



مجموعة عمل
الشركات متعددة الجنسيات
MULTINATIONAL COMPANIES
BUSINESS GROUP



Circular Packaging
Association

جمعية التغليف المستدام

Towards a responsible and sustainable future

Building on the League of Arab States COP 28 Circular Partner Event

Accelerating the transformation to a circular economy in the region.

Evidence-based study on the Barriers and Enablers of the Circular Economy

Conducted in Abu Dhabi by industry in partnership with;

UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



الإمارات العربية المتحدة
وزارة التغير المناخي
والبيئة

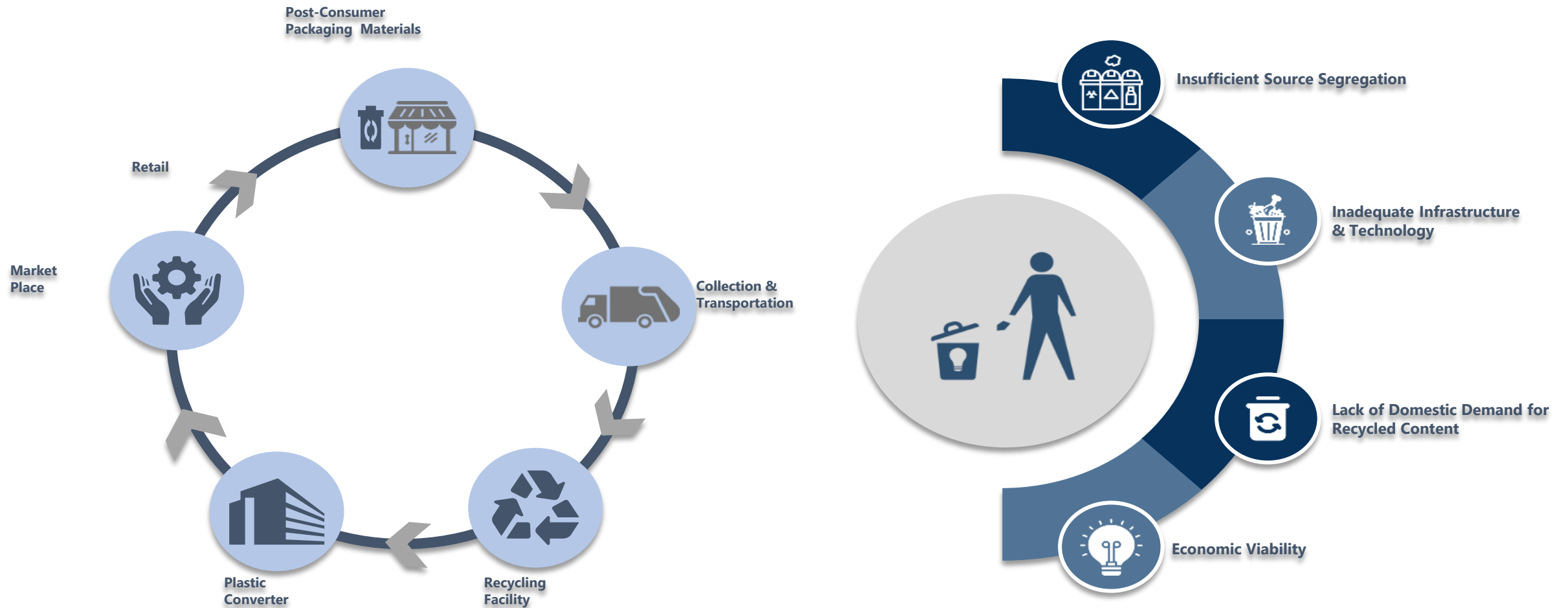


هيئة البيئة - أبوظبي
Environment Agency - ABU DHABI

تدوير
Tadweer

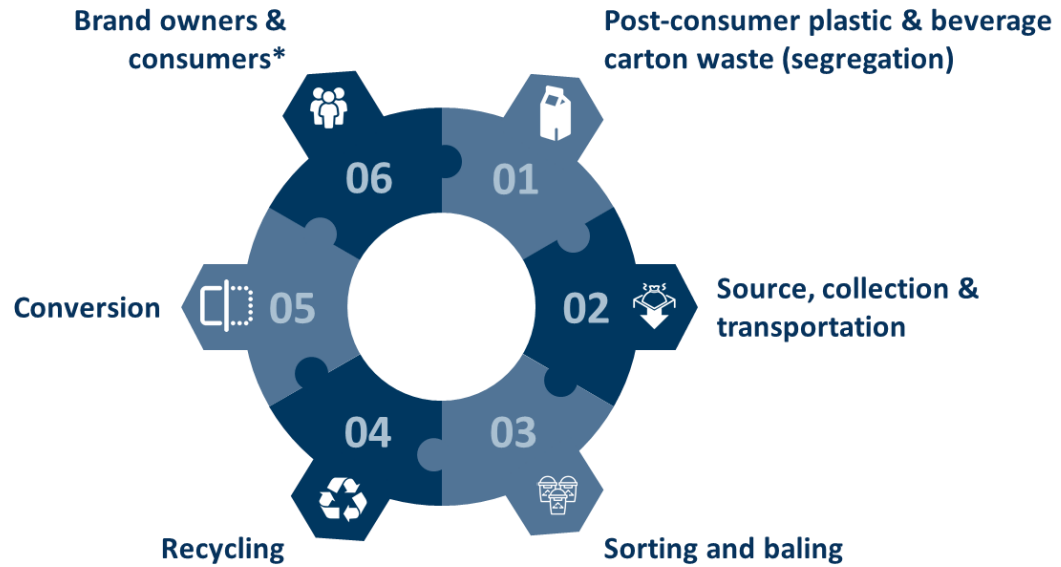
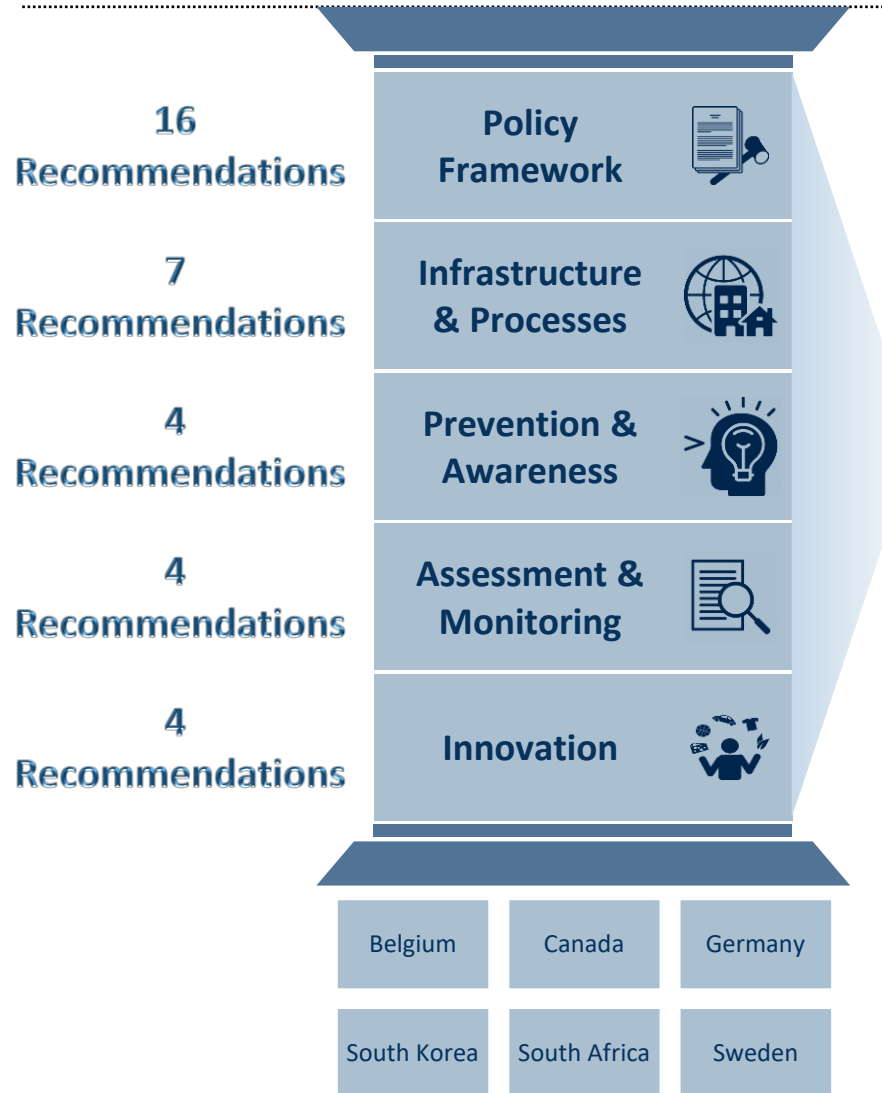


