



Preventing greenwashing in the circular economy

Reflections on the role of ISO standards

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Chair SN/K 583 Sirkulær økonomi

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Agenda

1. **About standards**
2. ISO/TC 323 Circular economy
3. The way further







Why are standards important?

- 1 Best practice internationally
- 2 Developed by key experts
- 3 Effective tools to share knowledge and innovation
- 4 Provide access to markets
- 5 Compliance with international regulations and agreements





«Standards are key tools for achieving the United Nations' 2030 Agenda for Sustainable Development and our ticket to a sustainable future.»

Eddy Njoroge, the ISO President



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Review

Conceptualizing the circular economy: An analysis of 114 definitions

Julian Kirchherr  , Denise Reike, Marko Hekkert

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<https://doi.org/10.1016/j.resconrec.2017.09.005>

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1350 citations in
three years (!)

Highlights

- First comprehensive and [systematic analysis](#) of [circular economy](#) (CE) definitions in the current scholarly and practitioner discourse.
- 114 definitions examined; some definitions mistake CE as recycling, link to sustainable development (particularly social equity) weak.
- Variety of understandings can result in CE concept eventually collapsing or ending up in conceptual [deadlock](#).



The Circular Economy: Swings and Roundabouts?

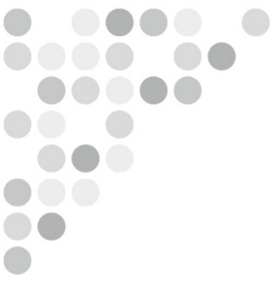
Neal Millar  , Eoin McLaughlin, Tobias Börger

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<https://doi.org/10.1016/j.ecolecon.2018.12.012>

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Development. However, despite the individual **prominence** of the Circular Economy and Sustainable Development in the academic and wider literature, the exact relationship between the two concepts has neither been thoroughly defined nor explored. The consequent result is various inconsistencies occurring across the literature regarding how the Circular Economy can serve as a tool for Sustainable Development and an incomplete understanding of how its **long-term effects** differ from those of the “linear” economy. A literature review was conducted to interpret



ABOUT

SECRETARIAT: [AFNOR](#)

Committee Manager: [M Olivier Cartigny](#)

Chairperson (until end 2022): Mrs Catherine Chevauche

ISO Technical Programme Manager [TPM]: [Mr Charles-Pierre Bazin de Caix](#)

ISO Editorial Programme Manager [EPM]: [Mr Bastien Gavaille](#)

Creation date: 2018

SCOPE

Standardization in the field of Circular Economy to develop frameworks, guidance, supporting tools and requirements for the implementation of activities of all involved organizations, to maximize the contribution to Sustainable Development.

Excluded:

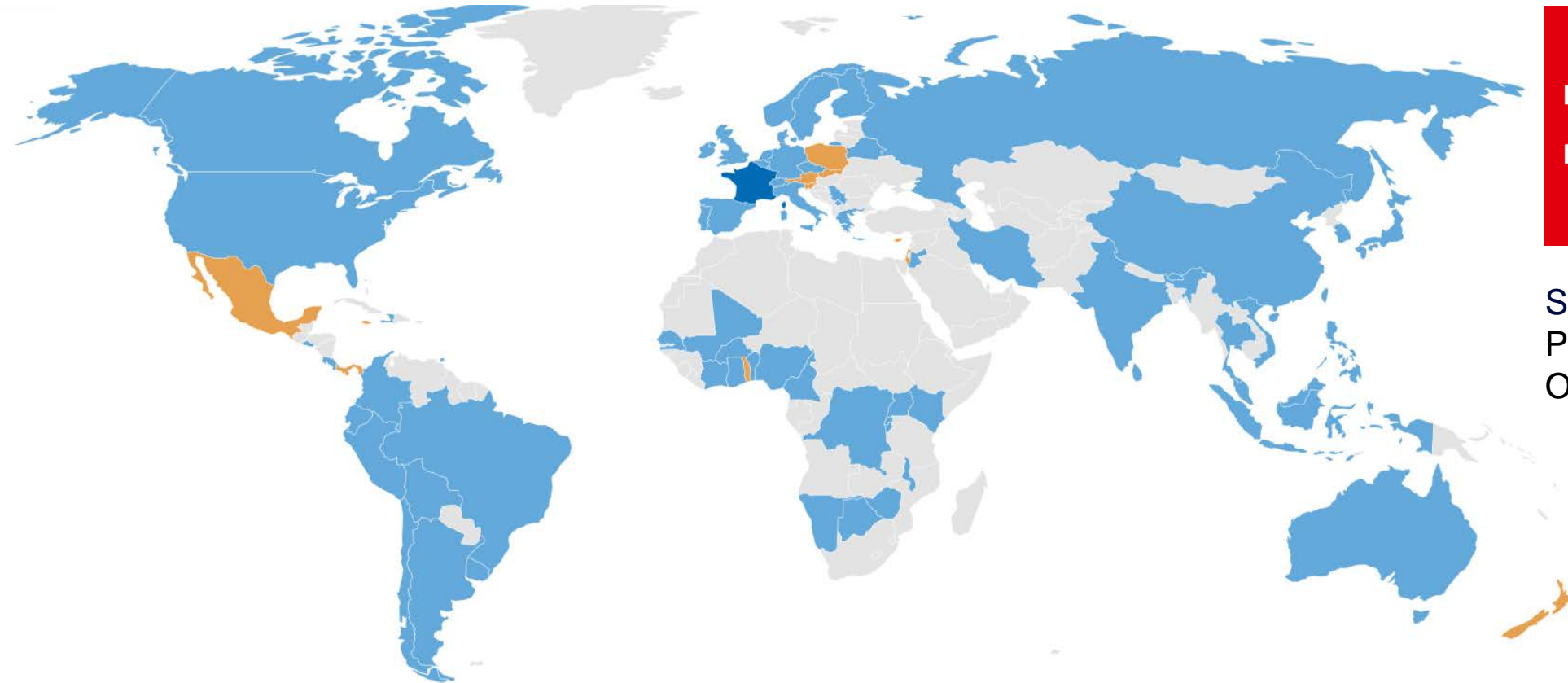
- Aspects of Circular Economy already covered by existing committees.

