The topic – the Urban Circular Collaborative Economy

1. Less primary resources
2. Highest value of materials and products
3. Change in consumption and production patterns

URBAN AND TERRITORIAL IMPACTS

- Supports
- Transactions facilitated by platforms (online & offline)
- For profit or not
- Unused or underutilised assets
The scope – six territories

- Maribor (SI)
- Porto (PT)
- Prato (IT)
- The Hague (NL)
- Flanders (BE)
- Greece
Example of initiative – Made in Moerwijk (The Hague)
Possible and realised impacts - Made in Moerwijk (The Hague)

Environmental

• Resource savings: manufacturing from plastic waste;
• Fostering environmental awareness by creating green gardens;

Economic

• Job creation (20 jobs created over a year, whilst 100 envisaged);
• Fostering entrepreneurial approach among young people;

Social

• Hiring former unemployed and socially excluded people;
• Reinsertion of excluded people back to the labor market;
• Reduction of social poverty and exclusion in one of the poorest district of the Hague;
• Increased social cohesion, more exchanges between people.
Example of initiative – Robin Food (Maribor)
Possible and realised impacts - Robin Food

Environmental

• Resource savings: since the creation of the food cooperative in 2017, 1000 tones of food waste or 1 million products have been saved from being wasted

Economic

• Employment creation: 3 full-time employees

Social

• Savings for consumers (because of cheaper prices): estimated savings from shopping in Robin Food Maribor of around EUR 100 per person per month
Recommendations

• What can the territories do to foster positive impacts of these initiatives?

**Better knowledge**
• Which types of initiatives can tackle specific challenges?
• Which factors make them successful?

**Better regulation**
• Which factors can be influenced by policy?
• At which level should these policies be implemented?

**Better funding**
• What type of funding is needed?
• What are the available sources for the territories?
’If cities are the solution, what is the question?

Live studio session during the Ellen MacArthur Foundation’s Disruptive Innovation Festival
CONCLUSIONS

Making a more effective use of assets is silver...
... doing it in an inclusive way is gold!

B2C models & Cooperatives are good for the short tail
P2P models are good for the long tail

Online platforms & offline platforms are
(still) mostly separate worlds
## Recommendations I – Better Knowledge

### Local level
- Formulate clearly the policy objectives to guide circular and collaborative economy initiatives in their efforts
- Develop better knowledge on present/potential initiatives, their potential impacts, and policy needs to achieve those impacts
- Foster peer learning by bringing initiatives into contact so they can learn from each other
- Provide information and guidance on administrative procedures to new initiatives
- Set up a monitoring and data collection system focused on the achievement of the stated objectives
- Cooperation with social entrepreneurs and innovators at the local level

### National level
- Promote national circular and collaborative economy networks and associations to support peer learning
- Share successful examples of policy making among regions and local authorities

### European level
- Improve the exchange of knowledge and good practices across Member States (currently done through ad-hoc some EU events but could be made more systematic)
- Strengthen impact research on the collaborative economy
## Recommendations II – Better Regulations

### Local level
- Identify the best suited actors and types of initiatives to support the policy objectives stated
- Review application procedures and adjust to the needs of the relevant actors (public private partnerships?)
- Provision of guidance and active support on administrative procedures to the initiatives
- Use of experimentation and more flexible approach to address the main existing regulatory bottlenecks
- Dedicated interdepartmental body at a local level

### National level
- Assessment of regulatory frameworks for non-for-profit organisations (more common in the collaborative economy)
- Clarity on the regulations that apply to different types of services (e.g. employment and taxation)
- Dedicated body overseeing the regulation of the circular and collaborative economy activity (reuniting various representatives)
- Stimulation of the resource demand via tax system and green public procurement

### European level
- Follow up and monitor the implementation of collaborative economy regulations (Collaborative Economy Scoreboard 2020?)
## Recommendations III – Better Funding

<table>
<thead>
<tr>
<th>Level</th>
<th>Recommendations</th>
</tr>
</thead>
</table>
| **Local level**  | • Clarify the time limits of funding needs and put long-term funding schemes into place if needed  
|                  | • Provide other types of resources to initiatives (e.g. not only grants, but also assistance for applying to funding, provision of accommodation for initiatives, etc.)  
|                  | • Better use of existing networks and bodies (Universities, existing municipality departments, chambers of commerce)  
|                  | • Funding as an incentive for cooperation between various individual initiatives |
| **National level** | • Research funding to provide a better understanding of impacts  
|                  | • National support programmes for specific collaborative economy initiatives  
|                  | • Incentives provided to the private institution to encourage funding of circular and collaborative economy incentives |
| **European level** | • Focus existing funding opportunities (e.g. COSME, Horizon 2020) on specific circular and collaborative dimensions  
|                  | • Analyse and implement potential after-project funding schemes for successful initiatives with limited self-funding opportunities |