

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 23rd 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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