

This project is co-funded by the European Union
and the Republic of Türkiye

Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

EuropeAid/140562/IH/SER/TR

Sustainable Business Models in Türkiye

Konca Çalkıvık
General Secretary¹
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Activity 3.2.4. Training on Integrated Waste Management in Circular Economy
October 10-11, 2024 Ankara





Sustainable Business Models

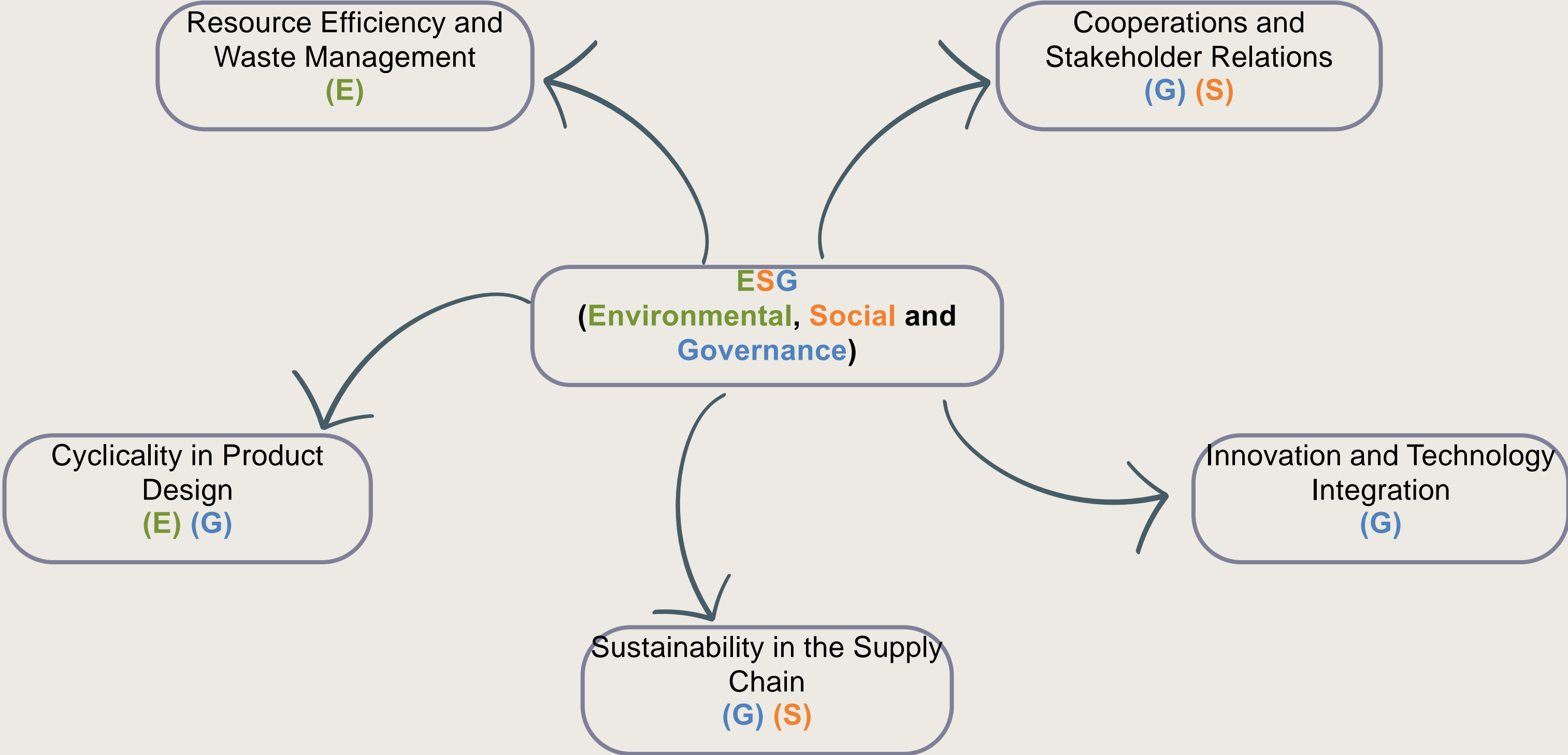
Konca alkıvık
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According to the World Economic Forum, **in the next decade more than 70 %** of jobs in all sectors of the world economy will have to comply with sustainability criteria. This is not only a matter of protecting the environment, but also a strategy that will allow companies to survive in the future.

