Circular Economic Development in Victoria

Bass Coast Regional Circular Economy Summit

Chris Francis- Regional Engagement Lead, Gippsland

5 June 2025

Sustainability Victoria



Sustainability Victoria

A transition broker for the circular economy on behalf of the state government

Enable Systems Change



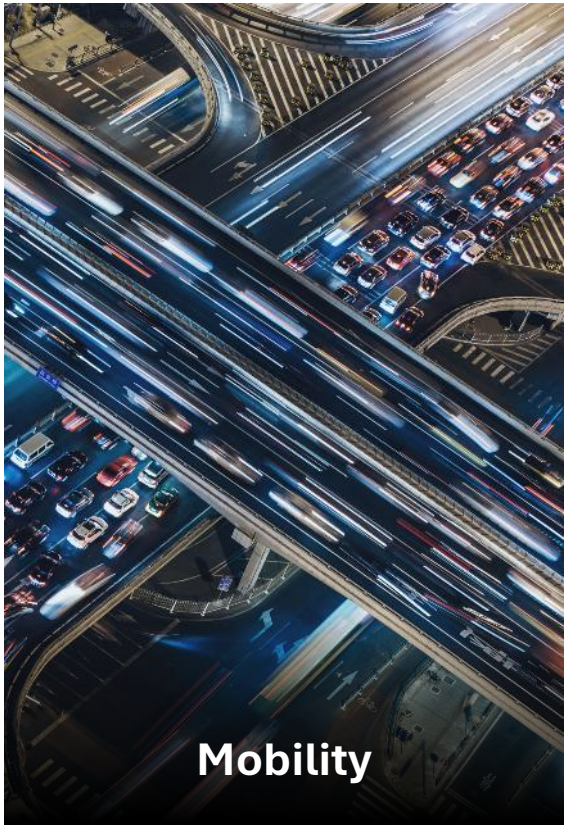
Stop waste before it starts



Influence government policy and action



Economic Development Benefits







Economic Development Impact







Circular Economic Development

Sustainability Victoria

Circular economy principles



Circulate

products and materials
at their highest value



Eliminate

waste and pollution
(including emissions)



Regenerate

natural systems

Circular Economy- Progress



6.9%

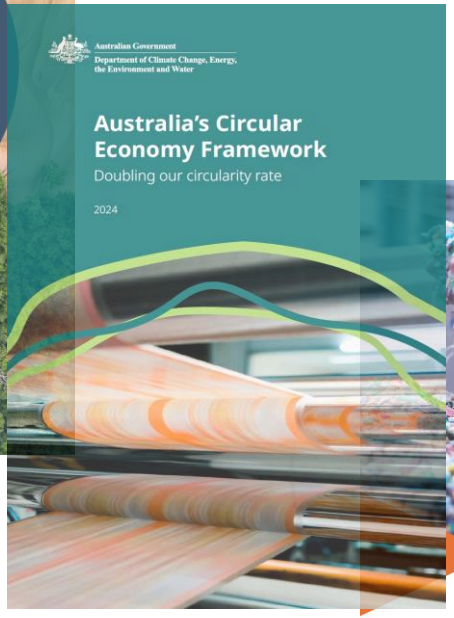


4.6%



7.5%







Global Economic Opportunity

2020 Baseline	$571 Billion Cost
2050 Waste Management "as usual"	$1,013 Billion Cost
2050 Waste Management "under Control"	$427 Billion Cost
2050 Circular Economy	$171 Billion **Gain**

Source: UN's Waste Management Outlook, February 2025

Economic Opportunity for Australia



Economic Opportunity

$210 Billion by 2048



Job Opportunity

150,000 Jobs by 2048



Recycling and Reuse Opportunity

Recycling= 3.3x jobs in landfill

Reuse= 25x jobs!

