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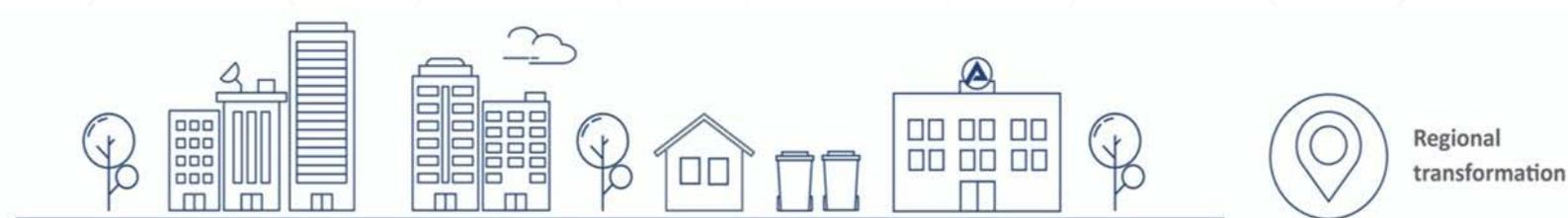
# Role of Regions and Stakeholders in Supporting Circular Value Chains

Presenter: Jana Wegener | 11/09/2025 | Brussels, Final Conference

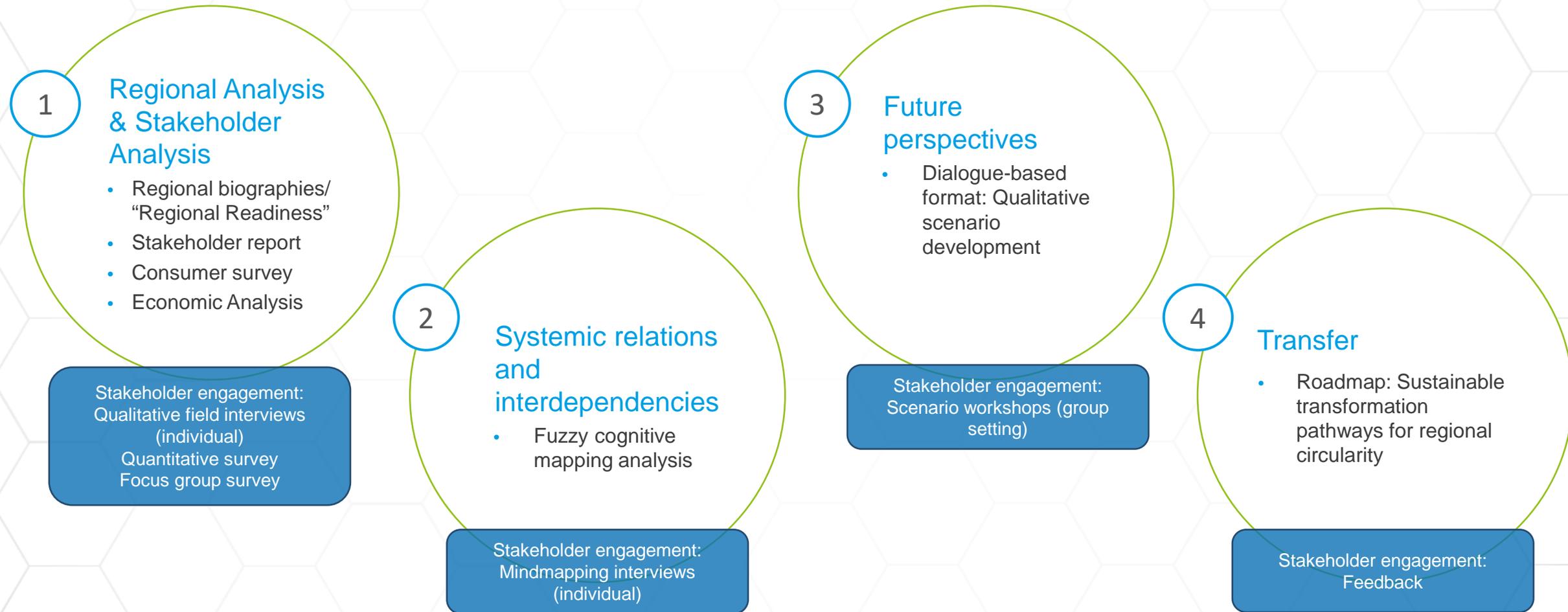
# Regional transformation, cooperation and stakeholder engagement

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- Develop analytical foundations and knowledge to create regional clusters of stakeholders
- Develop sustainable transformation pathways for regional circularity including strategic elements, collaboration processes and regional characteristics



