

CIRCULAR ECONOMY MASTERCLASS

9-10-11 June Optus Stadium



Think *Forward* Act **Now**

A MESSAGE FROM

Marcus Geisler CEO Eastern Metropolitan Regional Council (EMRC)



As we progress through the 2020s, households and businesses throughout WA are becoming increasingly aware of the importance of effective waste management and protecting life as we know it. The concept of a Circular Economy, starting with waste management as a first step, promises to solve a range of economic and environmental issues.

By definition, a Circular Economy requires a determined move away from the linear ‘take – make – use – dispose’ model towards one which keeps materials circulating in the economy for as long as possible. Alongside the translation of concepts into tangible actions, the successful introduction of a Circular Economy requires

changes to behaviour and practices on a community-wide basis and removing barriers and new approaches in regulations and manufacturing. It's clear that only a firm commitment to a Circular Economy will open doors to these new areas of opportunity. It's also certain that collaboration and a well-defined strategy are essential to bring all the necessary elements together at the right time.

It is clear the Circular Economy is more than improving what we have in place now. Radical shifts in thinking and action are required and this Masterclass aims to start the debate and explore the thought processes, planning and actions needed to make the Circular Economy a reality. Deliverables include access to an emerging network of Circular Economy advocates, tools to develop a personal concept-sharing plan and a framework for WA to become a leader in material efficiency while maximising value and minimising environmental impacts.

The EMRC - long-regarded as a leader in both innovative waste management and regional business support - is a natural and enthusiastic advocate of the Circular Economy. As leaders, able to reach an audience and drive progressive concepts for the benefit of the many, may I wish you a warm welcome to our Circular Economy Masterclass.

Circular Economy Masterclass to Make a Change in WA

The EMRC in collaboration with Circular Economy Alliance Australia (CEAA) and global and national experts, has designed a unique and leading-edge WA Circular Economy Masterclass. The program is specifically tailored to inspire agency and local government leaders in WA to start the debate, thought process, planning and actions on the Circular Economy.

There is a global movement for transitioning the world from a linear economy to a Circular Economy and the aim of this Masterclass is to bring together senior decision makers from WA and strategise how they can lead the state toward becoming a part of the circular economy.

This event is supported by the WA State Government through funding from the Waste Authority Waste Sorted Program. The WA Circular Economy (CE) Masterclass will demonstrate how to put theory into practice and translate concepts into tangible actions. The EMRC has selected all prospective attendees to be circular leaders who in return can reach an audience who can make a difference and drive the circular economy in WA.

The aim of this event is to inform, connect and understand the opportunities of a true circular economy system approach. The short program deliverables will include tools to develop a personal plan to pass on the concepts as well as a framework or roadmap for WA to become a leader in material efficiency and access to an emerging network of CE advocates.

Circular Economy Masterclass - Three Day Program

WEDNESDAY 9 JUNE

9:00 am

Welcome to Country - **Nick Abraham**

Opening by Minister for Environment;
Climate Action; Commerce

Hon Amber-Jade Sanderson MLA

Circular Economy: A Global Movement.
An Overview of Global Developments and
Trends - **Hemant Chaudhary** *Founder
and Managing Director, Circular Economy
Alliance Australia (CEAA)*

Circular Economy in the WA Context
Marcus Geisler *CEO Eastern
Metropolitan Regional Council (EMRC)*

– Morning Tea –

Global Green Growth Institute and
Circular Economy -
Frank Rijsberman *Director General,
Global Green Growth Institute*

What is the Circular Economy?
City of Melbourne Case Study **Jaime
Morris** - **Ashleigh Morris** *COO and
CEO COREO*

Achieving a Circular Economy through
Infrastructure Delivery - **Peter Damen**
Managing Director of Level5Design

– Lunch –

How Does Water Fit Into the
Circular Economy and How Can
We Make it Happen?
Shelley Shepherd - *Director of Urbaqua*

Panel Discussion

Optus Stadium Tour

4:00 pm

THURSDAY 10 JUNE

9:00 am

Key Messages from Day 1

UN Sustainability Development Agenda
2030 and Circular Economy
Srikrishna Balachandran *Officer
In-charge, Circular Economy United
Nations Development Programme
(UNDP)*

