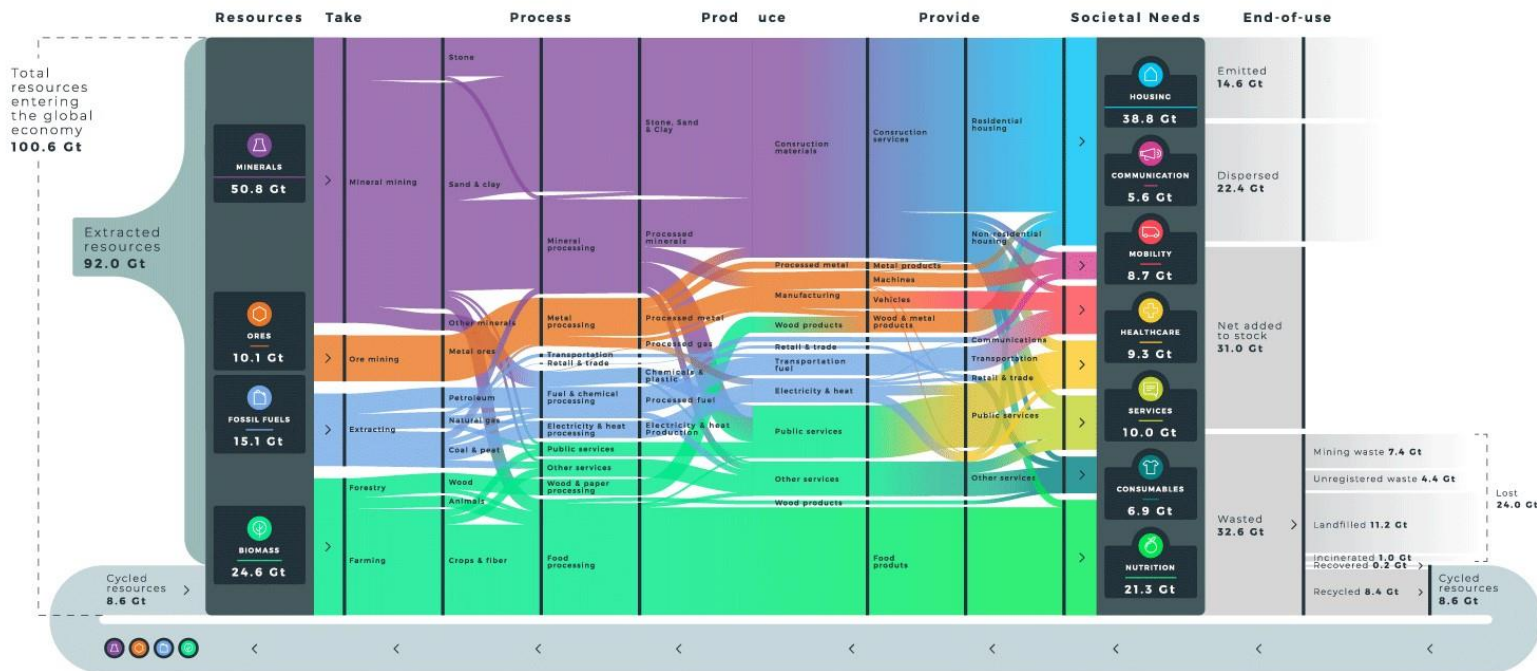


An aerial photograph of a large, circular green space, likely a park or sports field. A wide, light-colored path winds through the area. Several flower beds of various shapes and colors (yellow, orange, purple, white) are scattered throughout the green space. The overall shape of the park is circular, with a small rectangular structure visible in the center.

