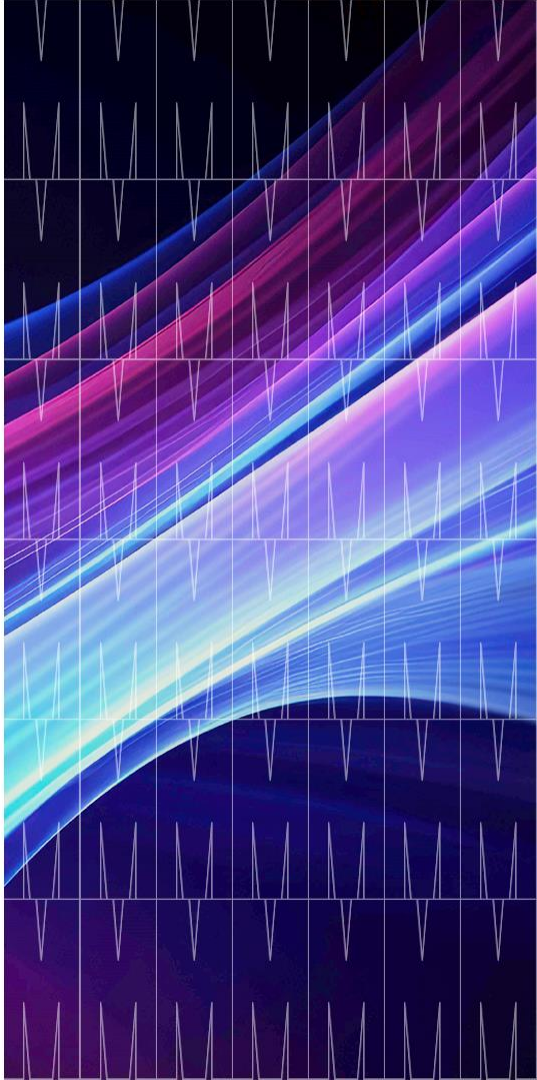
Circular economy:
A global need vs. local delivery

Bass Coast Regional Summit

5 June 2025

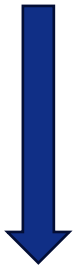
Roelof Vogel
Monash Business School
Monash University



The problem statement

Global Need



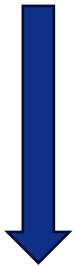


Local Delivery



A few necessary key concepts……

Global Need

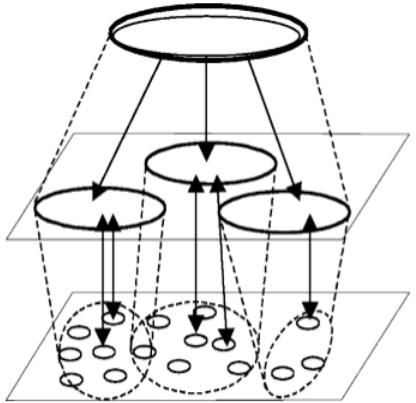


Local Delivery

- ❑ Levels of government & their roles
- ❑ Ecosystems & working together
- ❑ CE Transition dynamics
- ❑ Circles of Concern, Influence, & Control
- ❑ CE Analytical tools
- ❑ CE Hubs & precincts concept

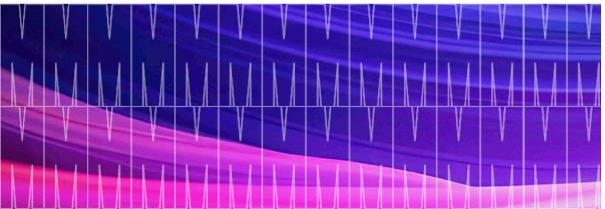
Concept #1:

