

From: [REDACTED] ([CAB-TIMMERMANS](#)) on behalf of [TIMMERMANS Frans \(CAB-TIMMERMANS\)](#)
To: [CAB TIMMERMANS ARCHIVES](#)
Subject: FW: Ellen MacArthur Foundation - Spring 2019 Update
Date: mercredi 6 mars 2019 15:54:38

[Please register](#)

From: [REDACTED]@ellenmacarthurfoundation.org>
Sent: Wednesday, March 6, 2019 1:59 PM
To: TIMMERMANS Frans (CAB-TIMMERMANS) <.@..>
Cc: [REDACTED]@ellenmacarthurfoundation.org>
Subject: Ellen MacArthur Foundation - Spring 2019 Update

Dear Frans

I hope this email finds you well. I wanted to update you on a few recent Foundation activities and upcoming milestones as we lead into 2019.

In January we attended the World Economic Forum meeting in Davos, which we believe was in many ways a major step forward for the circular economy. The topic was more prominent than ever, with numerous dedicated sessions in and around the main conference centre, with the circular economy being referenced in several key speeches and in various panel discussions. It is encouraging to see the extent of momentum and the pace at which the idea is spreading. It was also encouraging to see how the topic and nature of the discussion is maturing, with the broader relevance of this thinking and its systems implications becoming better understood and appreciated. It was clear at Davos that more leaders are starting to understand the opportunity and direct relevance of the circular economy to topics such as climate, water, land-use and biodiversity.

We are also starting to see a growing understanding of the importance of the circular economy and 'materials use and flows' within the broader economic debate, and the potential that a circular economy holds for the creation of new value that is socially beneficial and more distributed, diverse and inclusive. This was particularly evident in discussion with key actors around the food system topic overall, but also particularly in relation to developing markets.

On Systemic Initiatives, while in Davos, we launched our *[Cities and Circular Economy for Food](#)* report which received a lot of positive feedback, particularly in relation to its vision and the new approach it promotes for scalable impact. This work is now well placed to mobilise through pilot cities connected to global scaling mechanisms, including WEF, the Consumer Goods Forum and various city consortia and platforms. We believe this effort could have an important influence and impact on the upstream agricultural system, driving innovation for new and better food products that contribute to the growth of regenerative agriculture, and which also start to scale up the reconnection of bio-nutrient loops around cities - i.e. getting nutrients back to the soil. The follow-up mobilisation phase will kick off with the first convening of the food consortia group, representing the whole value chain, scheduled in late spring 2019.

Our Food initiative sits alongside our *[New Plastics Economy](#)* and our *[Make Fashion Circular](#)* initiatives, which are both progressing well and continuing to gain momentum. The plastics agenda was again very visible in Davos and more broadly we are seeing major announcements and new large scale programmes emerging almost weekly. We're tracking the major ones closely and we are looking at ways to further raise upstream systems, redesign ambition levels and to accelerate the global response. The *[Global Commitment](#)* membership is now well over 300 organisations, we are working towards hundreds more signatures by year end, and we have a number of communication opportunities in sight to further promote this effort. On the fashion topic, we have significant demonstrator projects lined up for Make Fashion Circular; including a collection and recycling partnership with New York City; a Jeans

initiative; and additional projects which will be announced later this year.

Across other key activities, we also launched a new Perspectives Paper in Davos that we jointly developed with Google and McKinsey titled [Artificial Intelligence and the Circular Economy](#). The aim of this paper was to explore and showcase how this tool can be used to accelerate the circular economy. This is obviously a key topic for many new circular economy business models and will no doubt receive greater focus over the coming years as the technology matures and our collective understanding of its application becomes more widely appreciated and applied.

Again while in Davos we also released a preview paper to promote our web based [Circular Economy in Cities](#) reference resources, which we have developed with Arup and launched this week with support from the C40 and the Center for Global Affairs at NYU School of Professional Studies. These web resources can be found on the Ellen MacArthur Foundation web page and we will be widely promoting these at various major cities events during March. We have been encouraged by the extent of interest and engagement by many major cities who are actively mobilising numerous circular economy initiatives, many of which we will be profiling throughout 2019.

In other news, over the past months we have been delighted to welcome Dragon Rouge as a knowledge Partner, and S.C. Johnson as a Global Partner of the Foundation, while Intesa Sanpaolo renewed their commitment as a Global partner for another cycle. Our network of world class and leading companies and organisations is continuing to grow and develop rapidly, and we are, as always, sharply focussed on ensuring all participants in our network gain extraordinary value through their participation.

Looking ahead to the coming months, in addition to launching the Cities and Circular Economy reference site, we are excited to be launching a [Circular Economy Regional Summit](#) in New Zealand in April 2019, which will explore topics of 'indigenous culture meets contemporary economics' and the development of regional opportunities for adoption of the New Plastics Economy Global Commitment, with the aim of establishing its common vision and mobilising a concerted push for new solutions that are relevant in the Pacific Islands context. We are scaling up our programme in China, developing a number of new cities initiatives and demonstration projects, with the team now established at our new office location in Beijing. Additionally, we're very excited to be launching the first release of our [new learning platforms](#) - a follow-on from the Schmidt MacArthur Fellowship programme which is aiming to ultimately reach and engage with many millions of learners globally - which represents a massive step change and scaling of our learning outreach efforts.



Finally, but certainly not least, our Annual Summit will take place in London again on June 13th. This year we are making some big changes to the format of the Summit and will be linking this to our broader ambitions for a massive communications scale-up. The invitations for the Annual Summit will be sent imminently, and we very much hope you and your colleagues, will be able to join us on the day.

This year is looking more exciting than ever for the Foundation and for the scale up of the circular economy. We have been pushing hard to deliver our various ongoing programmes leading into the first few months of 2019, while in parallel developing a number of new and very promising ideas and relationships that we believe have a huge potential to scale and propel our agenda. We're looking forward to sending you more on these over the coming months.

I hope this update is informative and useful and I would welcome any feedback and input at any time.

With best and kind regards,




Ellen MacArthur Foundation
The Sail Loft, Medina Road, Cowes, Isle of Wight, PO31 7BX
www.ellenmacarthurfoundation.org
Twitter: @circulareconomy, @newplasticseconomy, 

Charity Registration No. 1130306
OSCR Registration No. SC043120
EU transparency register N°206816021848-17

This e-mail is confidential.

It is intended for the named recipient (s) only. If you have received in error, do not copy or disclose its contents.

Please notify us immediately and delete the e-mail from your computer