

Sustainability Certification in the Circular Economy –



Jenny Walther-Thoss
Sustainable Biomass
WWF Germany



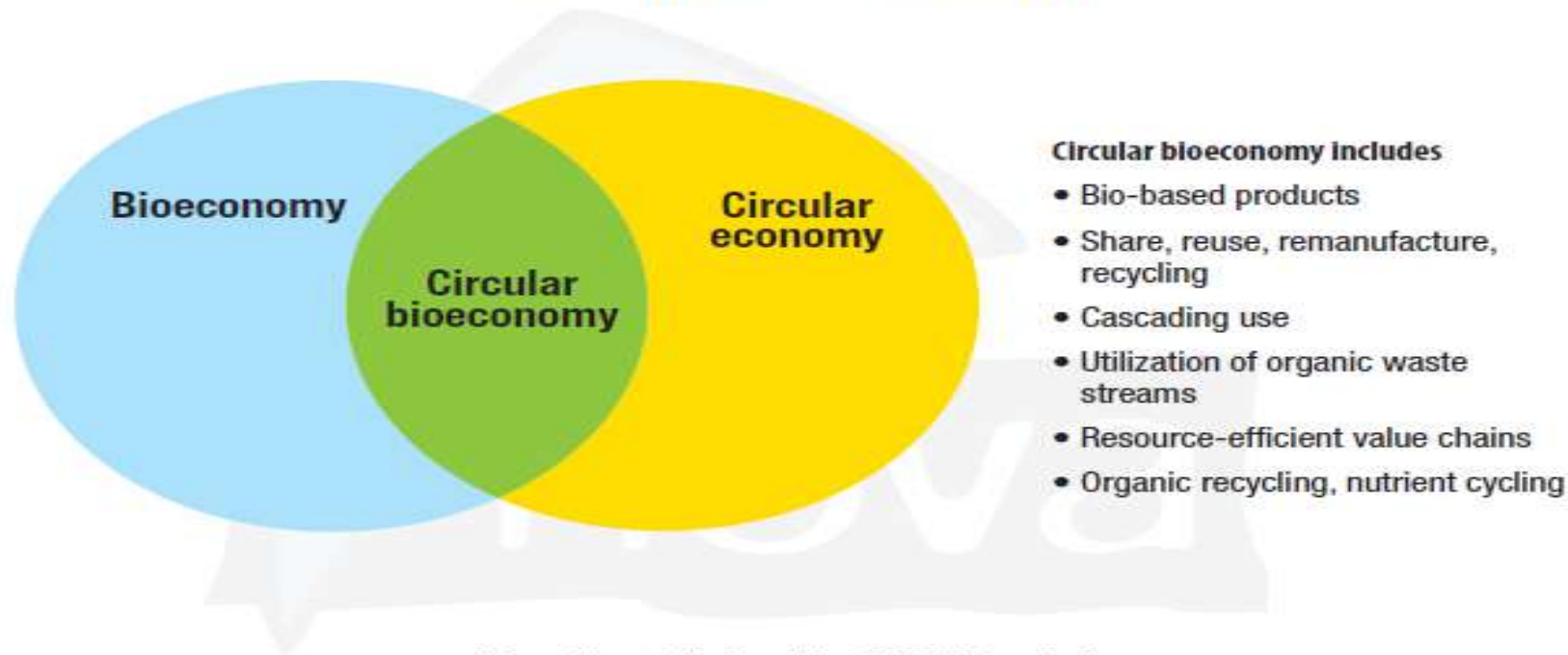
A world map with a dark green background. The landmasses are colored in various shades of orange and brown, indicating different levels of priority. The colors range from light orange to dark brown. The map shows the outlines of continents and major islands. The text "WWF's 35 Priority Places" is written in white at the bottom center of the map.

