

“Sea Change” – RCA, Jasper

2nd – 4th October 2019

Circular Peterborough

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Opportunity Peterborough

The UK's 4th
fastest
growing city
by population



190,400
people

£1billion
regeneration programme

Creating the
UK's Environment Capital,
with the country's
largest cluster of
environmental
businesses



ONE OF
THE UK'S **4**
FUTURE CITY
DEMONSTRATORS

**UK's second
highest rate**
of jobs growth during
the last century

Ranked **1st**
in the country
for housing
growth

**UK's first
GIGABIT
CITY:**
access to the
world's fastest
business
internet
speeds



**A diverse
economy** £
with world-leading
companies in advanced
manufacturing, finance
and agriculture



35134

Peterborough



Creating a **Circular** Peterborough



 **Peterborough DNA**
Part of the Future Cities Programme



Circular Peterborough

- Forms part of our Future Peterborough Programme and part of our approach to economic development
- EU Circular Economy Package (2018)
- UK Industrial Strategy (2018)
- Increasing alignment between sustainable, resilient and smart objectives
- The Climate Emergency
- Sustainable Development Goals

Circular Peterborough in Context





As a result....

31% of food is wasted along the value chain

An average European car is parked for 92% of the time

An average European office is used only 35-50% of the time



WE NEED TO SHIFT TO MORE CIRCULAR MODELS OF PRODUCTION AND CONSUMPTION

CIRCULAR ECONOMY



Rethink
Redesign
Repurpose, Reuse and Share
Repair
Remanufacture
Recycle
Recover

“The 7 Rs”

- ✓ Cost savings on procurement, production, obtaining and utilising products and services etc.
- ✓ New sources of innovation and revenue
- ✓ Improved customer relationships particularly from a shift to service based models
- ✓ Competitive advantage
- ✓ Improved resilience

The Circular Advantage



Local Case Studies



Opportunity Peterborough



Peterborough DNA
Part of the Future Cities programme

- The global challenges we face are huge
- Solutions are required urgently
- Behaviour change is required “en masse”
- Can we really address the challenge through small steps?
- City leadership is key – lead by example
- Cities should set the context and enabling conditions to enable circular approaches to flourish

Why City Scale?

- Relieves pressure on municipal services and budgets
- Reduces carbon emissions
- Reduces waste
- Bolsters employment
- Fosters innovation and creativity
- Improves livability

City Scale Circular Economy -Benefits

- ✓ A competitive and resilient economy
- ✓ Greater resource productivity and efficiency
- ✓ Local skills and new jobs
- ✓ Less waste and reduced environmental footprint
- ✓ Stronger social ties
- ✓ Progress through collaboration

