

prd

Circular Economy, Transition to Net Zero & Climate Resilience
Summer 2024

prdweb.co.uk

PRD'S Climate Offer

We strive to respond to the climate emergency and achieve fairer places, by positively disrupting existing models and ways of thinking, and providing systems-change advice.

Climate evidence

Joining environmental evidence with social and economic challenges

Bespoke Engagement

Helping communities to understand climate challenges and pathways to address them

Expert advice

Embedding climate into strategic thinking

Our ambition is for our clients to

See the links between climate emergency and social and economic challenges

Co-design and deliver sustainable and regenerative projects locally

Lead the climate response in their market or locality

Selected projects

Hackney Wick Needs Assessment

Hackney Central Circular Economy

Newham Green Economy

Stratford Vision and City Centre Strategy

Brighton & Hove CE Routemap and Action Plan

Reach out to our Sustainability Lead Carolina Eboli to learn more: Carolina.eboli@prdemail.co.uk



For People and Planet

As a place-focused consultancy, we are working to transition the existing economy to deliver for **people and the planet.**

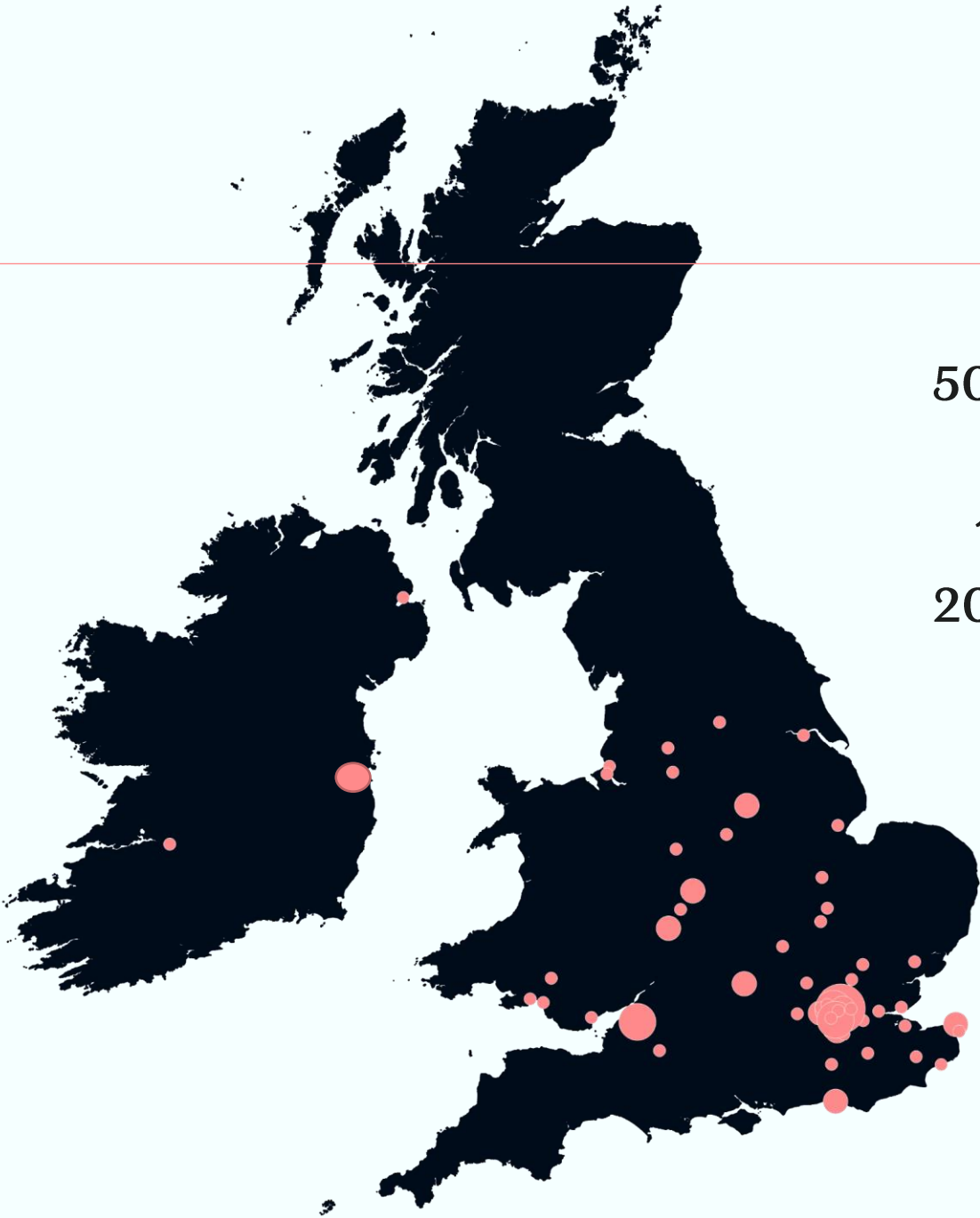
About PRD

→ Evidence
+ Strategy
+ Delivery

We design and deliver bold, transformative place and asset strategies

Our work supports inclusive economies, impactful investment and more considered development outcomes

PRD's projects



50+ live projects
3 countries
18 employees
20+ collaborators

Each dot represents a local authority, regional authority, or LEP we've worked in
Size of dot represents number of projects in that area

PRD's values

Our work is always...

Useful & useable
Positively
disruptive

Our work supports...

Fairness in places &
communities
A just transition to
net zero

We do this by being...