Circular Economy and the One Planet Business Framework

WWF Deutschland | Justus Kammüller | Laura Griestop

The global economy is only 8,6% circular



Source: Circularity
Gap Report 2020

- | | |
|--|-------------------------|
| RECOVERED | RECYCLED |
| • Waste-to-Energy
more than 65% efficient | • Recycling/Reclamation |
| • Biogasification | • Backfilling |
| • Component recovery | • Composting |
| | • Regeneration |

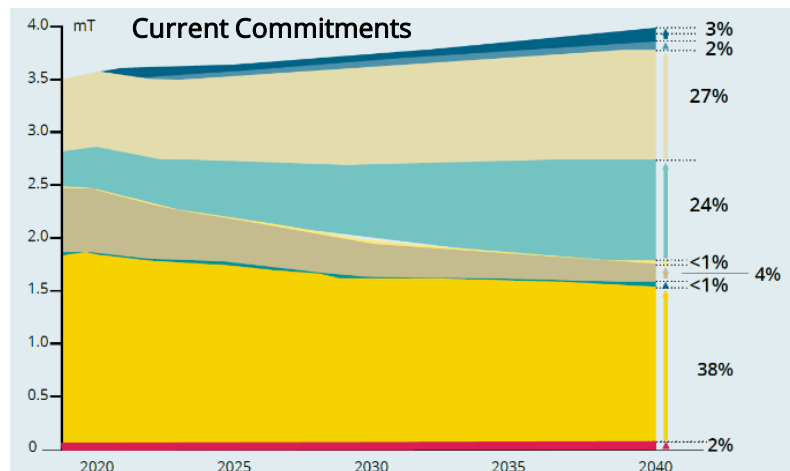
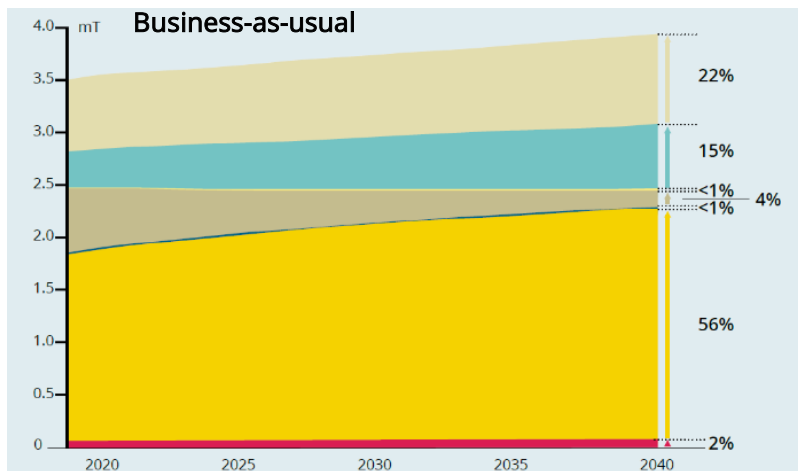
Circular Plastics Packaging in Germany: Study Insights



The vision of a waste-free, circular plastic packaging economy is currently still far from reality

Today, 89% of total packaging is made of virgin content and approximately 50% of the packaging waste is used for waste-to-energy-recovery through incineration

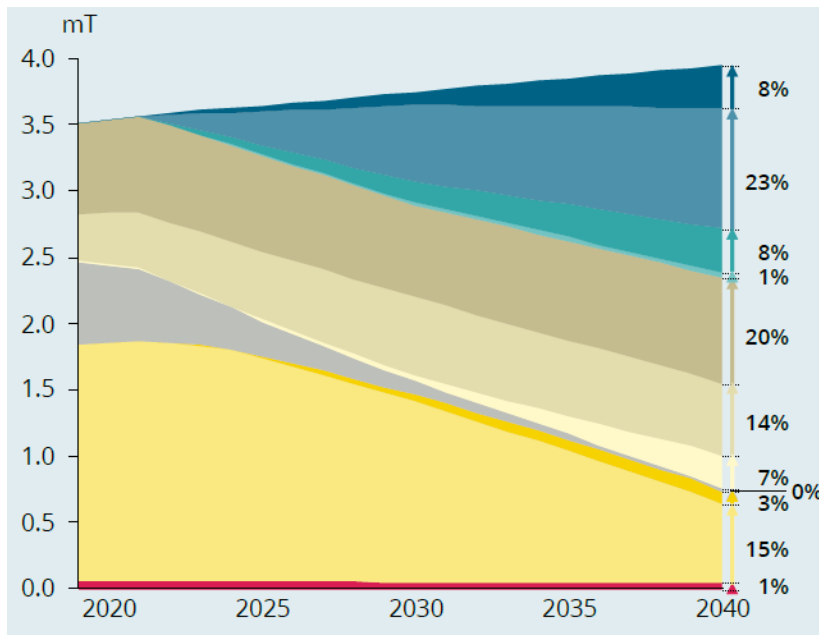
Current commitments, including committed policy and voluntary industry initiatives, still fall short of enabling the transition towards a circular packaging economy in Germany.



