

# Circular Ethiopia: Building a Circular Economy through Social Business

*2. Webinar*

*Circular economy opportunities in Ethiopia*

*10 February 2021*



**YUNUS  
ENVIRONMENT  
HUB**





# Agenda: 3 - 4:30pm

1. Welcome
2. Introduction to Circular Economy
3. Expert insights: Nick Jeffries, Ellen MacArthur Foundation, UK
4. Expert insights: Tewelde Mulu, Technology and Innovation Institute Ethiopia
5. Panel discussion

<https://yunusenvironmenthub.com/circular-ethiopia/>



# The Yunus Environment Hub

## Our Mission:

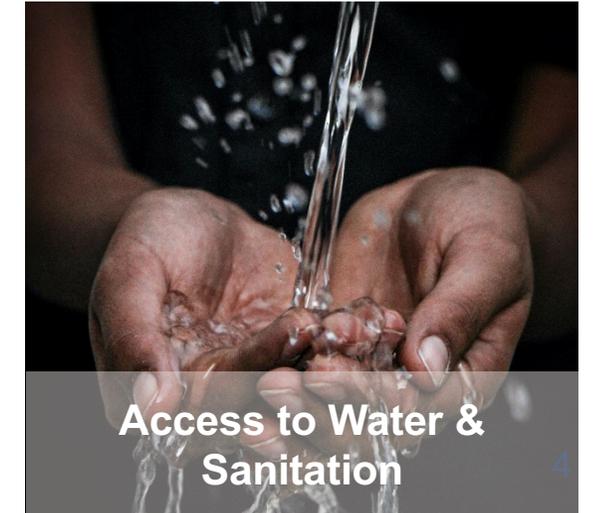
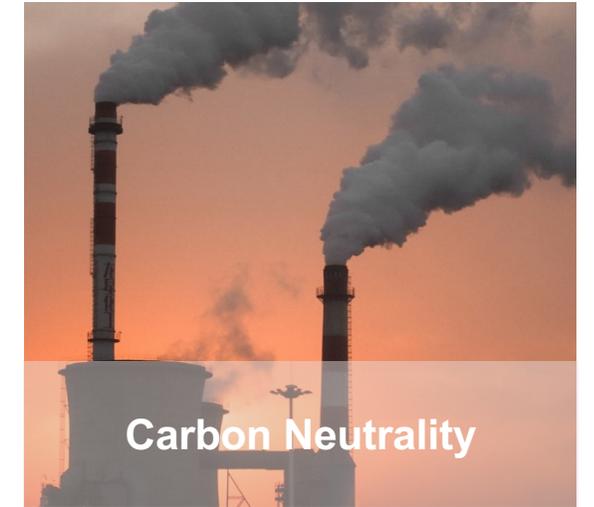
To design and implement Social Business-based solutions to environmental and social challenges that create opportunities along the value chain.

## Our Vision:

To create a “World of Three Zeros”:  
Zero Poverty, Zero Unemployment, and Zero Net Carbon Emissions

# What We Do

Building on over 40 years of Grameen's experience in developing and implementing social business solutions, Yunus Environment Hub focuses on all aspects related to environmental issues



# CIRCULAR ECONOMY

RE DUCE  
USE  
CYCLE



# WASTE MANAGEMENT & PLASTIC RECYCLING



# Empowering Social Business Entrepreneurs in a Circular Economy in Ethiopia



1 Feb  
2021

## I. Open Access Webinars for future and current social business entrepreneurs

1. How to create a **sustainable social business** – Introductory lecture and expert insights

2. **Circular economy and entrepreneurial opportunities** – Applied frameworks and industry experts

3. **Idea and problem framing**  
- Introduction to tools and frameworks

Selection process via applications

## II. Mentoring Program for early-stage social businesses in the Circular Economy

Each participant is guided to **create solutions** to overcome their **specific challenges**

**Four individual sessions** with expert mentors from the local entrepreneur scene

The goal is to **create a Roadmap**, (Investor/partner) **Pitch Deck** or **Business Model Canvas**.

8 Apr  
2021

## III. Virtual Demo Day

open-access, online event featuring the pitches of the participating teams as well as inspiring panel talks