Note: In parallel, the ISO TC 323 works in cooperation with existing committees on subjects that may support Circular Economy.

TECHNICAL COMMITTEES

ISO/TC 323
Circular economy

ISO/TC 323 Circular economy - 81 countries involved



Secretariat: **France**
P-members: **70**
O-members: **11**









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STANDARDS BY ISO/TC 323

Circular economy

Filter:  Published standards  Standards under development  Withdrawn standards  Projects deleted

STANDARD AND/OR PROJECT UNDER THE DIRECT RESPONSIBILITY OF ISO/TC 323 SECRETARIAT (4) ↓

 ISO/WD 59004

Circular economy – Framework and principles for implementation

 ISO/WD 59010

Circular economy – Guidelines on business models and value chains

 ISO/WD 59020

Circular economy – Measuring circularity framework

 ISO/CD TR 59031

Circular economy – Performance-based approach – Analysis of cases studies



Norway has taken a unique position in the further work!

TECHNICAL COMMITTEES

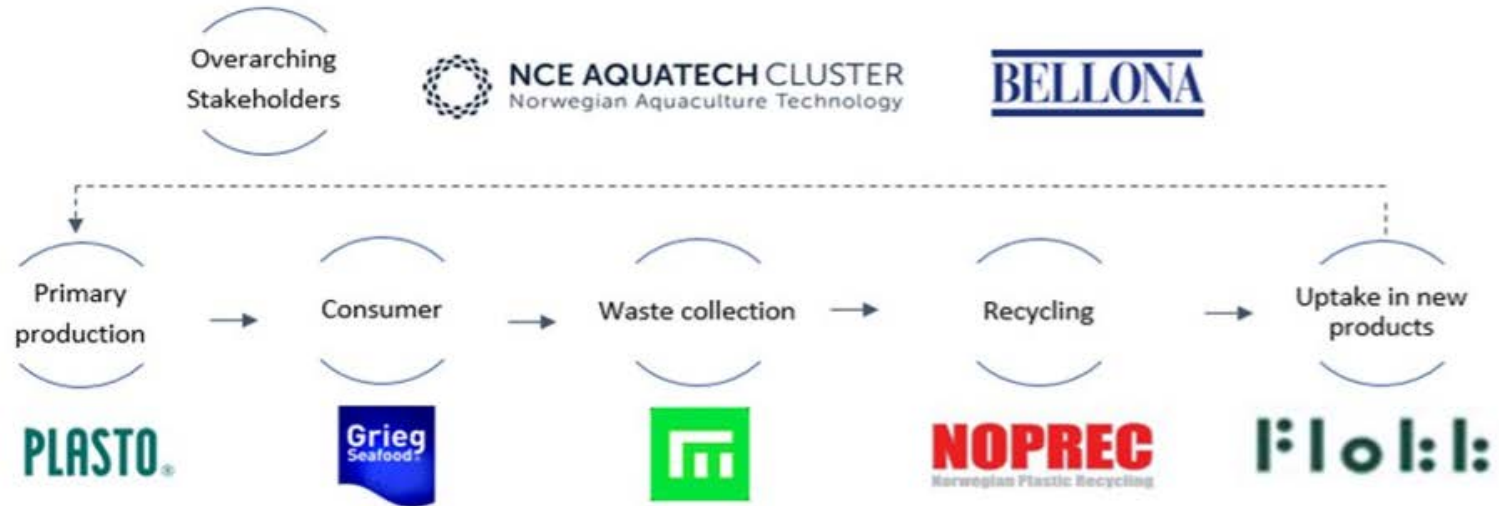
ISO/TC 323
Circular economy

TECHNICAL COMMITTEES

ISO/TC 279
Innovation management



POCOPLAST



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Science and Technology

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Please, comment and ask questions!

