



On Earth Day last month, representatives from 175 parties (174 countries and the European Union) signed the Paris Accord, which makes it the largest international agreement in history - and according to an analysis by [We Mean Business](#) **implementing the Paris Agreement will unlock at least \$13.5 trillion of economic activity globally.**

Many believe there has been an "unprecedented" shift in both attitude and action among the world's policy and business players because of Paris, and while action to address climate change used to be described as "a burden and cost to be shared," it's now being described as a huge opportunity for innovation, investment and job growth.

So what does that mean to you, your business or community?

Earlier in the year, the World Economic Forum suggested the Circular Economy (which can dramatically cut carbon) was the largest business opportunity of our time with famed architect, designer and thought leader Bill McDonough affirming *"The Circular Economy is an innovation engine that puts the 're-' back into resources. It allows for continuous benefit to be provided to all generations by the reuse of things, of material, energy, water, etc."*

In Europe, the Circular Economy is a key policy to aid the decoupling of energy to that of jobs and strong economic growth. The European Union Commission action plan spells out its strategy *"The transition to a more circular economy, where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimised, is an essential contribution to the EU's efforts to develop a sustainable, low carbon, resource efficient and competitive economy. Such transition is the opportunity to transform our economy and generate new and sustainable competitive advantages for Europe."*

To help business, government and community groups start to tap into the competitive advantage that is the Blue Economy (which incorporates the Circular Economy) - MOSS have put together a series of workshops and programs. The first this year is a  [one day introductory workshop to the Blue and Circular Economy](#) that I will run in **Melbourne and Sydney June 23 and 30th respectively.** For those who are ready to innovate but don't want to travel, simply call us to work out how we can deliver a workshop in your local community.

If you want something a little more personalized, we are also providing board room briefings, delivering key note speeches at corporate and or industry based conferences, and developing a new dual diploma which companies can tap into to upskill employees.



So if you are in need of a little motivation and or inspiration (especially in view of the lack of national policy and innovation in Australia), want to discover new tools or simply discover how the Blue and Circular Economy can benefit you - we look forward to sharing our knowledge, wisdom and word's best practice with you through these programs.

For now, here's a taste to whet your appetite and inspire you in terms of what's happening in the world of the Blue and Circular Economy - which in my view, is the most wholistic approach to sustainable development currently available.

Best regards

Anne-Maree McInerney

Founder and CEO Models of Success and Sustainability

PS If you have been targeted by sanny@businessdata.com - derrick@prospectingleadz.com - paul@businessdataz.com or other parties saying as a member or associate of MOSS they are contacting you to see if they can sell or represent your products/services - PLEASE DO NOT ENGAGE WITH THEM.

We do not know them, nor have we given them authority to contact you. We have reported them for spam/abuse/phishing and have blocked them and suggest you do the same. Apologies for any inconvenience - it appears they may have gone through our directory and randomly targeted you.

Blue and Circular Economy NEWS



The European Union supports the Circular Economy model. The EU has adopted a circular economy package and opened up EUR24 billion (~US\$26.4B) in funding for businesses looking to transition to a circular economy model. [RESYNTEX is one successful company](#). They aim to create a new circular economic model for the textile and chemical industries using industrial symbiosis to produce secondary raw materials from unwearable textile waste.



The EU's action plan for the Circular Economy aims to transition towards a circular economy where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimised. The Circular Economy is an essential contribution to the EU's efforts to develop a sustainable, low carbon, resource efficient and competitive economy. [More...](#)



21 countries are cutting carbon while growing GDP. GDP continues to rise while carbon emissions stabilise for 21 countries including Denmark, Portugal and the Ukraine. The United States is among the 21, however its mostly European countries whose increase in GDP has been "decoupled" from an increase in green house gases, for multiple consecutive years. [Discover more...](#)



5 circular economy strategies for consumer goods. From textiles to e-waste to car parts, companies are recycling and reusing materials based on the principles of the circular economy. But can circular economy principles apply to the \$753 billion consumer packaged goods industry, when consumables, by definition, cannot be recovered for revalorization? Find out the [top strategies](#) helping businesses do just that.



