

# WCEF Accelerator Session

## 17 April 2024

Empowering a Just Transition to a global Circular Economy

**Panelists:**

- Christina Jäger, Co-founder and Managing Director, Yunus Environment Hub
- Leonard Mwasi, Project Manager, Yunus Environment Hub
- Phong Giang, Advisor ASEAN Regional Project AMUSE / 3RproMar at GIZ
- Madhvi Dalal, Founder and CEO, PadMad
- Aron Handreke, Founder and CEO ContainerGrid
- Dr Mario Pansera, coordinator H2020 project - JUST2CE

**Moderator:**

- Julie Chrysler, Lead, Circular Economy and Social Impact, Yunus Environment Hub





**CirculaRise**

By Yunus Environment Hub

# **CirculaRise Course**

*Expert training in Just Transition  
for a Circular Economy*



# The World's biggest Problems



# CirculaRise Course built from experience

**52%**

of social businesses  
accelerated are  
women-owned

**233**

green jobs created by  
social businesses

**72%**

improved their resilience  
and sustainable  
business practices

**36%**

developed new  
circular products

**64%**


formed new  
partnerships

**\$262,488**

in funding raised

**76%**

increased market  
access

A pair of hands is shown holding a small, circular terrarium. The terrarium contains a lush green mossy base with several small, vibrant flowers in shades of yellow, orange, and purple. The background is a soft-focus green, suggesting a natural outdoor setting. The text is overlaid on the right side of the image.

# CircularRise Course:

*Expert training in Just Transition  
for a Circular Economy*

Learn how to build and implement Circular Economy strategies that ensure a Just Transition.

CircularRise is a practical course providing an implementation framework practiced with an applied business case.

For sustainability professionals, innovators, management & business consultants and people driving change in their organisations.



# Learning Objectives



**Understand** the core principles of a Just Transition for a Circular Economy



**Connect** circular innovations to social impact – in theory and practice



**Apply** frameworks to circularise linear business models



**Measure** and communicate impact through data driven techniques

# Key Phases

## Participant milestones and deliverables

1

### A Just Transition for a Circular Economy

Clear understanding of CE/JT and SDGs, select case study

- Introduction to CE & its application to business
- Deep Dive: Regenerative business
- JT Principles applied to business case

2

### Ecosystem mapping and diagnostics

Problem Identification, Status Analysis, define area of focus

- Circular PESTEL
- Circular SWOT
- Deep Dive: Apply LCA thinking to case study
- Problem statement
- Ecosystem mapping

3

### Innovations for Circular and Social Impact

Develop circular solutions with JT approach using different innovation frameworks

- Circular Design Canvas
- Systems mapping
- Impact logic
- Circular Solutions sketches for business case

4

### Develop an Inclusive, Circular Business Strategy

Detailed elaboration of prioritized solutions. Develop a clear implementation plan and monitoring tools

- Circular business canvas
- Implementation roadmap template, including milestones and KPIs

5

### Impact measurement for Circular and Social Dimensions

Measure and communicate impact applied to business case

- Ex. Impact statement
- IOOI template: Impact logic and metrics
- Chose reporting scheme
- Develop a simple reporting tool for data collection

# Course Format

- 5 weeks of blended online training
- 2 live sessions of 1.5h per week
- Curated readings and references
- Practical templates & guides





# Participant Benefits

- ✓ Become an expert in inclusive circular strategies
- ✓ Support your organisation in identifying and developing circular solutions for social good
- ✓ Link Circular Economy to SDGs and ESG frameworks in theory and practice
- ✓ Ensure a Just Transition within your business operations and along your value chain
- ✓ Learn practicable tools for circular business transformation and impact measurement
- ✓ Access to circular economy strategy framework and tools applicable to any business context
- ✓ Work with applied business cases and get feedback from your peers and trainers
- ✓ Join the global YEH community
- ✓ Enjoy curated reading materials and valuable references
- ✓ Earn a certificate upon successful completion of the course

