



Circular Society

The role of people and places

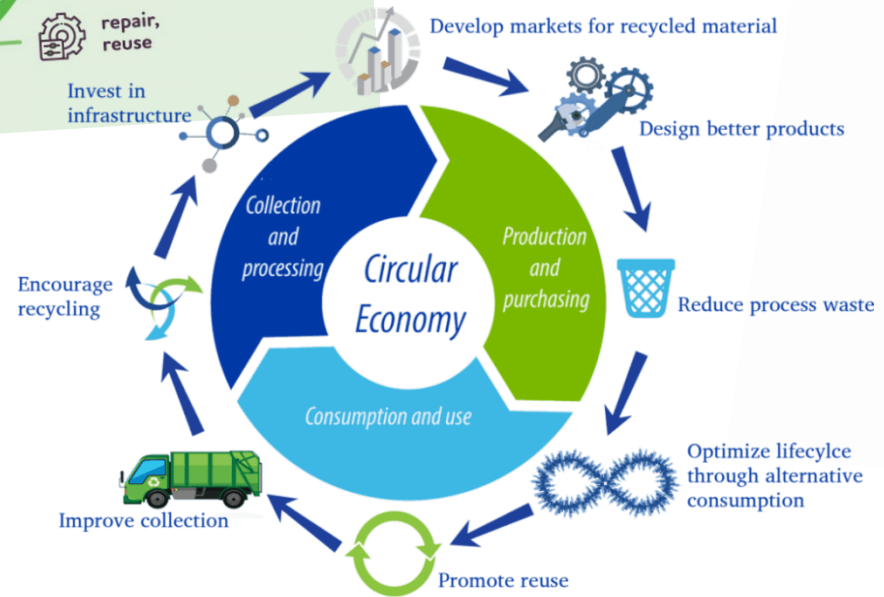
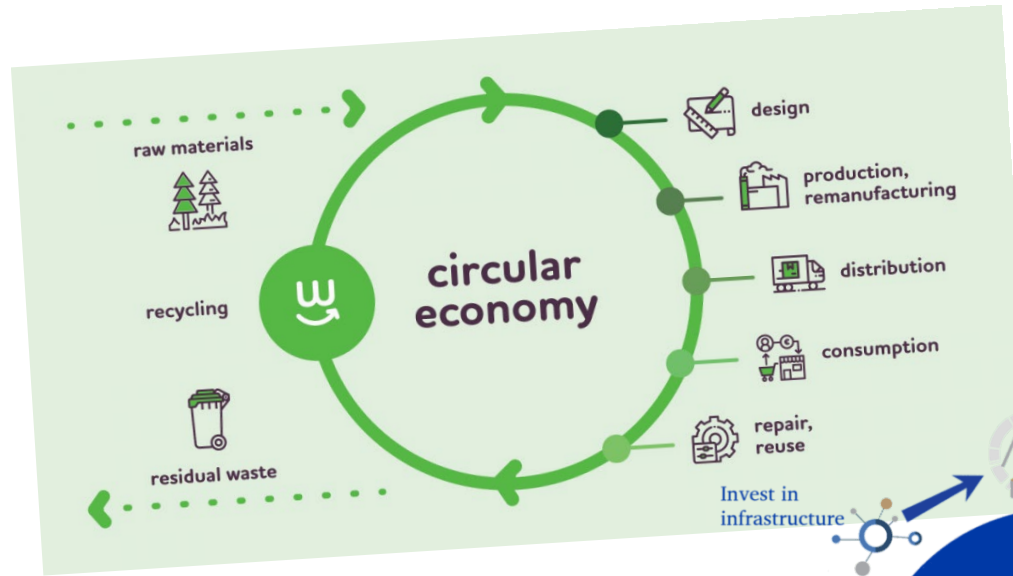
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Many definitions circular economy/systems