Facilitating the Adaption of Circular
Economy **Navneet Chadha**, *Asia-
Pacific Regional Lead for Circular
Economy, International Finance
Authority*

– Morning Tea –

Delivering on the Circular Economy
Brooke Donnelly *CEO Australian
Packaging Covenant Organisation
(APCO)*

Circular Economy Transition at a
Global Scale - How Multinational
Corporates Make Big Changes
Dr Kate Ringvall *Chief Solutionary
Officer Ringvall Circularity*

Use of Digitalisation and Sharing
Platforms for the Circular Economy
Cameron McKenzie *CEO Aspire*

– Lunch –

Circular Economy in Action:
Hazelmeere Resource Recovery
Park **Brad Lacey** *Chief
Operating Officer EMRC* & **Stephen
Fitzpatrick** *Waste and Resources
Recovery Specialist EMRC*

4:00 pm

FRIDAY 11 JUNE

9:00 am

Key Messages from Day 2

Workshop - Module 1 -
Let's get Circular

– Morning Tea –

Workshop - Module 2 -
Circular in Your Organisation

Workshop - Module 3 -
Developing Your own Action Plan
and Next Steps

Round Table

– Lunch - City View Café –

Networking

2:30 pm

Day One - Wednesday 9 June

Guest Speakers Day One

START TIME	TOPIC	SPEAKER
9:00 am	Welcome to Country	Nick Abraham
9:12 am	Opening by Minister for Environment; Climate Action; Commerce	Hon Amber-Jade Sanderson MLA
9:34 am	Circular Economy: A Global Movement An Overview of Global Developments and Trends	Hemant Chaudhary – Founder and Managing Director, Circular Economy Alliance Australia (CEAA)
10:10 am	Circular Economy in the WA Context	Marcus Geisler – CEO Eastern Metropolitan Regional Council (EMRC)
10:44 am	Morning Tea	
11:06 am	Global Green Growth Institute and Circular Economy	Frank Rijsberman – Director General, Global Green Growth Institute
11:32 am	What is the Circular Economy? City of Melbourne Case Study	Jaine Morris – Co-Founder and CEO COREO Ashleigh Morris – Co-Founder and Chief Operating Officer COREO
12:08 pm	Achieving a Circular Economy through Infrastructure Delivery	Peter Damen – Managing Director of Level5Design
12:42 pm	Lunch	
01:44 pm	How Does Water Fit Into the Circular Economy and How Can We Make It Happen?	Shelley Shepherd – Director of Urbaqua
02:20 pm	Panel Discussion	All
02:55 pm	Tour Instruction	James Lush
03:00 pm	Optus Stadium Tour	Optus personnel



Facilitator James Lush Founder Lush the Content Agency

James has spent the past 25 years working in the world of media and communication. As a broadcaster with both the BBC and ABC and with his own media communication company, LUSH. He currently works with leaders all over the world, using his media and psychology background to help them communicate their purpose led vision. He’s trained, coached and worked with over 500 leaders and organisations all around the world on communicating with impact. Advising at a strategic level and implementing through a top down approach. In a pandemic effected business world, he’s currently in demand for his ability to help companies communicate their transformations and visions. James speaks on the subjects he knows most about – Psychology, Media and Business Communication. That and his passion for helping companies communicate their vision and intention for a more purpose led business transformation and all the advantages that come with such a strategy.

Mervyn (Nick) Abraham Welcome to Country

Mervyn (Nick) Abraham is a proud family man, born in Perth, with a vision to ‘close the gap’ on his people’s disadvantage. He has strong connections to the Whadjuk, Yued, Ballardong, Wilmen, Wardandi and Binjerup people and country. Nick is a licenced Electrician, completed a Bachelor of Business Administration at the University of Technology, Sydney (UTS), and is a volunteer with numerous Aboriginal Community Organisations which strive to improve Education, Housing, Justice, Sports and Wellbeing outcomes.



