



Circular Economy Alliance Australia

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Founder & Managing Director





**South Australia's
journey in
becoming a global
leader in Circular
Economy.**

Context – Circular Economy is now a Global Movement



**In 2020, first time in the
human history, annual
material extraction crossed
100 Billion Tons.**



**The World has now reached a
crisis point with the linear
economy model.**

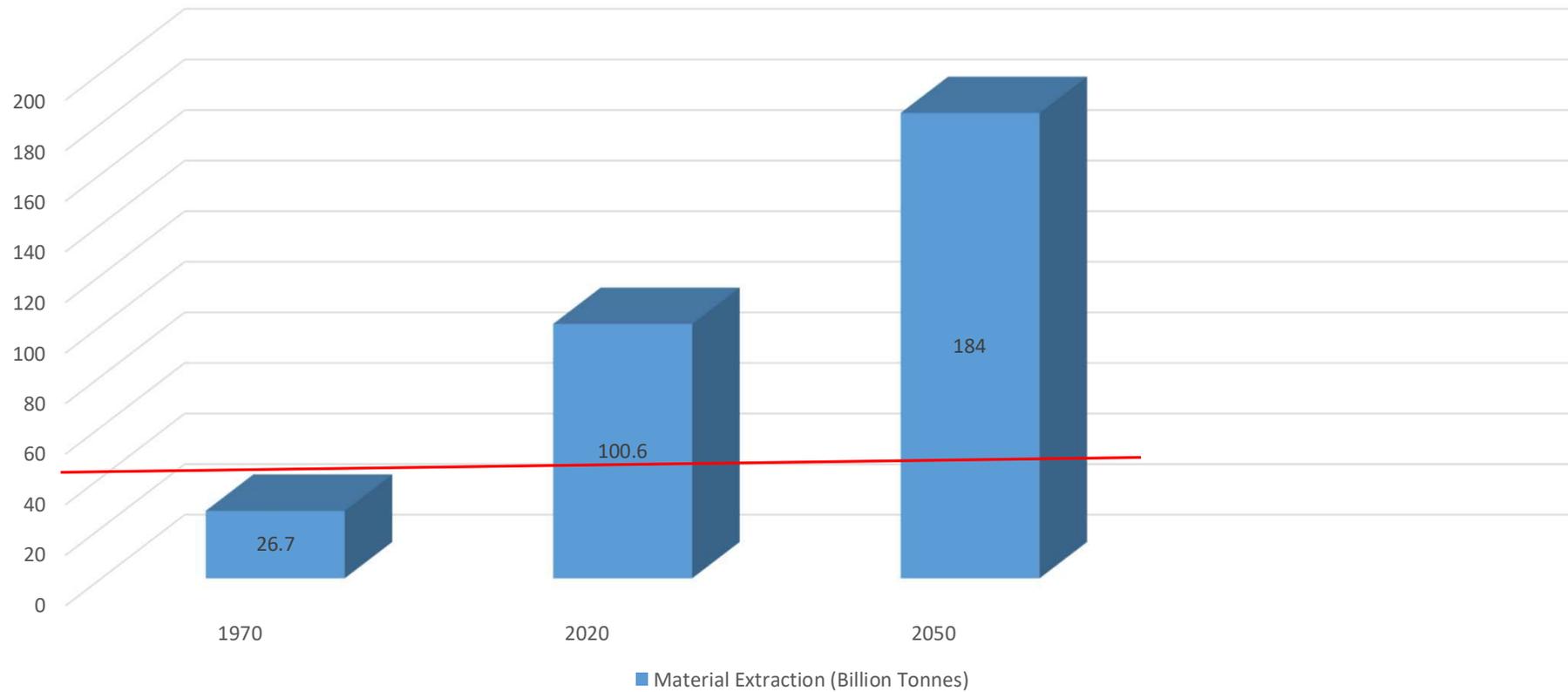


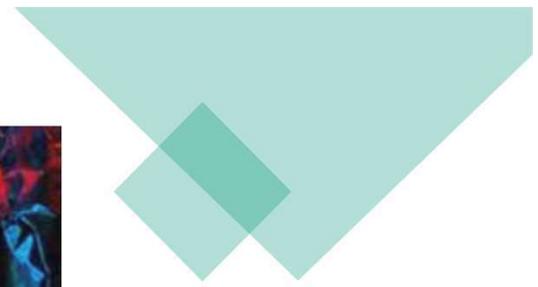
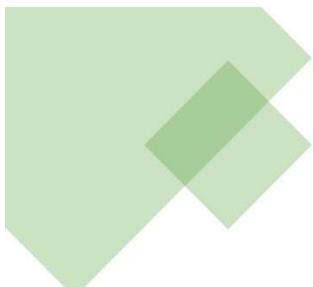
Material Extraction Reaching Finite Limits