Circular Plastics Packaging in Germany: Study Insights



WWF/Systemiq System Change Scenario



Our analysis shows that by pulling all levers that are at our disposal today, we can lower overall plastic packaging waste generation **by 40%**, reduce virgin consumption **by 64%**, and waste-to-energy incineration **by 73%** in 2040. Such a systems change scenario would result in cumulated savings of **68 mt CO₂eq**.

Holistic approach: All levers are needed for transformation

1. Eliminate & Minimize
2. Reuse
3. Substitution
4. Design for Recycling
5. Increase Collection and Sorting
6. Food Grade Plastics
7. Recycling Markets

Circular Economy Principles



1

Planetary Boundaries form the Basis

3

Redefining Growth

5

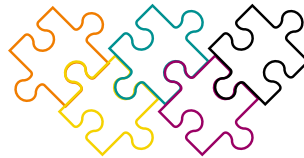
System-thinking and cooperation

2

Beyond single-minded Innovation

4

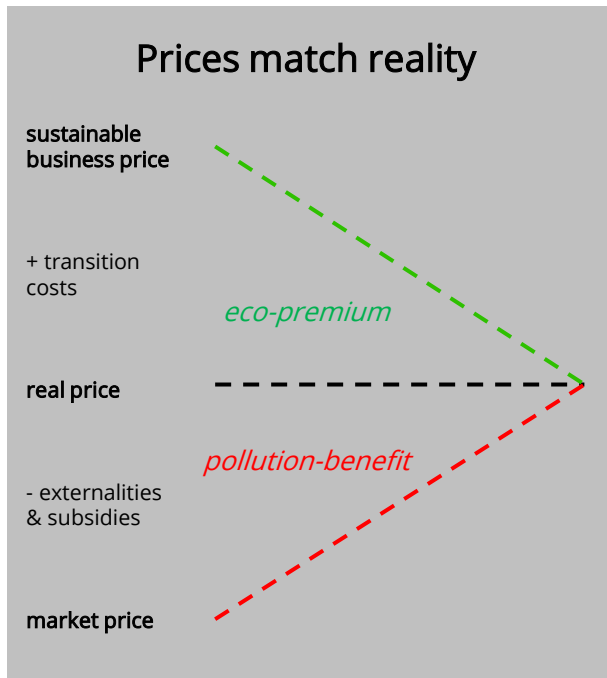
Change of Values



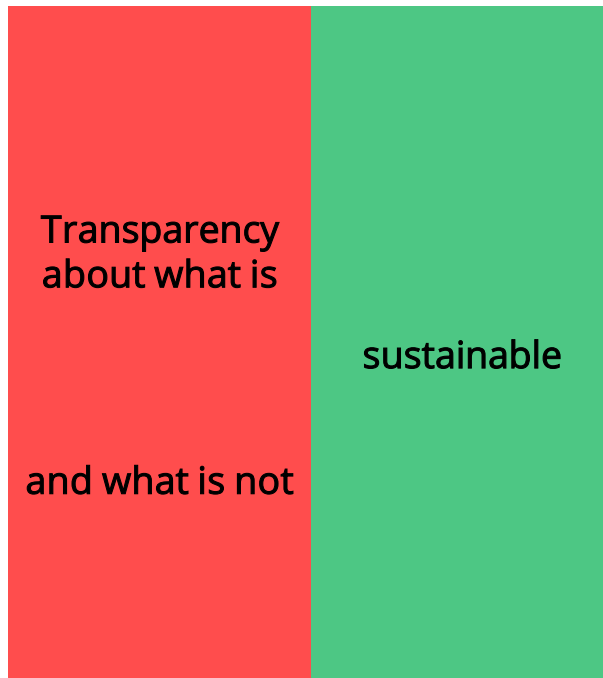
Sustainability makes sense – what needs to change to make it reality