Hon. Amber-Jade Sanderson MLA Minister for Environment; Climate Action; Commerce WA

Amber-Jade Sanderson was elected as the Member for Morley in March 2017, after serving almost four years as Member of the Legislative Council for the East Metropolitan region. In the first term of the McGowan Government Minister Sanderson served as the Parliamentary Secretary to the Premier; Minister for Public Sector Management; State Development, Jobs and Trade; Federal-State Relations and as Parliamentary Secretary of the Cabinet. Amber-Jade was crucial in delivering Western Australia’s Voluntary Assisted Dying laws. As the Chair of the Joint Select Committee on End of Life Choices she oversaw extensive community consultation, a year-long parliamentary inquiry and debate, and finally the passing of the Voluntary Assisted Dying Bill.

On 19 March 2021, Amber-Jade was sworn in as Minister for Environment; Climate Action; Commerce.

Amber-Jade grew up in Bayswater until the age of five, before moving to England in the mid-1980s with her family. Seeing the effect policies had on low-income families saw her forge a career, on her return to Australia, in the union movement campaigning for a fairer society and the rights of lower income earners. Throughout her career, Amber- Jade has been passionate about social justice issues.

Guest Speakers Day One



Hemant Chaudhary Founder and Managing Director, Circular Economy Alliance Australia

Circular Economy: A Global Movement. An Overview of Global Developments and Trends

An international leader and pioneer in the field of the circular economy, Hemant works extensively on global initiatives with the UN, World Bank, Australian Government and international agencies. In a career spanning 30 years Hemant has worked for large corporations, governments, peak industry bodies, non-government organizations, municipal corporations, community groups and venture capital investors. Notable entities he has been affiliated with include the United Nations, World Bank, Government of South Australia, BHP Billiton, Santos, SA Water, Worley Parsons, City of Salisbury, Siemens, and the University of Adelaide. Hemant is founder of Circular Economy Alliance Australia (CEAA), an impact agency for global coalition in leadership and capacity building in the Circular Economy. Hemant is a prolific public speaker, a passionate advocate for collaboration between governments, agencies, experts, and communities to solve complex environmental issues.

Marcus Geisler CEO Eastern Metropolitan Regional Councils (EMRC)

Circular Economy in the WA Context

Over the past 30 years, Marcus has built up experience in developing strategies, delivering projects and leading teams in the private and public sector, primarily in waste management and resource recovery. In the private sector he was engaged in senior strategic and operational roles for companies including Suez, Thiess and Coates Hire in Europe, Australia and Asia. From 2008 to 2019 Marcus served on the Western Australian State Government Waste Authority Board. From 2012 as the Board's Chairman, which culminated in the development and launch of the 'across government' WARR strategy 2030 in 2019, introducing the Circular Economy and Behaviour Change as guiding concepts. Marcus joined the Eastern Metropolitan Regional Council (EMRC) in the same year to focus on implementation of the WARR strategy, enabling the 'linear to circular' transition through Local Government. Marcus has qualifications in economics and trade, is an alumni and fellow of the Australian Institute of Company Directors and is involved in not-for-profit organisations and government advisory boards.



Ashleigh Morris Co-Founder and CEO COREO

What is the Circular Economy? City of Melbourne Case Study

As the CEO of Coreo, Ashleigh is unwavering in her pursuit of systemic change. With recognition of her strategic foresight and experience in the private and public sectors Ashleigh was awarded the Lord Mayor of Brisbane's 2020 Young Business Person of the Year Award; is a Prime Minister's Scholar; an Australian ASEAN Emerging Leader; was an invitee to the 73rd United Nations General Assembly; and is an Ellen MacArthur Foundation Circular Economy Champion, a title granted to only a handful of people worldwide. Ashleigh has had an audience with two Australian Prime Ministers, travelled with the Federal Minister for Trade, Tourism and Investment to Japan on a Future Leaders, Future Cities Business Mission and represented Australia at the World Circular Economy Forum. Ashleigh is an Associate Professor of Griffith University, holds a Bachelor of Environmental Health Science with Faculty Commendation for academic excellence, 1st Class Honours in Environmental Management, and the highest honour a university can bestow; the University Medal.