# Our trainers and experts bring hands-on experience working with businesses on their transition



**Luise Wunner**

**Circular  
Economy Expert  
and Lead Trainer**



**Ambrose Mbuvi**

**Business  
Strategy Coach  
and Core Trainer**



**Leonard Mwasi**

**Innovation  
Expert and Core  
Trainer**



**Julie Chrysler**

**Just Transition  
Expert**



**Bramwel Otieno**

**Circular Business  
Model Expert**

# CirculaRise Master Class

Get a glimpse into the CirculaRise course during our free master class

## Upcoming Master Classes:

Friday 26 April, 11:00 – 12:30

Thursday 2 May, 14:00 – 15:30

Tuesday 7 May, 14:00 – 15.30

All times in GMT+1 (Brussels)

# Register here

Or contact  
[register@yunuseh.com](mailto:register@yunuseh.com) for  
more info





**Just Transition in Waste Management and  
Circular Economy in the ASEAN Region**

**WCEF Accelerator Session 2024**

**Mr. Phong Giang, GIZ Advisor 3RproMar**



implemented by:



#WCEF2024



In cooperation with:



## 3RproMar Focal Countries

The **project objective** is to support the ASEAN Member States **to improve implementation capacities for reducing land-based waste leakage** to protect the marine environment.

The project focuses on the main sources of marine debris through national policy support and pilot projects

.... along the Mekong river system:

- Cambodia
- Viet Nam

... as well as the main archipelagos:

- Indonesia
- Philippines



The project duration is from **July 2020** until **June 2025**.

# Just Transition in Waste Management and Circular Economy in the ASEAN Region towards a Sustainable Future

With the aim to adapt the 3RproMar regional project, Yunus Environment Hub conducted a research report on behalf of GIZ. The report, which combines research and interviews with key experts has the following 4 main objectives:

## Examine existing practices

- Investigate established successful practices related to just transition in waste management within the ASEAN region.

## Evaluate circular economy transition

- Analyse the impacts and implications of transitioning toward a circular economy in the waste management sector

## Identify barriers and solutions

- Identify obstacles and propose effective mitigation strategies to facilitate this transition