Proof Of Concept Study - Identify Barriers To Circularity For Packaging.

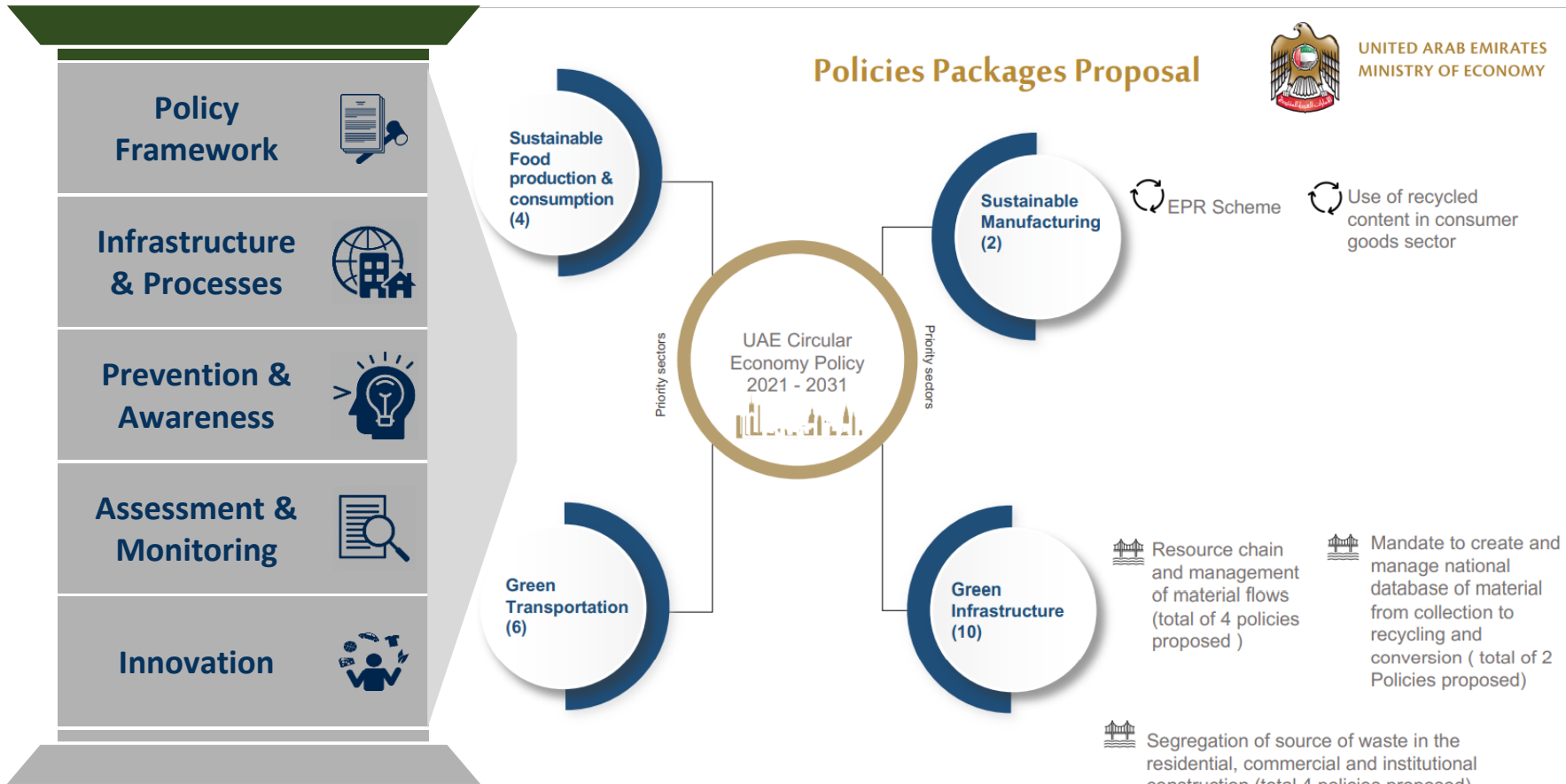


Source: Frost & Sullivan - Charting the road towards a Circular Economy in the UAE, 2019.

Proof of Concept Pilot identifies enablers for the circular economy for packaging.



Key enablers included as Policy recommendations in the UAE's Circular Economy Council Policy Committee.



UAE approves 22 policies to accelerate transition to a circular economy

The new policies will focus on four main sectors of manufacturing, food, infrastructure and transport



The UAE approved 22 policies to accelerate the transition to a circular economy. Photo: EPA

Deena Kamel
MAG, 2022

Read in English
Read in Arabic
May 18 - Recently submitted translation

The UAE has approved 22 policies aimed at accelerating the country's transition to a circular economy, as part of its push towards sustainable economic development.

The UAE Circular Economy Council's policies will focus on four main sectors: manufacturing, food, infrastructure and transport, the government said on Sunday.

"Our current linear economy consumes valuable materials and resources without being able to benefit from them after use, which represents waste in the modern concept of sustainability," said Mariam Al Mheiri, Minister of Climate Change and Environment and Minister of State for Food Security.

"Our approach seeks to protect our environment and to ensure the long-term economic and social prosperity of our country."

READ MORE
Dubai Supreme Council of Energy launches Circular Economy Committee

How the circular economy is driving Abu Dhabi's sustainable industrial development

The UAE, which has pledged to reach its net-zero carbon goal by 2050, has announced measures to drive sustainable economic growth and work towards its climate change targets.