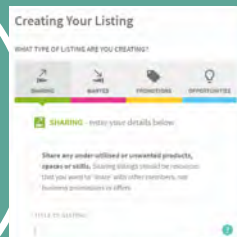


THE CIRCULAR PETERBOROUGH VISION

Circular
Peterborough
Commitment



Share
Peterborough



Circular City
Champions
Scheme



Collaborative
Projects

THE CIRCULAR PETERBOROUGH ROADMAP





← Testing

3.87 MILES FROM YOU

SUCCESS STORIES 1

LISTINGS CREATED 1

CONNECTIONS MADE 3

NEW USER CHANGE MAKER SUPER SHARER CIRCULAR HERO

TOTAL ESTIMATED IMPACTS

5.25 hours donated and 43.4 hours saved others

12kg diverted from landfill by reuse

£1200 savings to other businesses

CURRENT LISTINGS AND BUSINESS DETAILS

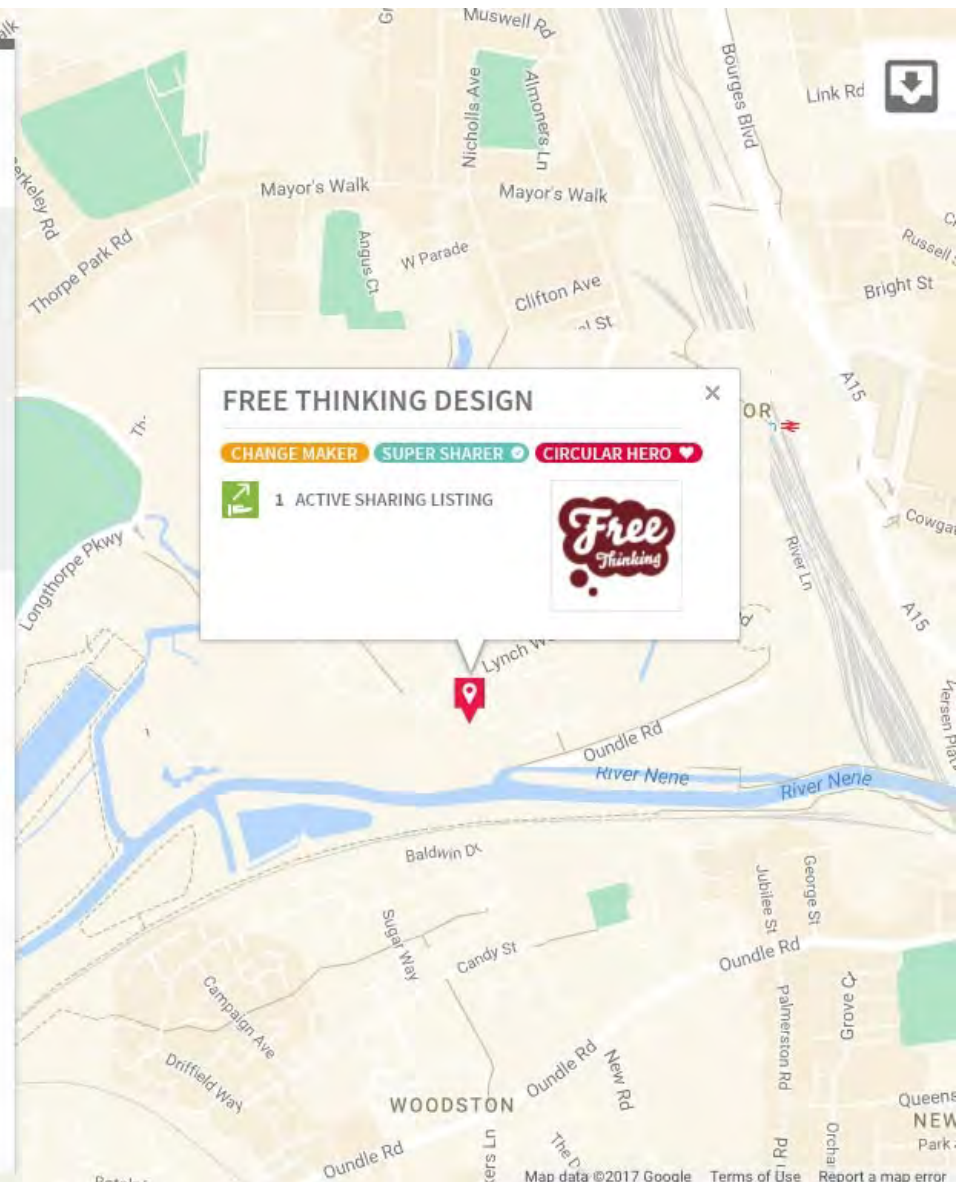
SHARING 1 WANTED PROMOTIONS OPPORTUNITIES

ABOUT THIS BUSINESS:

I am a test

LOCATION:

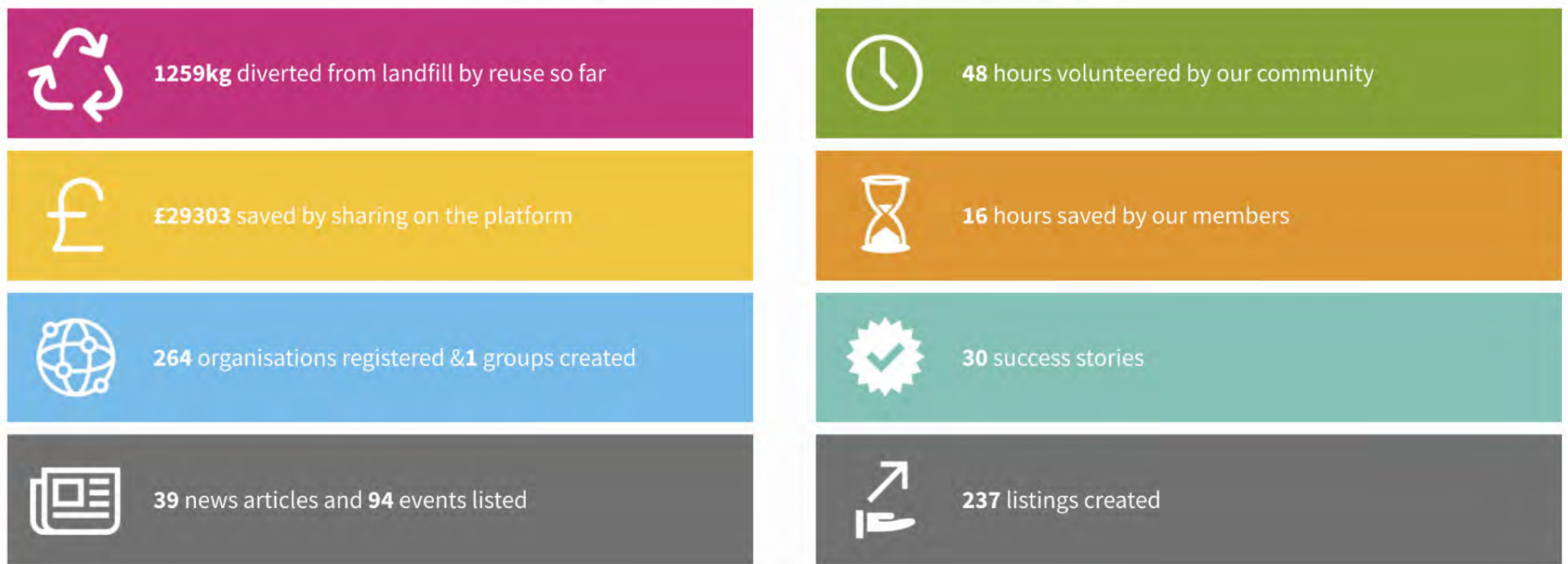
21 Highfield
Peterborough
Cambridgeshire
PE1 1YW