Collaborative
Adaptable & agile
Generous with our
knowledge

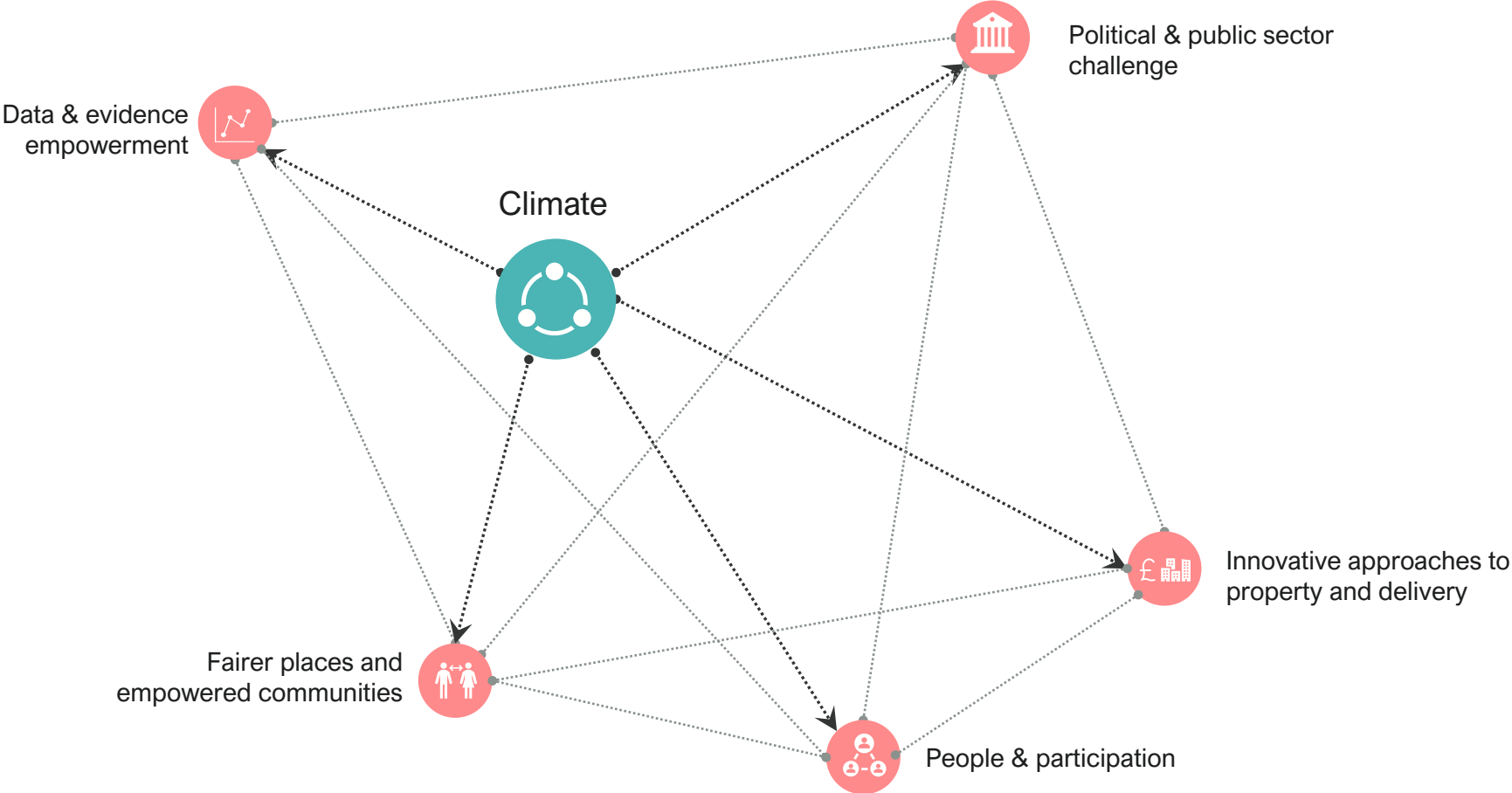
Integrating climate response

We strive to respond to the climate emergency and achieve fairer places, by positively disrupting existing models and ways of thinking, and providing systems-change advice.

We embrace **circular economy, net zero and climate resilience principles**, working closely with our clients to drive impactful change.



Climate at the heart of what we do



5 ways we embrace circularity, net zero and climate resilience principles in our projects

1

Understand the complexity of the built environment and how everything is interconnected

2

Identify potential synergies and levers which will deliver the most positive impact on existing systems

3

Focus on regenerative processes

4

Empower grassroots movements that deliver for the planet

5

Explore innovative governance structures, finance and delivery mechanisms

Our USP

Climate evidence

Joining environmental evidence with social and economic challenges

We develop bespoke research frameworks tailored to each project's scope and goals.

Our climate evidence is built around three main themes (net zero carbon, circular economy and climate resilience) and their interconnections with social and economic evidence.

We are uniquely positioned to provide a holistic local need analysis that helps clients to understand how climate can be embedded in wider priorities for change.

Bespoke Engagement

Helping communities to understand climate challenges and pathways to address them

We enable and empower people and communities them to play a role in identifying challenges and delivering solutions.

Our engagement strategy is built around creating meaningful and deliberative collaborations with communities and learning from their lived experience.

We are uniquely positioned to translate people's experiences, ideas and aspirations, in the context of local challenges, into people-focused solutions.

Expert advice

Embedding climate into strategic thinking

We enable our clients to see the wider picture and lead their climate response in their market or locality.

Our advice is built around leveraging social, economic and environmental co-benefits and harnessing the unique opportunities within specific places.

We are uniquely positioned to see the links between climate emergency and social and economic opportunities and propose outcome-based strategies and measurement frameworks.

We can provide support to

- Gain insight into **local ecosystems**, optimising them through methods such as:
 - Conducting waste needs assessments to define circularity gaps.
 - Identifying opportunities for resource optimisation and potential synergies between businesses.
- Formulate and strengthen **climate ambitions**, tailoring specific **climate outcomes** for each location.
- Identify the most impactful **levers for positive change**, determining where focused investment in infrastructure and capacity building should be prioritised.
- Identify stakeholders capable of influencing various outcomes, delineating their **roles and responsibilities**.
- Engage and **foster dialogue** with businesses and the local community on climate-related topics.
- Develop **holistic climate, circular, and green economy strategies**, alongside actionable plans.
- Explore diverse **delivery and funding mechanisms** to ensure effective implementation.
- Support **bottom-up approaches** and encourage **local responses** to climate change

How we have done this in practice



We developed a robust strategic and economic case for investment in the green economy in Beckton and North Woolwich