## Access to Yunus Network

International network of experts, access to funding partners

## Media reach

Press release/news article on social business solutions and free resources

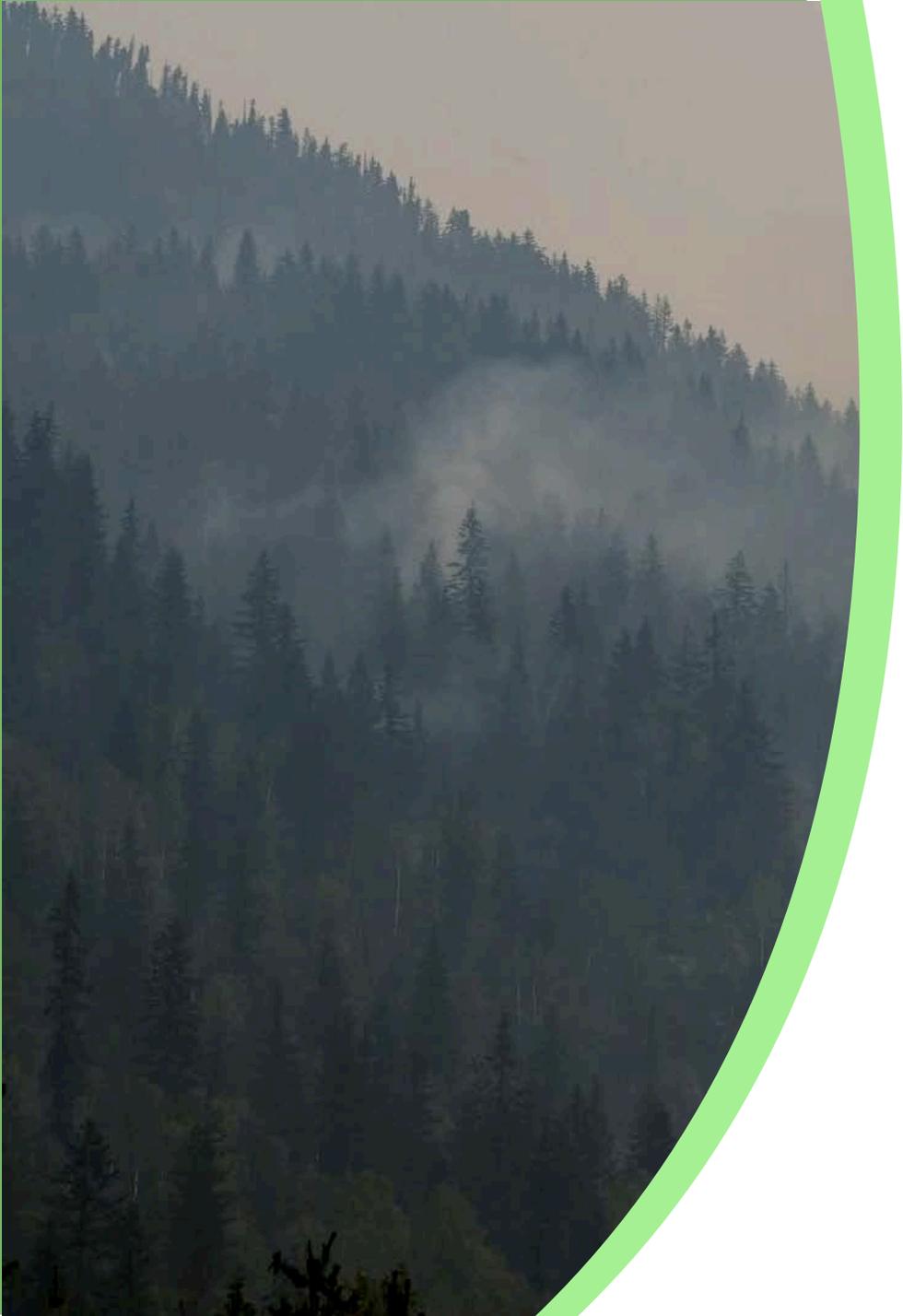
15 Apr  
2021

# Webinar 2: *Circular economy opportunities in Ethiopia*

Wednesday 10 February 2021



**YUNUS  
ENVIRONMENT  
HUB**



# Why?



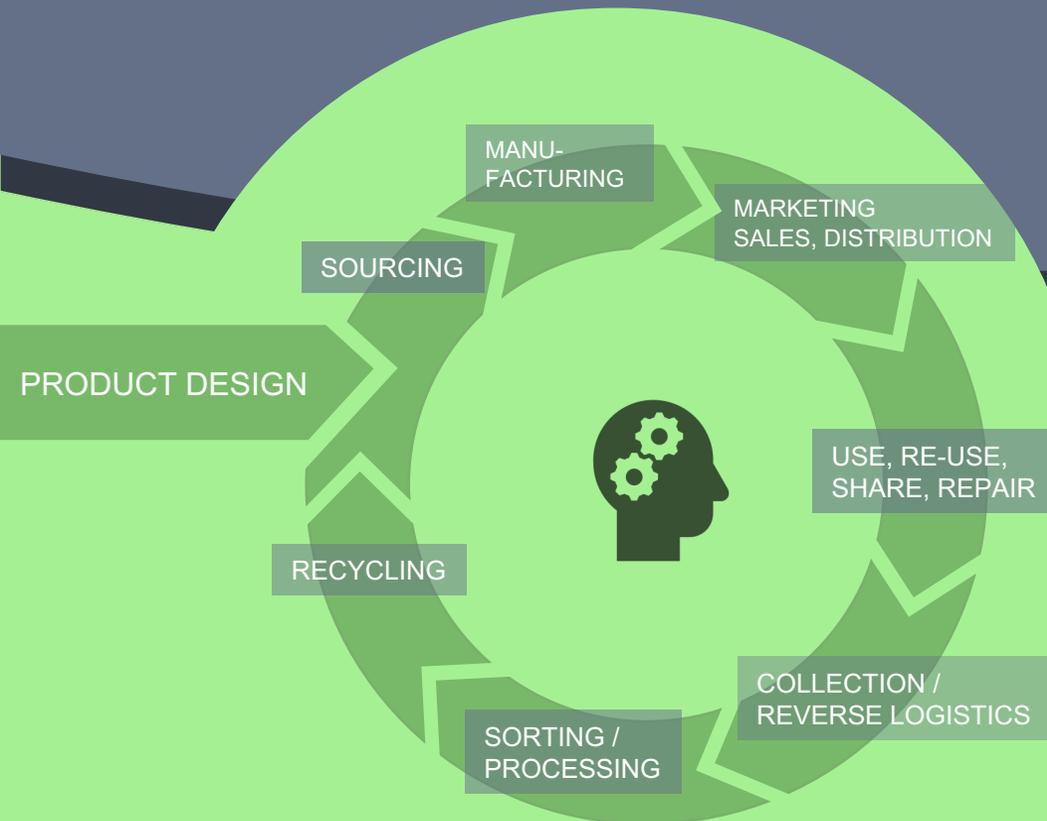
**A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.**



