

CIRCULAR ECONOMY

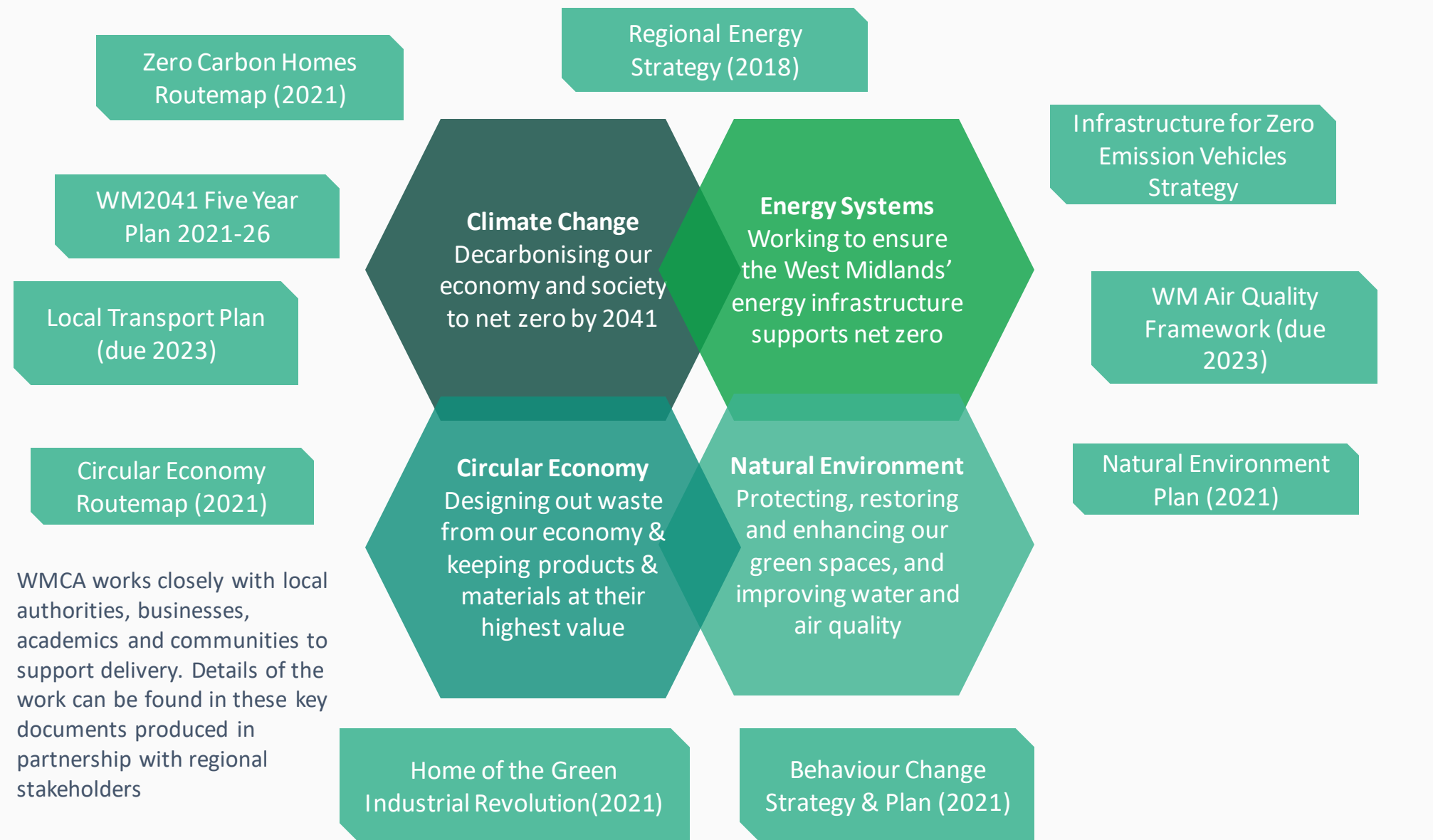
*Designing out waste &
keeping products & materials
at their highest value*