Region Greater London

Client LB Newham

Newham Green Economy

Credits: Albert Island

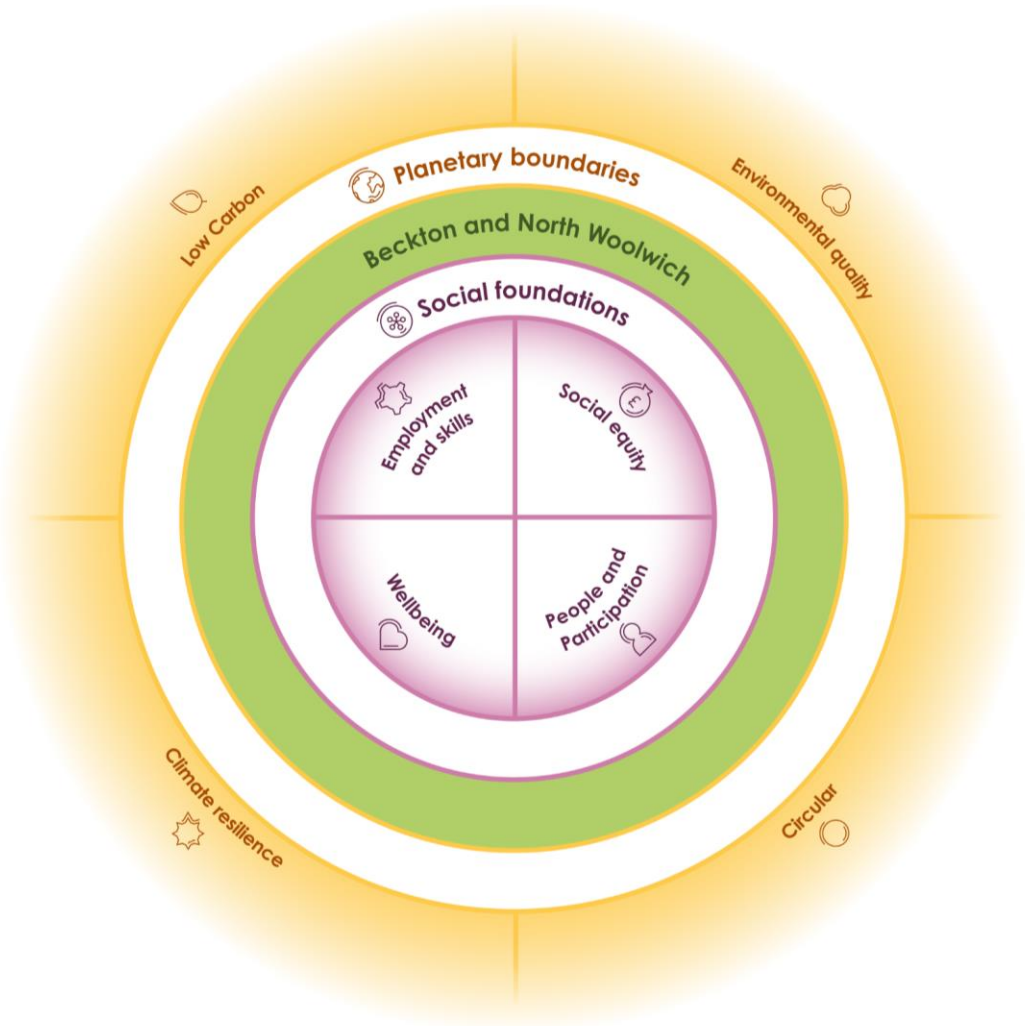


Enabling Newham to grow their Green Economy









Beckton and North Woolwich will play a leading role in supporting Newham's green transition, delivering for people and the planet.

A set of bespoke 'catalytic' and 'enabling' interventions were defined to support this evolution.

Doughnut Economics Framework



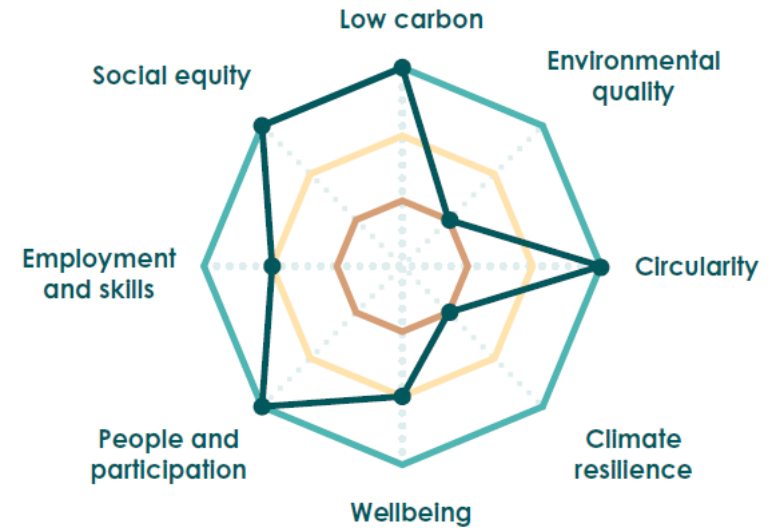
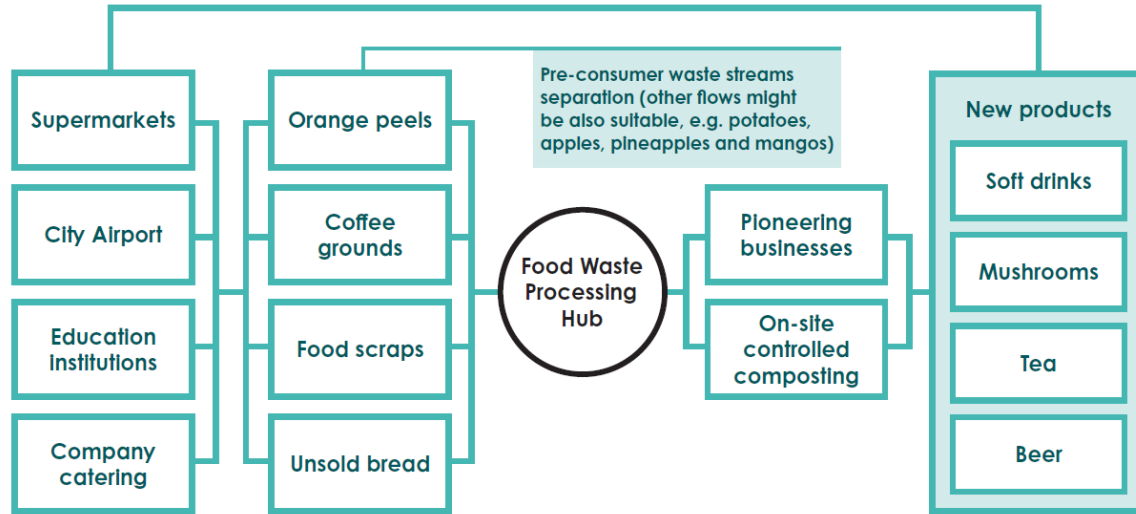
Planetary boundaries