# LINEAR VS. CIRCULAR

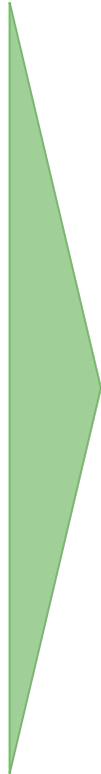
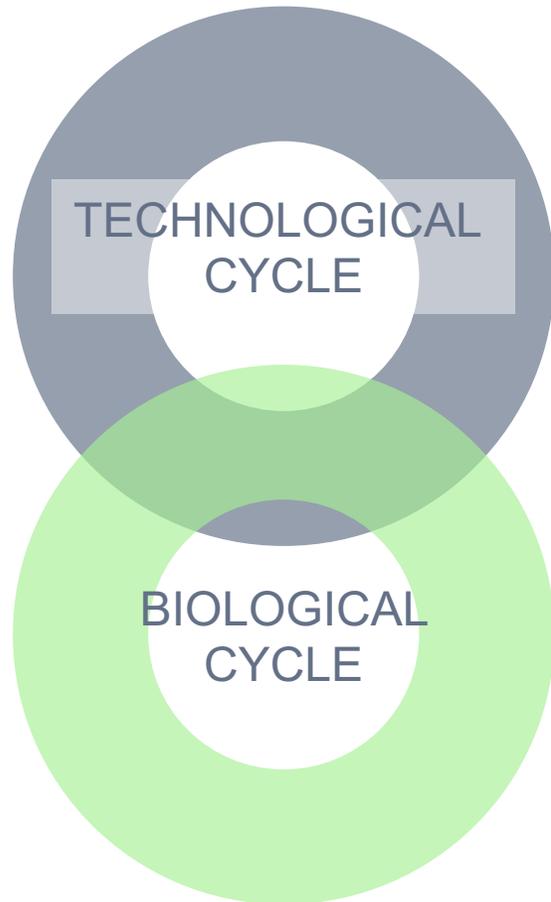


- Our current economic system
- Since the Industrial Revolution
- Linear material and Energy Flows
- Resulting in resource scarcity and pollution



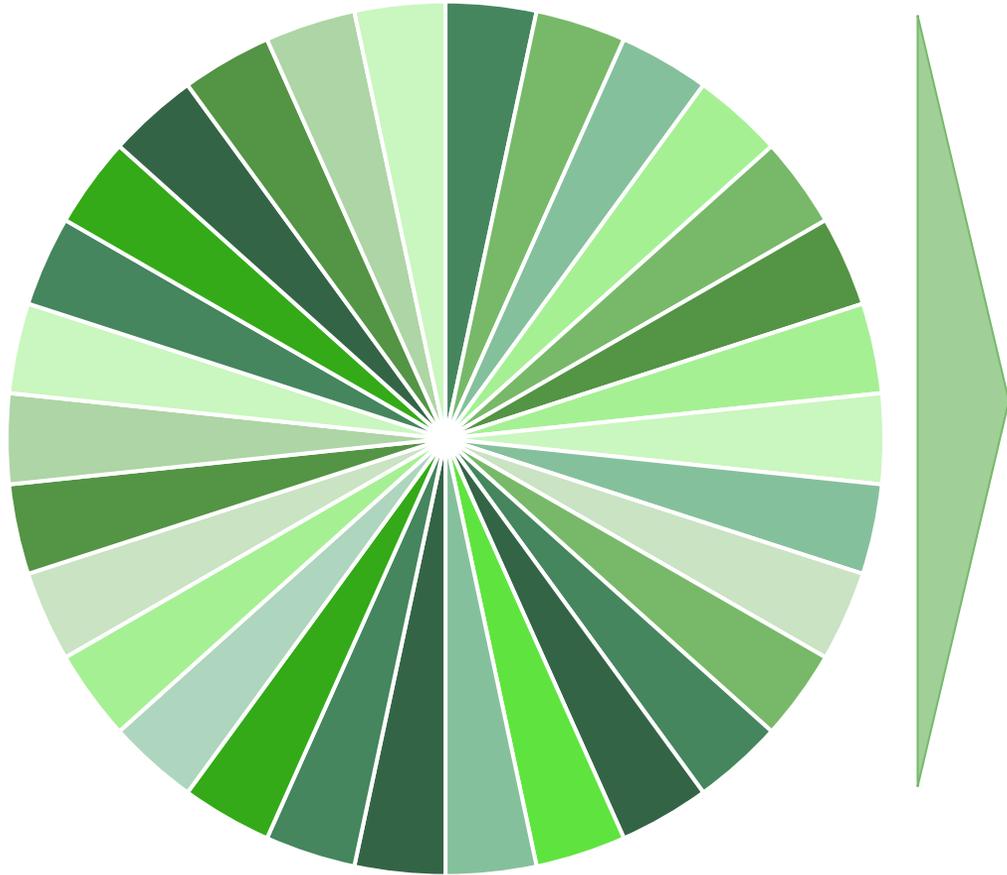
- Restorative and regenerative by design
- Emphasis on system thinking
- Follows principles of nature
- Resulting in resource efficiency, minimized impact