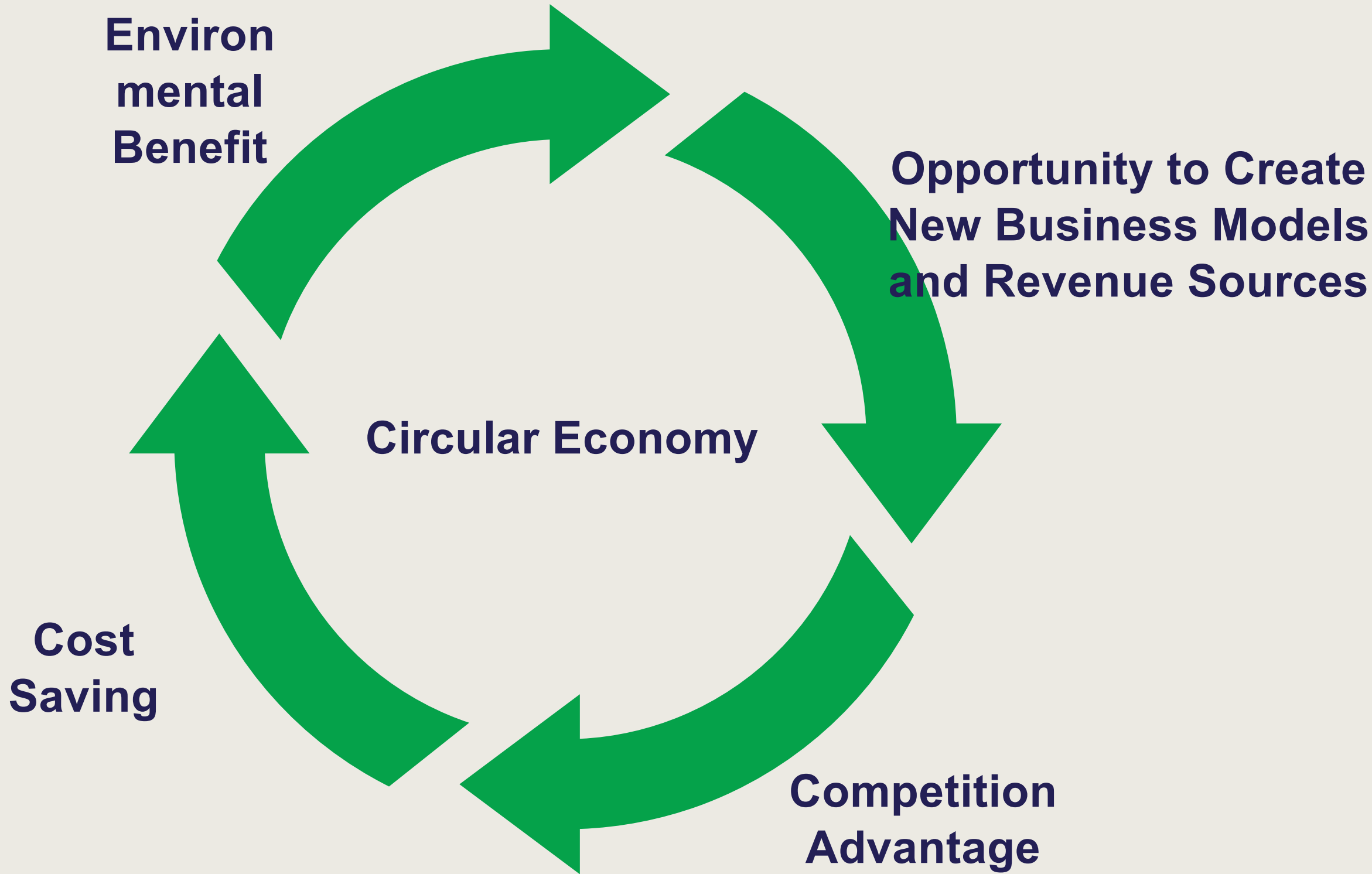
Companies investing in sustainable business models in Türkiye will have **15% higher** profit margins on average by 2023. This shows that ESG criteria provide not only environmental and social gains, but also financial gains.

Government incentives for sustainability investments in Türkiye in 2023 **increased by 20%** and the private sector realised a green investment of **5 billion TL** by benefiting from these incentives.

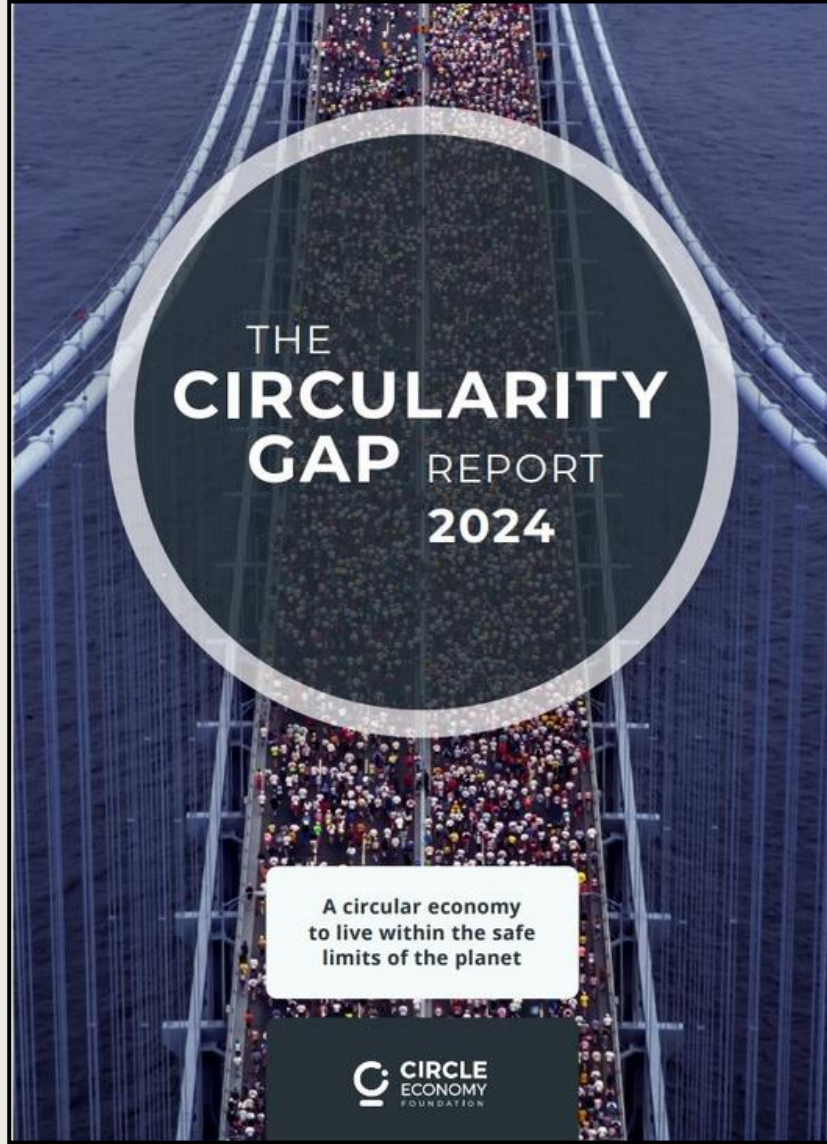
Sustainable Business Models



Why is Circular Economy Important?