Growing e-waste challenge needs a circular solution. Circular economy principles provide an all-embracing concept for the EU's e-waste recycling challenges that will require businesses, governments, communities and individuals to think up and put into practice [new ways of interacting, communicating and consuming.](#)



Can a Bottle Made From Algae End the World's Plastic Addiction? As we enter what experts are calling "The Age of Plastic", a potential solution has appeared in the form of a fully biodegradable, algae based container that could shake up the water bottle industry. Made of just two materials - agar a substance from red algae and water, the bottle decomposes when it is emptied. [Read more...](#)



Blueprint to design a circular future for plastics. Applying [circular economy principles](#) to global plastic packaging flows could transform the plastics economy and drastically reduce negative externalities such as leakage into oceans, according to the [Ellen MacArthur Foundations latest report](#) produced in collaboration with the World Economic Forum, with analytical support from McKinsey & Company. [Check it out...](#)



Is it time for a new type of CEO - the Circular Economy Officer? As more companies look to adopt closed-loop business models, the question of whether to create dedicated circular economy roles internally is beginning to bite. Such roles are still thin on the ground, but it's notable that businesses that have already adopted them are [demonstrating real leadership on this agenda.](#)



Time to throw away our throwaway culture. [Buy Me Once](#) a web portal, has been gaining global attention for a [radical approach to shopping.](#) Not only is its catalogue relatively limited, it comprises of long-lasting products you won't need to replace. From cookware to hair brushes to toys, the products have been selected for their longevity and quality, two characteristics that are lacking in modern consumer goods.



Is Biomimicry the key to Climate-Resistant Surfaces? The Namib Desert beetle's bumpy shell is unique: The tips of the bumps attract moisture to form drops, and the sides are smooth and repel water, creating channels that lead directly to the beetle's mouth. This allows it to survive in harsh climates by collecting and condensing airborne moisture into water it can drink; researchers at the (Virginia Tech) are working to apply that principle to the protection of various surfaces. [More...](#)



Alternative to electrical lighting offered by Bioluminescence. French start-up Glowee has developed a commercial light using living, glow-in-the-dark bacteria. Bioluminescent lighting may soon be used as an alternative to electrical lighting to illuminate car parks and light up buildings at night without the use of electricity. [Learn more...](#)



New Technologies & Partnerships Boost Recycling Around the World. Among the key challenges to the burgeoning recycling market are lack of infrastructure, innovation at scale and funding. But a variety of initiatives in developed and developing countries are attempting to secure these factors [to help spur the development of circular economic infrastructure.](#)

Workshops and Events



Improve your PROFILE and REPUTATION in just 6 weeks with the 'Masters of Events Management Program'. This dynamic six week program commences May 29 and is tailor made for those who want to Master all aspects of Event Management from Strategy and Media, to Collaboration, Sponsorship and Networking. 39 templates and handouts will ensure Mary-Anne Waldren's three decades of industry knowledge is passed on to you. For full details [CLICK HERE](#)



The Blue (and Circular) Economy is doing better Business. To aid business, industry and government drill down on the opportunities of the Blue and Circular Economies, to understand how to achieve zero waste and to tap into new innovative business models, methodologies and technologies, [we invite you to join us for a one day workshop](#) MELBOURNE Thurs 23 June SYDNEY Thurs 30 June hosted by Interface. Discover where your opportunities lie and how to turn them in to profits.  [CLICK HERE for full details.](#)



ZOOiD presents Best Practice Reporting Workshops.
[1 Day Practical integrated Reporting Workshops:](#)
SYDNEY October 11th, MELBOURNE - December 2nd
[2 Day Global Reporting Initiative Sustainability Reporting Process Workshops:](#)
PERTH July 27th-28th, BRISBANE - September 6th/7th,
SYDNEY - October 13th/14th, MELBOURNE - November 29th/30th



Biomimicry Immersion Workshop September 5-10 @ Cape Tribulation, Qld. Join this FIRST EVER biomimicry immersion workshop in Aust to: Identify sustainable innovation strategies in nature and discern the functional objectives being achieved by forms, processes, and systems in nature; Translate biological phenomenon into relevant and applicable design principles and much much more. [CLICK HERE for full details.](#)



Discover the Blue Economy innovation of growing mushrooms on waste. Join Mycologist Ivanka Milenkovic and her team at EkofungiSchool in Belgrade, Serbia for a 5 day residential program 22 - 26 September that shares the secrets of farming mushrooms on waste products (such as coffee grounds) and the fundamentals to building a profitable, sustainable and rewarding food business. Mushroom production is an exceptional viable, socially-acceptable, and wide-spread biotechnology to convert waste into high-quality food - and where the waste of production can then be turned into valuable high protein fodder for livestock. For a detailed program, testimonials and registration refer: [CLICK HERE.](#)

If this newsletter has inspired you or added value, we would love you to share it with your colleagues, friends and networks.

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