# The 4 Characteristics of a Circular Economy



**1 Waste = Food**

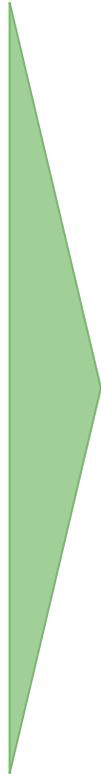
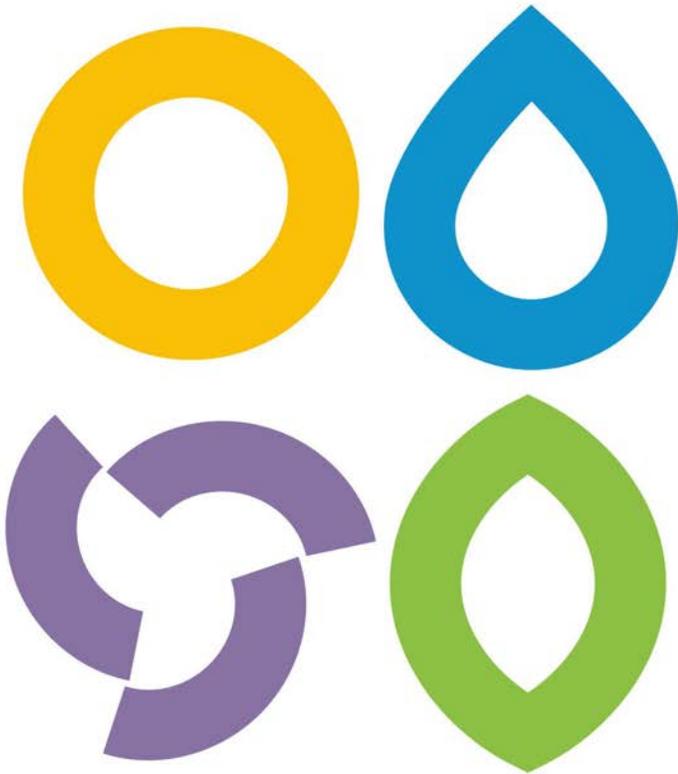
# The 4 Characteristics of a Circular Economy