Sources: KPMG,CSIRO, Charitable Reuse Australia/ EPA NSW

Approaches to Circular Economic Development

More circular



R0 - Refuse	Turning a product redundant by cancelling its function, or by substituting it with a radically different product.
R1 - Rethink	Intensifying product use (e.g. via product sharing or multifunctional products).
R2 - Reduce	More efficient use and/or manufacture of products through the use of fewer natural resources and materials.
R3 - Reuse	Reuse of discarded yet still usable product, for the same purpose, by a different user.
R4 - Repair	Repair and maintenance of broken or malfunctioning product, to enable continuation of its original function.
R5 - Refurbish	Refurbishing and/or modernising an older product, so that the improved version can be used in the product's original function.
R6 - Remanufacture	Using parts of a discarded product in a new product of the same function.
R7 - Repurpose	Using discarded products or their parts in new products with a different function.
R8 - Recycle	Processing of materials to achieve the original high-quality or reduce to low-quality.
R9 - Recover	Incineration of materials, recovering their energy.

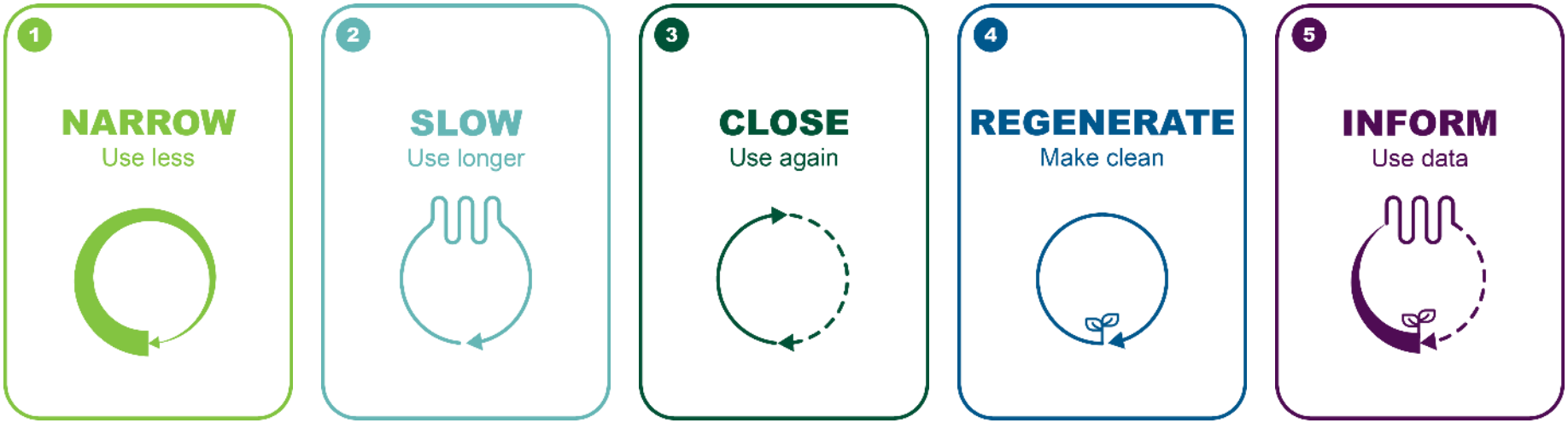
Less circular

Approaches to Circular Economic Development

Sustainability Victoria

Five approaches for a **circular economy**

Adapted from the Circularity Deck, by Dr. Jan Konietzko



Narrow:



Using less material means less impact.

- Reducing production and consumption
- Lightweighting
- Product-as-a-service
- Efficient transportation

Narrow example- Product-as-a-service

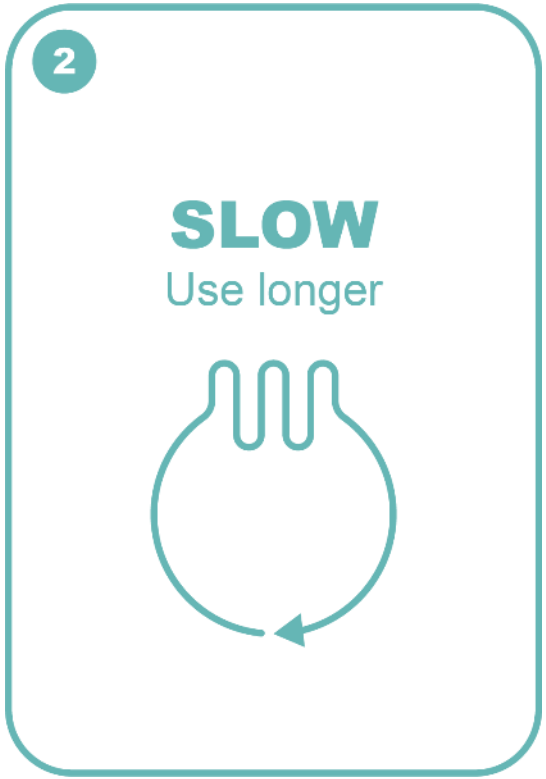


Using less material means less impact.

