-thinking perspective	Financial incentives	Leadership buy-in	Shift consumer behaviour and perception
Incorporate technical expertise in policymaking	Design for circularity	At-source sorting and collection	Carbon accounting	Effective consumer awareness and engagement	Increase consumer awareness on post-use return
Engage circular economy standards bodies	Leverage digitalisation	Strategic material banks	Shared investment between value chain partners	Labelling policies	Promote circular economy principles

How does a circular material flow look in practice?



- Flow of resources and products
- Flow of resources and products to compensate purification or needed for refurbish, repair, remanufacture and repurpose
- Purification, e.g. omission of non-preferred resources, e.g. hazardous substances

How policymakers can enable change



Multilateralism

Embrace multilateral cooperation to address barriers globally



Harmonisation and alignment of laws and regulations

Harmonise laws, regulations and technical specifications to level the playing field for companies across the globe and align them with the innovations and evolution of the circular economy



Technical expertise and inclusivity

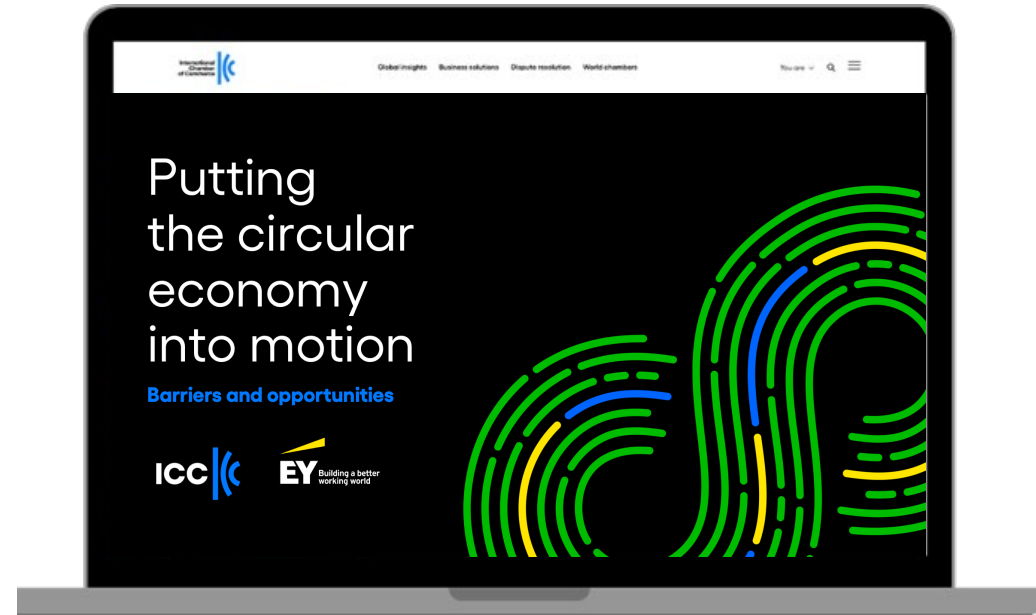
Incorporate technical business expertise in policymaking to allow for more granularity and bring all key stakeholders and organisations to the table



Basel Convention

Move the Basel Convention beyond linearity

Acknowledgement



We thank EY for their collaboration and contribution to the report **“Putting the circular economy into motion”** available [on iccwbo.org](https://on.iccwbo.org).

Connect with us



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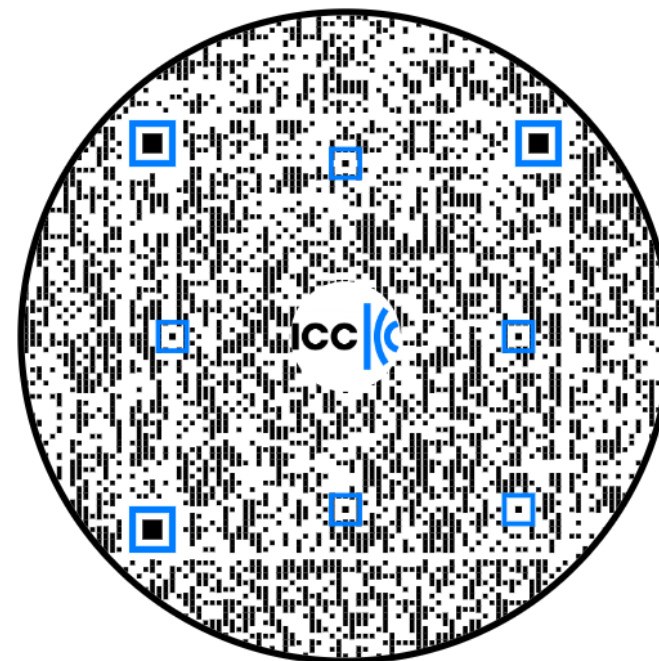
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