



Circular Economy training for SMEs

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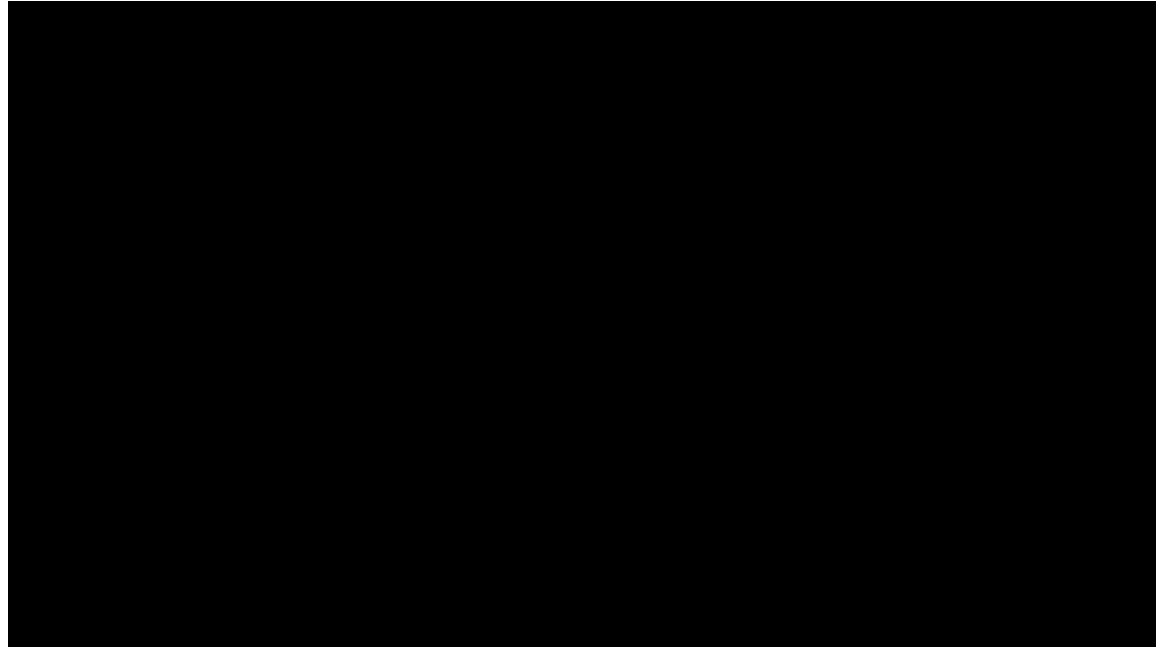
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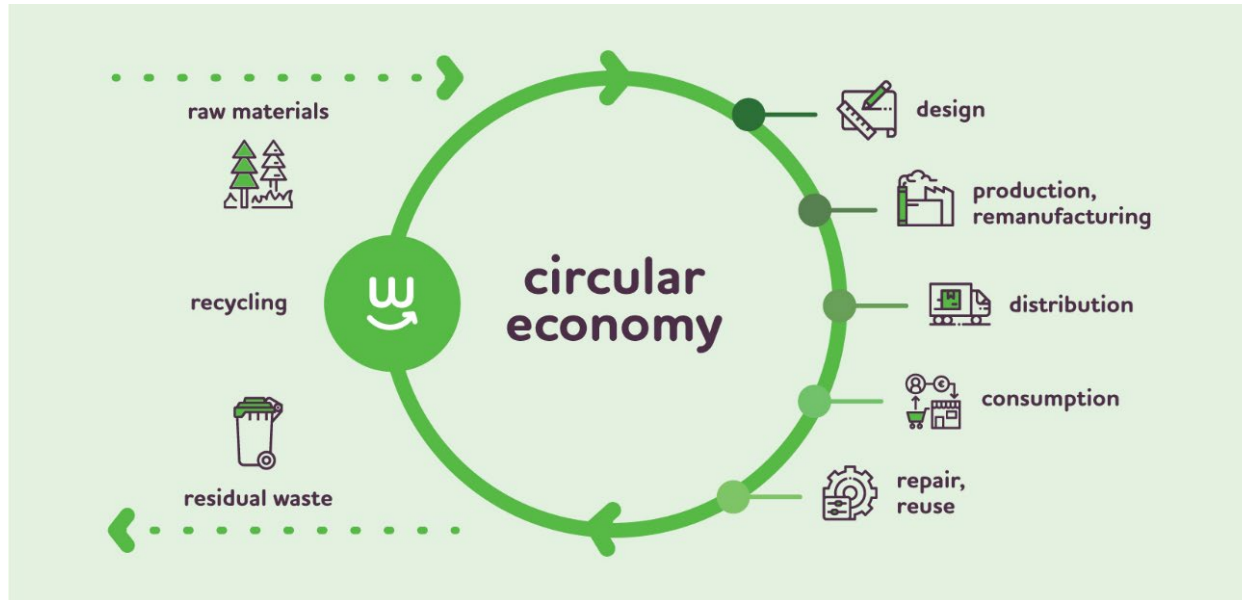
Nov 4th 2020

