

A solution to build back better: the circular economy

*

Pascal Canfin, Chair of the Committee on the Environment, Public Health and Food Safety, European Parliament

Brune Poirson, Secretary of State for Ecological and Inclusive Transition, France

Shirley Rodrigues, Deputy Mayor for Environment and Energy, Greater London Authority

Stientje van Veldhoven, Minister for the Environment, the Netherlands

Luiz Alvaro Salles Aguiar de Menezes, Secretary of International Affairs, São Paulo City Hall

Ron Delia, CEO, Amcor

Alan Belfield, Chair, Arup Group

Sir Ian Cheshire, Chairman, Barclays Bank UK

Alfred Stern, CEO, Borealis

Sir Alan Parker, Chairman, Brunswick Group

Marco Gobbetti, CEO, Burberry

Wolfgang Blau, COO, Condé Nast

Emmanuel Faber, Chairman and CEO, Danone

Miles Roberts, Group CEO, DS Smith

Clotilde Delbos, Interim CEO and CFO, Groupe Renault

Helena Helmersson, CEO, H&M Group

Pablo Isla, Executive Chairman, Inditex

Carlo Messina, CEO, Intesa Sanpaolo Group

Jean-Paul Agon, Chairman and CEO, L'Oréal

William McDonough, Chief Executive, McDonough Innovation

Mark Schneider, CEO, Nestlé

Catia Bastioli, CEO, Novamont

Ramon L. Laguarta, Chairman and CEO, PepsiCo

Frans van Houten, CEO, Royal Philips; Co-Chair, PACE

Justin Mundy, Co-Founder and Partner, SLM Partners Ltd.

Dr. Ilham Kadri, CEO, Solvay

Stella McCartney, Founder, Stella McCartney

Martin Stuchtey, Co-Founder and Managing Partner, SYSTEMIQ

James Quincey, Chairman and CEO, The Coca-Cola Company

Alan Jope, CEO, Unilever

Antoine Frérot, Chairman and CEO, Veolia

Mark Read, CEO, WPP

Dr. Klaus Zumwinkel, President, Deutsche Post Stiftung; CEO emeritus, Deutsche Post DHL

Dame Ellen MacArthur, Founder, Ellen MacArthur Foundation

André Hoffmann, President of Fondation MAVA; Vice-Chairman of the Board, Roche Holding Ltd.

Jeremy Oppenheim, Global Principal, Food and Land-Use Coalition

Naoko Ishii, CEO and Chairperson, Global Environment Facility and Co-Chair, PACE

Eva Kruse, CEO, Global Fashion Agenda

Per Heggernes, CEO, IKEA Foundation

Leslie Johnston, CEO, Laudes Foundation

Andrew Forrest, Chairman, Minderoo Foundation; Chairman, Fortescue Metals Group

Kristian Parker, Vice-Chair of the Board of Trustees, Oak Foundation

Annemiek Hoogenboom, Co-Founder, Postcode Lotteries

Nabil Nasr, CEO, Remade Institute

Mark Barnaba, Co-Chair, Sea The Future

Wendy Schmidt, President and Co-Founder, The Schmidt Family Foundation

Janez Potočnik, Co-Chair, UNEP International Resource Panel

Gonzalo Muñoz, High Level Climate Action Champion UNFCCC COP25; Co-Founder and President, TriCiclos

Nigel Topping, High Level Climate Action Champion, UNFCCC COP26

Peter Bakker, President and CEO, WBCSD

Dominic Waughray, Managing Director, World Economic Forum

Dr. Andrew Steer, President and CEO, World Resources Institute

Marcus Gover, CEO, WRAP

Marco Lambertini, Director General, WWF International

As we rise to the challenges caused by the coronavirus pandemic, the question is no longer should we build back better, but how.

Many have already called for a response to the devastating impacts of this pandemic that does not turn attention away from other global challenges such as climate change and pollution.

The circular economy offers a solution for how to do so. By designing out waste, keeping products and materials in use, and regenerating natural systems, it creates vital opportunities for economic growth that also restore the environment, create jobs, and benefit society.

Leading businesses and governments have already taken important steps towards building a circular economy. The fight against plastic pollution is one example. More than 850 organisations have united behind the Ellen MacArthur Foundation's vision of a circular economy for plastics and ambitious 2025 targets to achieve it. Now is the time to build on this momentum and do more, not less.

As the world faces unprecedented challenges, we* are more committed than ever to accelerating the transition to a circular economy, creating solutions that combine economic opportunity with benefits to wider society and the environment.

For **plastics** we will eliminate what we don't need, innovate towards new business models and materials, and circulate all the plastic we do use – keeping it in the economy and out of the environment.

For **fashion** we will ensure clothes are used more, are made to be made again, and are made from safe and renewable materials.

For **food** we will redesign products and supply chains to regenerate nature, eliminate the concept of waste, and connect local production and consumption where appropriate.

For **finance** we will support companies in their transition to circular business models, and mobilise capital towards circular solutions.

And we will not stop there. We can do the same for other industries that have vital roles to play in this recovery, including healthcare, technology, mobility, electronics, chemicals, and the built environment.

We call on more businesses, governments, and financial institutions around the world to join us on the journey towards a circular economy, to invest in circular economy solutions, and to raise the ambition level of circular economy targets, while delivering faster against existing ones.



ELLEN
MACARTHUR
FOUNDATION

Discover and explore the circular economy • emf.org