WWF's 35 Priority Places

move from **take-make-waste** to
respect natural limitations,
keep in use, eliminate waste
& pollution



Circular Bioeconomy



Adapted from Gaia Consulting (2016) in Synthesis report:
Nordic working group for green growth – innovation and entrepreneurship 2013–2016

Figure 2: Circular Bioeconomy (Pursula & Carus 2017, in: Newton et al. 2017)

business **lenses**





deforestation



landfills



ocean waste



pollution

environmental **lenses**

Principles for **sustainable** circular economy

- An economy functioning within Planetary Boundaries
- A transition to a net zero greenhouse gas emission economy
- A major reduction in the need for extracting new resources
- A healthier environment by eliminating pollution and waste
- A narrative and framework to engage and work with society, politics and industry for a sustainable transformation
- A path towards sustainable lifestyles, conscious consumption and sufficiency

What should a certification system deliver?

impact

value



System
IMPACT

end of life

raw materials

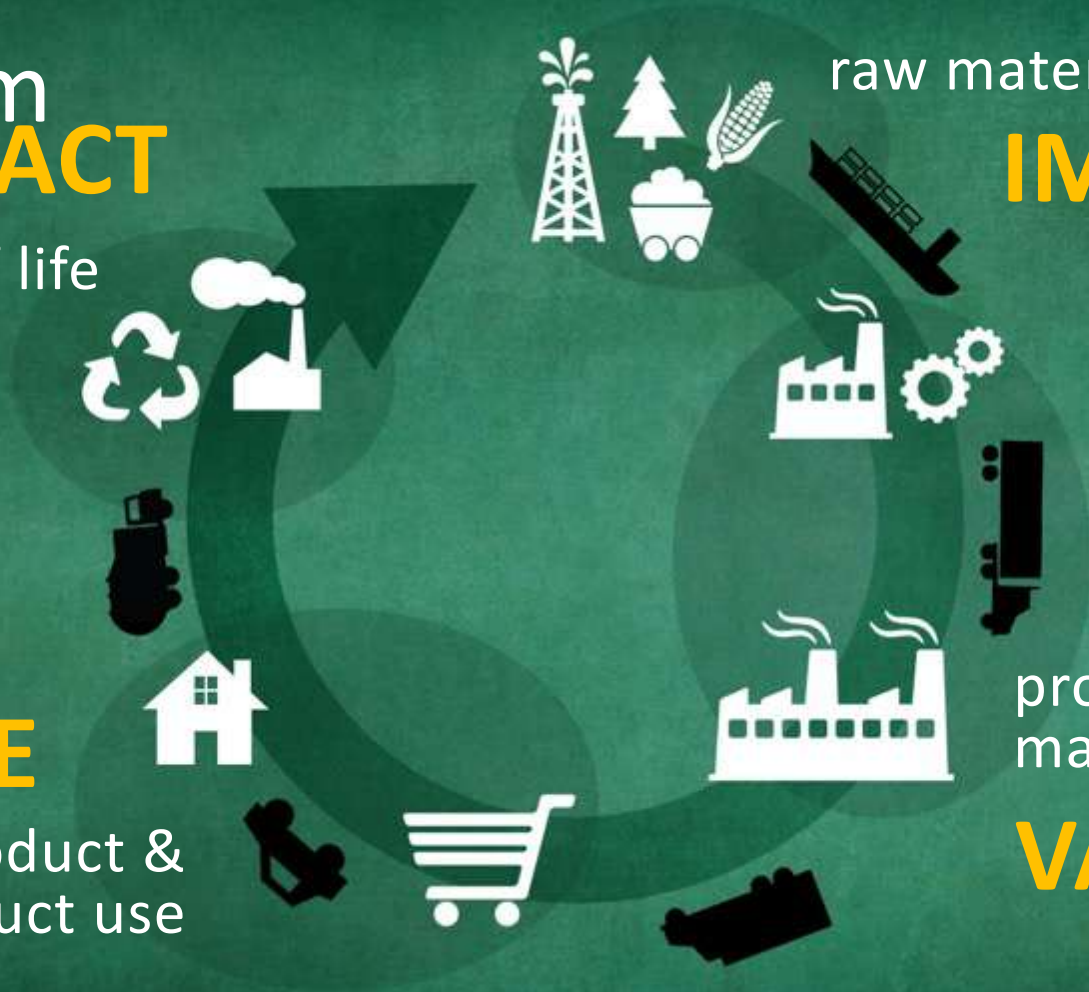
IMPACT

VALUE

product &
product use

processing/
manufacturing

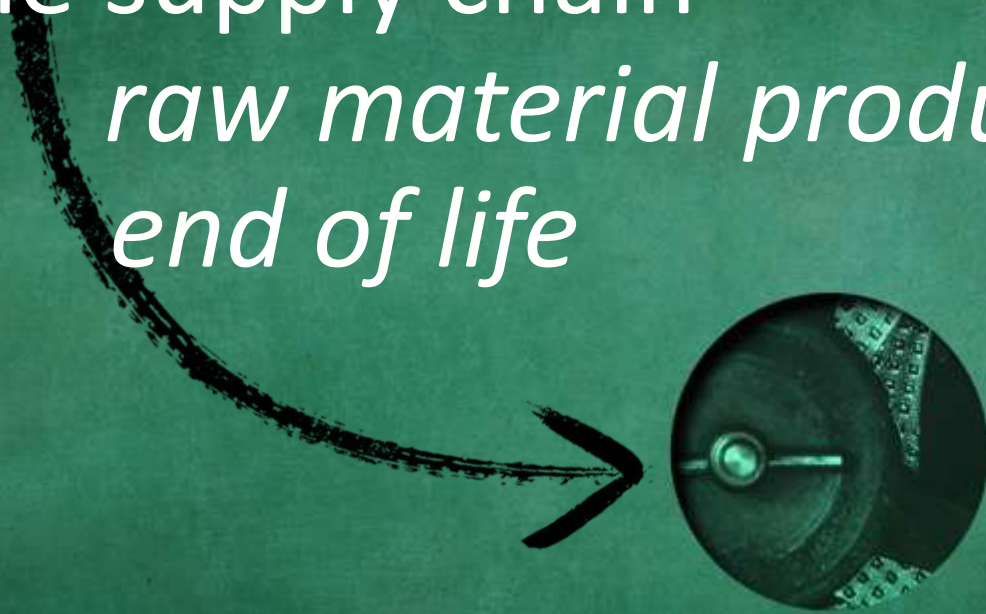
VALUE



we're focused on two points in
the supply chain

raw material production

end of life





just because it's
bio-based or
recycled doesn't
automatically
make it more

sustainable

Impacts through certification

- **Eliminate waste & pollution**
- **Keep products & materials in use**
- **Promote use of renewable energy**
- **Push for more efficiency**
- **Regenerate natural systems**



