

Changing the Narrative

The Austrian experience in circular business transformation

CBA Conference Jan.19,2021



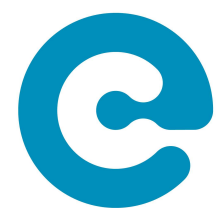
The story of waste





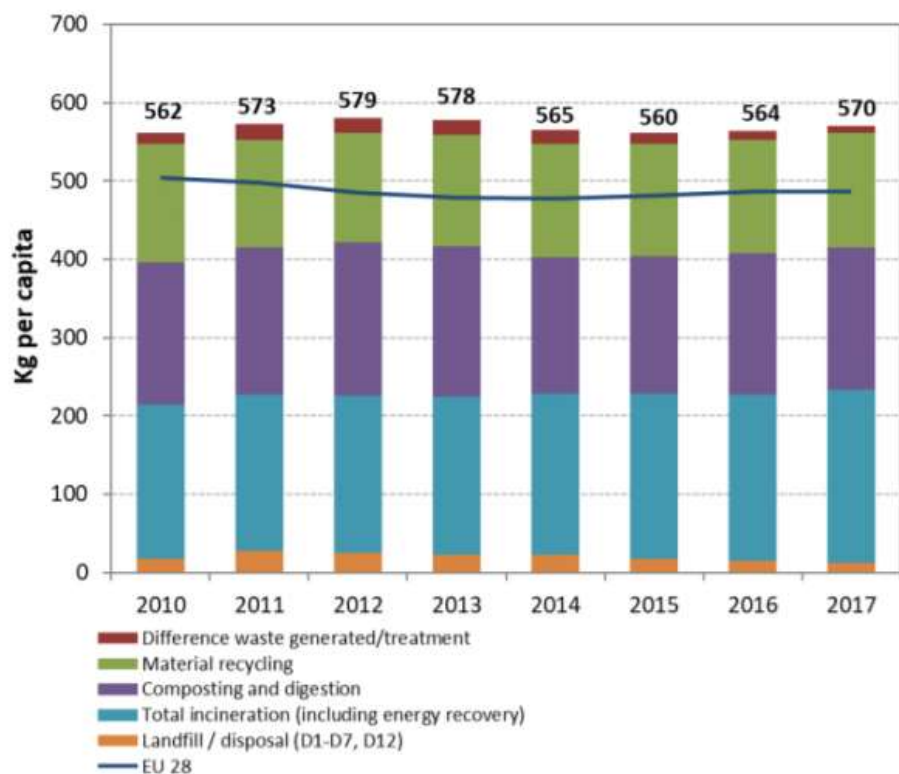
The story of waste





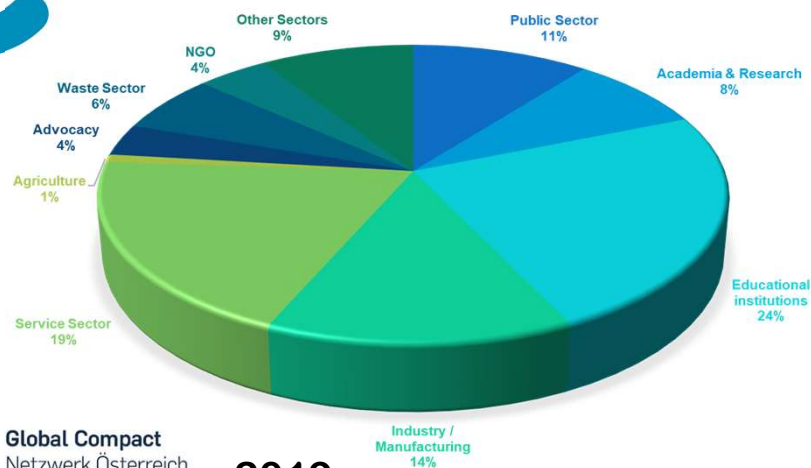
The story of waste

Municipal waste by treatment in Austria



Recycling rate of municipal waste 2010-2017²⁶





Global Compact
Netzwerk Österreich

2019

Broad variety of CE Stakeholders:
Distribution of participants in different professional sectors n=370

80% see the need for specific education and training programmes for decision makers