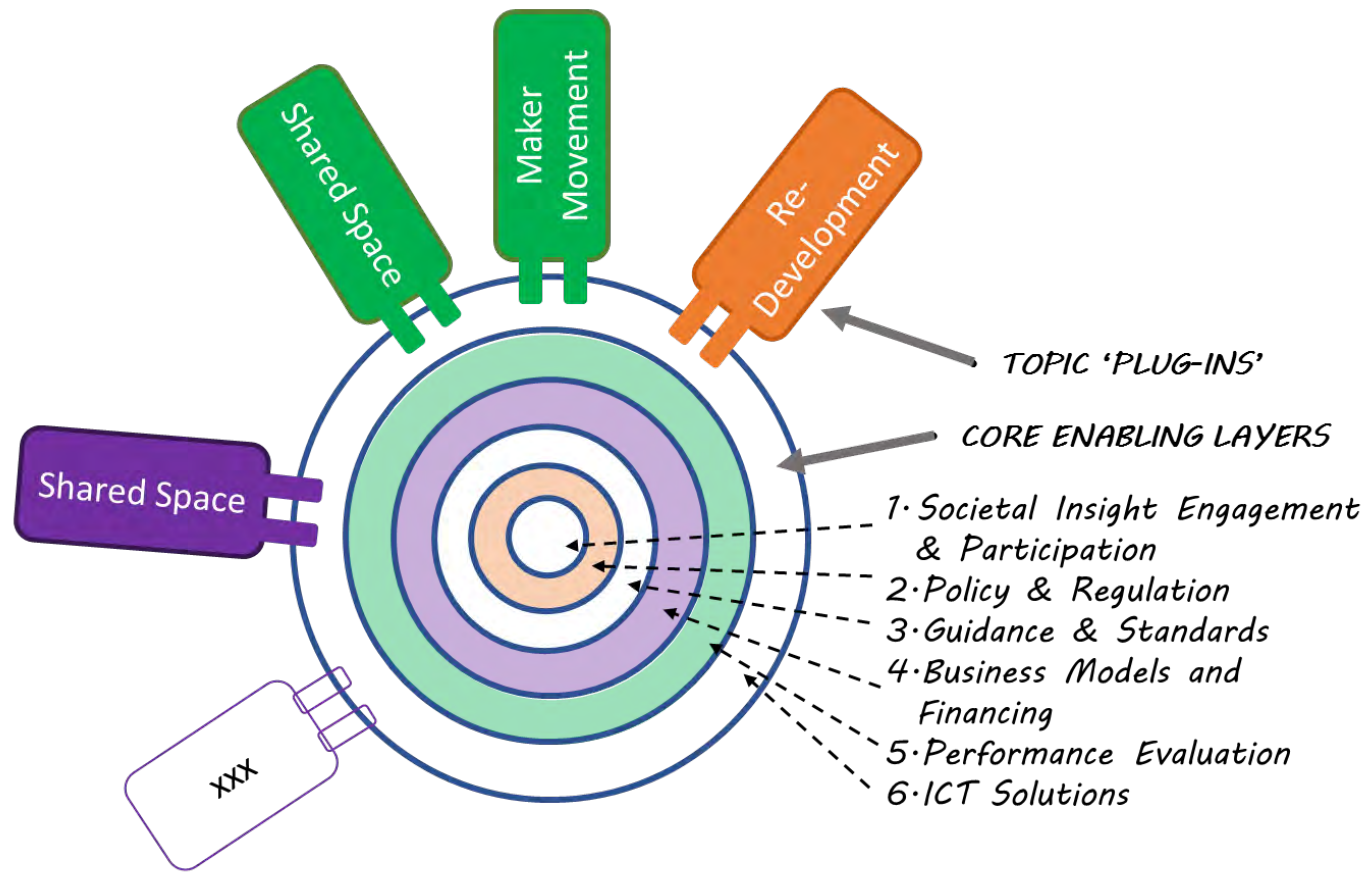




What impact has the Share Peterborough platform had?