Policy



Science



Business



A cornerstone of our solution is the WWF One Planet Business Framework



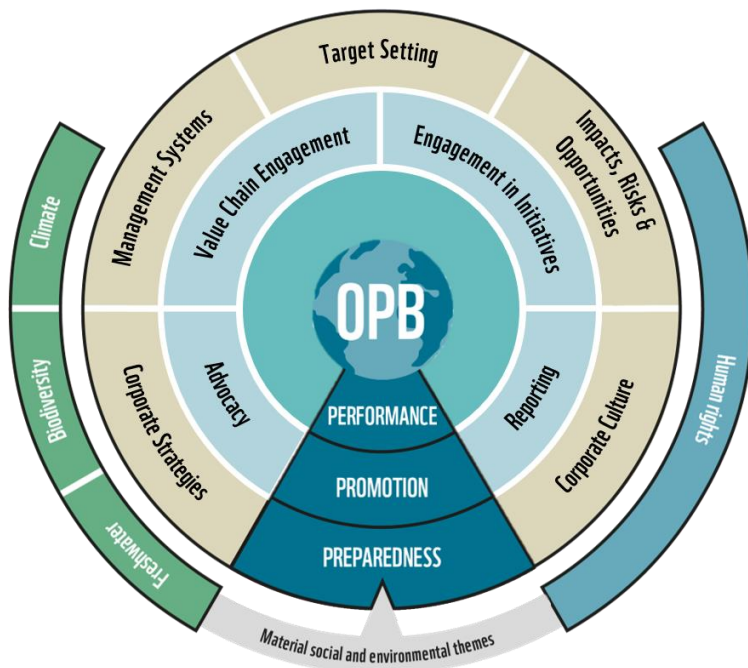
The framework **determines what „green“ is,**
is a **rating mechanism** of corporate sustainability practice,
and forms the **basis for structuring corporate partnerships.**

The 'One Planet Business Framework' and its components

Framework
WIP



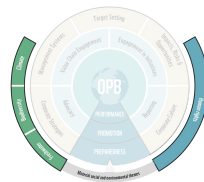
The 'One Planet Business Framework' structures sustainability and determines what "One Planet" means for essential social and environmental themes



Themes

4 environmental and social themes set the agenda of the Framework

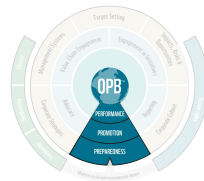
Businesses need to **act in the ones relevant to their business model** to become a One Planet Business



Transformation stages

3 stages (3 Ps) a business must transform within to become a One Planet Business

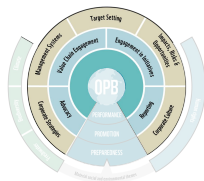
The stages **address different aspects of the business**, from embedding sustainability in the culture ("Preparedness") to actively promoting sustainability outside the company ("Promotion") and achieving targets ("Performance")



Levers

10 levers across the Transformation Stages that businesses need to work on to become a One Planet Business

Progress can be achieved through completion of a range of **action modules**.