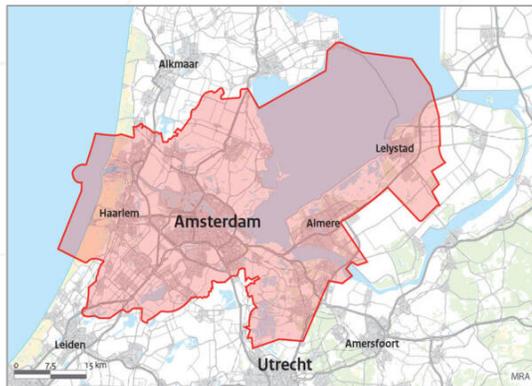
# Iterative Research Process



# Status Quo: Regional Readiness

## Amsterdam Metropolitan Area

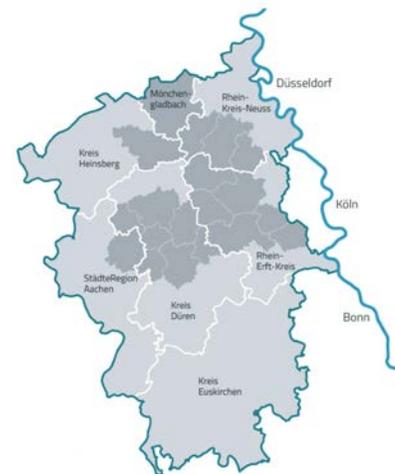
- Best suited to move forward on the establishment of circular economic solutions in the near future
- Strong initiatives in place to support the Circular Economy, with the target of the Amsterdam Metropolitan Area being fully circular by 2050



© Holland Circular Hotspot: <https://hollandcircularhotspot.nl/cities/metropole-region-amsterdam/>

## Rheinisches Revier

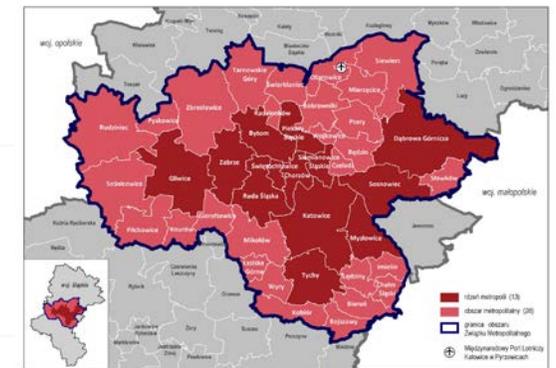
- In the middle of a fundamental transition towards a green and sustainable economy
- Important preconditions for circularity but lacks clear political goals



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## Upper Silesia/ GZM

- In an early stage of a green transition with only soft policy goals and low public awareness
- Key actors and convenient infrastructure are present but more determination on the administrative level and financial incentives are needed



© InfoGZM: <https://infoGZM.metropoliagzm.pl/mapy/mapy-rastrowe-i-grafiki/>



# Future perspectives: Scenario workshops

- **Method:** Qualitative participative scenario analysis
- **Thematic focus:** The future of plastics recycling - A sustainable circular system for high-performance plastics/ ex. refrigerators & construction material
- **Goal:** The workshops served to identify possible future developments that could help or hinder the project goals
- **Participants:** Small groups of up to 20 people from different backgrounds (academia, municipalities, industry, associations)



Source: Own photos (project team WP1)

# Scenario Workshops: Regional results

## Germany:

Wide range of scenarios from minimal progress (“polycrisis”) to radical changes driven by severe ecological impacts

→ Highlight the need for a proactive approach to integrate various circular economy strategies

## Netherlands:

Scenarios underscore the contrast between refrigerator recycling (strong regulations and collaboration) and the fragmented construction sector

→ Stronger incentives and clearer regulations needed

## Poland:

Scenarios with varying degrees of state intervention and public awareness shaping the future of recycling

→ Emphasize the critical role of regulation, strong political support, and business innovation

# Roadmap: Key Political and Social Levers



Political  
Factors

## Global Responsibility and Coordination:

- **EU:** Mandate ESG reporting & coordinate standardization to counteract competitive disadvantage of sustainable business models
- More European coordination, support of cross-municipality platforms
- **National Governments:** Integrating CE into industrial, energy, and education policy; tax incentives for circular products and behaviours (e.g., VAT cuts)
- **Regional/Local:** Establish Circularity Hubs & local incentives



Social  
Factors

## Awareness:

- Co-creating local initiatives with civil society/ NGOs
- Running awareness & incentive programs, embedding CE in education
- Involve local communities and trusted figures in outreach

## Cooperation between Companies along the Value Chain:

- Establish participative governance structures (core groups, protected spaces for collaboration)



