

TRANSITION TO THE CIRCULAR ECONOMY

Progress and objectives of the Ellen MacArthur Foundation

2011

2012

2013

GOALS

KEY MILESTONES

EDUCATION

Project ReDesign

A hands-on workshop involving 800 A-level students in 5 locations across the UK, collaborating to envision practical approaches to a circular economy.

THOUGHT LEADERSHIP

Rethinking Progress: The Circular Economy

Educational video received 80,000 views in the first week.

BUSINESS

TOWARDS THE CIRCULAR ECONOMY

The first ever report into the economic and business rationale, featuring analysis by McKinsey & Co.

2,200 secondary schools in the UK actively engaged with circular economy thinking by September 2013

Evidence of implementation in cross-sector-case studies

Tipping point reached in terms of exposure of circular economy concept

1,200
6,000
18,000
120,000
400,000

900
4,500
12,000
90,000
300,000

600
3,000
6,000
60,000
200,000

300
1,500
4,000
30,000
100,000

Founding Partners

Foundation launched with the support of 4 founding partners.

LAUNCH

SUBSCRIBERS

GOOGLE ALERTS

DOWNLOADS

TWITTER FOLLOWERS

YOUTUBE VIEWS



World Economic Forum
BBC World interview live from Davos reaches **74 million** listeners.



French Ministerial Event
at the pre-Rio+20 summit of the Social and Economic Council at invitation of French Minister Nathalie Kosciusko-Morizet.



Regional Development/Field Officers
provide support to secondary schools through train the trainer programmes and in-depth work with our six Pathfinder schools.



UNESCO Presentation
for the Conference of French University and Higher Education Institutes deans.



Bradford University
PG Certificate in the circular economy created at Bradford University.



Skills for a New Economy
Parliamentary launch event for interim report.



Educational Resource Suites
Launch of 4 major suites, developed by teachers collaborating with subject experts.



Poster Mailing
New teaching resource poster sent out to over **75%** of all UK secondary schools.



Education Hub
Over 300 multimedia teaching resources have resulted in a **500%** increase in activity.



EREP Launch
Ellen participated with Janez Potočnik, John Bruton, and Jeremy Grantham in European Resource Efficiency Platform launch.



France 2 National TV
Interview reached **4.5 million** viewers.



OECD Forum
Keynote outlining the potential of a circular economy at the annual Forum.