<p>Low carbon </p> <ul style="list-style-type: none"> — Contribute to the decarbonisation of the area — Encourage creation of low-carbon products, services, and markets 	<p>Environmental quality </p> <ul style="list-style-type: none"> — Have a clean and high-quality natural environment where nature is restored 	<p>Climate resilience </p> <ul style="list-style-type: none"> — Build local social, environmental and economic resilience — Create places adaptable to future climate events 	<p>Circular </p> <ul style="list-style-type: none"> — Create closed-loop economies through more efficient use of resources — Improve waste recovery — Create resilient local supply chains
<p>Employment and skills </p> <ul style="list-style-type: none"> — Contribute to secure employment — Create local, competitive and future-proof jobs — Improve education, research, skills and training 	<p>Social equity </p> <ul style="list-style-type: none"> — Help reduce social deprivation and increase fairness — Increase sense of security and equity — Create social value 	<p>Wellbeing </p> <ul style="list-style-type: none"> — Build an inclusive community with a strong sense of belonging — Reduce pollution and promote healthy, active lifestyles 	<p>People and participation </p> <ul style="list-style-type: none"> — Foster inclusive, community-led processes and engagement — Ensure transparency, accountability and monitoring

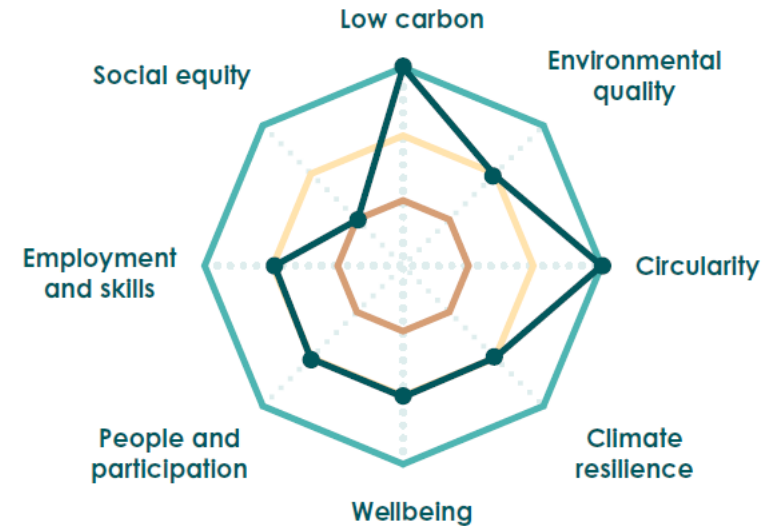
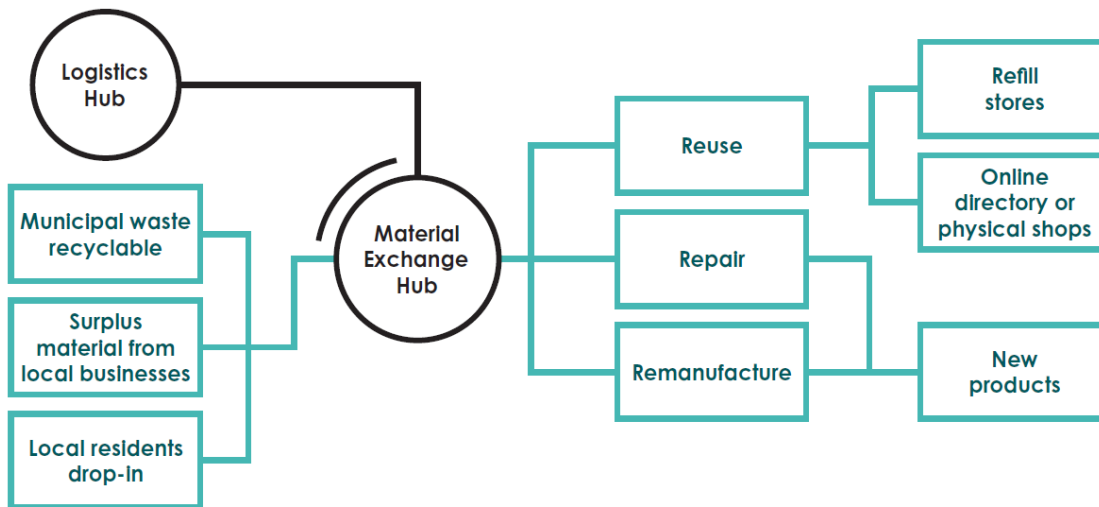
Social foundations