Jaine Morris Co-Founder and Chief Operating Officer COREO

What is the Circular Economy? City of Melbourne Case Study

Jaine's expertise lies in her capacity to take her clients on a journey towards circularity that is inclusive, engaging, and exciting. Between compelling storytelling and precise operational expertise, Jaine's work has been recognised and celebrated, notably having been invited to share her expertise at the 2019 United Nations General Assembly. In recognition of her unique and specialised experience actioning circular economies globally, Jaine has been appointed as an Associate Professor at Griffith University; A Technical Editor of Wiley's publication 'Circular Economy for Dummies'; Listed as number four in the world of CSR Influence Leaders 2020; and invited to serve on the Property Council of Australia's Circular Economy Committee. At her core, Jaine has retained her childlike enthusiasm and wonderment of the world, enabling her to mobilise communities and corporations using narratives that will engage, influence and evoke change.

Peter Damen Managing Director of Level5Design

Achieving a Circular Economy through Infrastructure Delivery

Peter Damen is the CEO and Managing Director of Level5Design, an advisory company focussed on innovation in the road and transport sector. Peter is considered a national and international expert in emerging transport technologies, in the use of recycled materials, in road and pavement engineering, and in future transport planning. He is a qualified civil engineer with 30 years' experience in the industry including both government and the private sector. He has been involved in some of Australia's largest transport infrastructure projects and he has an industry network that extends across the globe. Peter is currently a Director of Innovate Australia, the Program Director of the Sustainability Waste Alliance Innovation Hub, and an Executive Director with the Australian Flexible Pavement Association (AfPA).



Shelley Shepherd Director of Urbaqua

How Does Water Fit Into the Circular Economy and How Can We Make It Happen?

Shelley is a Director of Urbaqua, a not-for-profit environmental organisation that works to support and deliver water and environmentally sensitive outcomes in Western Australia. She is a strong advocate for the ability of the land use planning system to deliver innovative development outcomes and liveable communities which respond to environmental and climatic conditions. She is also the Program Manager of New WAter Ways, the WA capacity building program aiming to facilitate the delivery of water sensitive cities.

Day Two - Thursday 10 June

Guest Speakers Day Two

START TIME	TOPIC	SPEAKER
9:05 am	Key Messages from Day 1	James Lush – Hemant Chaudhary
9:27 am	UN Sustainability Development Agenda 2030 and Circular Economy	Srikrishna Balachandran – <i>Officer In-charge, Circular Economy United Nations Development Programme (UNDP)</i>
9:53 am	Facilitating the Adaption of Circular Economy	Navneet Chadha – <i>Asia-Pacific Regional Lead for Circular Economy, International Finance Authority</i>
10:17 am	Morning Tea	
10:49 am	Delivering on the Circular Economy	Brooke Donnelly – <i>CEO Australian Packaging Covenant Organisation (APCO)</i>
11:25 am	Circular Economy Transition at a Global Scale - How Multinational Corporates Make Big Changes	Dr Kate Ringvall – <i>Chief Solutionary Officer Ringvall Circularity</i>
12:02 pm	Use of Digitalisation and Sharing Platforms for the Circular Economy	Cameron McKenzie – <i>CEO Aspire</i>
12:46 pm	Lunch	
1:16 pm	Tour Instruction	James Lush
2:03 pm	EMRC Resource Recovery Park	Brad Lacey – <i>Chief Operating Officer EMRC</i> and Stephan Fitzpatrick – <i>Waste and Resources Recovery Specialist EMRC.</i>
3:33 pm	Back to Optus Stadium parking area	All



Brooke Donnelly CEO Australian Packaging Covenant Organisation (APCO)
Delivering on the Circular Economy

Brooke Donnelly has spent her career working in product stewardship, collective impact, recycling and sustainability. In her current role as CEO of the Australian Packaging Covenant Organisation (APCO), Brooke leads APCO's strategic direction to ensure effective collaboration between industry, government and consumers to drive significant positive environmental and circular economic activities for Australian communities. APCO is tasked with the development of a circular economy for packaging in Australia.

This includes facilitating delivery of Australia's 2025 National Packaging Targets and the ANZPAC Plastics Pact by driving change in the packaging value chain to reduce and redesign packaging for recyclability or reuse, achieve higher collection rates and improve the quality/demand of recycled material streams/content. Brooke has a Masters in Sustainable Business Management, is an alumnus of the Cranlana Centre for Ethical Leadership, the Australian Institute of Company Directors and the co-founder of the Product Stewardship Alliance, a voluntary group working to accelerate Australia's journey to a circular economy through product stewardship.