- **Product-as-a-service**, increasing the intensity of use



Approach 2 - Slow



Slowing our flow of materials, because a product's impact is based on its lifespan.

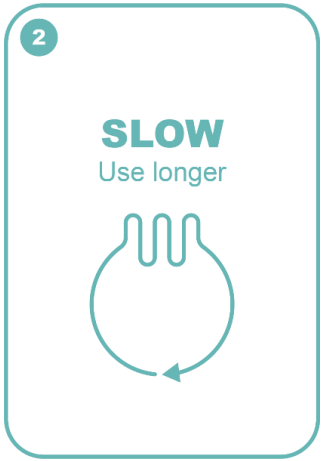
- Durability
- Repair and maintenance
- Design for disassembly
- Reuse

Slow example- Reuse

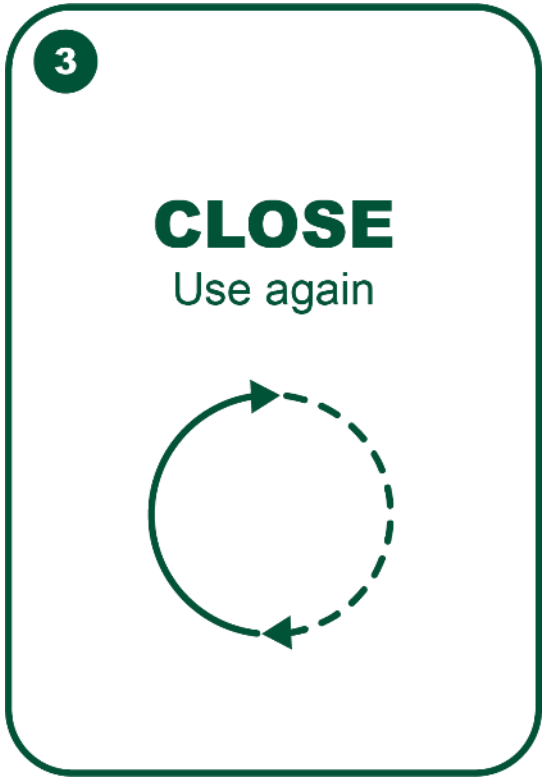


Slowing our flow of materials, because a product's impact is based on its lifespan.

- **Reuse**, keeping materials in use



Approach 3 - Close

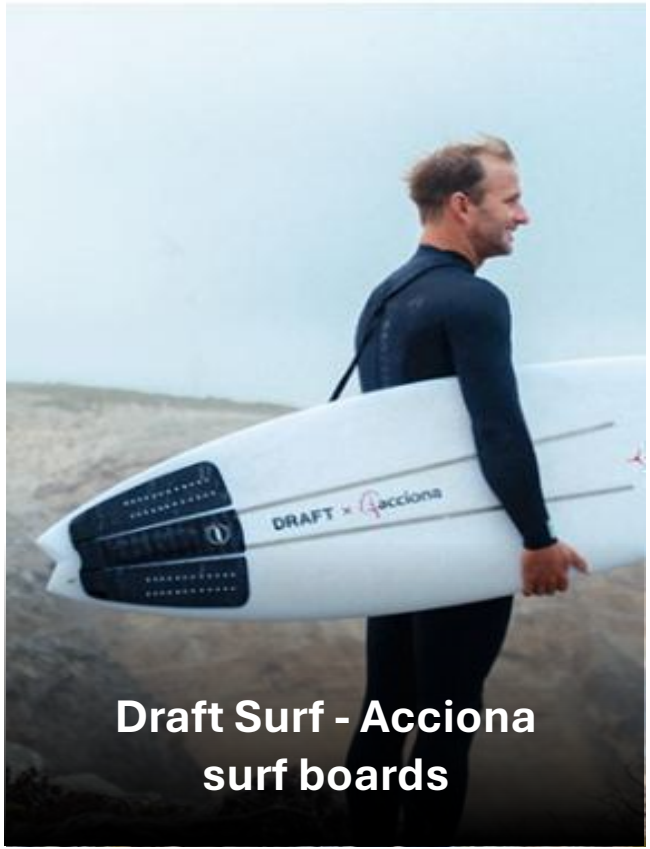


Closing the loop on our materials, turning waste into a new resource.