Multi-level





CE National Framework and Targets



Goal

Double the circularity of the economy by 2035

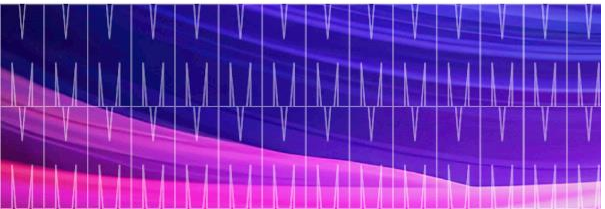
Targets	Shrink our per capita Material footprint by 10% Front-end target	Lift our material productivity by 30% Middle target	Safely recover 80% of our resources End target
Priorities	**Industry** • Circular packaging • Durable, re-usable and sustainable goods	**Built environment** • Refurbishing and adaptive re-use • Circular, low carbon construction material fit-outs	**Food and Agriculture** • Reducing food waste • Valorising agri-waste	**Resources** • Minerals beneficiation • Co-extraction and resource sharing through precincts • Second-use of mineral-containing products
Sectoral enablers	• Improved product design • Verifying the provenance, properties, and performance of recycled materials • Green chemistry and advanced technology	• Embedding the circular economy in new builds • Developing recycled content markets • Better design	• Shared infrastructure, equipment, data and resources • Higher quality recycled organics • Cold-chain transport	• ESG frameworks and standards • Pre-competitive information on re-extraction opportunities
Cross-cutting objectives	• Innovation • Systems thinking and circular economy skills	• Market development and investment • Collaboration and place-based approaches	• Advanced resource recovery and recycling • Behaviour change	

CE National Framework and Targets

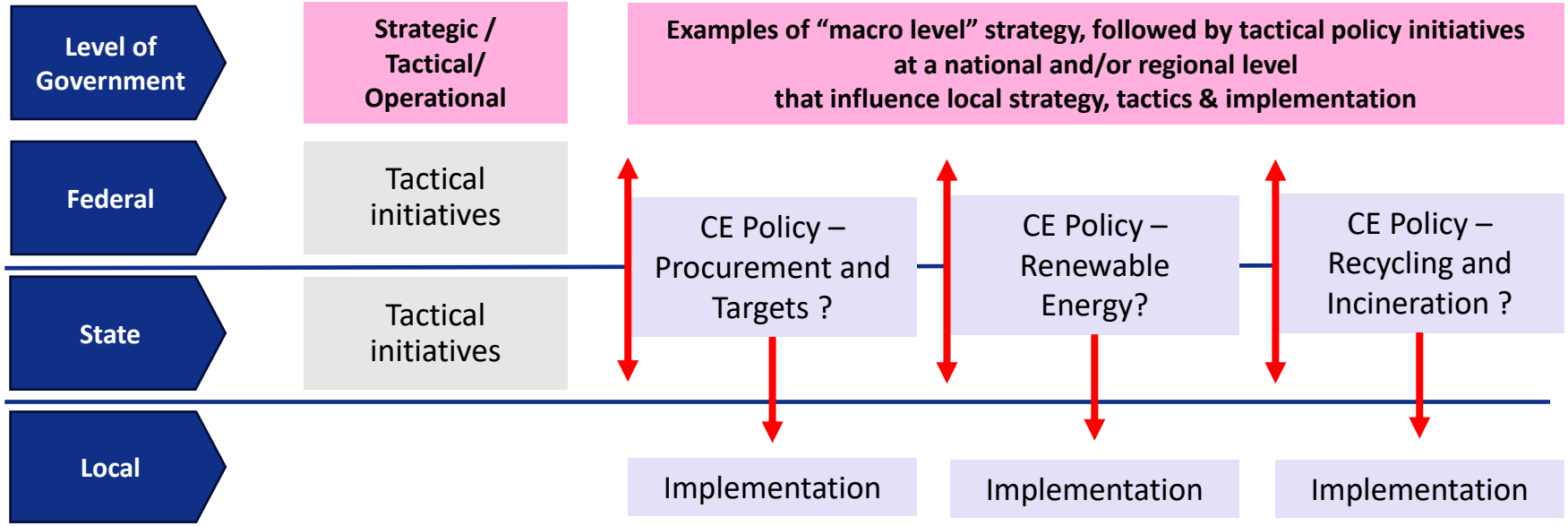
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Federal & State influences on local government