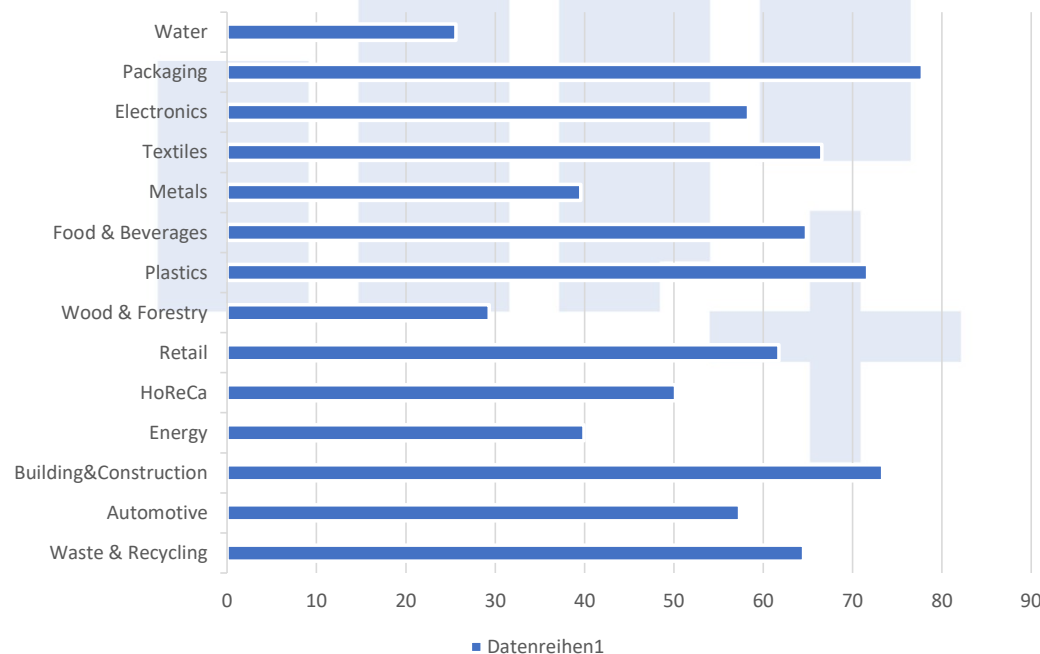
80% see the need for specific education and training programmes for operational staff

82 % see the decision for circular innovation at the top level/ CEO, Board, Owner

83 % expect the circular economy to play a role for their organisation in the future

88% believe their organisation can contribute to the establishment of a circular economy

Sectors in need for Circularity (mc)





June 2019

**Austria is the first
nation to issue a
Circularity Gap Report**



THE CIRCULARITY GAP REPORT

Austria

**Closing the Circularity Gap
in Austria**

June 2019



Main results

10.7% of domestic extraction of resources (metals, minerals, biomass, fossil fuels) stem from recycling

55% of entire resource consumption stem from imports

51% of the resource consumption go to export articles and export services

**Overall circularity rate of 9.7 %
vs 9.1% global**

THE CIRCULARITY GAP REPORT

Austria

Closing the Circularity Gap
in Austria

June 2019



Closing Austria's circularity gap

Shifting from fossil fuels to renewable resources → 9.9%

Recycling of all recyclable waste → 18.8%

Maintaining current buildings and infrastructure by sourcing all construction materials from demolition of old building stocks → 11.6%

Prioritising imports with a higher proportion of secondary content → 20.1%

→ Combined, these four actions could boost Austria's circularity rate to an estimated 37.4%.



THE CIRCULARITY GAP REPORT

Austria

**Closing the Circularity Gap
in Austria**

June 2019



Circular Business Innovation in Austria - Challenges & opportunities



Restraints

- Slow political decision making
- Lack of Strategy – CE Strategy work in progress
- Lack of Knowledge & Know How in Businesses
- Lack of ability to cooperate & collaborate for systemic solutions in both
- Lack of Awareness & Interest in the Finance Sector in the needs of innovative circular business models



Financing circular business Models

Austrian Economy consist of 99% SMEs - Banks are the still their most important source of financing