- Recycling materials
- Recycling other resources

- Repurposing of difficult-to-recycle materials
- Recycled content

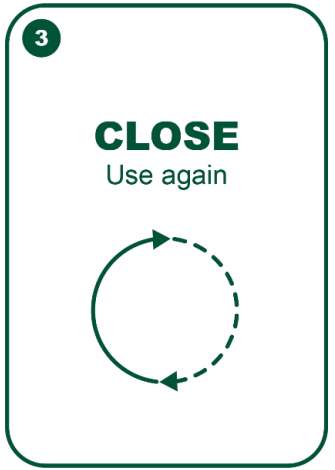
Close example- Repurposing



Draft Surf - Acciona surf boards

Closing the loop on our materials, turning waste into a new resource.

- Repurposing of difficult-to-recycle materials



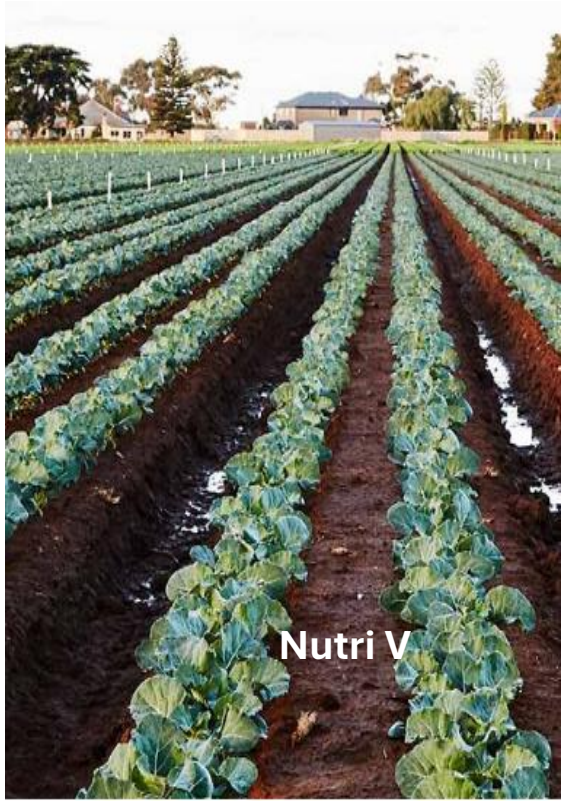
Approach 4 - Regenerate



Using biological materials that can be regenerated, making them perfectly renewable.

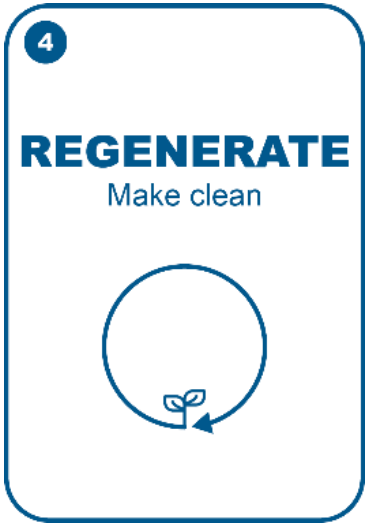
- Organic (materials that grow)
- Keeping materials separate
- Using food “waste”
- Composting

Regenerate example- Using Food “Waste”

