Connecting the
Circular
Economy

znet
HEPBURN SHIRE

What is the circular economy?

It's an approach to shift economies away from waste to systems that support the well-being of people and our environment.

It's a process of:

- Designing out waste and pollution
- Keeping products and materials in use
- Regenerating natural systems

Why consider a circular economy?

Our community is a leader in sustainability, with so many innovative businesses located in our small shire. With our shire-wide partnership to reach zero-net emissions by 2030 (Hepburn Z-NET) we're acting on climate change, and now we can act on waste too. By working towards a circular economy we can make our transition more holistic and impactful.

gh good human, strategic design for good.

Hepburn SHIRE COUNCIL

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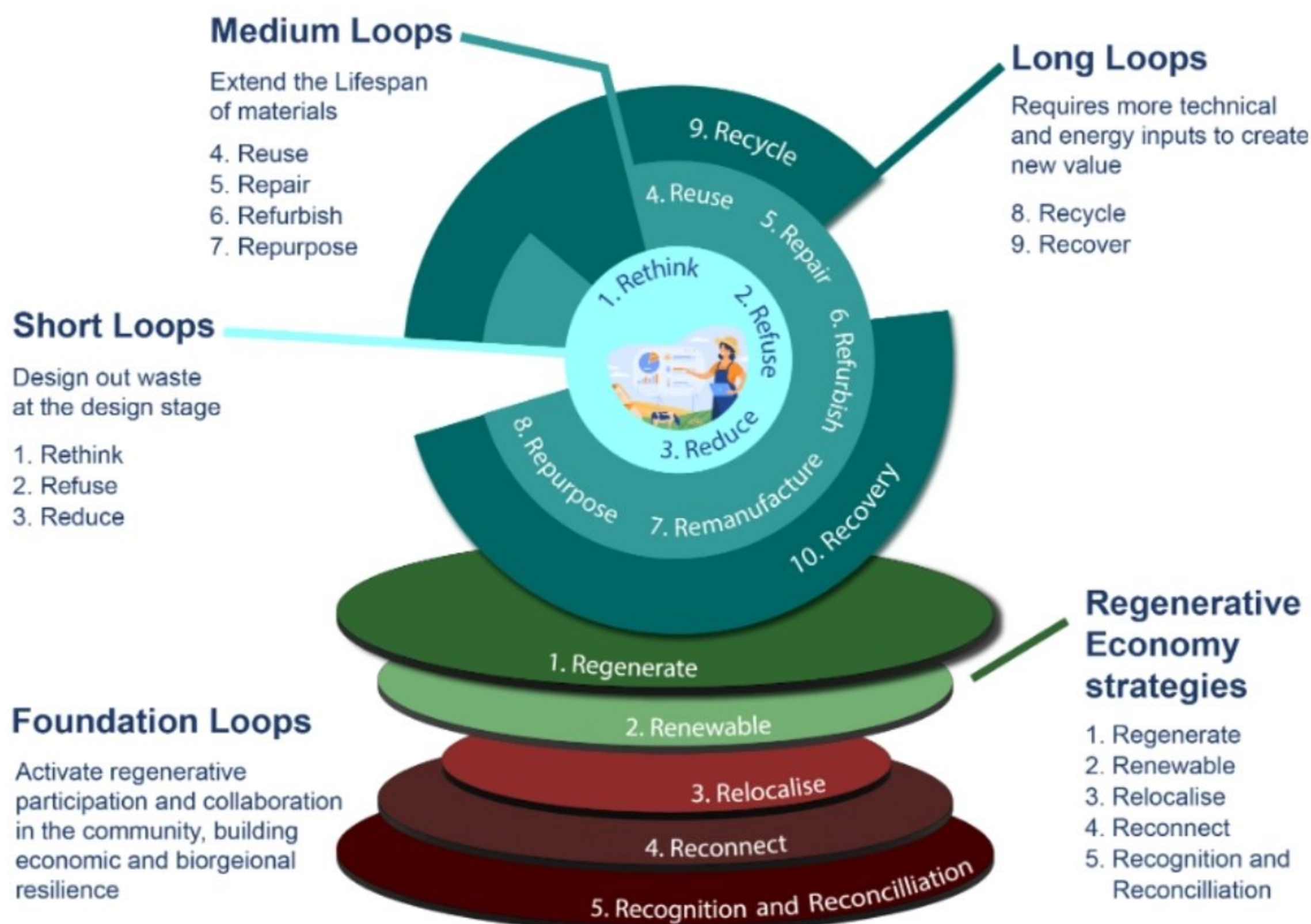
Circular Economy

What we've done so far

- A business and community survey on circular practices
- Several case studies of best practice in our region
- Engagement with community members and businesses
- A gap analysis finding what we need to get more circular
- Recommendations for moving forward.

Council goals the circular economy aligns with

- Build resilient, sustainable and protected environments
- A healthy, supported and empowered community
- A diverse economy and economic opportunities

How does the circular economy work?

Circular economy approaches seek to address different areas of everyday life and production systems. The image below explains the different 'loops' or change processes and how they interrelate.

Medium Loops

Extend the Lifespan of materials

4. Reuse
5. Repair
6. Refurbish
7. Repurpose

Long Loops

Requires more technical and energy inputs to create new value

8. Recycle
9. Recover

Short Loops

Design out waste at the design stage

1. Rethink
2. Refuse
3. Reduce

Foundation Loops

Activate regenerative participation and collaboration in the community, building economic and biorgeional resilience

Regenerative Economy strategies

1. Regenerate
2. Renewable
3. Relocalise
4. Reconnect
5. Recognition and Reconcilliation

Circular diagram labels: 9. Recycle · 4. Reuse · 5. Repair · 6. Refurbish · 1. Rethink · 2. Refuse · 3. Reduce · 8. Repurpose · 7. Remanufacture · 10. Recovery · 1. Regenerate · 2. Renewable · 3. Relocalise · 4. Reconnect · 5. Recognition and Reconcilliation

Model developed by Damien Melotte, GoodHuman May 2022. Contributions: Paul Paton, FVTOC. CE Base model source. Ellen MacArther Foundation. https://ellenmacarthurfoundation.org

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How do we move to the circular economy?

Our research into circular approaches highlighted several key 'Circular Nodes' or clusters of activity that could help the Hepburn Shire become more circular, including:

1. Refill stations or service hubs

- Refill stations could enable households and businesses to refill used containers, packaging and food storage to avoid waste.
- This could be a particularly good service for accommodation and hospitality providers.

2. Shared technology, services and facilities

- Sharing technology, services, and facilities can be a great way to improve efficiency and reduce costs.
- This strategy could be beneficial for our local artisan agriculture producers.
- Shared technology could include things like abattoirs or egg and milk pasteurisation technologies.
- In terms of services, this could include collective forms of transport for goods and having shared distribution sites.

3. Resource reclamation and repair

- Resource reclamation initiatives take waste and enable it to be repurposed, repaired or remanufactured for use by the community.
- This strategy could help community members, businesses and Council avoid waste.
- Initiatives are underway, with Resourceful Hepburn working on some of these concepts among others.