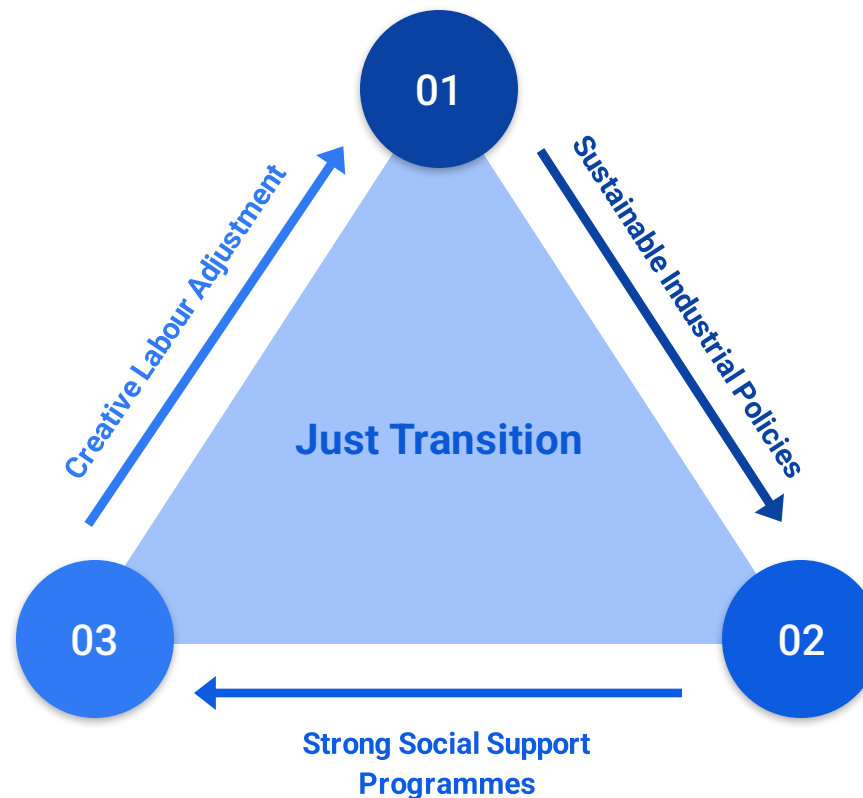
## Create a practical guide

- Develop a guide of actionable recommendations for stakeholders, policymakers, and waste management professionals, including provisions for International Legally Binding Instrument

# Understanding Just Transition

ILO: A **Just Transition** means greening the economy in a way that is as **fair and inclusive** as possible to everyone concerned, creating decent work opportunities and **leaving no one behind**.

An inclusive circular economy acknowledges **workers' rights** and involves them in **shaping policies**. This includes **social protection measures** alongside policies to **close material loops** and promote measures **ensuring decent work**.





# Why Just Transition?

Just Transition: An **Opportunity**, Not an ~~Obligation~~

01	Opportunity for Social Equity	Just Transition fosters fairness and inclusivity, ensuring that no one is left behind in the transition to sustainability.
02	Driver of Economic Growth	Just Transition stimulates economic growth, creating new opportunities for employment and innovation.
03	Environmental Stewardship	Embracing Just Transition principles allows for responsible environmental management, preserving ecosystems and natural resources
04	Global Recognition	Just Transition is increasingly recognized as a pathway to achieve both social and environmental goals.

# Stakeholders' Perspectives on Just Transition

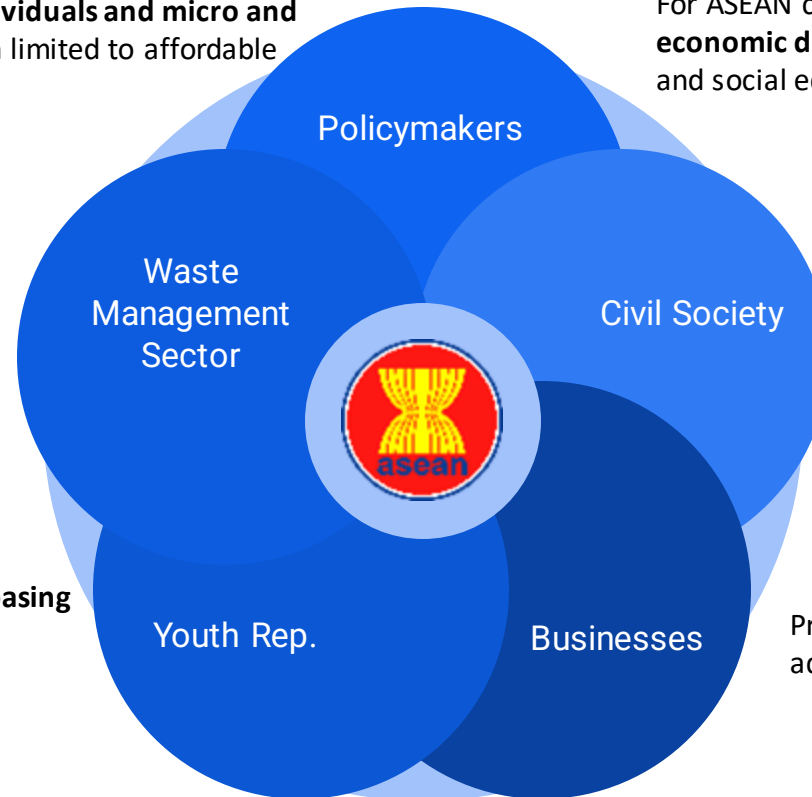
The diversity of the **ASEAN** region necessitates **a unique and flexible Just Transition strategy.**

In numerous ASEAN nations, **low-income individuals and micro and small enterprises** rely heavily on plastic, often limited to affordable products.

