Circular economy and education about standardization
Circular economy is 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
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

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**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Programme Description</th>
<th>Duration</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Cambridge Judge Business School</td>
<td>“Circular economy and sustainability strategies” 6 weeks online (4-6 hours per week) Fee: USD 2000</td>
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<tr>
<td>EDX for business</td>
<td>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</td>
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<td>Discussions at START-Ed Initiative webex seminar (on 23rd Nov. 2021)</td>
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<td></td>
<td>CONCLUSIONS: WP6 and its project teams may help with their relevant practical experiences</td>
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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!

Dr. Serguei Kouzmine
Acting Chairman, START Ad-hoc Team

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