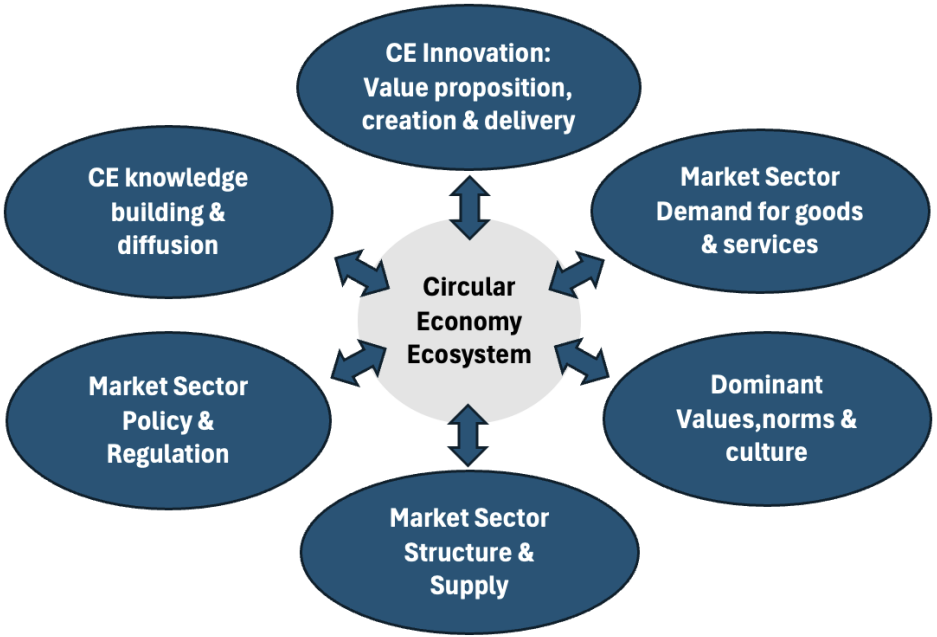

Windermere Hut
Lake Curran
Curran Creek



Concept #2: Circular Economy Ecosystems

An **eco-system** is defined by the alignment structure of the multilateral set of partners [actors] that need to interact in order for a focal value proposition to materialize (Adner, 2017).

A **circular economy ecosystem** exists where the focal value proposition is a **circular economy innovation.**



Adner, R. (2017). Ecosystem as structure: An actionable construct as strategy. *Journal of Management, 43*(1): 39-58.

Concept #3:

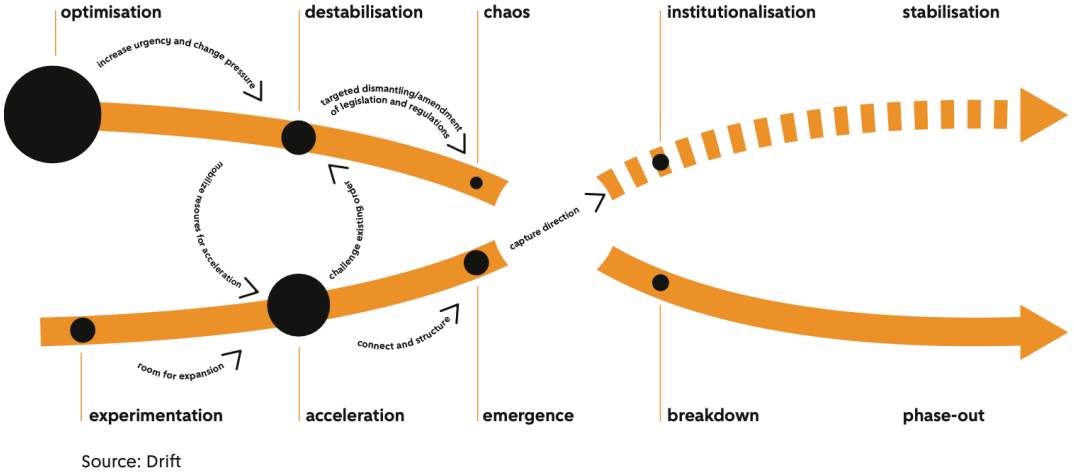
Circular Economy Transition and resistance