A circular economy is an economic system that focuses on reducing the extraction of natural resources, minimising waste and regenerating natural systems. Raw materials, components and products keep their value for as long as possible, while renewable energy sources are used to fuel economic activity.

Adopting circular economy principles could deliver \$26 trillion in economic benefits by 2030, according to the Global Commission on Economy and Climate.

Last week, the Abu Dhabi government said it would invest Dh10 billion (\$2.72bn) to double the size of its manufacturing sector by 2031. To support this, it will develop a new circular economy regulatory framework to ensure that the industry is operating on a sustainable basis.

The UAE Circular Economy Council approved the 22 policies during its second meeting this year.

- Source: 1. Charting the road towards a Circular Economy in the UAE, Frost & Sullivan, 2019
2. UAE Circular Economy Policy 2021 – 2031, MOCCA.E.
3. CE Council Policy Committee 2022.

Concept of a regional circular economy launched at the Leagues of Arab States Circular Partner Event in the Blue Zone at COP 28.

Momentum already gathered: League of Arab States Circular Partner Event COP 28.

Half day event in the LAS Pavilion in the Blue Zone featuring public-private dialogue between industry leaders and government authorities.



Regional and global leaders from Agthia Group, Coca-Cola, Danone, J&J, Mondelez, PepsiCo, P&G, SABIC, Talabat, Unilever.

How public-private partnerships can support policy development and accelerate the transition to CE.

Dr Mahmoud Fathallah:
Director of the Department
of Environmental and
Meteorological affairs, Egypt
at League of Arab States.

Opportunity to unlock and accelerate CE initiatives at scale in the region.

Dr Farah Al Zarooni: Assistant
Undersecretary for the Standards and
Regulations Sector at UAE Ministry of
Industry and Advanced Technology
(MoIAT).

Dr Abdulla Al Sebaie: CEO of National
Center for Waste Management (MWAN),
KSA.