Dr Kate Ringvall Chief Solutionary Officer Ringvall Circularity
Circular Economy Transition at a Global Scale - How Multinational Corporates Make Big Changes



Dr Kate is a 'Solutionary' and is motivated by compassion and justice to address the underlying causes of the entrenched and interconnected problems that face the planet. She has a Master's in Public Policy and a PhD in Planning. Her areas of expertise and interest are in the Circular Economy, Sustainability in Business, Sustainability Branding, Sustainable Urban Planning, Sustainable Cities, Sustainable Transport, Transit Orientated Development, and Energy Efficiency in the Built Environment. Dr Kate's sustainability journey started young and has traversed sustainability and now circular economy in all its facets. Dr Kate has worked for governments at all levels, across large corporations and Universities implementing and integrating sustainability principles and practices. She is a Co-founder and Governing fellow of the Galactic Cooperative in Western Australia, and has also Co-founded the Circular Economy Consultancy - Ringvall Circularity.

Guest Speakers Day Two



Cameron McKenzie CEO Aspire
Use of Digitalisation and Sharing Platforms for the Circular Economy

Cameron McKenzie is the CEO of ASPIRE. ASPIRE is an online platform and marketplace that helps drive innovation in the transition to a circular economy in Australia. Cameron started his career in construction and was always bothered by the amount of waste that this industry creates. He has several trade skills under his belt including Engineering and Carpentry but has also studied to acquire a Master's degree in Entrepreneurship & Innovation and holds an MBA. He is the winner of the Fillion Award for Entrepreneurial Excellence and worked closely with CSIRO and Kingston Council during the transition phase of moving ASPIRE out of CSIRO and into a new entity and upgraded platform. ASPIRE now has the independence to branch out beyond Victoria to be a national program and more recently, connecting to Hong Kong circular economy stakeholders.

Brad Lacey Chief Operating Officer EMRC
Stephan Fitzpatrick Waste and Resources Recovery Specialist EMRC
Hazelmere Resource Recovery Park Tour

Resource recovery parks are designed to receive, process, separate and repair a community's discarded materials, with the goal of selling the re-purposed materials to markets and the community. Resource recovery parks demonstrate sustainability in waste management and there are many examples of successful resource recovery parks across Australia and the world. Hazelmere Resource Recovery Park is home to Western Australia's first mattress and timber waste recycling operations. The purpose of the park is to recover resources from waste streams thus diverting waste from landfill and providing an opportunity to re-use materials. The Hazelmere Resource Recovery Park is part of the EMRC's Resource Recovery Project, an integrated plan for sustainable waste management in the Capital region.



Day Three - Friday 11 June

START TIME	TOPIC	SPEAKER
9:05 am	Key Messages from Day 2	James Lush – Hemant Chaudhary
9:32 am	Workshop – Module 1 - Let's get Circular	Dr Kate Ringvall – <i>Chief Solutionary Officer Ringvall Circularity</i> Huia Adkins – <i>Chief Circularity Strategist Ringvall Circularity</i>
10:32 am	Morning Tea	
11:02 am	Workshop – Module 2 - Circular in Your Organisation	Dr Kate Ringvall – Huia Adkins
12:04 pm	Workshop – Module 3 - Developing Your own Action Plan and Next Steps	Dr Kate Ringvall – Huia Adkins
12:36 pm	Round Table	James Lush – Marcus Geisler – Hemant Chaudhary
1:00 pm	Lunch – City View Café	
2:00 pm	Conclusion - Networking	James Lush – Marcus Geisler – Hemant Chaudhary

The Circular Economy Action Plan

The core objective of developing a Personal Circular Economy Action Plan is to help you champion the Circular Economy in your organisation and in your sphere of influence.

Personal Circular Economy Action Plan – Key Questions to consider

- What are the critical things I can do to enhance and broaden both personal and organisational skills on the Circular Economy?
- What can I do to incentivise adoption of the Circular Economy in my organisation?
- What dedicated resources can I commit for driving the Circular Economy in my organisation?

The Circular Economy Round Table

The Circular Economy Round Table will be to prepare a roadmap for WA to become a Circular Economy Leader and create an Alumni of Circular Economy Advocates.



GOVERNMENT OF
WESTERN AUSTRALIA



Circular Economy Alliance Australia