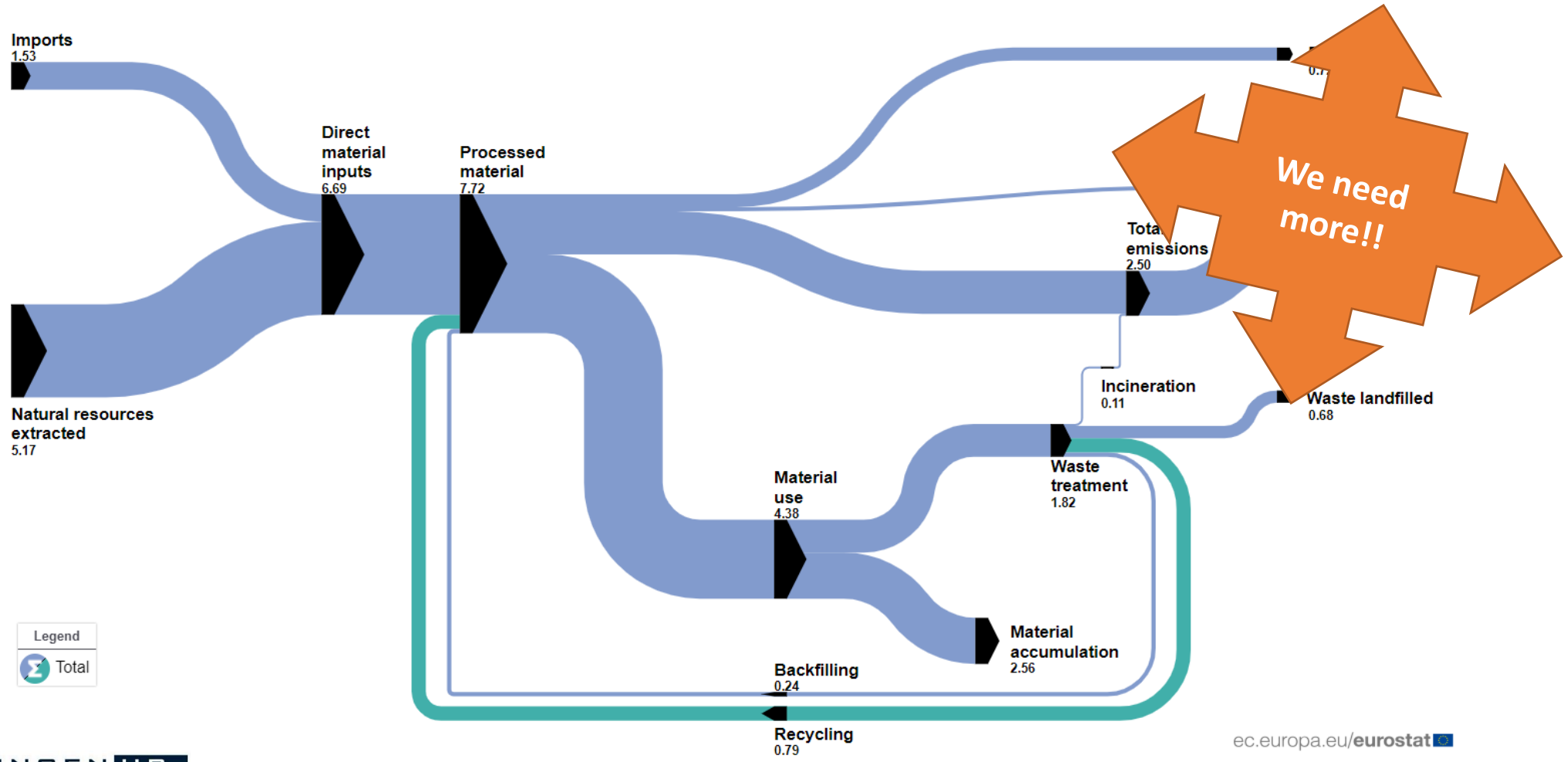


Trouw
OPINIE RELIGIE&FILOSOFIE DUURZAAMHEID&NATUUR CULTU

De circulaire economie is al groter dan gedacht



But only changing the economy won't be enough...



Legend
Σ Total



Circular Society

- The term Circular Society has been introduced to provide an alternative framing that is going beyond growth, technology and market-based solutions.
 - CE transitions are not possible without the commitment and participation of all societal actors.
 - Transitions to circularity require a profound social-ecological transformation (Jaeger-Erben, 2021).