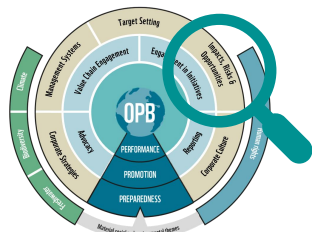
The Rating Mechanism as core element of the Framework

Example for type of questions (WIP)



- For each theme, corporate progress towards One Planet will be **rated against 10 Levers across 3 Transformation Stages**
- The final One Planet Score is calculated as the weighted average of the score achieved within each societal theme
- We will start to **rate WWF partnership companies but plan to develop variations of the rating** that allow us to benchmark companies and sectors via outside-in analysis

A granular questionnaire with clearly defined criteria and ambition levels within each lever forms the basis of the rating



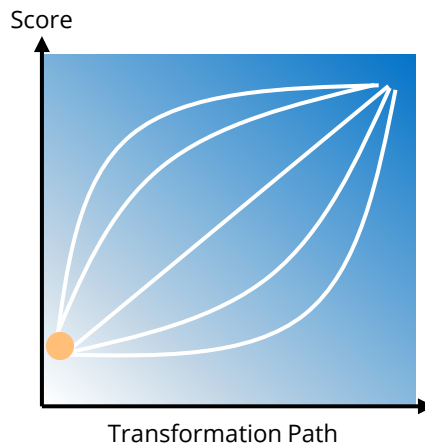
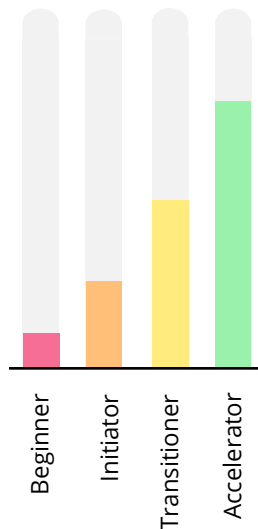
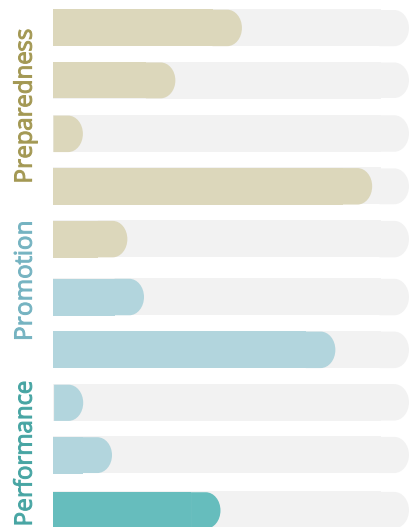
Criteria ▶ Sub-Criteria → Maturity Levels → Score

Risk Assessment	Types of Risk	<ul style="list-style-type: none"> • Top level: The assessment covers all <u>types of risk</u> for all direct operations & value chains • Level 2: The assessment covers a part of the <u>types of risk</u> for all direct operations & value chains • Level 1: The assessment covers a part of the <u>types of risk</u> for all direct operations 	66 %
	Types of Scenarios	<ul style="list-style-type: none"> • Top level: The assessment covers 2 transformation pathways (eg: 1.5°, Wb 2°) and 1 BAU (eg: 4°) pathway for all direct operations & value chains • Level 2: The assessment covers 1 transformation and 1 BAU pathway for all direct operations & value chains • Level 1: The assessment covers at minimum 1 transformation and 1 BAU pathway for all direct operations 	33 %
	...	•

From the rating, we can deduct your transformation roadmaps and potentially identify modules to continue our cooperation



Scores per Lever → One Planet Score → Transformation Roadmap → Modules



Based on the transparency on the companies progress and gaps, we develop a transformation roadmap towards One Planet



Businesses will work with us on selected **WWF Modules** to make progress towards One Planet

Sustainability makes sense – this is how the OPBF will drive uptake



Policy

Prices match reality

sustainable
business price

+ transition
costs

eco-premium

real price

- externalities
& subsidies

market price



Transfer transformational
capital to balance eco-
premium

pollution-benefit

Science

transparency
about what is



Define sustainability
and enable
transparency

and what is
not

Business

Transformational competence



Give guidance
on sustainability
development

Structure – Strategy – Culture
Communication – Commitment ...



Questions?

WWF Deutschland | Justus Kammüller | Laura Griestop