

West Midlands' Circular Economy Routemap

Executive Summary



A vision for the West Midlands' circular economy

The West Midlands' circular economy will support the green industrial revolution. It will contribute to sustainable, inclusive growth, to the social economy and to a green recovery. The region's circular economy will make better use of resources, generating more value and creating new jobs.

Why a circular economy?

A circular economy is a different approach to our current economy. It is based on regenerative principles and business models that seek to deliver environmental and social value whilst promoting a stronger, more resilient economy. For the West Midlands, transitioning to a circular economy supports the region in becoming the home of the green and circular industrial revolution.

Enabling levers for a circular economy

Transitioning to a circular economy will require a coordinated set of interventions across a wide range of sectors. To support this economy-wide shift, five enablers are explored in this routemap: Policy and Regulation, Governance, Capacity-Building, Soft Infrastructure, and Hard Infrastructure.



Priority areas and strategic interventions

To accelerate the transition to a circular economy, the West Midlands must target its strongest sectors, leveraging its expertise and scaling up existing projects. To that effect, three priority areas were chosen:

1.

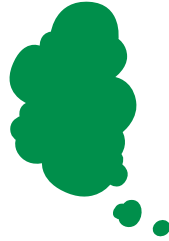
Circular Manufacturing: The West Midlands has a unique opportunity to drive the growth of a competitive clean tech sector, support the decarbonisation of the transport sector, and optimise the use and re-use of precious materials and metals through manufacturing.

2.

Circular Construction: Distinctive opportunities exist in unlocking brownfield sites, embedding circular design, capitalising on new material innovations, and leveraging new delivery models, whilst building on the region's existing initiatives.

3.

Circular Food: The West Midlands is a major food and drink manufacturing hub and is home to diverse community groups working on food issues. The region can leverage this landscape to engage the entire food supply chain to re-design its food system.



Next steps

This routemap is only the first step for the region's journey towards a circular economy. Next steps include:

Implementing key actions across the five enablers.

Developing business cases for a West Midlands Industrial Symbiosis delivery programme and for a Zero Waste Construction Hub.

Developing a network of circular community hubs.

Working with partners to convene a Circular Battery Partnership.

Accelerating a circular construction repurposing programme.