Circular Economy Macro Data



Global Outlook: According to the 2024 Circular Gap Report; in the world **in the last six years more than half a billion tonnes** resource has been consumed.

<https://www.circularity-gap.world/2024>



This is almost as much material as was consumed in the entire 20th century.

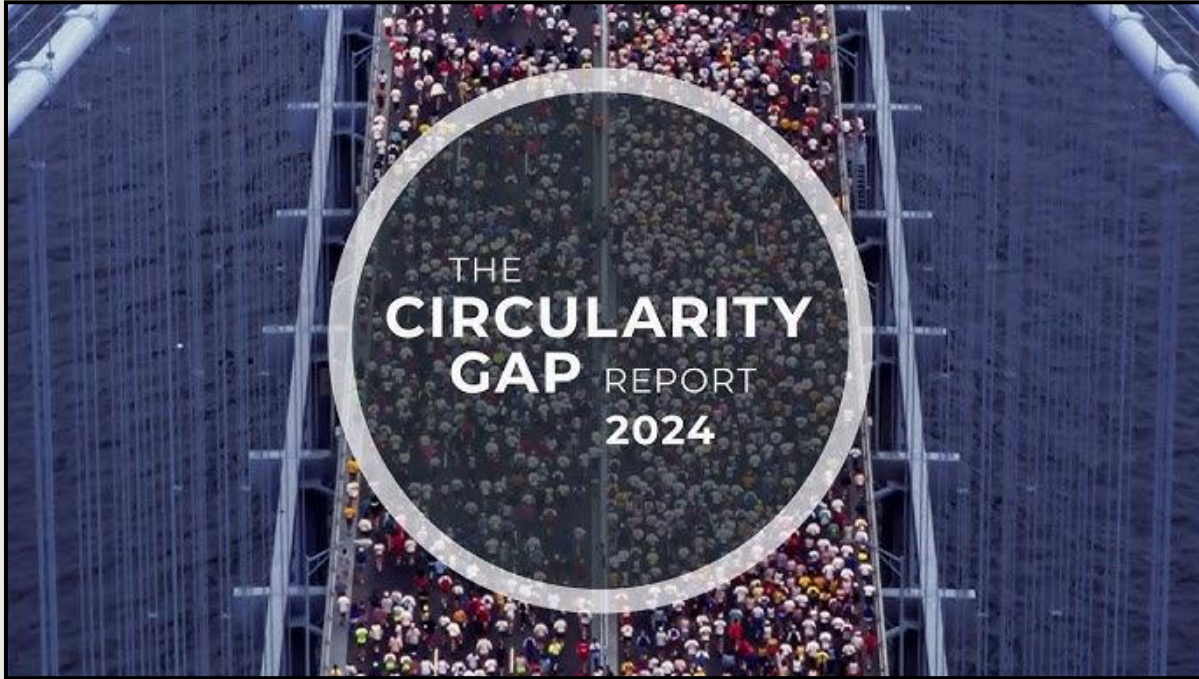
Circular Economy Macro Data

in the last **5** years,

‘Although discussions and research

on **circular economy** have **tripled**

not enough action has been taken.’