Annual Material Extraction

450% Overuse of Earth's Total Capacity by 2050

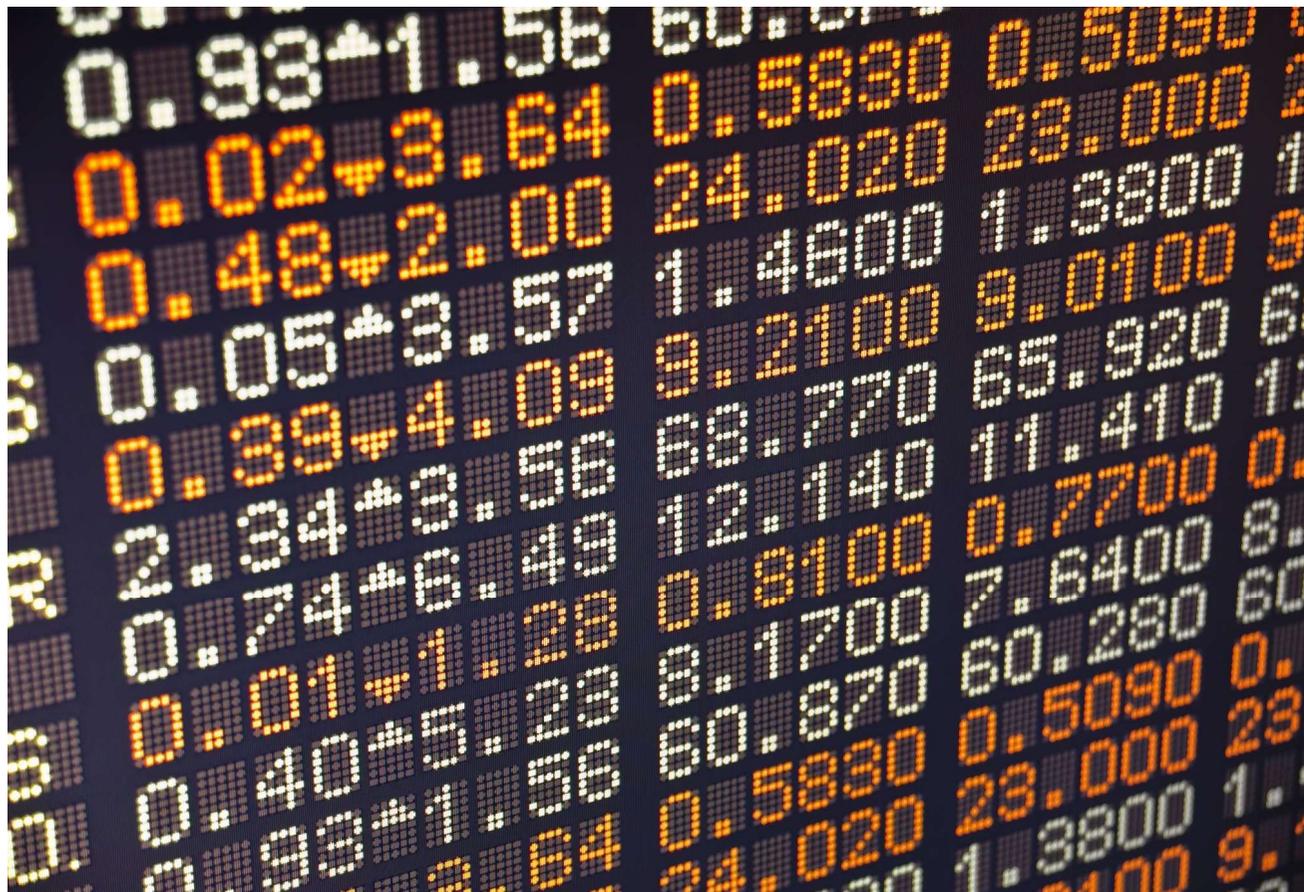