Thinking from the perspective of resources

Food Waste Processing Hub



Material Exchange Hub







We supported Hackney Central businesses to transition towards a circular economy

Region Greater London

Client LB Hackney



Hackney Central Circular Economy

Samuel Regan-Asante on Unsplash

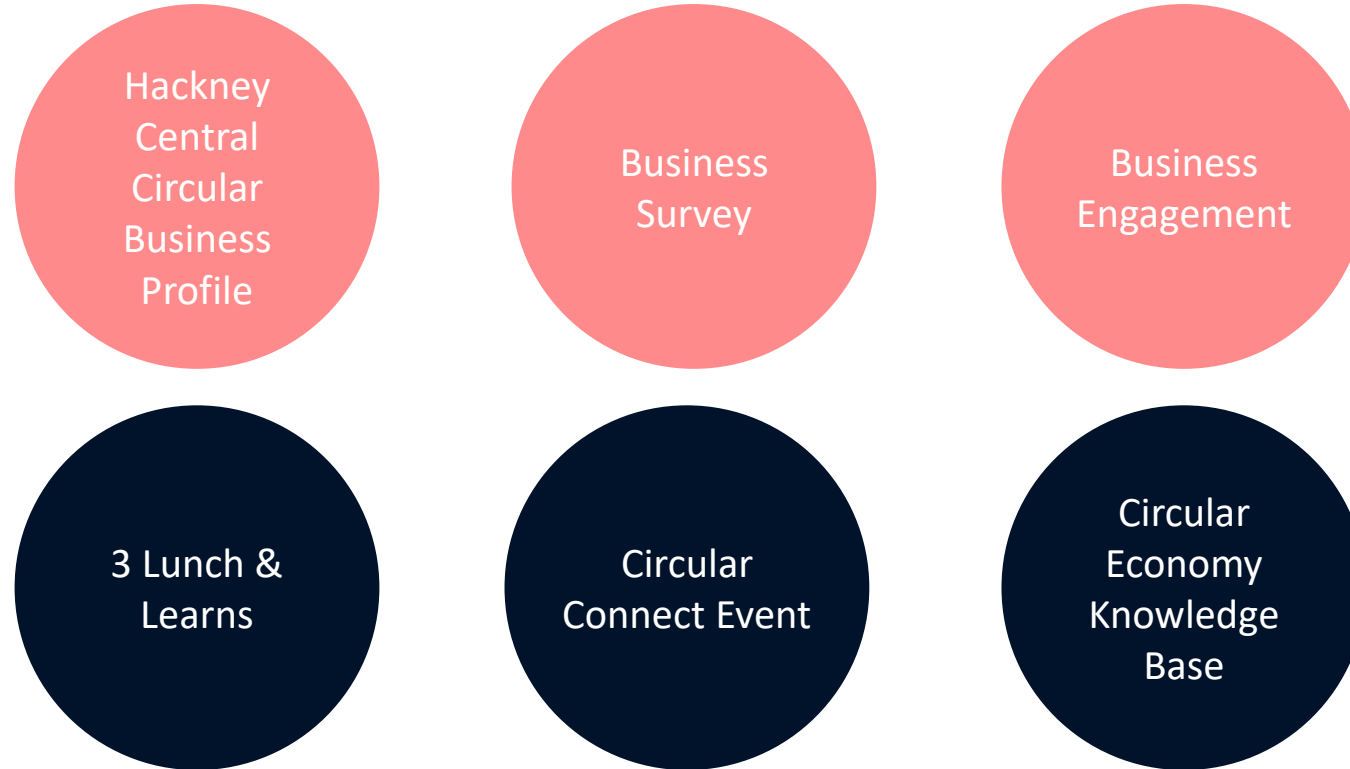


Supporting Hackney's ambition to become one of the greenest boroughs in London

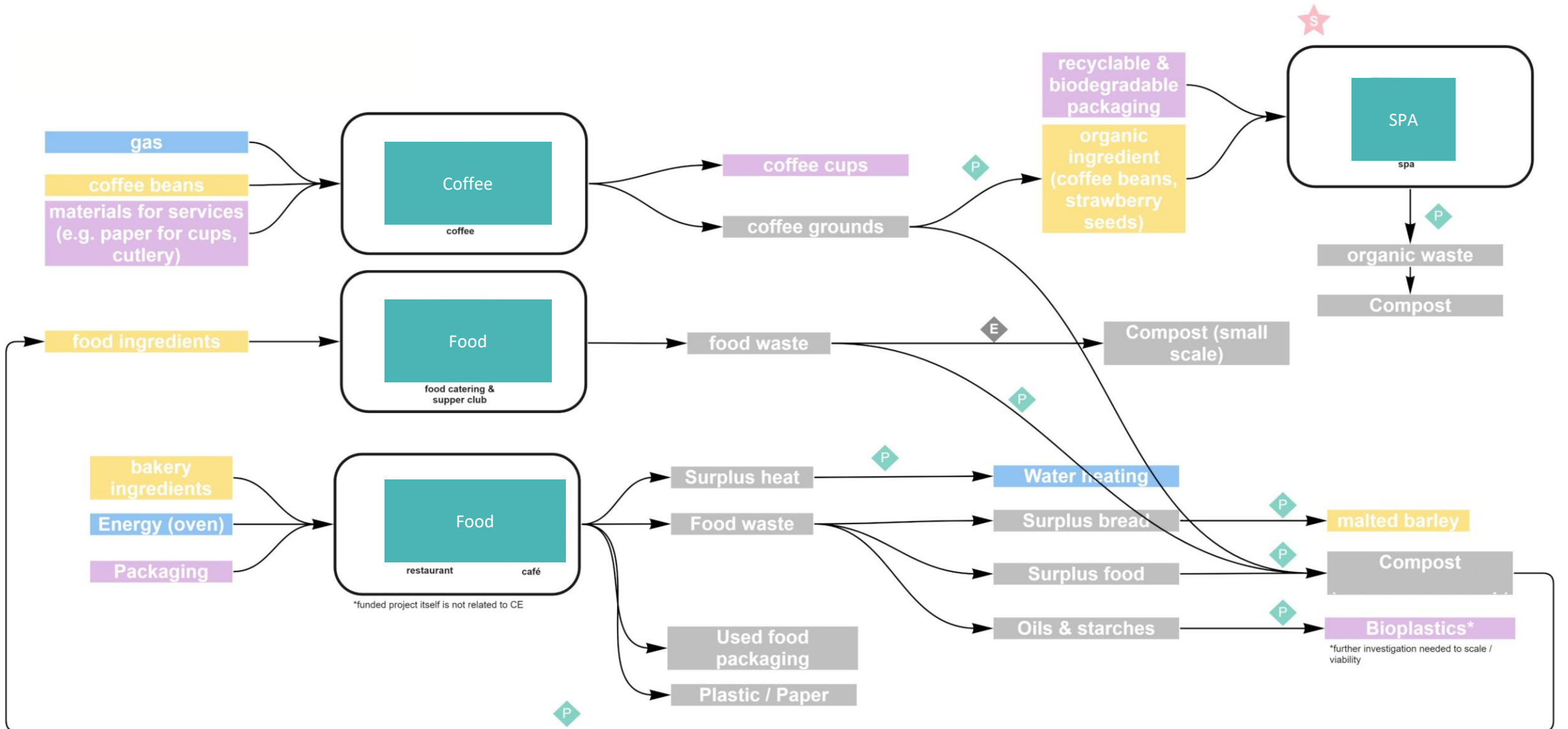
This work provided support to business interested in the circular economy and developed Hackney's 1st Circular Economy outlook.