When organisations share products, people or places on our platform, we capture some metrics on the impacts

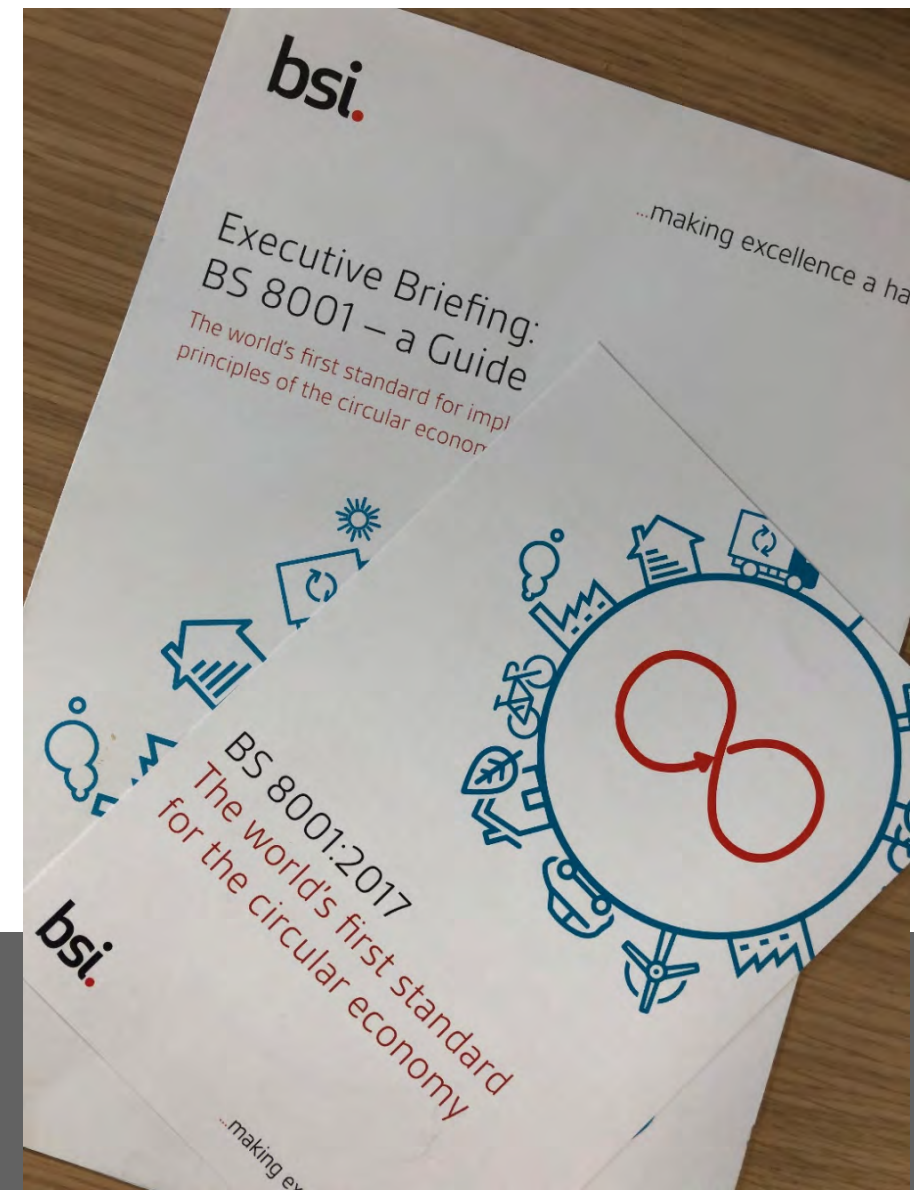




A 'Toolkit' Approach for Smart Circular Cities

- Potential to build on the Smart City Framework approach (PAS 181 and BS 8001)
- Develop a flexible guide based on replicable and scalable case studies

Standards Based Solutions





The Small Giants Approach

Small Giants

- Market Scale & Impact
- Capacity Building
- Common Solutions for Shared Needs
- Enhanced, positive profile

"Design for small; share solutions; aggregate demand and scale-up across markets..."

- It has a population ranging from 30,000 to 200,000,
- is progressive and ambitious, and
- is committed to collaborating with other Small Giants to build a community that will tackle and resolve common challenges.
- *“The term “Giant” is about ambition through collaboration.”*

What is a Small Giant?

- Think big!
- Look for opportunities to collaborate and innovate
- Get involved – there is a role for everyone....
- Create links regional, national and international
- Spread the message amongst staff and customers
- Identify and promote *your* good practice

Moving Forward....



Peterborough DNA
Part of the Future Cities programme

GROWTH, INNOVATION, SUSTAINABILITY

Thank You!
Find out more at: -

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