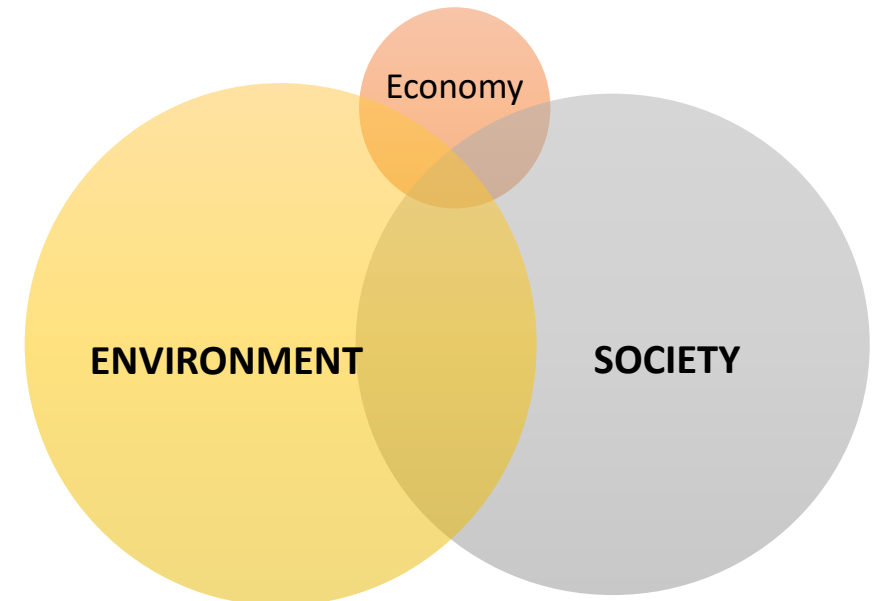
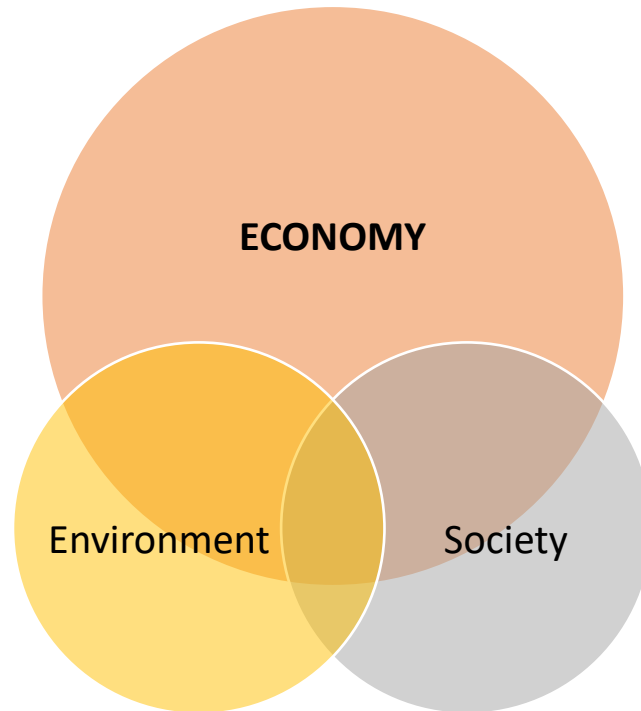
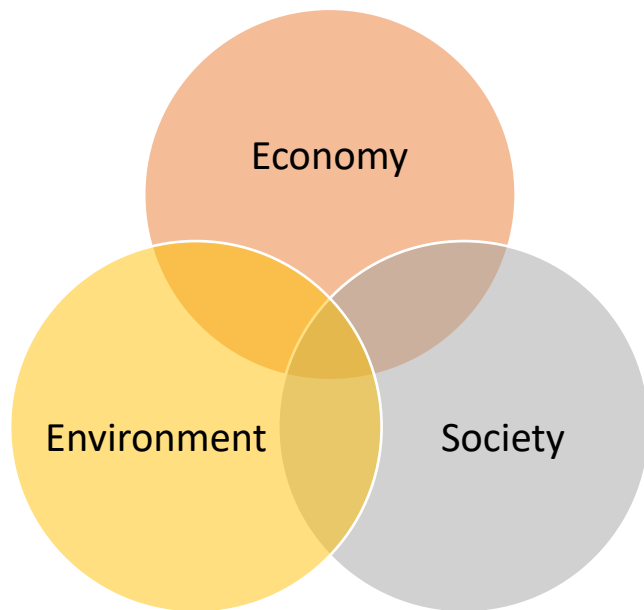