The role of industry in realizing circular strategies to accelerate the transition to the circular economy.

HE Dr. Nawal Al Hosany Assistant
Undersecretary Green
Development & Climate Change
Sector, UAE Permanent
Representative to IRENA

Momentum already gathered: League of Arab States Circular Partner Event COP 28.

Keynote addresses from global leading stakeholders supporting the initiative



HE Razan Al Mubarak
High-Level Climate Champion COP28



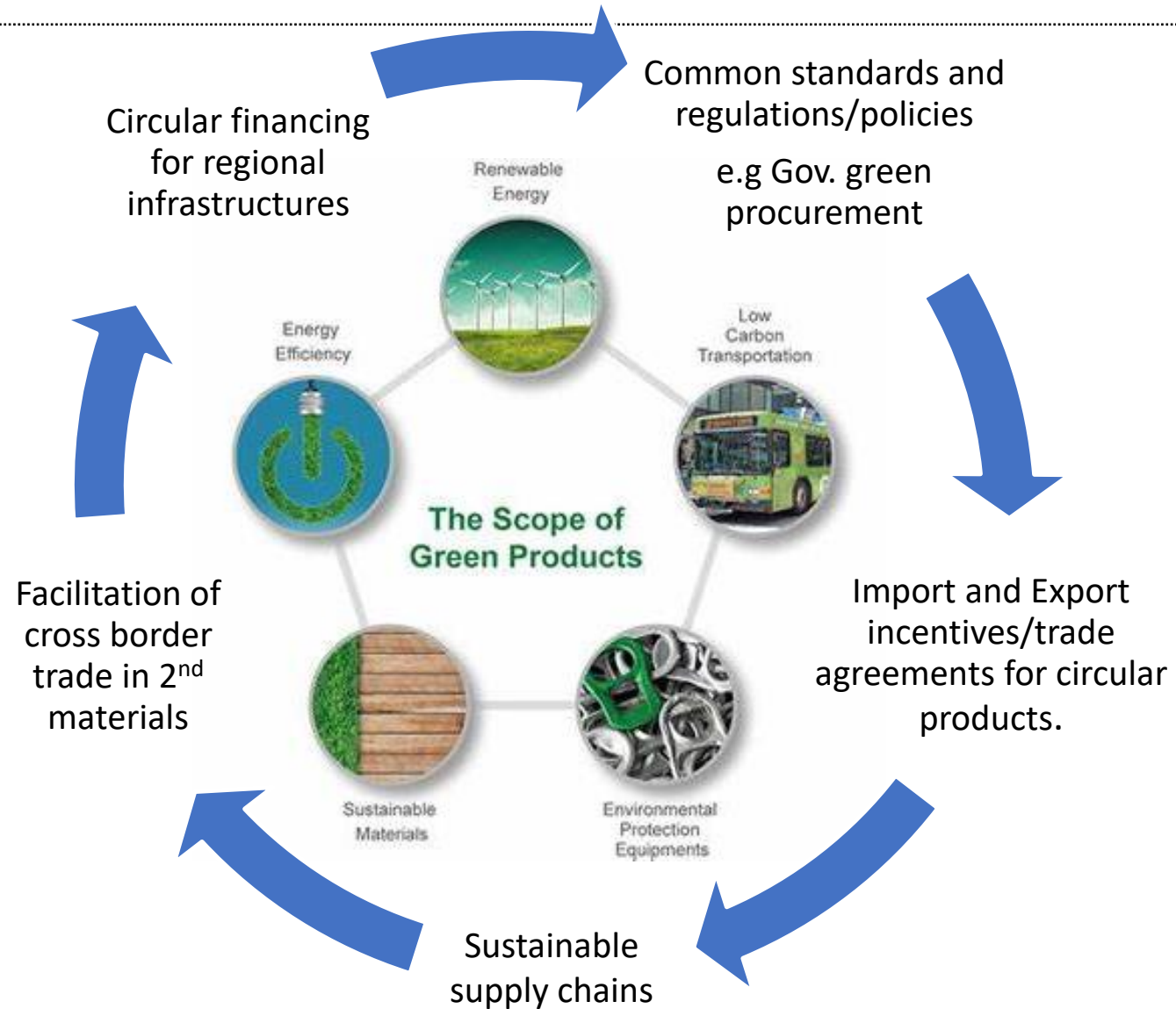
Joss Bleriot
*Director of Institutional Engagement
Ellen McArthur Foundation.*

**How can this
collaboration be scaled
across industries and
countries?**



What enables the circular economy?