It helped to position Hackney Central and its role in transitioning towards circularity.

Designing a bespoke programme of support



Thinking in flows



Empowering businesses

Steps in your circular journey..... Which step are you at?



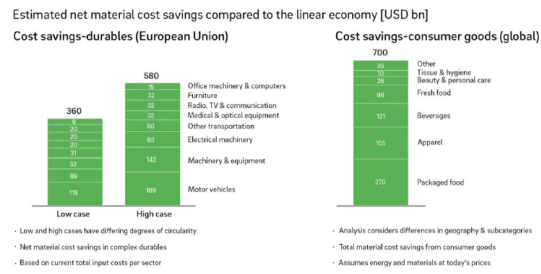
Why shift to a circular business?

Circular businesses aim to create innovative solutions that can help the transition from a consumption based system to a more sustainable one. This involves focussing on reducing carbon emissions, rethinking the production processes, and embracing solutions that support regenerative practices.

Why shift to a circular business?

New technologies are emerging that help drive savings. If done properly, a circular business can also reduce costs. According to Roland Berger, an international management consultancy, USD 1 trillion can be saved by transforming linear economies into circular economies. By making your business sustainable environmentally, you can also make them sustainable financially.

According to McKinsey Research, circular economy—using and reusing natural capital as efficiently as possible and finding value throughout the life cycles of products—could be a reliable way for industries to be sustainable while being profitable. In a major study from McKinsey Research and Ellen MacArthur Foundation (2015), it was demonstrated that such an approach could boost Europe's resource productivity by 3 percent by 2030, generating cost savings of €600 billion a year and €1.8 trillion more in other economic benefits.



Estimated net material cost savings compared to the linear economy [USD bn] by World Economic forum, Ellen MacArthur Foundation and Roland Berger

What are the socio-economic benefits of shifting towards a circular business?

According to Ellen MacArthur Foundation, these are some of the key economic benefits of circular economy.

Economic growth

By lowering the cost of production through productive utilisation of inputs, increased revenues can be achieved through a combination of circular initiatives.

Material cost savings

Some reports show circular activities offer a greater annual material cost savings opportunity.

Job creation potential

Circular economy and employment studies have shown that adopting a circular economy approach can create jobs.

Innovation

An innovative economy needs higher rate of technological development, new materials, energy efficiency and more profit opportunities for companies to be cutting edge.

Which sector is your business in?

The opportunities for circular economy can be found in many sectors. Understanding your sector and what you can do is important to see how you can change your business to be circular.

What does circular economy mean in your sector?

Built environment, textile, food, and packaging are some of the most crucial sectors for circular economy. They already see innovation in design, material research, processes, and customer preferences that are pioneering in circular choices. Transitioning to circularity will also require adapting resources to suit your business needs. In many ways, this can also result in improved growth potential for your business. On the right are some of the examples from four different sectors.

Circular economy growth potential by sector

Click to know more about circular economy growth potential by sector from Ellen MacArthur Foundation



Read about Circular Economy in the Built Environment from ARUP and EMF

Built Environment

Is your business related to the construction or built environment? Learn about practical implications of circular economy in this sector.



Learn about designing Waste out of our Food System from Green Brown Blue

Food

If your business is related to the food sector, dive into why it is increasingly important to transition to a circular food system.



Know more on the Textiles Program from PACE (Platform for Accelerating Circular Economy)

Textile

Is your business related to fashion or textiles? Learn how a circular transition of the textile industry is not only environmentally and economically beneficial, but also creates social change.



Learn more about rethinking Packaging from BoPak

Packaging

If your business relies on packaging, know how you can make your business plastic free.

Address misconceptions

There are various ways to interpret circular economy which often results in myths and misconceptions about the concept. As a business, you may encounter them from different people. It is important to address them while communicating your strategy.

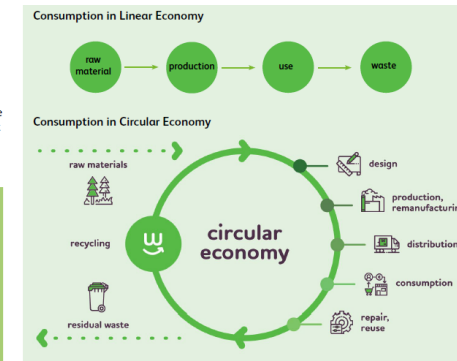
Myths and misconceptions about circular economy

Circular economy is often confused with activities like recycling, going to zero waste or making something useful from waste. Even though they are all components that form the foundations upon which circular economy is based, they are simply one of the many components. Circular economy is about the bigger picture. Some think its just about better PR - all part of the new green marketing. However, it is important to avoid such misconceptions.

Common misconceptions about the circular economy:

- It's a better form of recycling or waste management.
- It's a perfect circle
- It's all about closed loop
- It doesn't account for energy
- It'll happen instantly

Ellen MacArthur Foundation



Consumption in the linear and circular economy. Diagram adapted from EU Political Report. Sourced from <https://www.espoliticalreport.eu/consumers-in-the-circular-economy/>

Read this article from the Guardian on popular myths about circular economy and how to navigate them

How to bust the biggest myths about the circular economy

Fixed of being told the circular economy is just a fancy term for recycling that will cause profits to slump? Here's how to fight back.