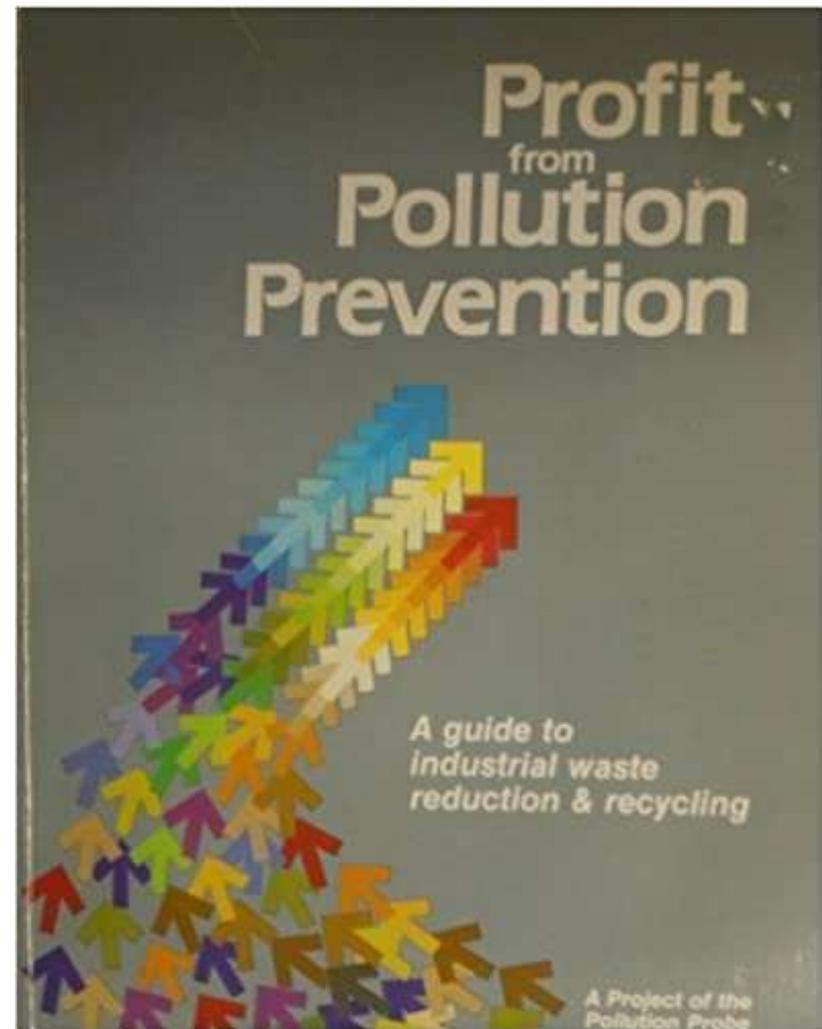
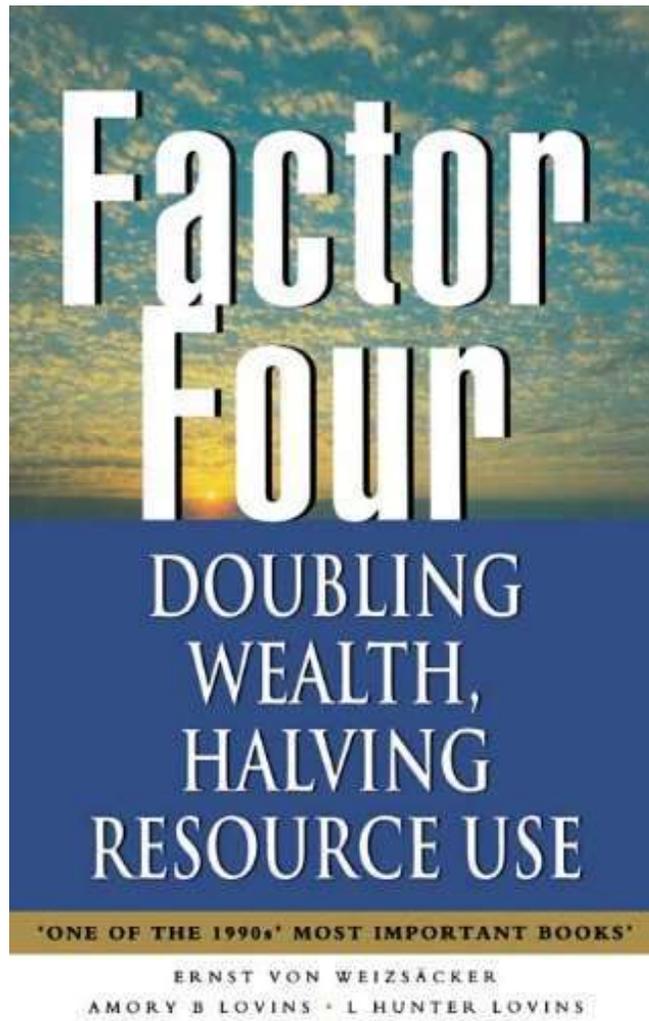
THE
CIRCULARITY
GAP REPORT