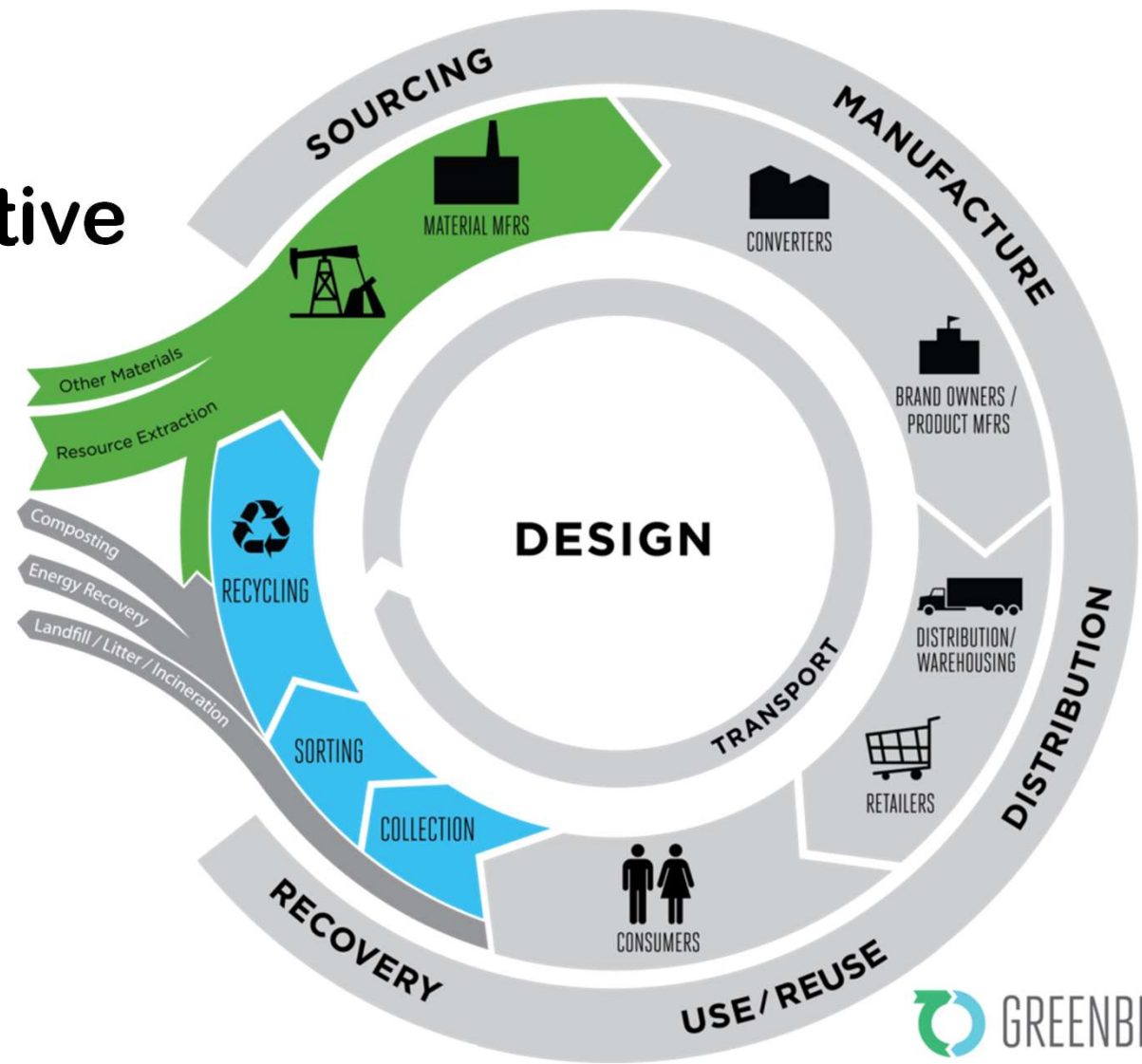
Game Changer EU Taxonomy, Sustainable Finance

1. Full disclosure of financial accounting and risk assessment on climate, nature and diversity impact indicators of investment portfolios
2. Public investment orientation will be needed to catalyse system change
3. Support and de-risk of private investment and expansion of blended financing in emerging economic ecosystems and their respective champions