Circular economy myths and opportunities form Bulletin

The circular economy and mining - myths and opportunities

5 myths about the circular economy from Alliter Networks

5 myths about the circular economy



We supported Hackney Wick and Fish Island Community Development Trust to take forward their circular economy ambitions

Region Greater London

Client Hackney Wick and Fish Island Community Development Trust



Hackney Wick Waste Needs Assessment

Workshop with local businesses – photo by Carolina Eboli

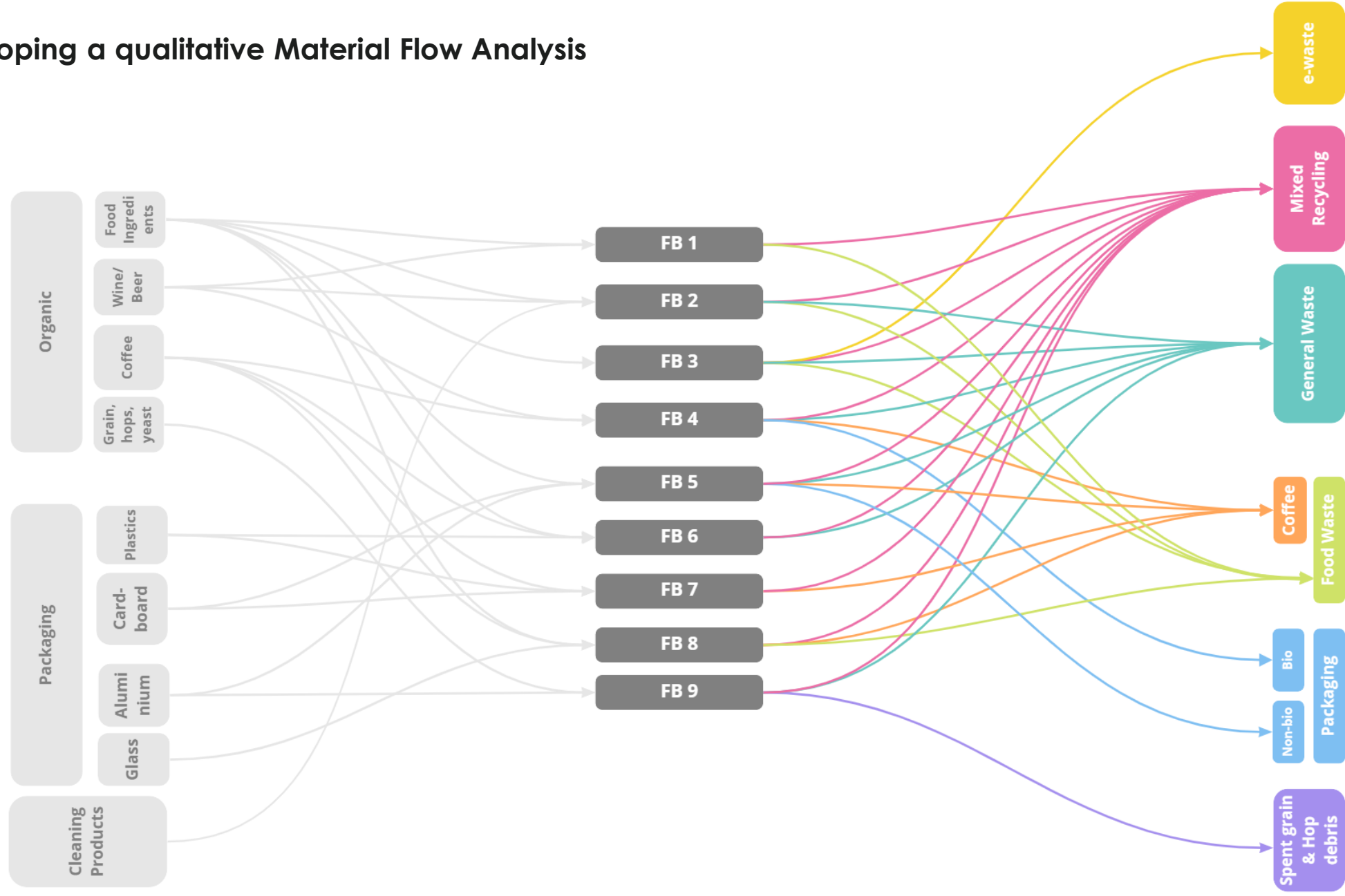


Supporting Hackney Wick's pioneering approach to becoming a circular community

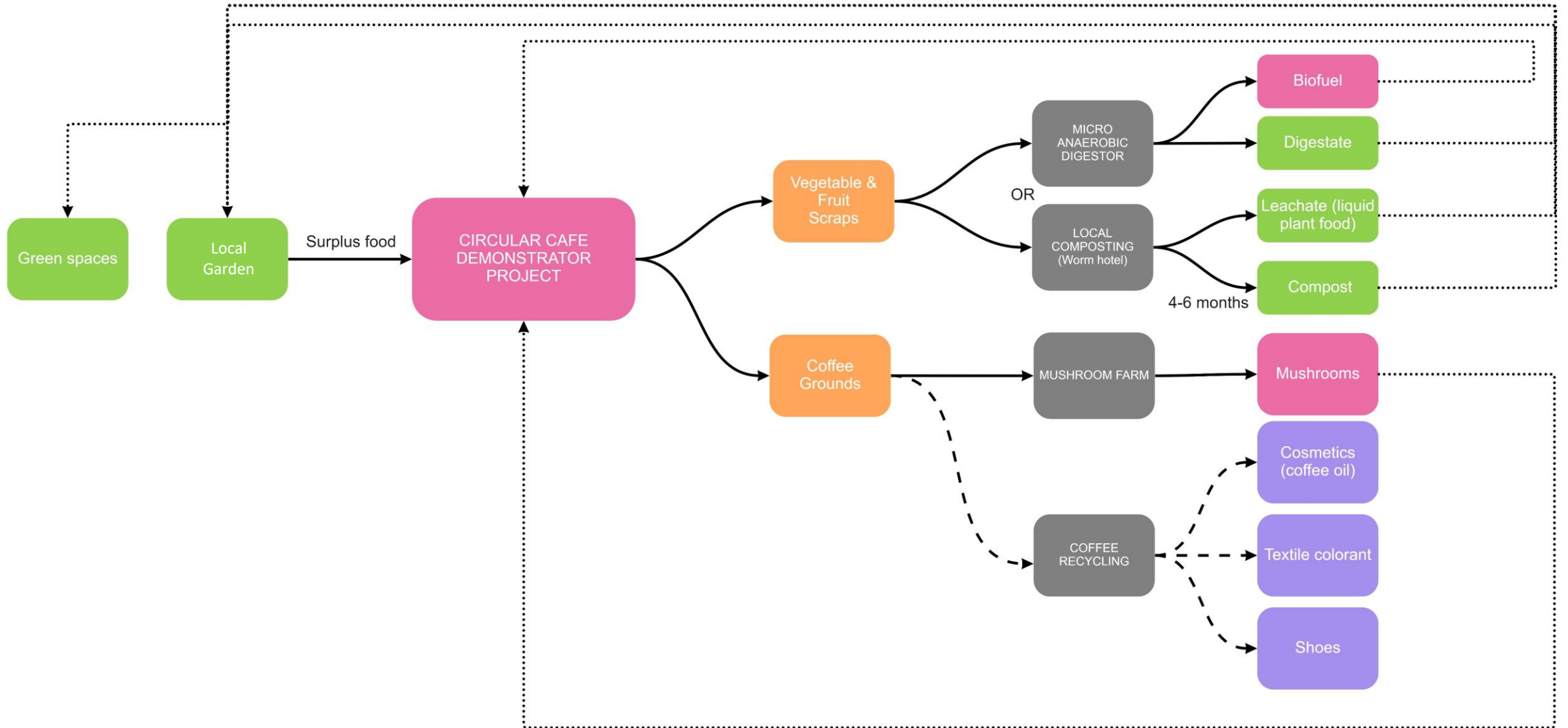
We conducted a needs assessment of waste in the area, looking at businesses' materials inputs and outputs and how waste could be used as a resource within their operations.