West Midlands
Combined Authority



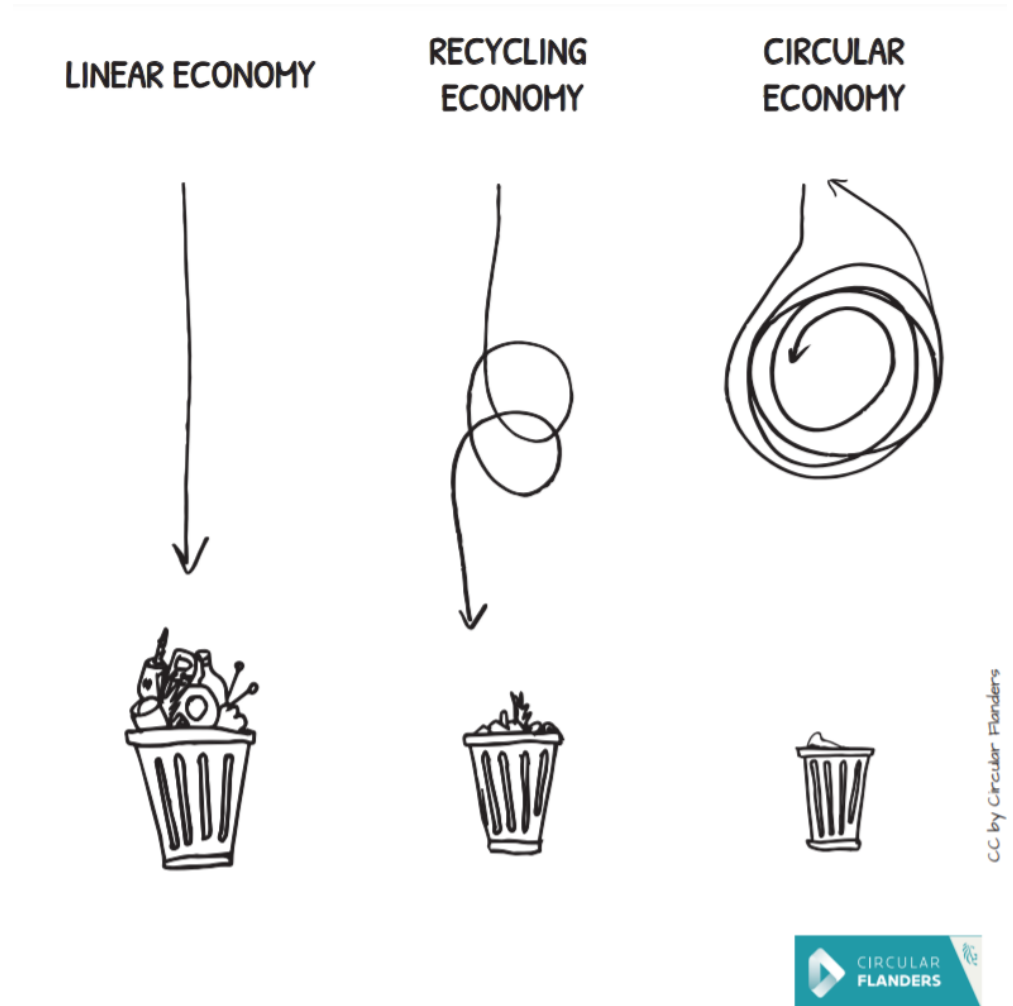
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Circular Economy

We published the Circular Economy Routemap in September '21. It provides a vision of how the region can become more circular in three sectors:

- Manufacturing
- Construction
- Food



West Midlands Circular Strengths

Waste infrastructure

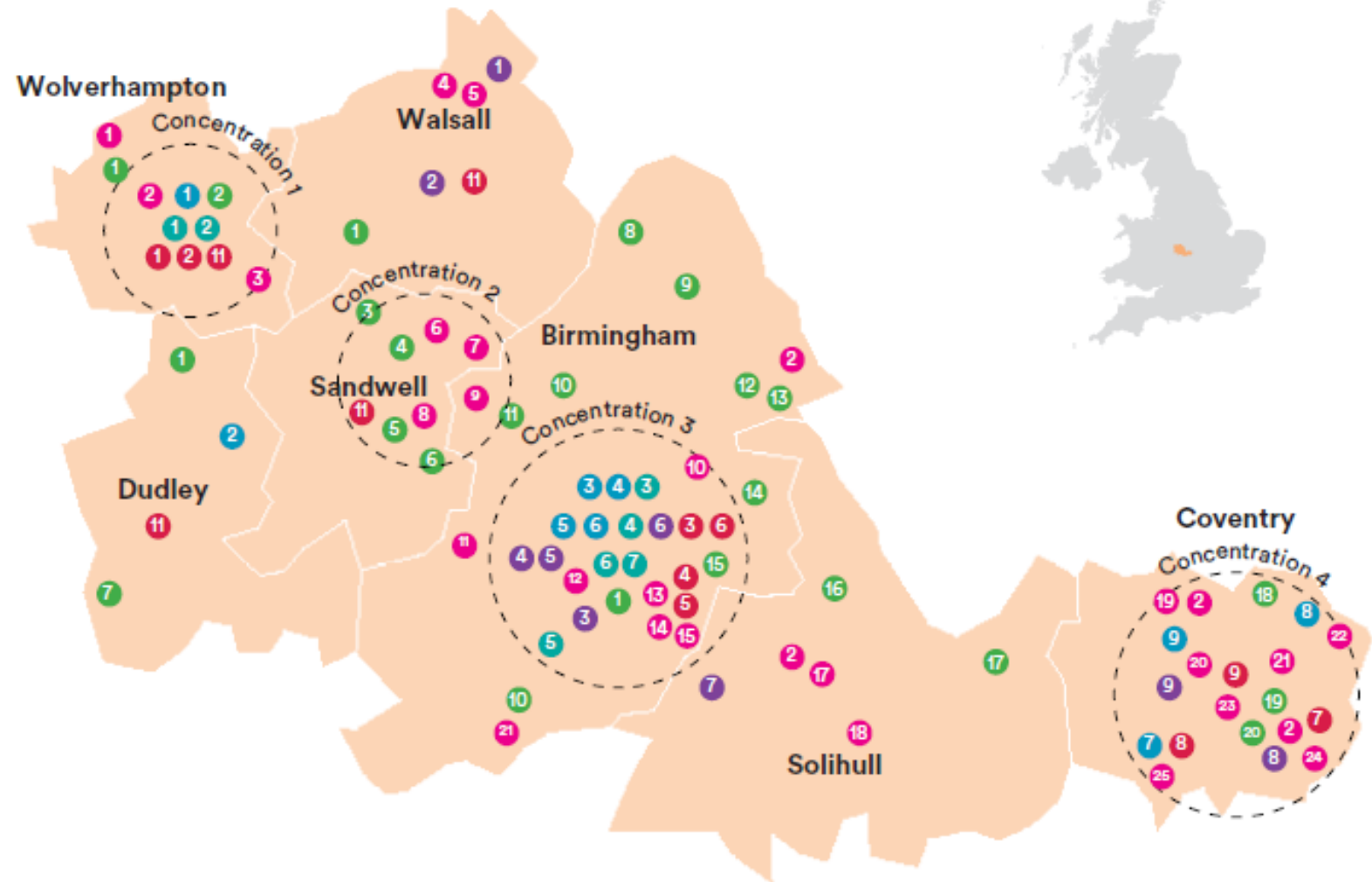
Large business

Research centres

Support programmes and networks

Adopters and practitioners

Pilots and demonstrators



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Routemap Focus

Circular manufacturing

- Areas of significant resource and materials consumption in the region

Circular construction

- Opportunity to create new jobs and economic growth through circular processes

Food and the sharing economy

- Significant existing expertise in the region

Repurposing
to Zero

**Citizens. Services.
Industry.**



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Adaptive reuse

- Triple helix partnership
- Funded by the West Midlands Innovation Programme



Phase 1

- Feasibility study
- Digital Repurposing Framework
- Informational motion graphics videos

Ways to get involved

- Demand workshops
- Design focus groups
- Tender

Thank you

Jordan.Gerrard@wmca.org.uk