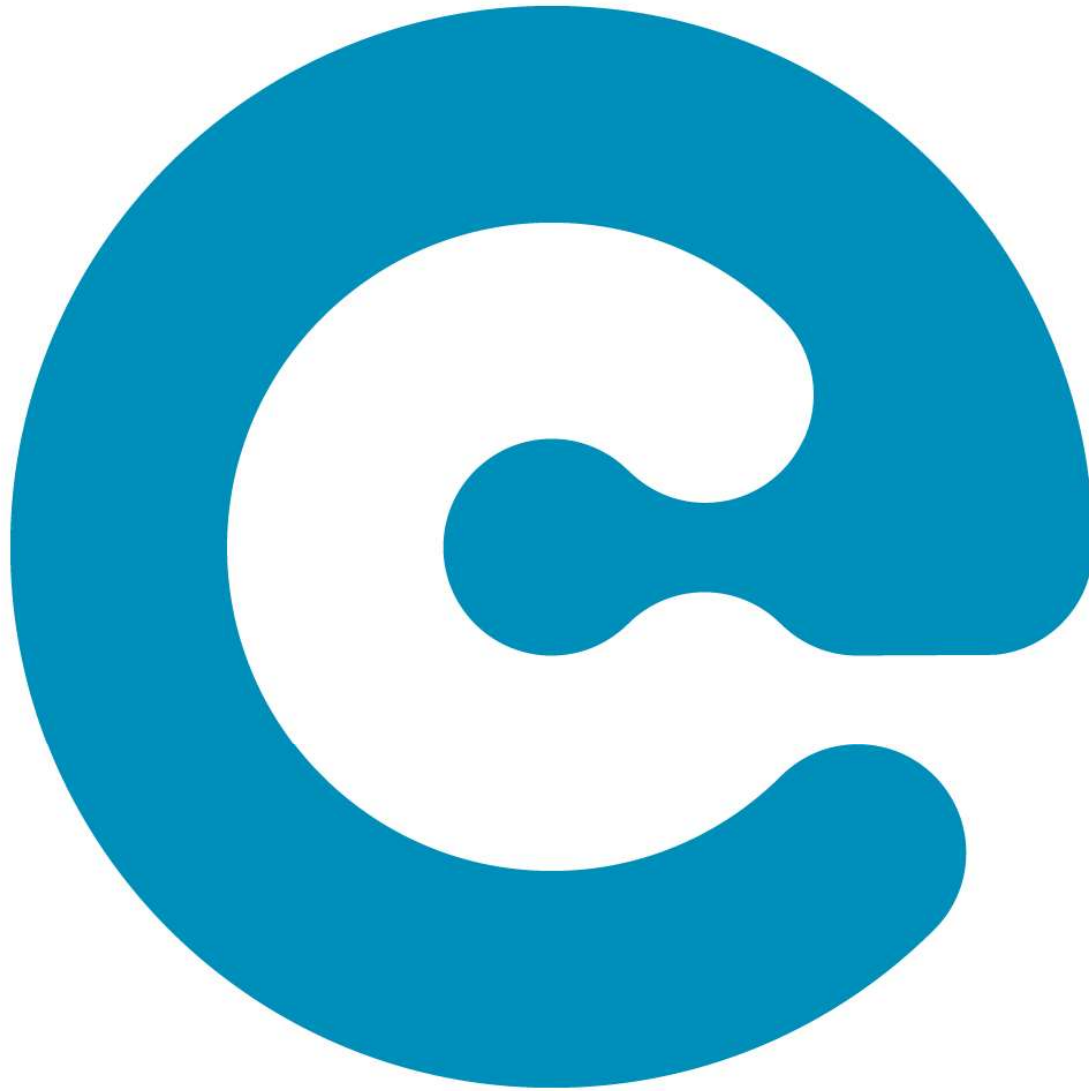


Changing the Narrative

- Educate & support businesses and consumers
- Provide information, such as organizational/product footprints, product passports and easy to digest labelling to empower informed choices and strategic decisions
- Explore the business opportunities offered by a less ownership-biased younger generation and provide consumers with alternative options to meet their needs
- Support transition of governance, legal and financial systems to enable regenerative, circular, producer ownership business models



Source: <https://sustainablepackaging.org/>



circular economy forum austria

<https://circulareconomyforum.at>
karin.huber-heim@circulareconomyforum.at