Allows the cross-national exchange of goods, services, resources and credits that unlock regional circular economic activities and contribute to ecological sustainability.



[Green, sustainable trade to be focus of WTO Public Forum 2023 | World Economic Forum \(weforum.org\)](https://www.wto.org/press/2023/02/23-02-2023-01.htm)

<https://www.greentrade.org.tw/>

Opportunity to unlock and accelerate Circular Economy initiatives at scale.

A regional approach to circularity would support:



Emergence of a New Circular Economy Zone Regionally and Globally

- Solidify region's power as a trade block for the circular economy.
- Future proof the next phase of circular economy on the map vs US and EU.
- Leading industry players have regional markets - reinforce the commitment and attractiveness, as well as the proactive engagement of the private sector to invest and transition to circularity.



Catalyse Growth of Circular Economy Activities within the region.

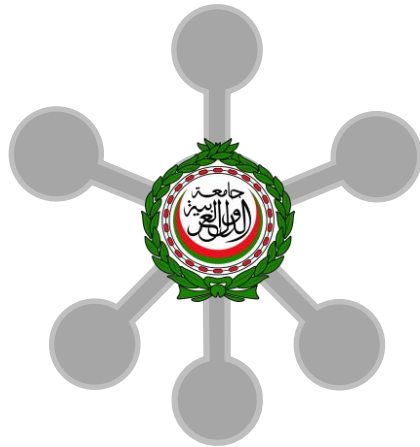
- Unify cross-border exchange of products and 2nd materials.
- Regulations and standards allows harmonization of regional production.
- Import and export opportunities for products with recycled content.
- Harmonize circular economy incentives and taxes.
- Avoid duplication of process (time and expense) across MENA countries.
- Showcase industry initiatives in circularity across a regional industry base.



The support for a regional network will help unlock circular economic activities supported by private finance for the entire region.

Economic Opportunity:

*In 2019, a study performed by the consultancy firm 'Strategy&' estimated that GCC countries alone could save up to **USD 138 billion** by 2030 and reduce emissions by **150 million tons of CO2e** as a result of a circular approach to their economies.*



Scale up Opportunity:

- The UAE launched its Circular Economy Policy 2021 -2031 and established a Circular Economy Council to accelerate the transformation to circularity.
- KSA, Qatar, and Bahrain are developing Circular Economy Policies.

Multi-sectoral Opportunity:

- Several Industry Associations operate in the region (MCBG, CPA, NCPC, AIRE, ABA), with a commitment to sustainability and the transition to a circular economy as a key priority.
- The FMCG sector is, at the moment, the most advanced industry group in circular economy initiatives, focused on plastics and packaging, but other sectors also present large opportunities for the region and are looking to contribute: e.g. automotive, tires, electronic waste, built environment, ELV.

The Regional Circular Economy network has the power to expedite the region's circular transition and place it on the map as a circular economy zone, leveraging public-private partnerships.

1



Formal gathering of businesses to unlock opportunities for delivering corporate sustainability commitments

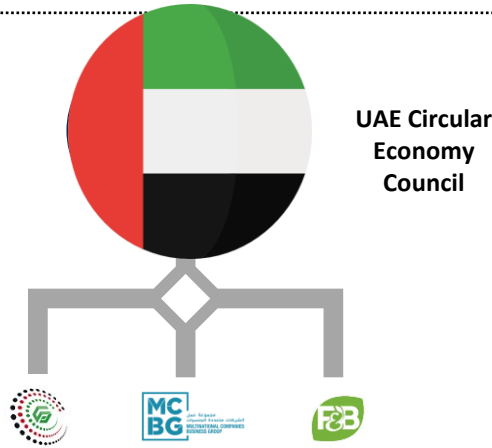
Phase 1: Country-based CE industry forums in place:

- ✓ Aligning on common sustainability objectives
- ✓ Developing technical and regulatory baseline assessment
- ✓ Developing high-level policy recommendations.