2020





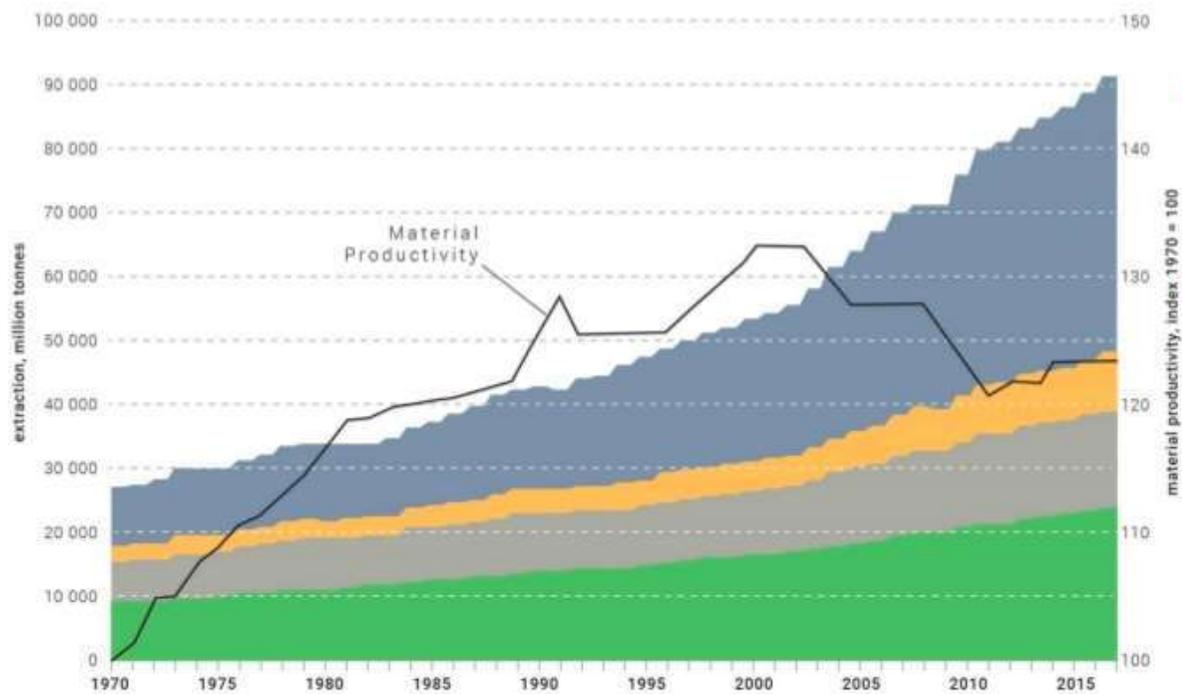
2018 to 2020
—
CIRCULARITY
OF THE
GLOBAL
ECONOMY
WENT DOWN
FROM 9.1%
TO 8.6%



The problem: *If current trends would continue, global material consumption is predicted to double by 2060*



Global material extraction and material productivity, 1970 - 2017



- *Global resource use has more than tripled since 1970*
- *Global material demand per capita grew from 7.4 tons in 1970 to 12.2 tons per capita in 2017*
- *Material productivity started to decline around 2000 and has stagnated in the recent years*



Adelaide is the capital of South Australia and is consistently rated as one of world's top 5 most livable cities