**1 Waste = Food**

**2 Build Resilience through diversity**

# The 4 Characteristics of a Circular Economy

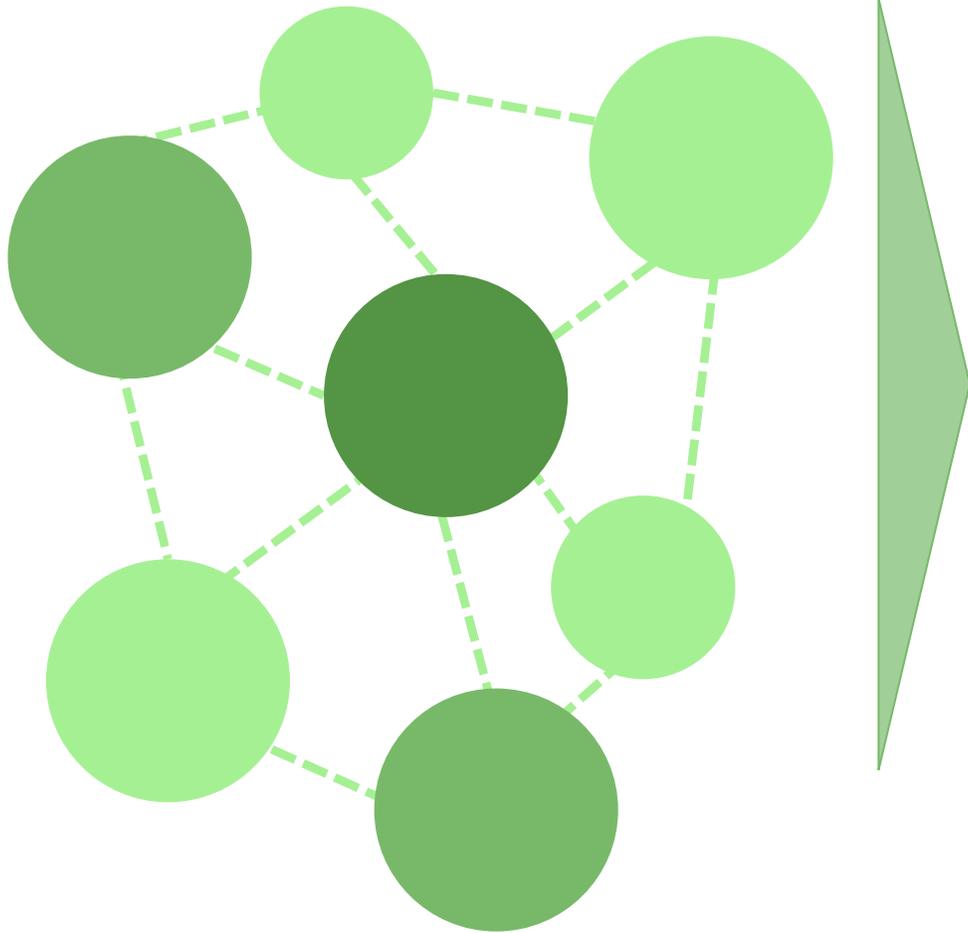


**1 Waste = Food**

**2 Build Resilience through diversity**

**3 Energy from renewable resources**

# The 4 Characteristics of a Circular Economy



**1 Waste = Food**

**2 Build Resilience through diversity**

**3 Energy from renewable resources**

**4 Think in systems**

# Case: Grameen Shakti

## Solar Home Panels + BioFuel + Cooking Station

### Solar Home Panels

Started in 1996, now installed 1.8M home energy systems, 33% of all households in Bangladesh

### BioFuel: Bio-Gas plants at home

Started in 2005, now installed 35k Bio Gas systems, 40% share in Bangladesh

### Improved Cooking Station

Started in 2006, now installed 1M Cooking stations, 35% share in Bangladesh



# Takeaways

1. The current linear economic model is **not sustainable**
2. Social Business has the power to put the Circular Mindset into practice.
3. Circular Economy proposes **restorative** and **regenerative** solutions with less negative impact
4. New (business) **opportunities** arise from circular innovations.
5. Build on the **4 characteristics** to develop solutions or ideas.



## Our Guests



Nick Jeffries, Ellen MacArthur Foundation



Tewolde Mulu, Technology and Innovation Institute

# Tewolde Mulu

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Innovation Institute, Ethiopia

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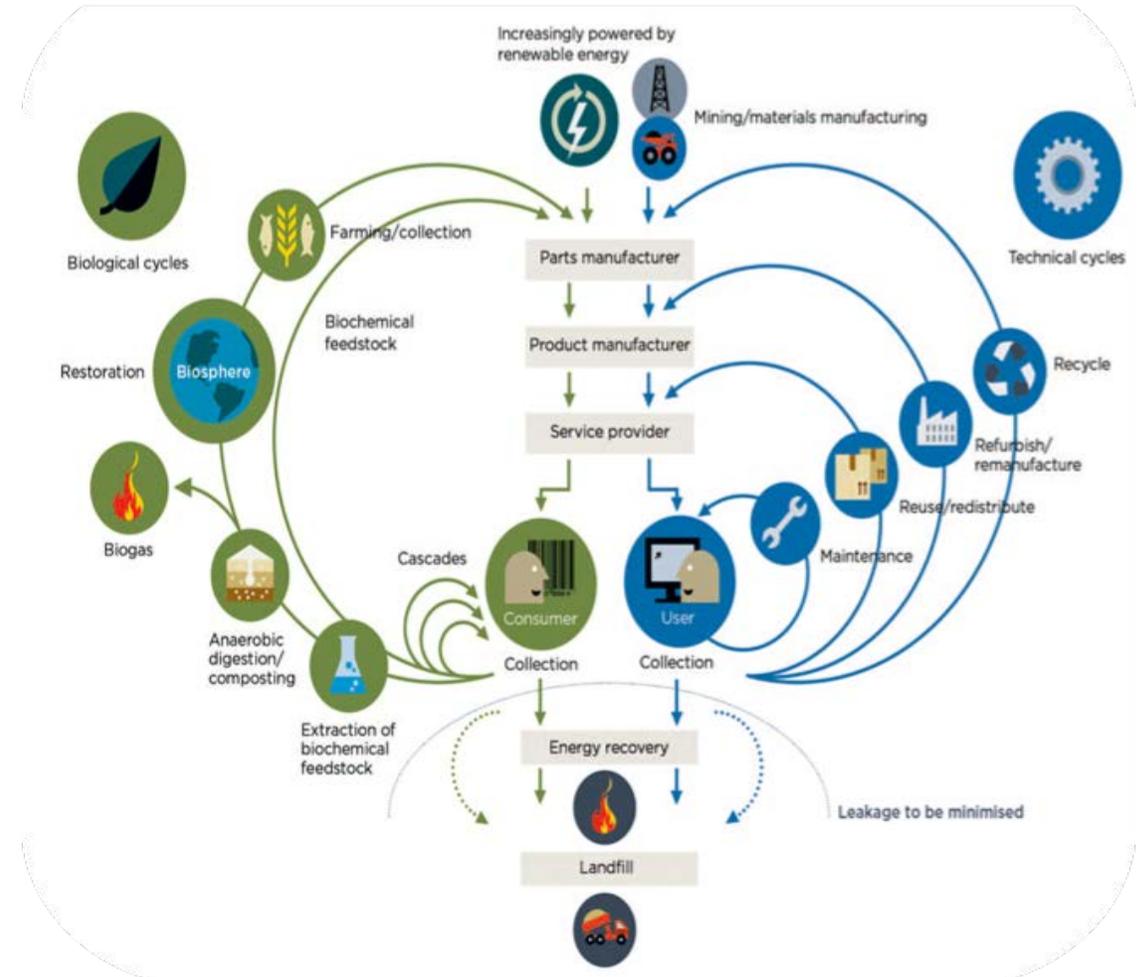
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# Definitions of a Circular Economy