E.g. UAE Circular Packaging Association, Federation of Saudi Chambers National Circular Packaging Committee. Project One Tide (Qatar), Alliance for Innovation in Recycling AIRE (Morocco).

Impact

2



Formal national organization of businesses which supports local sustainability policy and infrastructure development

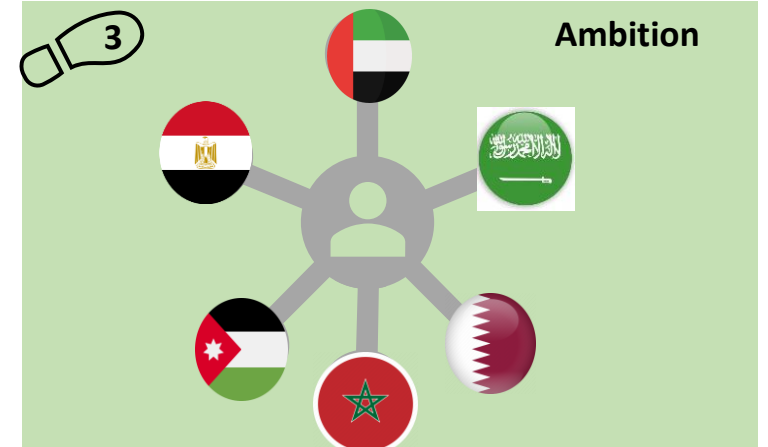
Phase 2: Public-private consultation on policy and regulations supporting CE.

- ✓ Co-developing detailed specification recommendations with local government
- ✓ Mobilizing finance in central PMO to invest in local infrastructure and supply chain initiatives
- ✓ National Scale transition.

E.g. UAE Circular Economy Council Policy Committee.
Federation of Saudi Chamber's National Circular Packaging Committee MOU with MWAN.
Qatar: Project One Tide MOU with MOE.

Impact

3



Ambition

Regional organization which supports regional sustainability and circular policy development and market transition

Phase 3: Consolidated government-industry forum under a CE network within region

- ✓ **Developing regional policy recommendations.**
- ✓ **Harmonizing standards & regulations.**
- ✓ **Maximizing cross border material recovery and value extraction within the LAS region.**
- ✓ **Catalyzing regional green transition and market transformation.**
- ✓ **Increasing regional investments and attracting FDI in green businesses.**
- ✓ **Adding political weight to region in global sustainability discussions.**

Impact

**Leverage industry
commitment and
government strategy to
accelerate the circular
economy across the region.**



Regional Circular Economy Network*

Objectives of the Network:

- Promote the concept of the circular economy within 4 pillars; green infrastructure, sustainable transport, sustainable manufacturing, sustainable food production and consumption.
- Promote technology, innovation, and research and development while raising awareness, building capacities, establishing partnerships and cooperation platforms, and achieving comprehensive waste management.
- Promote environmental health, support the private sector in adopting clean production methods, regenerative practices and reducing natural ecological stress.

Role of the Network :

- Support the drafting of mechanisms to implement the CE strategy in coordination with relevant authorities.
- Suggest performance indicators related to the CE strategy's adoption.
- Harmonize regional and national standards and regulations within the CE policy's requirements.
- Suggest the general foundations of sectoral plans and projects.
- Encourage the participation of the private sector in projects and initiatives related to the circular economy.
- Promote partnership between the public and private sectors, and advance scientific research in areas related to the CE.

* Taken from model of Circular Economy Council launched in 2021 by UAE Cabinet. Source: Emirates News Agency 24/01/21

**Multi-Sectoral Industry
Commitment to
accelerating the circular
economy in MENA.**



Powerful collaboration across industry forums.

غرفة دبي
DUBAI CHAMBER

Circular Packaging Association
جمعية التغليف المستدام
Towards a responsible and sustainable future



KNOWLEDGE PARTNERS





Discussion