Circular Economy Macro Data

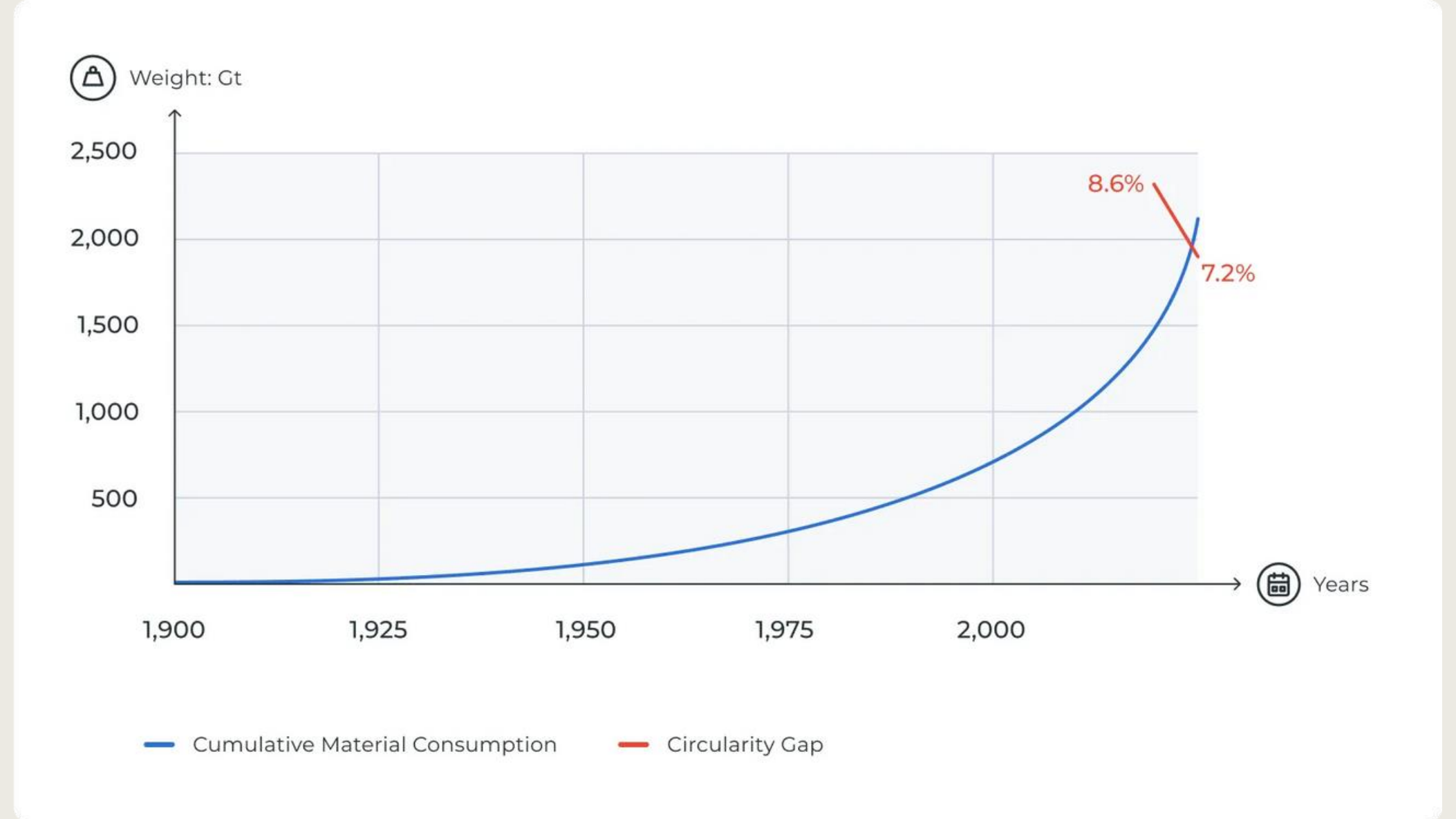
%7,2

Artan malzeme çıkarımından dolayı küresel döngüsellik %7,2'ye düştü.

2018'de %9,1 olan oran 2020'de %8,6'ya ve şimdi de %7,2'ye geriledi.

Kaynak: The Circularity Gap Report 2023

Sustainable Future



The global circularity rate was 7.2% this year, just like last year.

Circular Economy Macro Data

According to the report,

582 billion tonnes of resources

have been **consumed worldwide**

in the past **6 years alone**, reaching **80%** of the

740 billion tonnes of materials

consumed in the **entire 20th century.**

Circular Economy Macro Data

Looking at the world, the highest circularity rate is in **the Netherlands with 27.5%**, followed by **Belgium with 22.2%** and **France with 19.3%**.



Within the scope of the **DEEP project**, of which BCSD Türkiye is a consortium partner, **Türkiye's Circular Economy Action Plan** is being prepared;

Türkiye's circularity rate was calculated as **4.54%**.

What is the Role of Public/Private Sector and NGOs in Türkiye?

Public Sector: Policy and Incentives

Legal Regulations: Implement regulations to support the circular economy (e.g. waste management, recycling incentives, and reduction of plastic use).

Tax and Incentive Policies: Creating tax advantages and incentives that support sustainable production and recycling.

Infrastructure Investments: Establishment and modernisation of infrastructure to support recycling and reuse systems.

What is the Role of Public/Private Sector and NGOs in Türkiye?

Private Sector: Innovation and Implementations

Circular Product Design: Designing products to last longer, be repairable and recyclable.

Waste Management and Resource Efficiency: Minimising waste in production processes, investing in recycling and energy efficiency technologies.

Green Supply Chain: Restructuring the supply chain in line with sustainability and circular economy principles.

What is the Role of Public/Private Sector and NGOs in Türkiye?

NGOs: Awareness and Cooperation

Social Awareness Campaigns: Carrying out activities to raise public awareness on circular economy and sustainable consumption.

Training and Capacity Building: To provide training programs and technical support to the public and private sectors on circular economy applications.

Multi-Stakeholder Collaborations: To create co-operation platforms between the public, private sector and academia to develop circular economy solutions.

About BCDS Türkiye



14 Main sectors



28% of GDP in Türkiye

45 Different sectors

166

Members

To contribute to policy development in Türkiye

Our mission

and

Increasing the competitiveness of the Turkish business world under the guidance of a sustainable development approach