The study formed the basis of an overarching circular strategy to transform Hackney Wick into UK's first Circular Creative Enterprise Zone.

Developing a qualitative Material Flow Analysis



Defining Circular Demonstrator Projects





We helped Newham develop a new approach to Stratford's assets focused on resident wellbeing

Region London

Client LB Newham



Stratford Vision and City Centre Strategy

Image Hawkins Brown

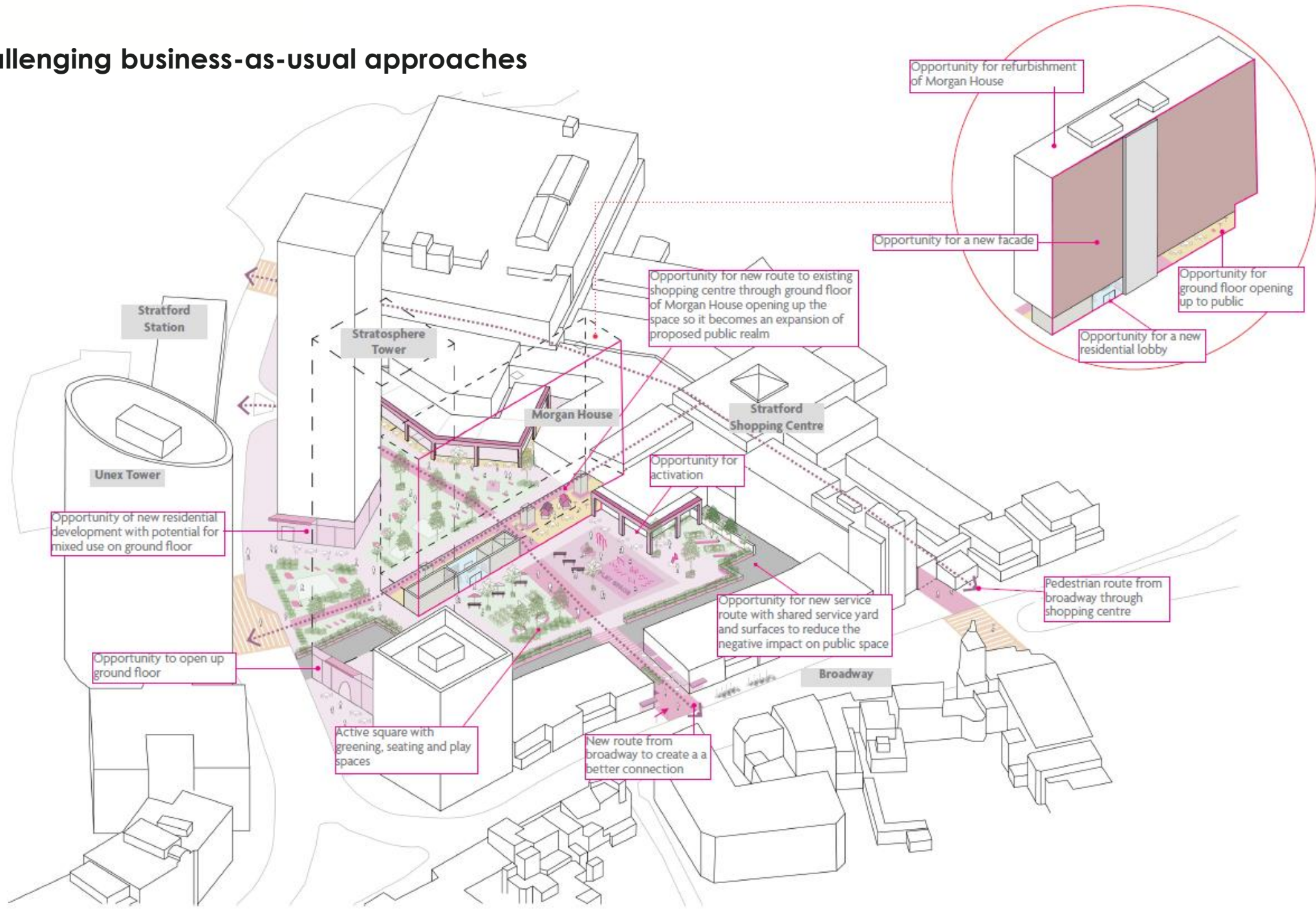


A more foundational and locally focussed approach to the evolution of Stratford

We defined a vision where Stratford Town Centre should have the highest expectations in terms of transition to net zero, decarbonisation and circularity.

It also champions wellbeing and quality of life about commercial objectives. It seeks to redefine the economic geography of Stratford, defining new neighbourhoods around the town centre.

Challenging business-as-usual approaches



Promoting benefits for the community



Thank you

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