1. Resource oriented and focus on the need for closed loops of material flows and reduced consumption of virgin resources
2. Those that go beyond the management of material resources to incorporate additional dimensions, such as changing models of consumption.



“An industrial economy that is restorative by design; minimises, tracks, and eliminates the use of toxic chemicals; eradicates waste; and aims to rely on renewable energy.”

*McDonough and Braungart (Cradle to Cradle, Re-making the way we make things): biological nutrients, designed to re-enter the biosphere safely and build natural capital; and technical nutrients, designed to circulate at high quality without entering the biosphere.*

# Commitment of Ethiopian Government for CE

Ethiopian former president Dr. Mulatu Teshome expressed the commitment partnership for P4G in,2018 of partnership in 5 areas: Food and agriculture, Green energy, Water and Cities and Circular economy : Ethiopia is very vulnerable for climate change



# Ethiopia green economy strategy is based on 4 pillars

1

Improving crop and livestock production practices for higher food security and farmer income while reducing emissions

2

Protecting and re-establishing forests for their economic and ecosystem services, including as carbon stocks

3

Expanding electricity generation from renewable sources of energy for domestic and regional markets

4

Leapfrogging to modern and energy-efficient technologies in transport, industrial sectors, and buildings

## Key Strategies

- Attracting productive investment
- Development and expansion of industrial parks : -Ethiopia apply a new model of industrial hubs and industrial eco system
- Linking with domestic firms
- Carbon neutral industrialization
- Investment infrastructure: eg. renewable energy, human capital



# Challenges

a 'linear economy' where we 'Take, Make, Waste' make future resource to be finite.

-160 million people lives in extreme poverty

The contraction of economy in Africa -3.35 in 2020,  
40 million people pushed under extreme poverty, this  
condition to ongoing un initiative another business  
dimension which is circular economy

-Ecological limit of the planet



# Environmental Culture



# Challenges – cont'd

- Financial barrier
- Lack of government support and effective legislation
- Lack of information.
- Administrative burden
- Lack of technical skills
- Lack of support from the supply and demand network.
- Lack of information
- The concept is new and unfamiliar
- The government policies not included ( fragmented )



# Opportunities

wastes consider as resource.

circular economy has the potential to bring an average net employment gain.

