# Why a circular policy could benefit your city

citizens

economics

#### Beneficial for the citizens

Circular economy is expected to create a lot of new jobs in cities



iobs estimated potential

source: institut de l'économie circulaire www.paris.fr

New product-as-a-service business models spare the user costs



maintenance ' storage repair end-of-life

costs

source: WEF

### Beneficial for the economy



Circular economy is expected to have a positive impact on economical growth, through improved resource productivity and new local business activities



+85M € construction sector

+ 150M € organic residual streams

**AMSTERDAM** source: amsterdamsmartcity.com



# + 7.000M €/year by 2036

benefits from circular approaches applied to built environment, food LONDON textiles, electricals and plastics

source: lwarb.gov.uk

## Reduce the need for recources



Less waste produced in cities



recycled

MARIBOR source: Wcycle Institute Maribor



material need

environmenx

Less materials need with ambitious CE strategies



**BRUSSELS** source: Journal of Cleaner Production 218 (2019) 511-520

### Beneficial for the environment



Achieve your climate goals



tonnes CO<sub>2</sub> per year via green procurement

**BERLIN** source: www.c40.org



**BRUSSELS** source: Journal of Cleaner Production 218 (2019) 511-520



City governon