1,1 Million

Employment



TL 4.4 trillion+

total turnover



wbcsd
global network

BCDS Türkiye Circular Economy Projects

**Circular Economy and
Resource Efficiency Platform
(DEKVEP)**



**Türkiye Circular
Economy Platform**



**Technical Assistance for
Assessment of Türkiye's
Potential on Transition to
Circular Economy (DEEP)**



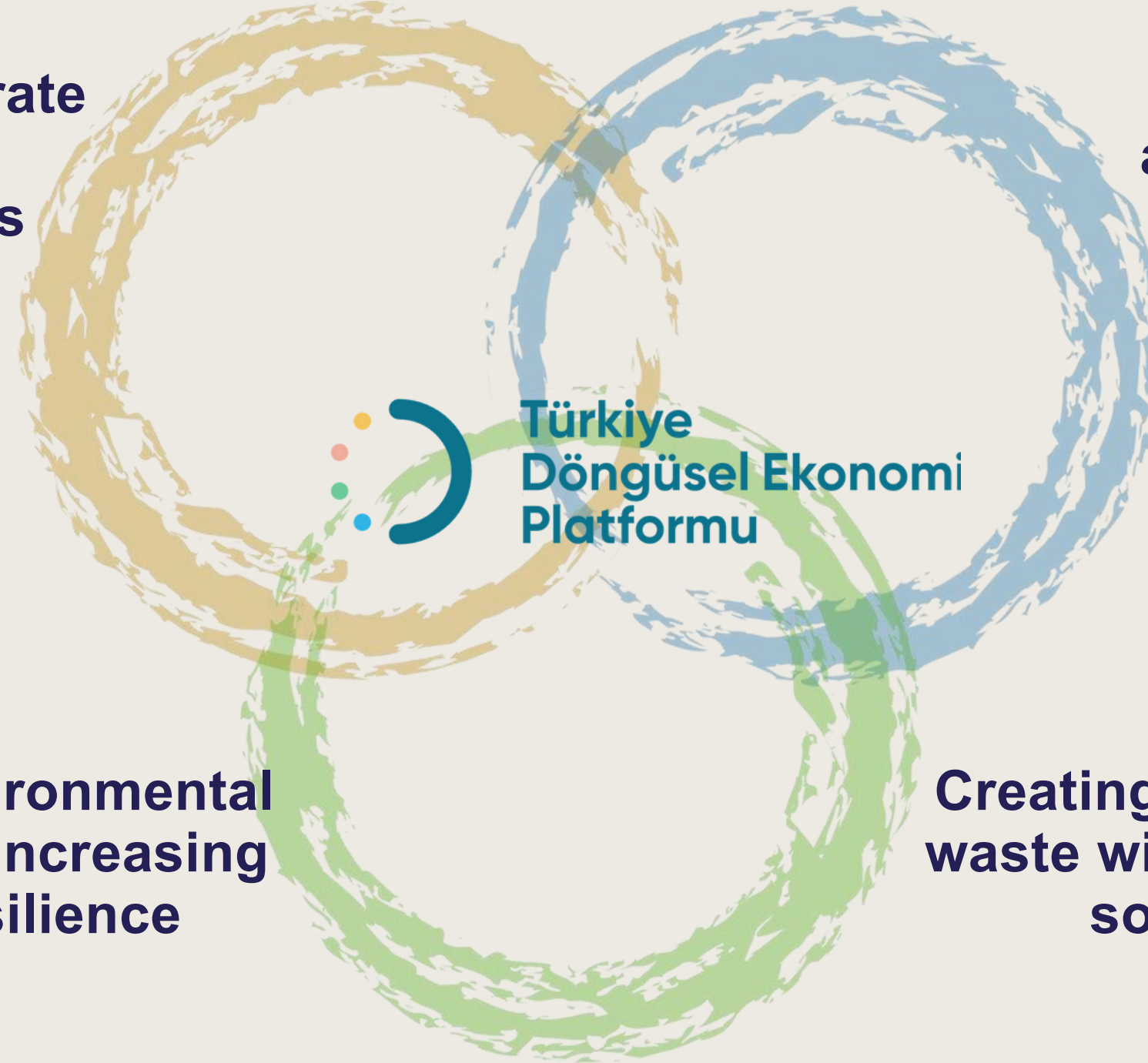
**Business World
Plastics Initiative**



Türkiye Circular Economy Platform (TDEP) : What do we offer?

**Enhancing corporate
reputation and
competitiveness**

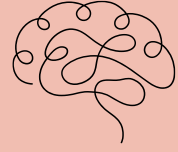
**Networking and
access to business
cases**



**Reducing environmental
footprint and increasing
climate resilience**

**Creating wealth from
waste with innovative
solutions**

Türkiye Circular Economy Platform



Knowladge Hub

Knowladge Hub, Developed by BCSD Türkiye, it is a free information network containing all information, business models and good practice examples from A to Z on Circular Economy.



Financing the Circular Economy

The European Bank for Reconstruction and Development (EBRD) launched a technical assistance package called "Circular Vouchers" to facilitate the transfer of waste and by-products by members of the Parliament.



Trainings

Through trainings and workshops, you can re-evaluate your business models and learn about circular design and entrepreneurship opportunities.



Materials Marketplace

Türkiye Materials Marketplace (TMM) is a cloud-based platform designed to re-empower cross-industry reuse of materials.

Circular Transition Indicators (CTI)

Circularity Management Assessment Tool

TDEP/ Circular Business Design Training

100+ Companies
300+ Participants

Through trainings and workshops organised in cooperation with BCSD Türkiye and CIRCO;

- Companies can re-evaluate their business models and value chains,
- They can incorporate circular business models and strategies into their own processes,

[CIRCO 2024 Summer Term Training Details](#)

The screenshot displays the training interface with several modules and exercises. The top row shows '1 Impact changes' and '2 Power of one'. The middle row shows '1 Value chain', '2 Products that Last', and '3 Review Value chain'. The bottom row shows '4 Value', '5 Fit', '6 Business models', and '7 Design strate'. Each module includes a PPT icon, a video player, and a 'Exercise completed?' checkbox with a green checkmark indicating completion.

3rd Industrial Symbiosis Workshop

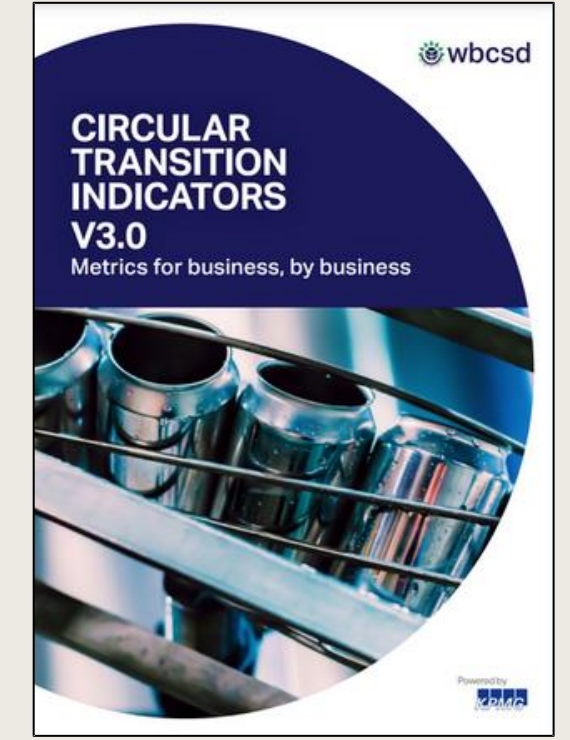
Within the scope of TDEP activities, the second industrial symbiosis workshop was successfully held in 2022 and a total of 67 industrial symbiosis opportunities were identified for 27 TDEP and TMM member companies.