MODOS Overview

- Circular Economy Training programme designed for SMEs operating in Ireland
- Initiative of the Regional Waste Management Planning Office and DCC Economic Development Office
- Response to a need for increased awareness of Circular Economy among businesses in Ireland
- Developed via a process of collaboration, workshopping and piloting involving a wide range of relevant stakeholders
- Delivered by top Circular Economy and sustainability experts in the field
- MODOS represents best-in-class CE training programme
- Provided at a nominal cost to SMEs
- Ready for scaling and expanding offering to business



What is the Circular Economy?



- Alternative to Linear **Take, Make, Discard** model
- Inspired by nature – less new materials in, less waste out
- Design out waste, keep materials in use, regenerate natural systems
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- Lower materials use, Lower energy usage, lower water usage
- For businesses, it means change of mind-set, systems and new business models
- Greater collaboration with other businesses, particular across supply chains

Policy rational for MODOS

- The EU Circular Economy Plan – corner stone of the New Green Deal
- National Waste Policy – National Waste Plan for a Circular Economy
- Transition to a Circular Economy is an important objective in the Waste Management Plan
- National and Local Climate Action Plans – 45% of emissions are related to materials use and land use
- Other statutory plans, eg. Economic Development Plan
- The Uphill Challenge - currently, our world is just 8.6% circular. And Ireland about 2%





Economic rational for MODOS

- Environmental degradation, loss of natural capital, extreme weather events –threat and increased risk to business, economy and society
- Finite supply of materials starting to bite!
- Circular business Economy offers sustainability and resilience
- Need for Circular Economy recognised by global business forums and national business representation bodies
- Increase in demand for investments with a positive environmental and societal impact
- Increased environmental awareness and consumer demands
- IBEC/EPA Survey (2018) – awareness of Circular Economy among business in Ireland lacking
- Brexit and COVID-19 impacts are yet to hit – need to Build Back Better

Making MODOS

- Many layered collaborative process
- Requirements and format developed over a number of workshops with a wide range of stakeholders
- Stakeholders - SEAI, SFA, IBEC, EPA, CODEMA, The Impacter, Funding Box, Eco-Merit and Clear Stream Solutions
- Branding session with designers (event name???)
- 2019 Pilot – 7 companies, in-person course
- Feedback from participants and trainers
- 2020 – Iteration - Virtual pilot and scaling Dublin to National – 37 businesses
- Intensive PR work to recruit businesses assisted by LEO network, Chambers of Commerce, business representative bodies



How MODOS works

- Developed by experts, informed by research evidence, workshops and feedback
- 4 half-day modules, on-line delivery
- Main themes: concept of circular economy; supply chain & design thinking; resource efficiency; innovation and communication
- Content includes theory, case studies, discussion, business strategy exercises, one-to-one mentoring and peer-to-peer learning
- Some participants have gone on to collaborate on business opportunities
- Highly interactive – helps businesses to tailor their own CE solutions for their own operations





MODOS benefits for SMEs

- Develop an awareness of what is meant by the circular economy
- Improve their environmental performance
- Reduce costs, through improved efficiencies
- Identify new business opportunities in their own business or across their supply chain
- Upskill and engage staff, which should assist in attracting and retaining talent
- Identify new business opportunities, which could win new customers or retain existing
- Network with peers and with business experts
- Normalise sustainability and the circular economy



Stepping up MODOS

- Training for a Sustainable Future
- MODOS training is intensive, but needs to be scaled
- MODOS is getting noticed - Lots of interest – requires funding, promotion, champions
- We are ambitious for MODOS – we are planning more MODOS offerings
- In development and coming soon: MODOS Webinar Series – Jan 2021
- Planning – Network, events, seminars on specific areas (eg. Packaging, finance, scaling businesses, retro-fitting circularity)

Thank You

Any Questions?

