

Luxembourg Circular Economy Monthly Briefing

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Circular Solutions & Business Models



Strong growth predicted for clothing resale and rental market

The global market for second-hand clothes is expected to more than double from \$36bn this year to \$77bn by 2025 as consumers embrace the circular economy as well as the opportunity to save money. The rise of resale websites and the impact of the Covid-19 pandemic meant that 33 million consumers bought second-hand clothes for the first time in 2020, with 76% of them expecting to increase their spending on used apparel over the next five years, according to resale platform ThredUP. In Luxembourg, a second-hand clothes retail section has opened at the Pall Center in Oberpallen. Clothing rental also grew during the pandemic, with the By Rotation app increasing its users by 425% in the year from March 2020, while Ralph Lauren introduced a rental service for its luxury wear in March this year.

Best source: [ThredUp.com](https://www.thredup.com)

See also: [Wired](#)

See also: [InfoGreen](#) (in French)

Circular economy is still a long way off: World Business Council for Sustainable Development

Progress towards a circular economy remains slow, with only 5.9% of companies taking a leading role in the transition, according to a survey of 793 businesses by standards registrar and consultancy DNV for the World Business Council for Sustainable Development. The survey found that among companies looking to develop circularity projects, only 24.7% set a baseline before starting, while 26.7% defined goals and targets, and 19.8% set performance targets.

Best source: [WBCSD](#)

France's medium-sized companies understand circularity: survey

A survey involving a small sample of medium-sized firms in France has found that circular economy practices are being deployed in some form by 83% of respondents. The most popular practices were recycling (31%), eco-design (26%), optimising procurement processes (13%) and sustainable sourcing (13%). The survey was carried out among several dozen firms by the Institut National de l'Économie Circulaire and Armor Print Solutions.

Best source: [Barométrie](#)

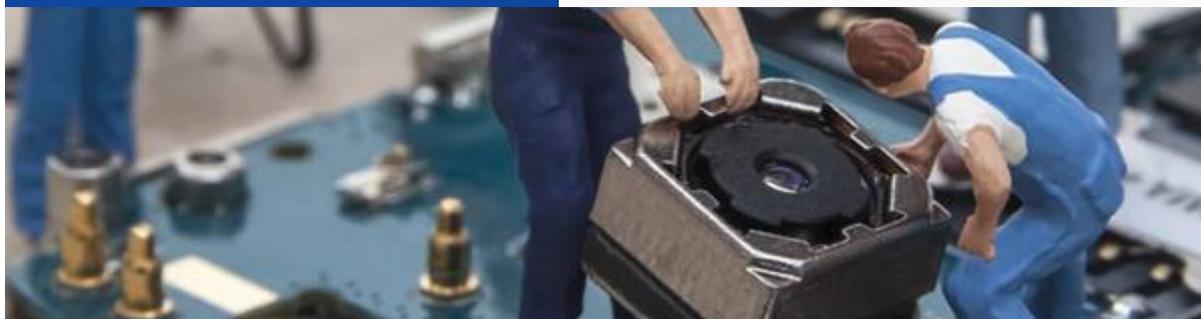
Benu Reuse: new digital marketplace in Luxembourg to support reutilisation

Luxembourg non-profit association Benu Village has launched Benu Reuse, an online platform for donating household items, construction materials and other goods in order to reduce consumer waste and support the circular economy. The digital marketplace connects people wanting to donate rather than discard unwanted items and materials with users who can reuse, repair, recycle or upcycle them, with Benu handling collection and delivery.

Best source: [Benu Reuse](#)

See also: [Benu Village](#)

Innovation & Technology



Tech firm Zebra wins award for circular economy programme

Zebra Technologies, a supplier of mobile computing and electronic devices to businesses, has won the Business Intelligence Group's 2021 Sustainability Service of the Year Award for its circular economy programme. The company's winning entry involves a combination of three programmes - device buy-back, refurbished device sales and rental, and recycling services. Zebra repurposed or recycled 63,000 devices last year, with more than 40,000 entering its programmes in the first half of 2021. The firm has locations in Belgium, Netherlands, France and Germany.

Best source: [Business Wire](#)

BMW unveils concept car for circular economy at Munich trade show

BMW has unveiled a concept car, the I Vision Circular, at September's IAA Mobility Show in Munich, manufactured mainly from components that have either been reused or created from recycled materials, with a small proportion coming from renewable raw materials. Thomas Becker, BMW's vice-president for sustainability and mobility, says a key challenge will be to move away from complex composite materials that have reduced weight and therefore emissions, but are difficult to separate and reprocess. BMW aims to increase the recycled and reused content of its cars from 30% at present to 50% during this decade.

Best source: [Edie](#)

Grohe earns Cradle to Cradle circular certification for four products

Kitchen and bathroom tap manufacturer Grohe has relaunched four of its products after having them certified by the Cradle to Cradle Products Innovation Institute. Three tap sets and a shower rail have received the institute's gold-level standard certification after being assessed according to the criteria of material health, recyclability, use of renewable energy and carbon management, water efficiency and social responsibility. The company says it is now working on a take-back programme for discarded Cradle to Cradle products.