We held the third Industrial Symbiosis Workshop on July 4 this year at Kolektif House Maslak to identify new symbiosis opportunities and increase successful collaborations among members.



Circular Transition Indicators (CTI) Measurement Tool

- Developed by the World Business Council for Sustainable Development (WBCSD) in collaboration with KPMG and Circular IQ.
- Can be used by companies as an online assessment tool.
- Within the scope of TDEP activities, the use of the CTI assessment tool is encouraged and companies are supported in its use.
- It is used in 91 countries and there are more than 1500 user companies.



TDEP/ Materials Marketplace - Digital platform

Free
membership

The screenshot displays the Türkiye Materials Marketplace website. The header includes the logo, search bars for materials and addresses, and a '+ Malzeme Ekle' button. Below the header, a description states: 'Türkiye Materials Marketplace, malzemelerin endüstriler arası yeniden kullanımını desteklemek amacıyla tasarlanmış, bulut tabanlı bir platformdur.' The main content area features a category list on the left and a grid of material listings. The listings are as follows:

Malzeme Adı	Durum	Fiyat
Bitki Posası	Mevcut	0,00 ₺
Meyve-Sebze-Bahçe Atıklar...	Aranan	0,00 ₺
Arıtma Çamuru	Mevcut	0,00 ₺
Meyve Posası, Meyve Atıkları	Mevcut	0,00 ₺
Kül ve Kömür Cürufu	Mevcut	
Lamination edge waste	Mevcut	
PVC HURDA PLASTİK ATIKL...	Mevcut	
Aktifleştirilmiş Ağartma To...	Mevcut	

TDEP/ Reports and Publications



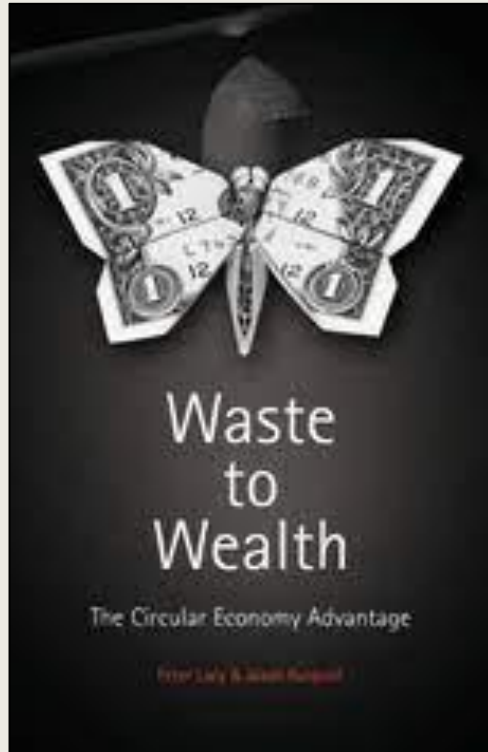
Metal Industry Guide



Circular Economy Guide for Textile and Fashion Industry



The “Preliminary Research On Circularity Potential of Five Sectors in Turkey” Report prepared in cooperation with AFD & KPMG



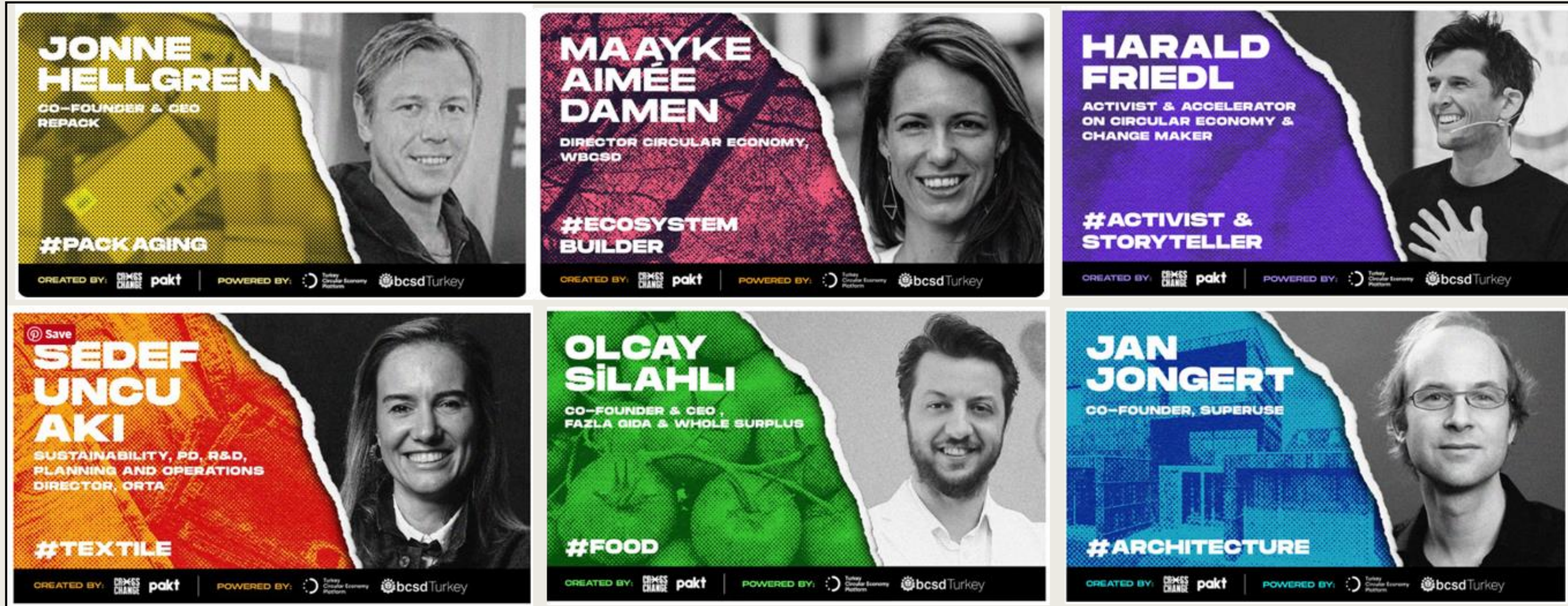
Report on Defining the Circularity of the Textile Industry in Turkey



