

INTRODUCING THE MORE CIRCULARITY, LESS CARBON CAMPAIGN

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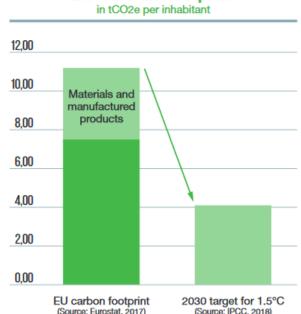
THE CONTEXT





Keeping the increase of temperatures to **1.5°C by 2100**Reaching **net zero CO2 emissions** globally in 2050.

EU Carbon Footprint



The impact of food and material consumption accounts for about 45% of the European carbon footprint.

Circular economy has a tremendous potential to mitigate the impact of products.



THE CONTEXT



Circular economy **hardly included** in national climate policies and reporting

- Cross-cutting nature of circular economy makes it difficult to report in a consistent way
- Difficult to measure: quantifying the impact of circular economy requires modelling and assessment
- Shift from a production-based to a consumption-based focus
- Policies mostly on waste management





MORE CIRCULARITY, LESS CARBON







MORE CIRCULARITY, LESS CARBON



WHAT?

HELP OUR MEMBERS WITH THE ASSESSMENT OF THE LOCAL CARBON FOOTPRINT ASSOCIATED WITH WASTE

WHEN?

LAUNCHED IN NOVEMBER 2019

1ST COHORT IN 2020, 2ND IN 2021, 3RD IN 2022

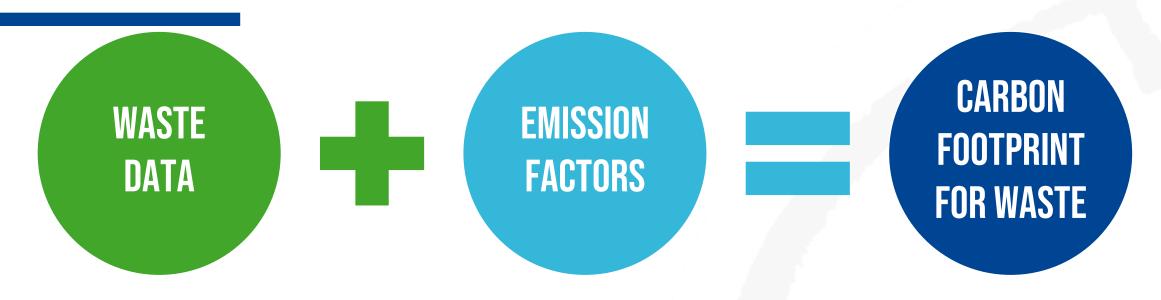
HOW?

COLLABORATION WITH ZERO WASTE SCOTLAND
COHORT OF MEMBERS COLLECTING DATA



THE CARBON METRIC INTERNATIONAL





GENERATED QUANTITIES
COMPOSITION
FINAL DESTINATION

COMPOSITION OF FRACTION
TRANSPORT DISTANCES
RECYCLING ROUTES
INFO ON TREATMENT

IMPACT OF WASTE
MANAGEMENT
EMBODIED IMPACT
PRIORITY FRACTIONS



7 PARTICIPATING TERRITORIES



More Circularity, Less Carbon by ACR

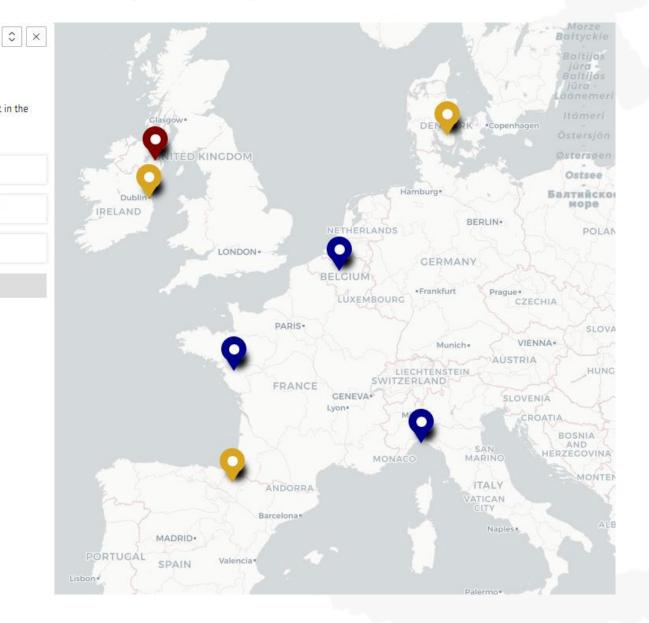
This map locates the different cities and regions taking part in the More Circularity, Less Carbon campaign. More information: www.acrplus.org/morecircularitylesscarbon

Ohort 3 Cohort launched in June 2022.

Ohort 2 Cohort launched in February 2021.

Cohort 1 Cohort launched in February 2020.

► Credits





OUTCOMES?



7 individual reports presenting and analysing the waste carbon footprint

Analysis of the evolution of the waste carbon footprint in Navarra

Cross-analysis of the 7 participants