For ASEAN countries, there is a challenge in **balancing rapid economic development goals** with environmental sustainability and social equity objectives.

Consider potential **employment impacts** across the full plastic value chain.

Not just addressing future needs, but **basing decisions on current realities.**



Advocate for **direct representation** of waste pickers rather than proxy voices.

Promote and share **examples and best practices** for adopting just transition strategies.

# Just Transition Principles



# Initial Recommendations: Just Transition for a Global Circular Economy

## Upskilling and Reskilling for a Circular Economy

### The Need for Skills in Repair, Reuse, and Waste Prevention

- Circular economy requires different skills and qualification
- Rising demand for repair services, yet decline in hands-on repair skills
- Labor shortages in trades like mending, disassembly, upcycling

### Strategies to Increase the Expert Pool

- Government vocational training, apprenticeships in repair trades
- Incentives like tax breaks for repair enterprises creating green jobs
- Integrate circular design, zero-waste in school curriculums
- Reskill workers from declining industries into sustainability roles
- Support community repair cafes, makerspaces for peer learning

## Just Transition in Waste Management and Circular Economy

### Beyond Waste Management

- Apply JT principles from production, design to retail stages (upstream & downstream)
- Support sustainable, worker-friendly manufacturing with **labour rights**
- Restrict use of **child labour** across supply chains
- Encourage JT-respecting ethical procurement by retailers
- Empower **ethical consumption** with transparency, circular services
- Uphold labor rights, formalize **integration of informal recyclers**

### Broaden perceptions

- CE beyond waste management
- JT & "just" element beyond business circularity
- Integrate environmental, social, and economic sustainability into the circular economy
- Apply JT principles: providing education, training, and job opportunities in new, sustainable industries.

# Recommendations

The key imperative is translating rhetorical commitments into tangible JT milestones assessed by transparent tracking metrics and review systems.

## For Government/ Policy makers/ Labor associations

1. Embed Just Transition principles into legislation and regulations.
2. Create multi-stakeholder advisory committees to guide just transition policy development and implementation
3. Perform comprehensive impact assessments to identify vulnerable sectors and communities.
4. Implement targeted support programs for MSMEs to adopt circular economy practices.
5. Promote regional cooperation and knowledge sharing on best practices for achieving a just transition.

# Recommendations

The key imperative is translating rhetorical commitments into tangible JT milestones assessed by transparent tracking metrics and review systems.

## For Waste Management Companies/ Environmental NGOs/ Communities

1. Foster partnerships with local governments and communities to co-design contextualized just transition solutions.
2. Implement inclusive business models that provide decent work opportunities for informal waste workers
3. Conduct awareness-raising campaigns to build public understanding and support for just transition measures.
4. Advocate for the inclusion of just transition principles in extended producer responsibility (EPR) schemes
5. Monitor and report on the social and environmental impacts of waste management practices on local communities

# Recommendations

The key imperative is translating rhetorical commitments into tangible JT milestones assessed by transparent tracking metrics and review systems.

## For Businesses/ Multinationals

1. Integrate just transition principles into corporate sustainability strategies and policies.
2. Develop and implement supplier codes of conduct that incorporate just transition principles and requirements
3. Partner with education and training institutions to develop curricula and programs for green skills and jobs.
4. Engage in multi-stakeholder partnerships and initiatives to scale up just transition efforts across industries and regions.
5. Invest in the development and deployment of green technologies that create decent work opportunities in the circular economy.

# Recommendations

The key imperative is translating rhetorical commitments into tangible JT milestones assessed by transparent tracking metrics and review systems.