Government and industries are revolving around circular economy

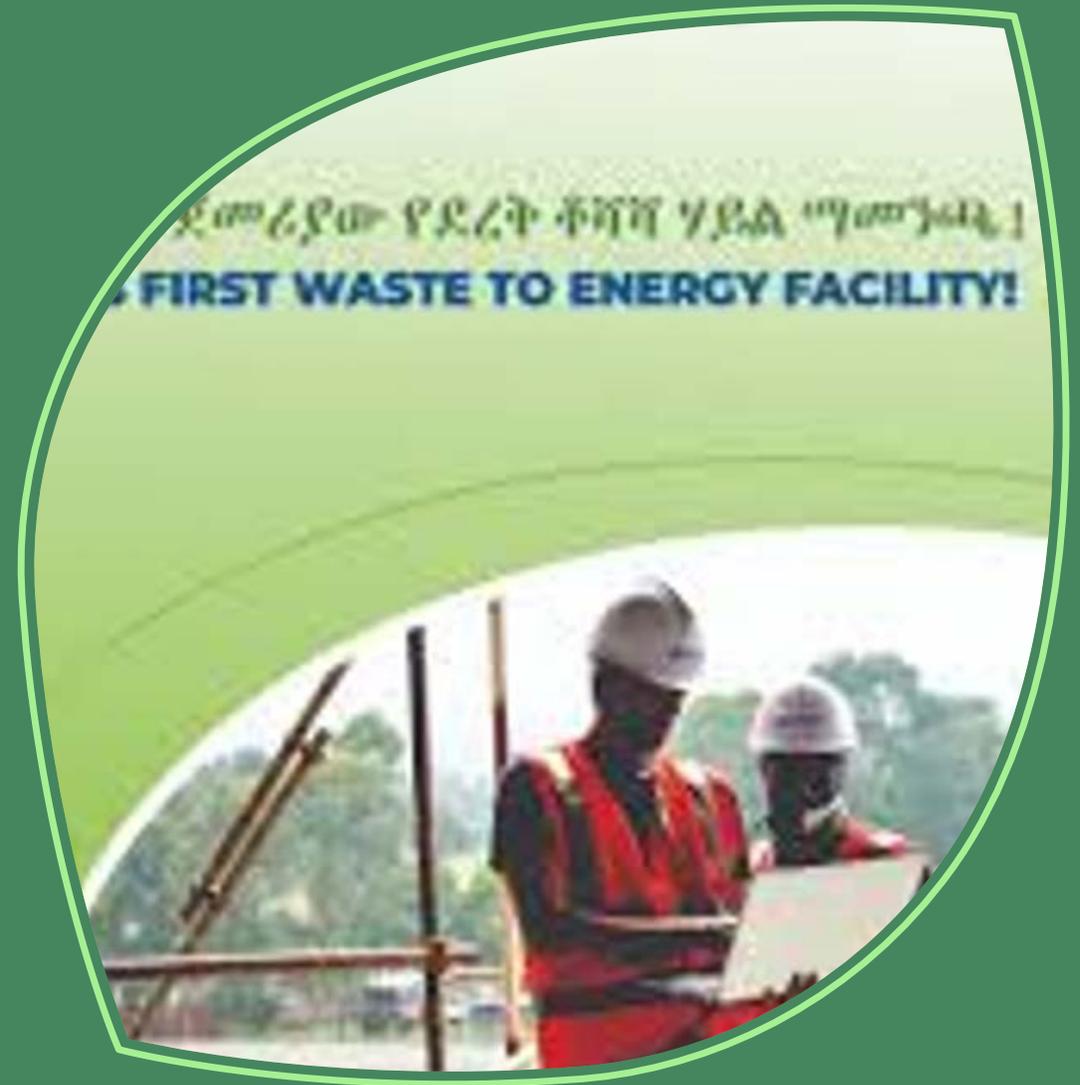


Moving to a circular economy is essential for delivering Sustainable Development Goal (SDG) 12 on responsible consumption and production. It can also deliver benefits across the other 11 SDGs such as SDG9 on industrial development, and SDG13 on climate action amongst others.

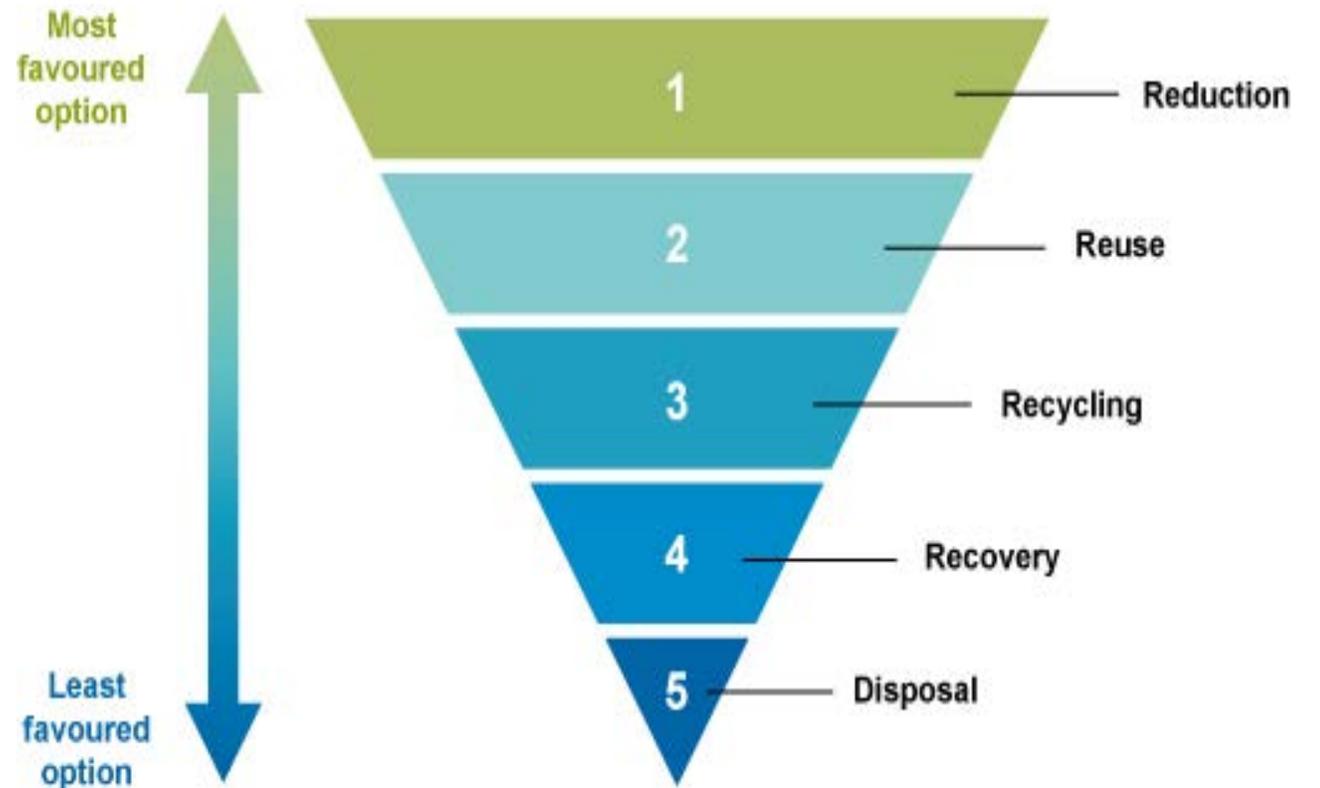


The country transformed the Koshe dump site, the only landfill in Addis Ababa, into a new waste-to-energy plant, the first such project on the continent.

