

# Circular economy and education about standardization



REGULATORY COOPERATION  
AND STANDARDIZATION POLICIES



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# Circular economy is maximizing use of resources



- Circular economy = maximizing use of resources through:
  - REUSING
  - REPAIRING
  - REFURBISHING
  - REMANUFACTURING
  - REPURPOSING
  - RECYCLING

*(all of the above on the basis of renewable energy)*

- Issue for consideration: to separate technical issues from politics

# Less waste through recycling



- Recycling and/or:
  - Responsible (reduced ?) consumption (computers, cells, cars, etc.)
  - Goods of high quality (= long life = less waste)
  - Reduced agricultural/food waste (production/household, etc.)
  - Less consumption (= less production = less jobs = bad for politicians)
- Issues for consideration: not only sustainable production/consumption but **RESPONSIBLE** and **SUSTAINABLE**

# Sustainability, life and quality of products



- Longer life products = less waste (product life cycle/span)
  - Should governments control quality of goods/leave it to the market ?
  - Disposable goods or controlled life cycle – change mindset
  - Recycling/exports of waste (electronic) to developing countries
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- Issues for consideration: regulations on disposable and durable goods (WP6 policy advice ?) , "mandatory quality", market surveillance ?

# The price consumers are ready to pay



- Practicalities of renewable energy
  - Ex. wind farms potentially kill birds and bats
- Clean energy = “good” or “bad” electricity
  - Wind, Hydro, Nuclear, Coal ... good or bad?
- “Green washing“ certification; verification and traceability
- Strong political pressure on economic decisions, falsifying the market through subsidies, etc.
  
- Issues for consideration: culture of least painful solutions, traceability

# Education on circular economy

## Example of programmes



- Cambridge Judge Business School
  - “Circular economy and sustainability strategies”
  - 6 weeks online ( 4-6 hours per week) Fee : USD 2000
- EDX for business
  - E-learning platform (online courses; primarily free)
  - Circular economy (introduction) and ... fashion, engineering, recycling, bio-economy – total 22 courses
  - Example: Circular economy: an interdisciplinary approach / 6 weeks (16-24 hours per week) / online
- Discussions at START-Ed Initiative webex seminar (on 23<sup>rd</sup> Nov. 2021)
- CONCLUSIONS: WP6 and its project teams may help with their relevant practical experiences

# START Ed experience on the subject



- Standards, conformity assessment and market access are key topics in a transition to circular economy
  - Standards to help everyone speak the same language (avoid waste, duplications, etc.)
  - Conformity assessment to ensure that products are compliant with national/regional requirements
  - Market access to control what arrives into the market...
- Education as a key for a successful transition to circular economy
  - Ensuring that people/companies know what are the requirements
  - To avoid that uncompliant merchandise is created and delivered (because non-compliant = waste of resource)

Bringing WP6 experiences/initiating a dialogue with stakeholders

# Thank you!

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