# Transition Management Framework

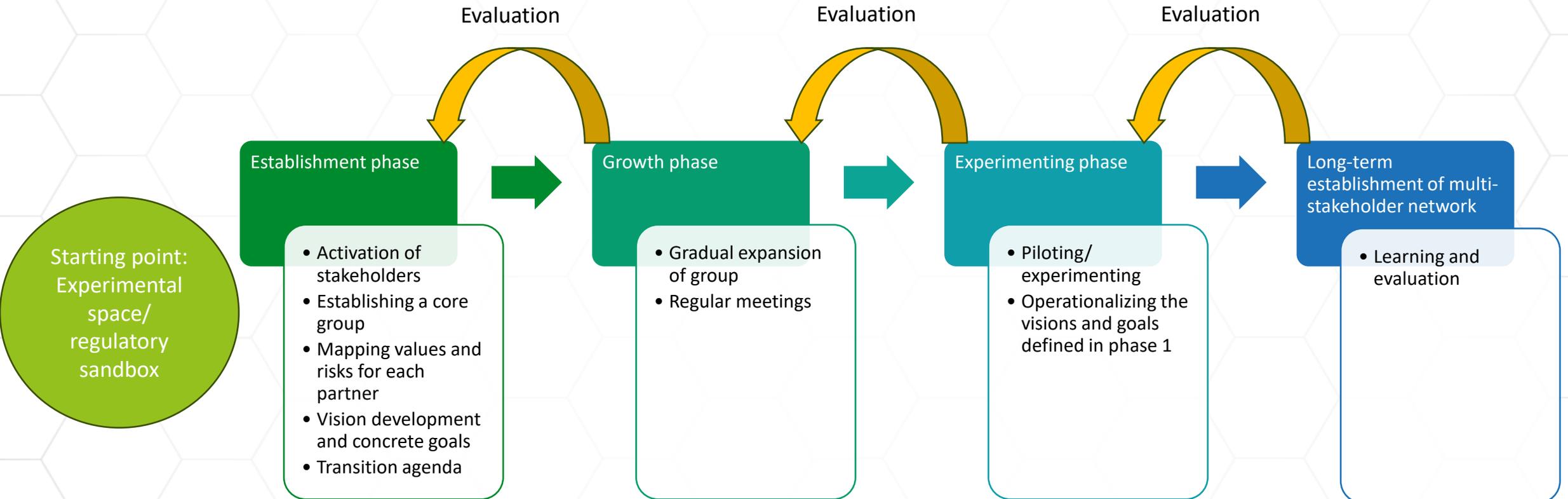
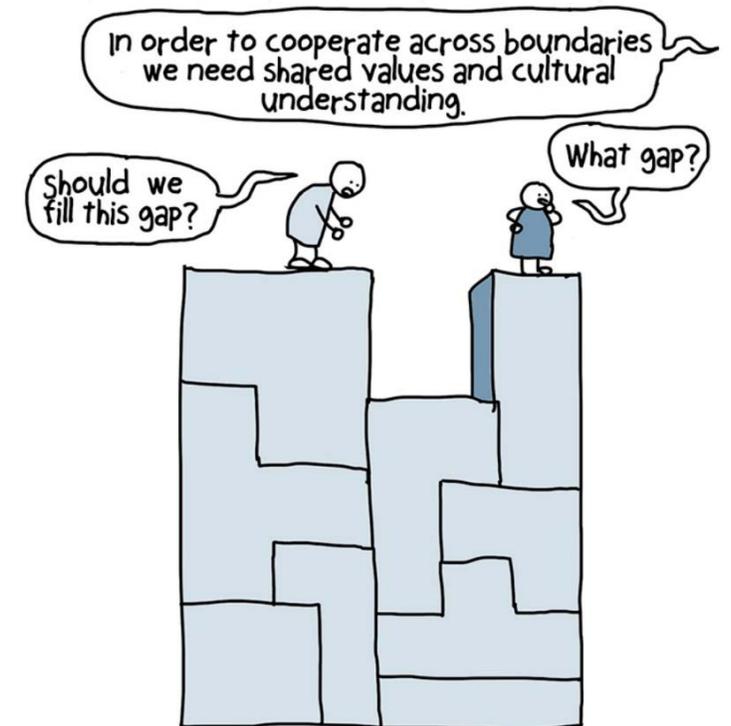


Figure: Own presentation based on Rotmans and Loorbach (2009)

# Takeaways

- Context-sensitive approach
- Local, regional and international cooperation needed
- Not only top-down but also bottom-up engagement
- Indicators of high importance for establishing hubs for circularity:
  - Stakeholder alliance
  - Binding policy goals
  - Public mindset in regions



Anran, L. 2022

Source: 360Dialogues (2022): "The impossibilities of the circular economy"



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Thank you!

More information: <https://circular-foam.eu/>