Best source: [Design Boom](#)

Renault, Solvay and Veolia join forces on electric vehicle battery loop

A consortium comprising France's Renault, chemical company Solvay and waste management group Veolia has created a circular loop for electric vehicle batteries. Solvay and Veolia had already been collecting and dismantling batteries to extract and purify metals such as cobalt, nickel and lithium. Previously only suitable for metallurgical applications, the recovery process is now being developed to provide high-purity metals that can be reused in new batteries.

Best source: [Ellen MacArthur Foundation](#)

See also: [Veolia](#)

Public Policy & Regulation



EU and member states pursue multiple circular economy initiatives

A total of 87 policy initiatives to develop the circular economy are being pursued by the EU and eight European governments, according to a study by sustainability consultancy Sofies. Policies identified cover a range from end-of-life to product design and repairability, with the most popular being communications around sustainability (9.6%), waste management (8.7%) and eco-design (8.1%). The study, *The Circular Economy for Europe: bridging the gap between policy and implementation*, recommends harmonisation of standards and eco-labelling, along with incentives for the resale and recycling of goods and adoption of repair services.

Best source: [Sofies](#)

SAP says carbon footprint tool offers data for regulators

Software group SAP has launched Product Footprint Management, a tool that calculates a product's carbon footprint throughout its entire lifecycle, before it is manufactured, and can provide disclosure reports about emissions for regulators and customers. Data can be imported from local lifecycle assessments or external providers. SAP is also planning to launch a Responsible Design and Production tool to help manufacturers meet their Extended Producer Responsibility obligations. Developed as a decision-making aid for sustainable products, it aims to enable firms to assess the operational costs of downstream processing and provide greater visibility of overall material flows.

Best source: [TechTarget](#)

See also: [IT Pro](#)

EU project to launch tool for assessing regional circular economy transition

An EU programme is preparing to unveil a Circular Benchmark Tool to enable regions and provinces to assess the state of their transition to a circular economy. Developed by REPLACE (REgional PoLicy Actions for Circular Economy), the online tool uses the criteria of procurement, access to funding, human capital, value chains, governance, and an integrated policy framework. It will be launched during the European Week of Regions and Cities in October, and programme members hope 50 regions will sign up to adopt the tool.

Best source: [Inter Reg Europe](#)

See also: [European Week of Regions and Cities](#)

Funding & Investment



Austrian tech start-up Refurbed closes investment round

Refurbed, an Austrian platform for buying and selling refurbished smartphones, laptops and other consumer electronics goods, has secured €45.4m in a Series B funding round led by Evli Partners and Almaz Capital, with new and existing investors participating. The company, founded in 2017, has sold 800,000 devices to date. It says it plants one tree in Haiti, Madagascar, Kenya, Indonesia, Mozambique or Nepal for every device sold.

Best source: [EU Startups](#)

Irish government announces funding for circular projects

Ireland is providing €490,000 in funding for 10 projects under the government's Circular Economy Innovation Grant Scheme, supporting initiatives in areas including sustainable fashion, marine plastics, reusable food packaging and construction. Launched in April, the scheme is being deployed as Ireland's parliament, the Dáil, prepares to debate the Circular Economy Bill and the government is set to publish its circular economy strategy.

Best source: [Circular Online](#)

Outreach & Training



World Circular Economy Forum discusses measurement of circular economy progress

Bringing different players together to find ways to identify key metrics of the benefits of the circular economy was the subject of an accelerator session at the World Circular Economy Forum 2021 in September. Jérôme Petry, a project leader with Luxembourg's Directorate General for Industry, New Technologies and Research, contributed to the session Measuring What Matters: Opportunities at the Nexus of the Public and Private Sectors. He outlined Luxembourg's proactive approach to the circular economy, along with the development of tools such as the Product Circularity Data Sheet initiative. In addition, as

part of European Blockchain Week, Petry has detailed how the PCDS roll-out could be supported by blockchain and artificial intelligence technology.

Best source: [PACE](#)

See also: [European Blockchain Week](#)

Circular economy in the spotlight at sustainable building congress

The construction industry's challenges linked to climate change, resource shortages and circularity will be key topics at the Congrès International du Bâtiment Durable, to be held online and at three venues in France, Belgium and Germany between October 6 and 8. Claude Turmes, Luxembourg's minister for energy and for spatial planning, will discuss the national strategy for renovation on October 7.

Best source: [Congrès Bâtiment Durable](#)

Ontario firms to receive circular economy training

A business accelerator programme launched at Guelph in Ontario is aiming to scale up 49 firms through circular economy training and mentoring by 2024. Focused on the environment and food sectors, the COIL Activate Circular Accelerator will complement 50 circular economy firms and collaboration already supported by a smart cities project in Guelph, Our Food Future. The accelerator, which also offers grants and zero-interest loans, is open to both circular businesses and firms looking to transition to circularity.

Best source: [Guelph City Hall](#)

UK research hub announces circular economy webinars

A series of five free webinars will be held from October 1 until the end of the year by the UK's National Interdisciplinary Circular Economy Research programme. Topics will include circular systems, measuring the circular economy, circular design, value creation and business models. The programme involves a four-year, £30m investment by the government's UK Research and Innovation agency to move Britain toward a circular economy.

Best source: [CE Hub](#)

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