## For Implementing Agencies

1. Establish a multi-stakeholder Just Transition taskforce or committee at the national or regional levels
2. Launch a pilot project to demonstrate the feasibility and benefits of Just Transition
3. Conduct social impact assessments
4. Develop and implement targeted communication and awareness-raising campaigns
5. Establish a regional knowledge-sharing platform or network





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# A Just Transition to Circular Economy

## JUST2CE

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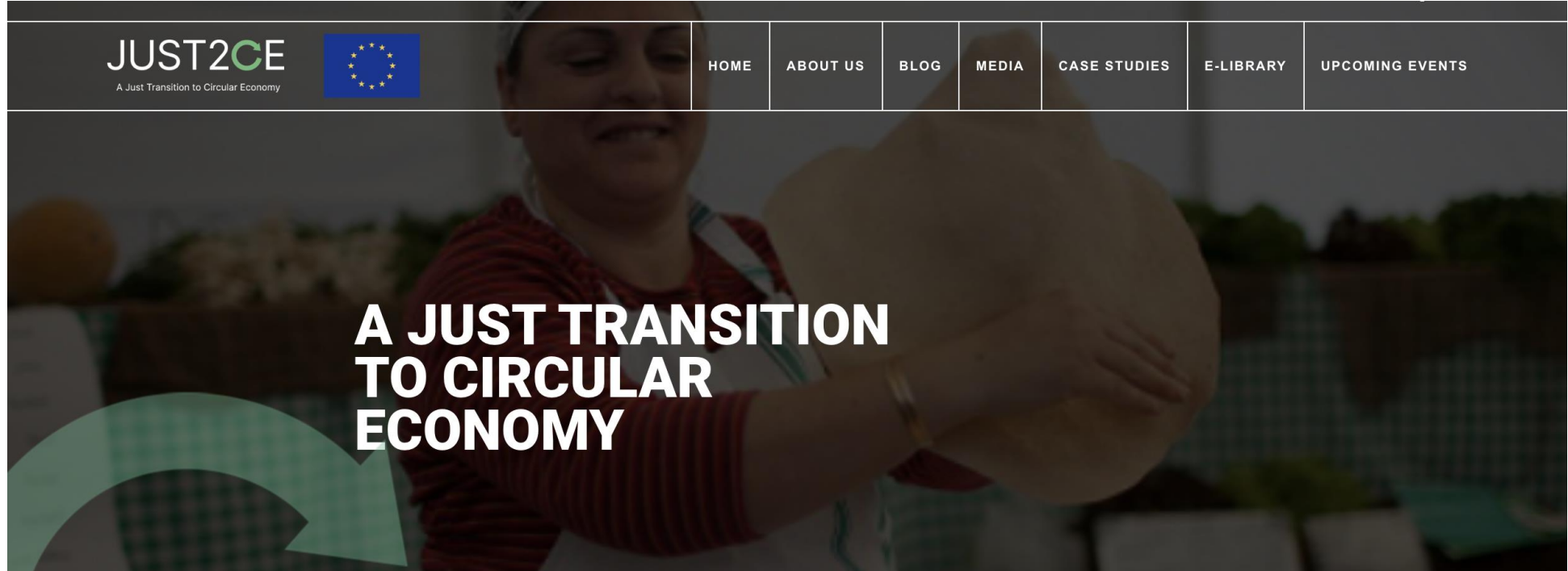
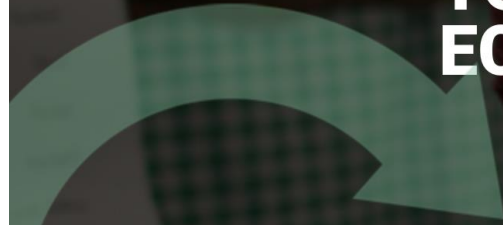
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# A JUST TRANSITION TO CIRCULAR ECONOMY



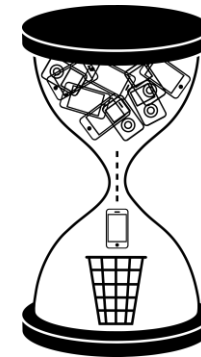
[https://www.youtube.com/watch?v=GffG1JgjRxU&t=6s&ab\\_channel=MedWaves](https://www.youtube.com/watch?v=GffG1JgjRxU&t=6s&ab_channel=MedWaves)

# Where does CE come from?

## The Linear Economy



Extracting value from...