Circular@WUR Society

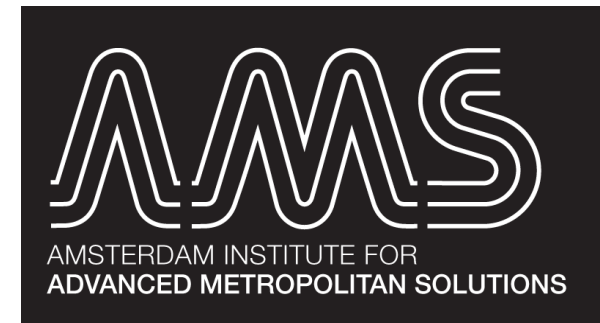
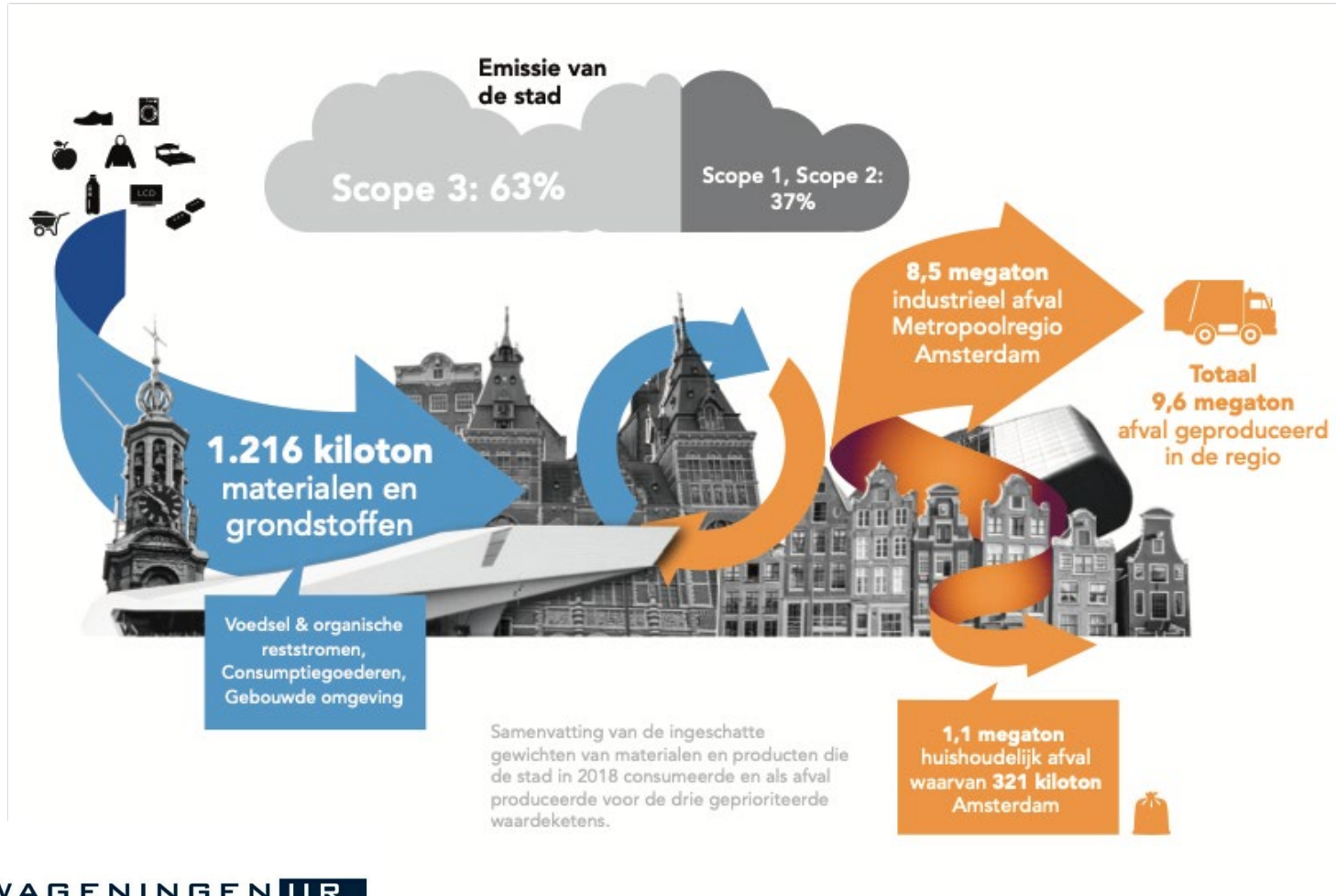
- A society that adheres to the principles of the circular economy by being active participants in the executing of the 9r strategies, in every role it plays (citizen, employee, consumer, voter).
- A society that embraces circular practices to advance wellbeing for all, now and in the future, within planetary boundaries.
- A society that produces goods for use rather than for profit, to be (re)used and distributed in a fair way.
 - **In balance between people, planet and profit**
 - **Non-capitalist**
 - **A happy society...**