food

VS



fuel

VS



bioproducts



recycled

vs



virgin



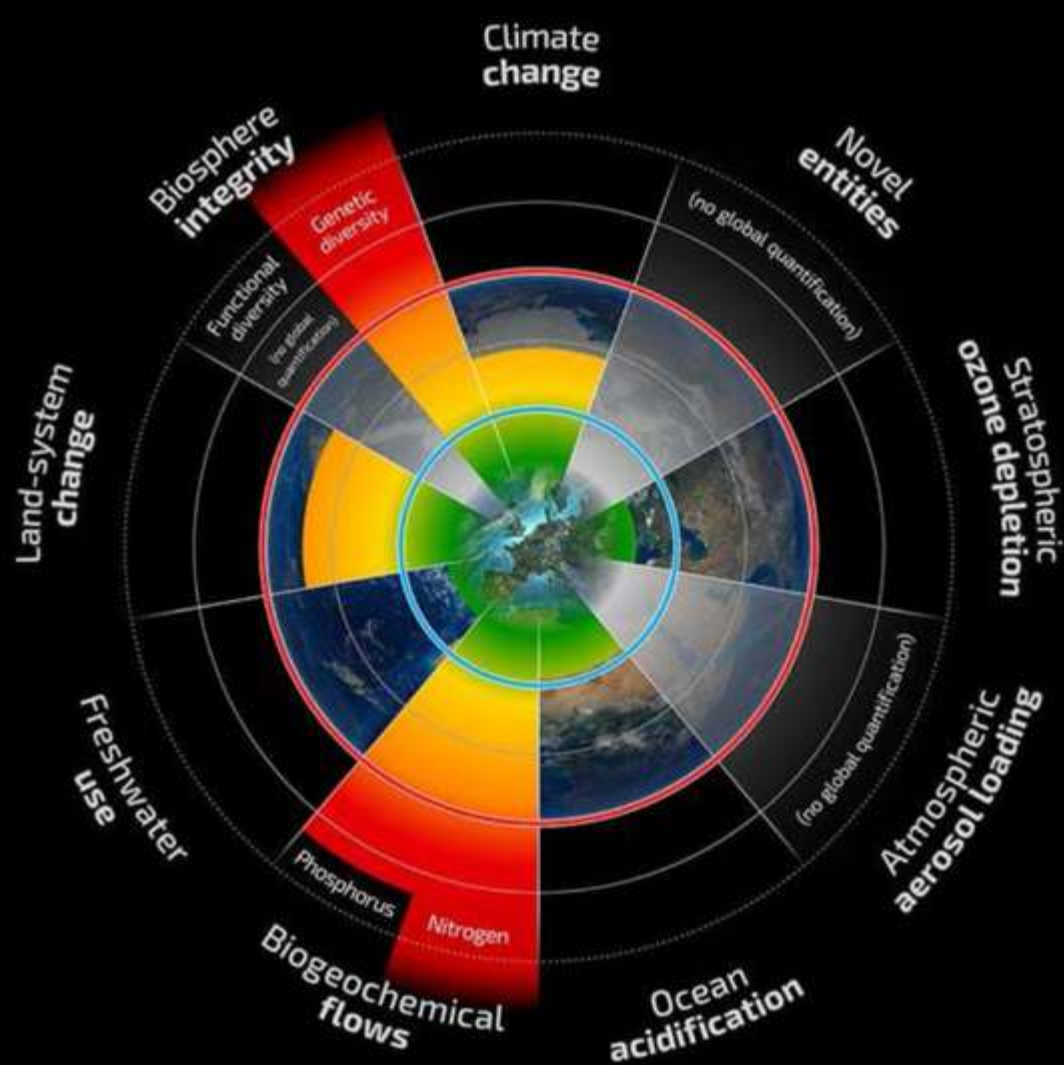
We're fed up
with this.



STOPP DIE
PLASTIK
FLUT

What brings certification to a positive impact?

- is transparent
- is protected from abuse
- Is addressing all risks from raw material production till end-use
- certifies thoroughly (e.g. actually performing on-location inspections)
- requires of its members a strong commitment to the continuous reduction of harmful effects on the environment (soil, water, air, biodiversity) and social risks
- the establishment of a monitoring process, which measures the effect of certification.
- looks also on the risk in the supply chain (pollution, labor rights)
- includes a sanction system
- transparent and clear claims



Are we asking the
right
questions?

Are we using the
right tools?

Concept for a sustainable material management from Landscape to Circular Economy



driving for more sustainable life by
seeing through more...



lenses



will be **key**

as we face the future and
challenge ourselves to do
more with less

Certification Assessment Tool - CAT

Part I SYSTEM STRENGTHS (80 criteria - 5 sections)	Part II STANDARD STRENGTHS (80 criteria - 8 sections)
Mission & Governance of the Scheme	Legality, tenure, use rights
Setting standards (ISEAL code of standard setting)	Community relations
Certification	Worker's rights
Accreditation	Water & Soil
Chain of custody	Biodiversity
	Pollution, Waste & GHG
	Planning & Transparency
http://awsassets.panda.org/downloads/2016_cat_4_fact_sheet.pdf	Other good practices

Laura Griestop
laura.griestop@wwf.de

thank **you**