Planned  
Obsolescence



Free reproductive work



Free natural resources

# JUST2CE

A Just Transition to Circular Economy



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**Deliverable** D3.2

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**Project title** A JUST TRANSITION TO THE CIRCULAR ECONOMY

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**Version** 1.0

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# A framework to assess the transition towards a Circular Economy at a Macro- Level

JUST2CE Report

# What's wrong with CE?

- CE neglects **thermodynamic**
- CE doesn't question the imperative of **endless economic growth**
- CE is too much focused on **technology**
- CE doesn't question **unfair social relations** (gender, labour, geopolitics etc.)

**A new Circular Economy is needed!**

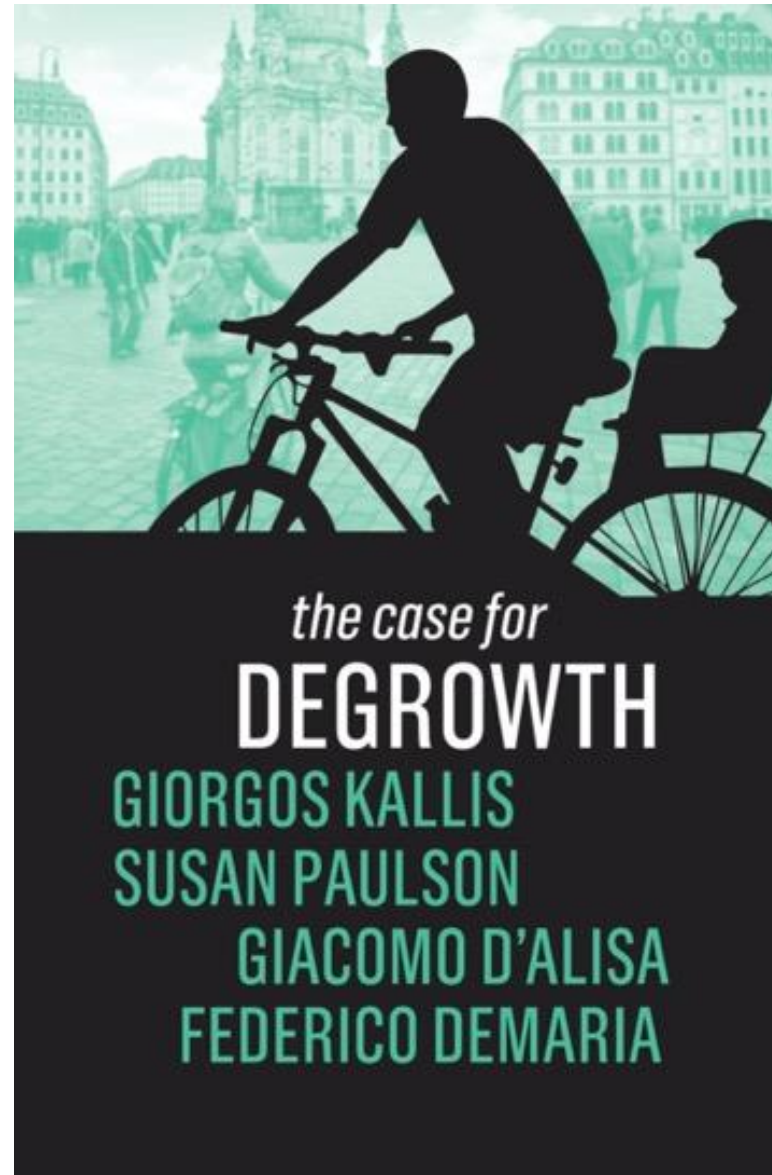
# What alternative paths?

Ecological Economics

Degrowth/post-growth

Social Control of Technology

Democratic Planning



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