The plant incinerates up to 1,400 tonnes of waste every day—roughly 80 per cent of the city’s rubbish—supplying the capital with 25 per cent of its household electricity needs



Reducing raw material inputs helps reduce the cost of goods sold.  
Creating a circular economy, broadly defined as transforming waste products into revenue streams, helps increase revenue using by-products previously discarded.





- Collaboration

- Demand

- Bio-degradable package

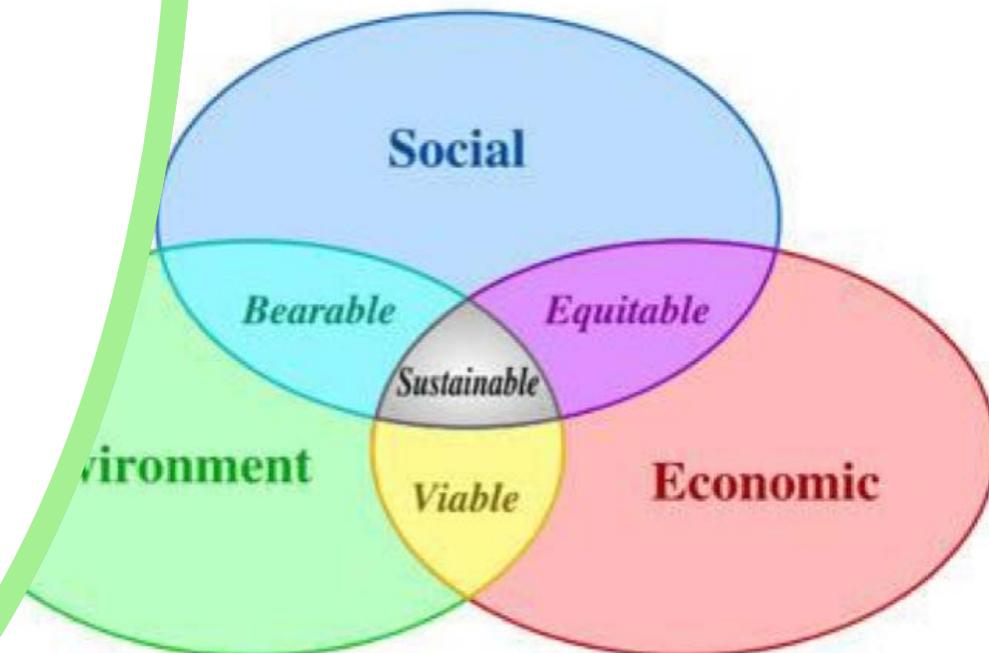
- e-waste collection

- waste becomes a resource; disruptive innovation; obligation to nature business model is to set up a green value chain that starts with the producers of the raw materials.

- Farming practice is now organic and they look to work with organizations such to obtain compost to replace urea, an industrially produced fertilizer. Entrepreneurs could sell this composite as a business

## 4 Key Principles

1. Product maintenance and repair: performing preventive maintenance and repair on products to enable longer periods of product use
2. Product reuse: Redistributing products for the same purpose and use
3. Product refurbishment and remanufacture: Replacing components or dismantling products to make 'as new' products
4. Product recycling: Dismantling products to recover their materials and reuse them



# 4.0 Industry

- Inclusive
  - Carbon neutral environment
  - Smart technology
  - Shared prosperity
  - Digital circularity
- circular economy, is increase capacity in remanufacturing, processing and repair sectors creates job opportunities for unskilled and semi-skilled workers.



# The Future Direction of Circular Economy as a New Business Model

Circular business models strive to maximize the preservation of the economic and environmental value that is embedded in products when they are originally produced.

- Velte and Steinhilper 2016

Transforming our world in sustainable way.

A circular economy seeks to increase the proportion of renewable or recyclable resources and reduce the consumption of raw materials and energy in the economy, while, at the same time, protecting the environment through cutting emissions and minimizing material losses.

# The Future Direction of Circular Economy as a New Business Model

We must assume as the owners of the things not consumer of the things in the earth.

Work not only for short term benefits, instead make things for giving highest value

We must build strong and unavoidable relationship to our natural world

Support different association to change waste to money

Support and give especial attention for different innovators which they make new job in regards to circular economy

**THANK YOU VERY  
MUCH!**



## Our Guests



Nick Jeffries, Ellen MacArthur Foundation



Tewolde Mulu, Technology and Innovation Institute



# Circular Ethiopia: Building a Circular Economy through Social Business in Ethiopia

*Modular Training Program for early and future entrepreneurs, change makers and students*

More info  
[www.yunusenvironmenthub.com/circular-ethiopia](http://www.yunusenvironmenthub.com/circular-ethiopia)

## Free webinar series with global and local experts

- 1. Webinar 5 Feb - 3pm, EAT  
How to create a sustainable  
social business*
- 2. Webinar 10 Feb - 3pm, EAT  
Circular economy and entre-  
preneurial opportunities –*
- 3. Webinar 17 Feb - 3pm, EAT  
Idea and problem framing*

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