South Australia 30 Years Ago

01

Excessive
littering

02

Illegal waste
dumping

03

Groundwater
lowered to 300m

04

Highest per capita
waste generation

05

Disinterested
community

06

A polluted
river system

07

Unproductive wastelands

08

Massive loss
of sea grass

09

Rapidly declining
fish population

10

Uncoordinated
governance

11

Polluting and
inefficient industry

12

Poor air quality
vehicle, industry
and household
emissions



SA
South Australia
Today



Resource recovery **>84%**

More than 84% of waste generated in South Australia is diverted from landfill



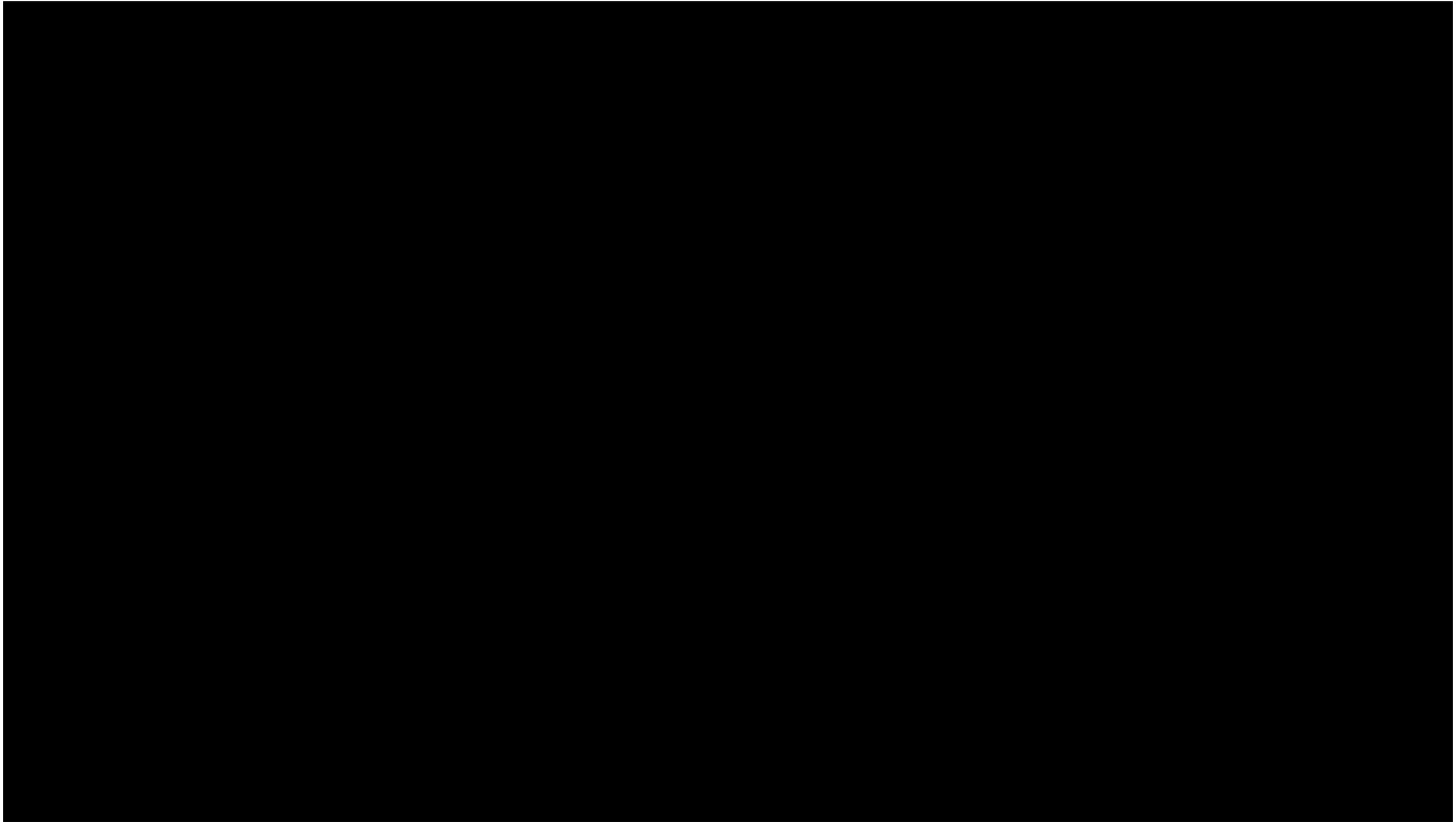
Water **50%**

Nearly 50% of waste water and storm water is recycled and reused



Renewable Energy **100%**

70% of South Australia's energy from renewables currently and to reach 100% before 2030.



How did we do this?

- **Demystify- Make it Real and Relevant**
- **Polluter/Producer Pays**
- **Preventative Approach**
- **Make it Easy – People are time poor.**
- **Understand the choices you make and choices you give**
- **No Collaboration – No Circular Economy**
- **Look at the Entire Value Chain**
- **Systems thinking – Policy, Education, Business Model, Market Incentives, Technology**



Circular Economy Alliance Australia

A pioneering, global impact agency
on Circular Economy, ESG and Climate Change.





Global Partnerships



THE WORLD BANK



Government of South Australia



सत्यमेव जयते
Government of India



U.S. GREEN
CHAMBER OF COMMERCE



Final thought

People are smart. If the broader Indian community understand the 'Why', they will figure out the 'How'.