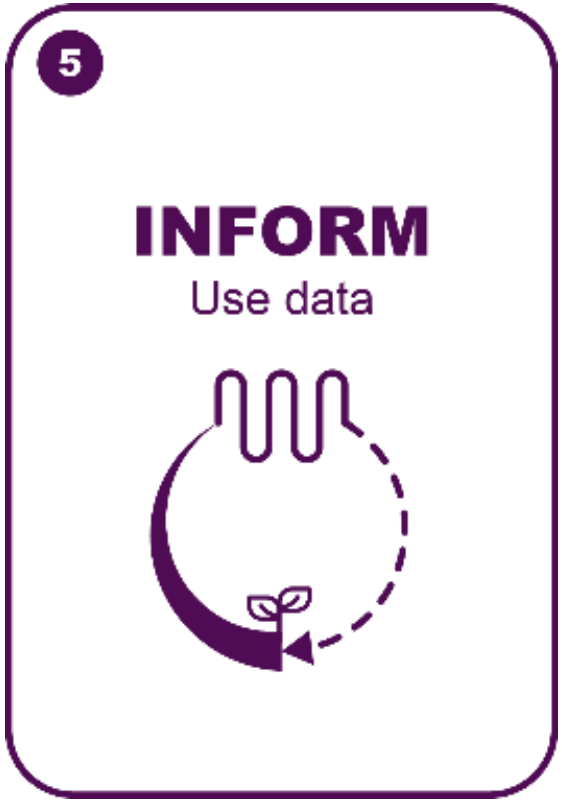


Using biological materials that can be regenerated, making them perfectly renewable.

- Using food “waste”



Approach 5 - Inform



Using data to make solutions more efficient, more durable, or easier to repair.

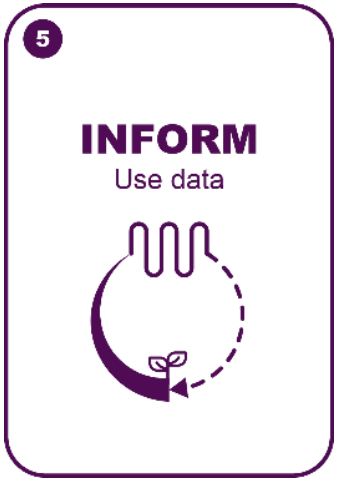
- Supported by data
- Information transparency
- Virtualisation
- Material passports

Inform example- Information Transparency

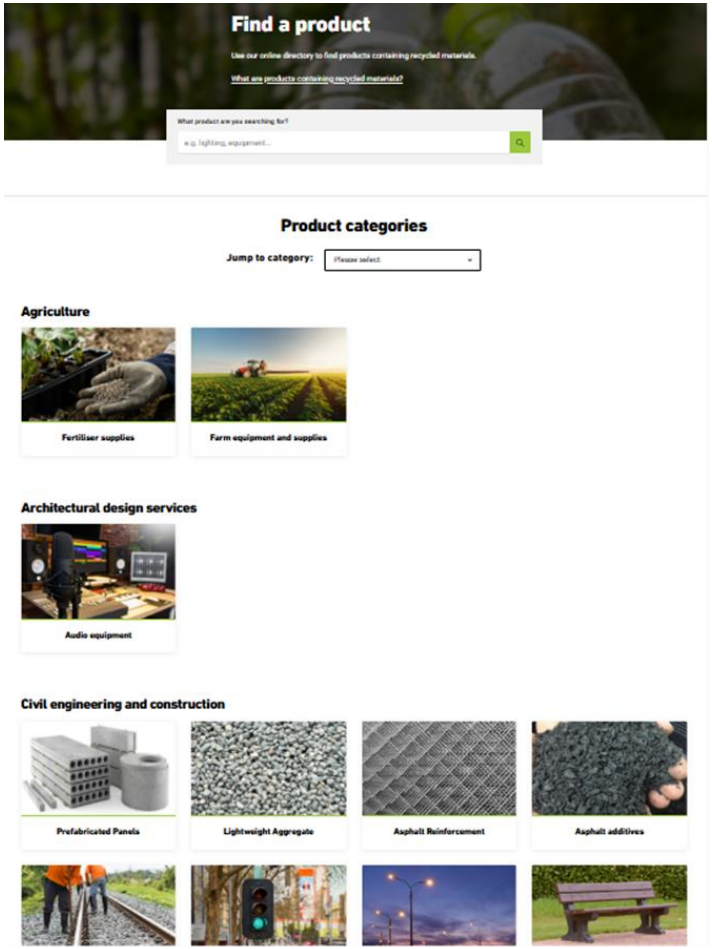


Using data to make solutions more efficient, more durable, or easier to repair.

- Information transparency



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