What do we need I: joint goal (variable)

- Go beyond GDP
- Inclusive dialogues with quadruple helix



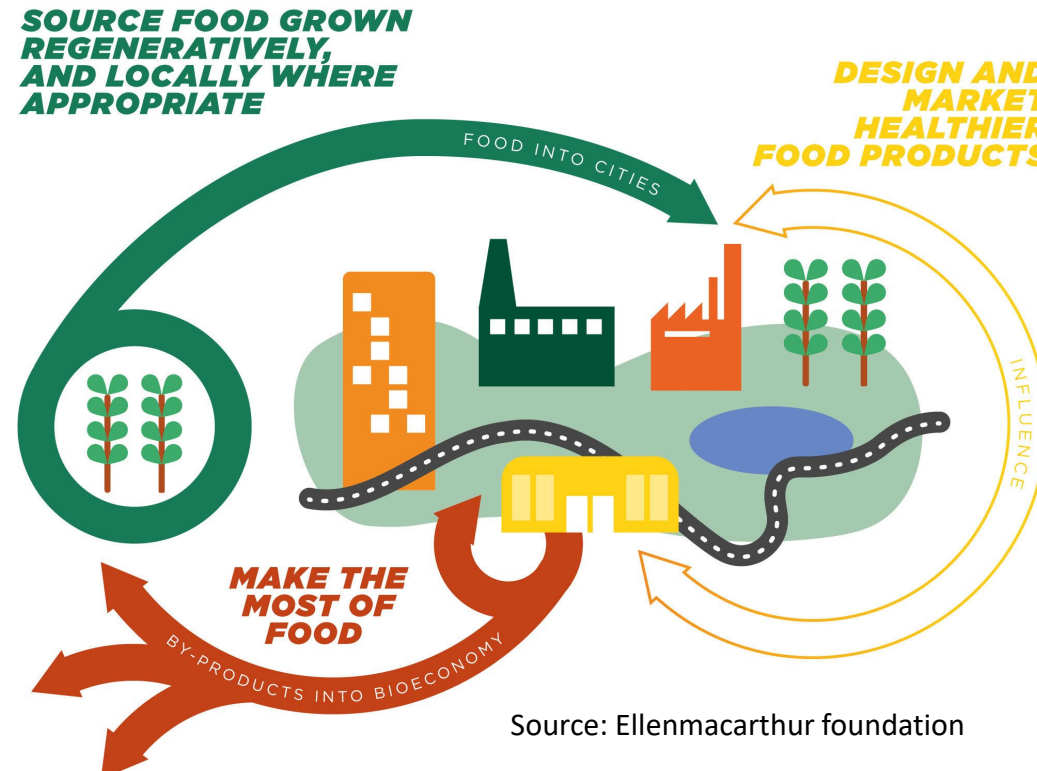
What we need II: Insights into the system





Redistribution of cost and benefits

- In space
 - System Insights
 - How to balance nutrient and material streams?
- In society
 - Redistribution of Costs and Benefits
 - Taxes
 - Jobs
 - Wellbeing



Source: Ellenmacarthur foundation

What we need III: what works where?

- People are different:



- Places

Insights in interactions between people (values and behaviour) and places to design space-sensitive interventions!!

- Places enable different behaviours:





Pathways to Circular Cities?

- Reducing first
 - Happy circular societies
 - Clever technologies
 - Sharing economy
- Collaborate
 - Facilitate Value Webs
 - Resdistribute costs and benefits across society and space
- Learn from others
 - Older generations
 - Practices in Global South
 - Urban-Rural

THANKS!!

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