TDEP/Circumcenter Project



An inspiring series of conversations around circular economy



To watch the series



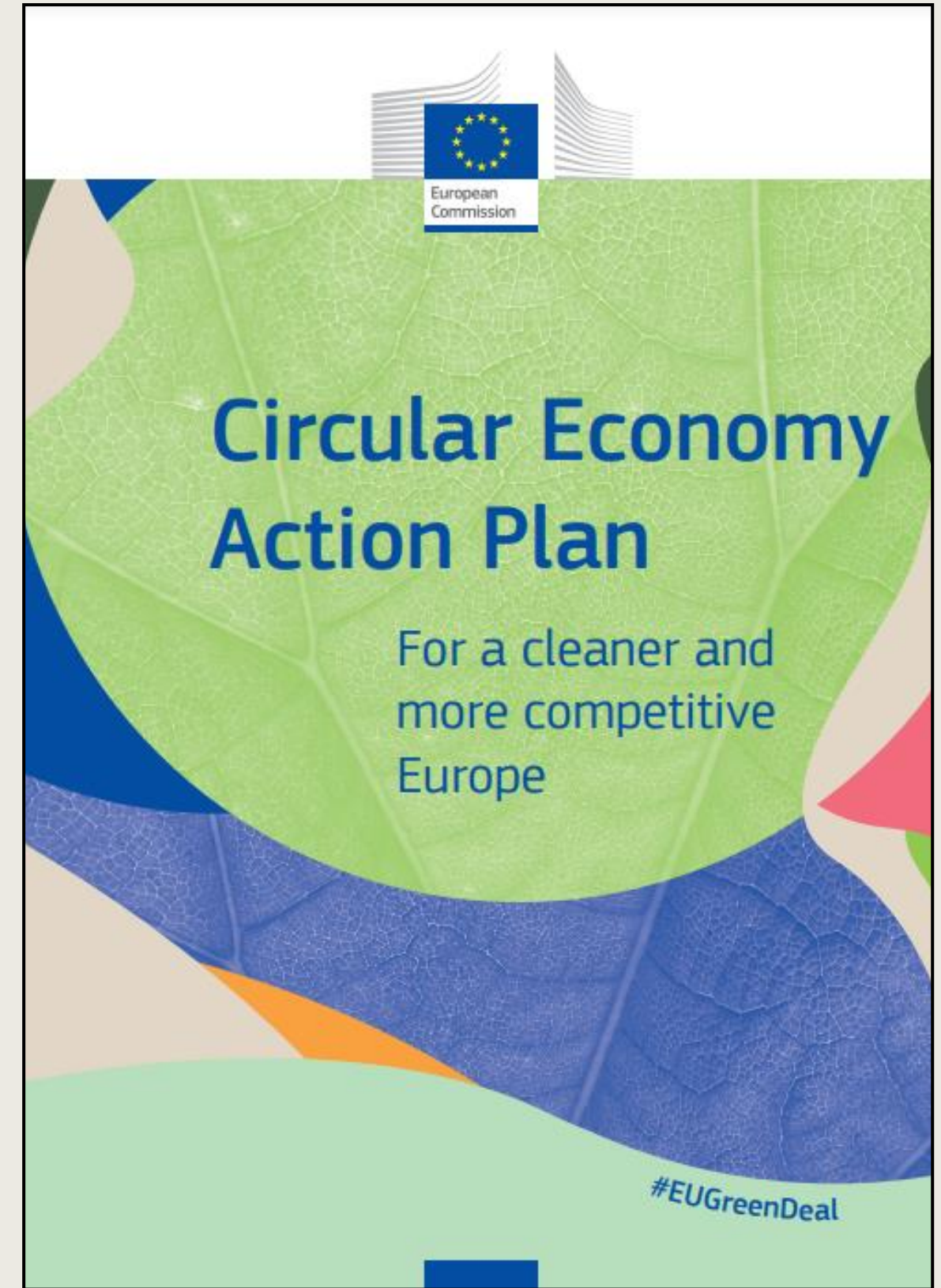
EU Circular Economy Action Plan

Within the scope of the EU Circular Economy Action Plan;

- Waste minimisation, durability, recycling, reuse, and repair are considered in a circular approach;
- Sustainable product policy is integrated into the system;
- Basic objectives such as combating climate change and reducing raw material costs are pursued.

The EU Circular Economy Action Plan focuses on **six key product value chains of critical importance.**

- 1.Batteries and Accumulators
- 2.Packaging and Plastic
- 3.Electrical and Electronic Equipment
- 4.Textile
- 5.Construction and Buildings
- 6.Food, Water and Nutrients



Good Practices from Our Members

Design

Coca Cola aims to ensure that all of its packaging is globally recyclable by 2025 and to use fully recycled materials in at least 50 % of all PET packaging by 2030. For this, 100% recycled plastic bottles are used.