Concept #3: Circular Economy Transition

CE adoption occurs when a consumers choose a CE innovation to replace the existing (old regime) item.

A CE Transition is the cumulative impact of CE adoption in an ecosystem, followed by mainstream uptake of the CE innovation.



Source: Drift

Hebinck, A., Diercks, G., von Wirth, T., et al. (2022). An actionable understanding of societal transitions: The X-curve framework. *Sustainability Science* 17: 1009-1021. https://doi.org/10.1007/s11625-021-01084-w

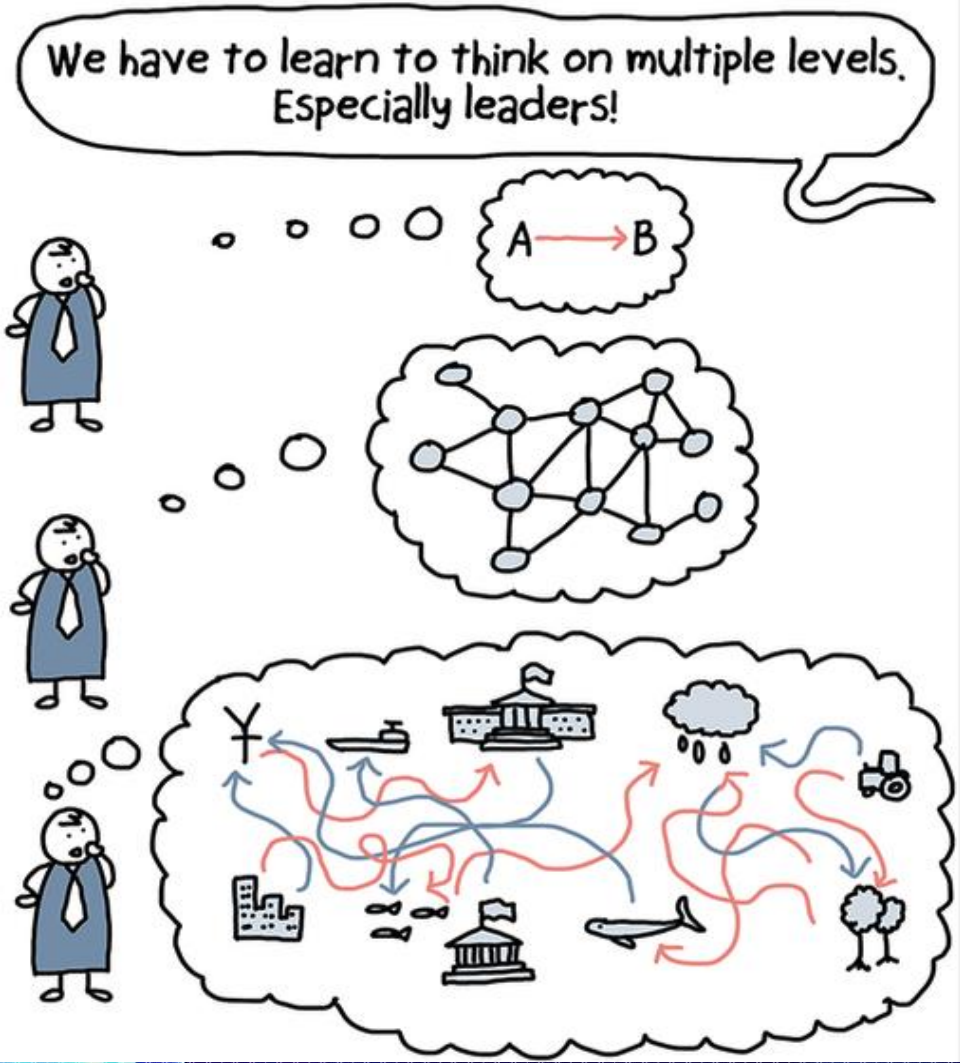
Concept #4:

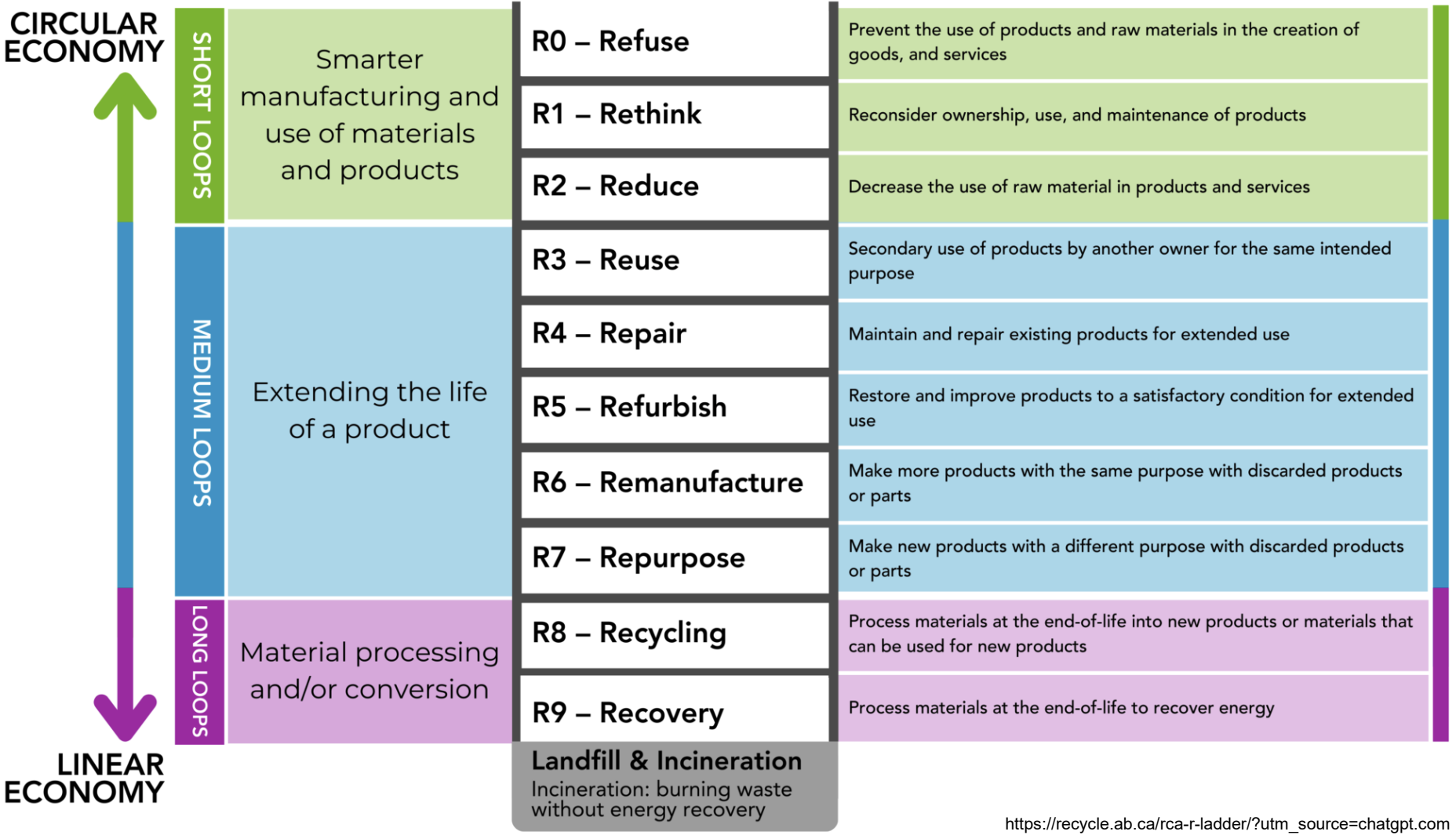
Circles of Concern, Influence & Control



Concept #5:

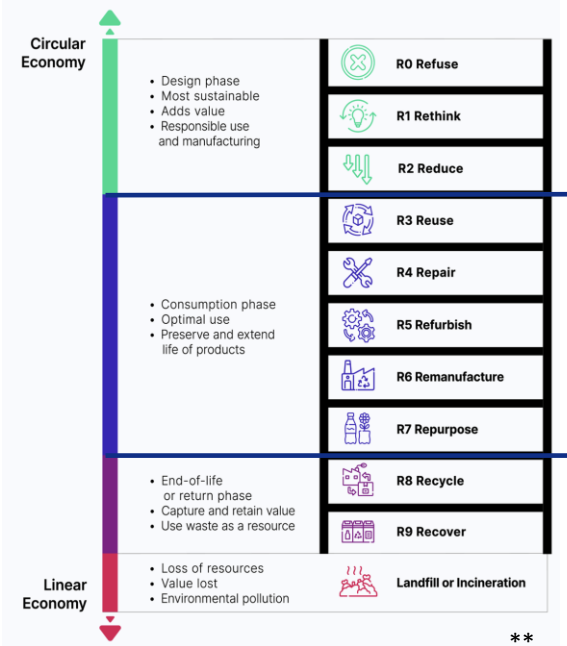
Analytical Tools and the way forward





https://recycle.ab.ca/rca-r-ladder/?utm_source=chatgpt.com

Where are the opportunities at local government?



Opportunities	Operational Options	Examples
Adopt at own operations	Local Government Procurement	Energy, Buildings, Roads, Infrastructure
Influence on SMEs*		
Influence on Consumers	Education, Training & Infrastructure	Repair Cafés, Tool Libraries, Workshops
Influence on SMEs*	CE Programs	NGO's & Consultants
Influence own operations	LG Strategy & Plans	Computers & Cars
Waste stream 'first receiver'	Recycling infrastructure	Beyond only mandated
SME* options development	Hard-waste program	Community 'Garage Sale'
	Reduce Landfill/Inciner'n	Food waste upcycling

* SMEs = small and medium enterprises

** https://www.circularise.com/blogs/r-strategies-for-a-circular-economy

Concept #6:

Precincts & Hubs



Concept #6:

6 Circular Precincts Principles

Economic Drivers
Leveraging place-based circularity to enable economic outcomes



First Nations
Combining Caring for Country with place-based circularity

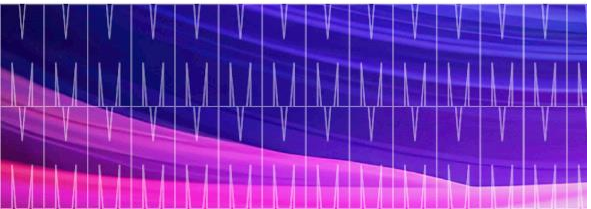
Collaboration
Understanding the context of the place and its people and coordinating value chains

Governance & Network Brokers
Clear governance and strong coordination is required for successful circular precincts

Shared Resources & Infrastructure
Businesses leveraging each other's resources and processes for mutual benefit.

Finance & Investment
Educating the finance sector will be important to secure funding for the circular transition

Circular Australia & Aurecon (2024) Circular Precincts: Activating place-based CE in Australia.



Concept #6:

Precincts developing across Australia

