

Environmental Accounting and Economic Incentives for a Circular Economy

- Key elements of the idea:
Assess success potential of various economic incentives for a design for recycling in a circular economy
- Expected synergies and complementarities:
Technical solutions for recycling are already advanced, but manufacturers have no incentive to design for recycling => boost input side of what is available for recycling (also data on product in the market may be valuable to manufacturer)
- Outcomes:
Models of how taxation/import tariffs, subsidies, legal obligations (e.g. quotas), pressure for CSR... will affect incentives for business models of manufacturers & recyclers; target is develop new business models to increase recycling rates by incentivizing manufacturers to design for recycling
- Market & Business opportunities:
Global EEE market totals 41 million tons² out of which 9.2 million tons in the EU while only 3.5 million tons of waste are collected in the EU¹; total recycling market (not only WEEE) expected to grow to 35 billion EUR by 2020³
- Partners already identified:
tbd
- Wanted additional partners:
manufacturer of (for example EEE) products, recycler, economics and business researchers, maybe end-consumer of the products through surveys with a panel; Legal & policy experts and “green” NGOs as advisory board

¹ Eurostat 2017 (http://ec.europa.eu/eurostat/statistics-explained/index.php/Waste_statistics_-_electrical_and_electronic_equipment)

² Gkitzeni et al. 2017 (<https://www.eoan.gr/uploads/files/439/9cb8b065953257a3d4a75d30b5a4a451ba67ce21.pdf>)

³ Statista 2017, based on Roland Berger; BCC Research (<https://www.statista.com/statistics/239662/size-of-the-global-recycling-market/>)

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- Link between production and recycling is missing (among others)
- Entire value chain/loop assessed