Waste Packaging Collection Strategy

The company collected 61% of the bottles and cans it put on the market in 2022 and sent them for refilling or recycling.

Cooperation

Through community and consumer campaigns, on-pack messages and more, people are being educated about why and how to recycle.

Good Practices from Our Members

Kadifeteks, which previously carried out studies for the reuse of acrylic waste generated as a result of its production with The Circular Vouchers project, recycles 20 tonnes of acrylic waste per year and reuses it in production thanks to this project.

Within the scope of the study, Kadifeteks recycles some of its own PP waste and in addition to this, in order to increase the circular input ratio in its production, Kadifeteks started to purchase recycled PP from different sources in accordance with the company's quality standards and substitutes some of the existing primary PP fibre input by processing these materials.



Good Practices from Our Members

Design

Mavi produced jeans from recycled plastic bottles and materials in line with the All Blue sustainability project, which was launched two years ago. For the blue Pro Sport Repreve® collection, 593,750 plastic bottles were recycled.



There is a potential symbiotic relationship between two TDEP member companies, Epissime Biotechnology and Kastamonu Entegre.

Epissime Biotechnology reported that Kastamonu Entegre can produce biogas from paper waste sludge.

Good Practices from Our Members

P&G and **MGD Marmara Recycling**, one of the member companies benefiting from the Circular Vouchers technical support grant, have successfully completed their projects on the reuse of non-standard products discarded during production for industrial purposes. 67 tonnes of non-standard products (detergent, soap, toothpaste, etc.) were transformed into a new product for carpet/car washing.



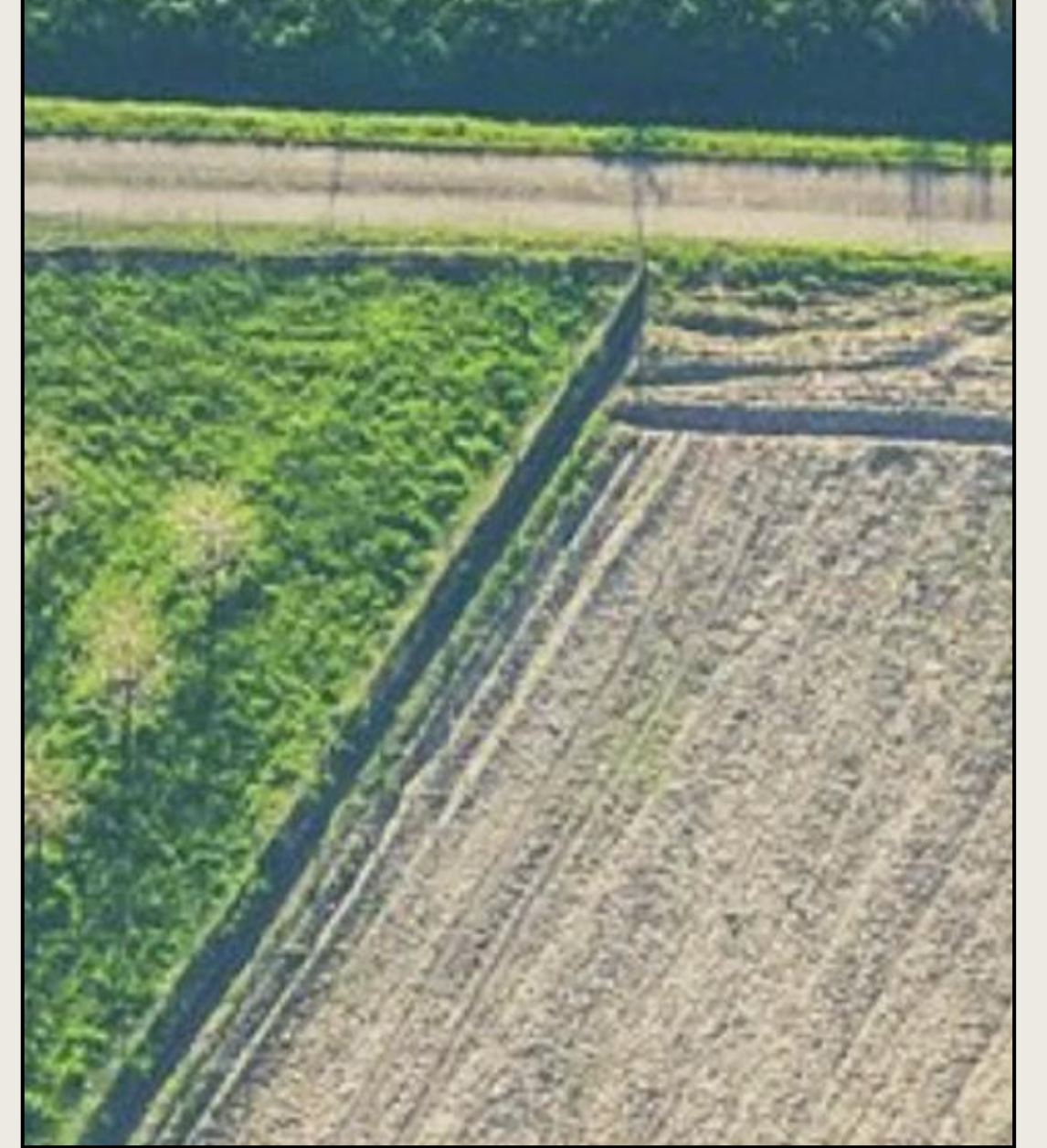
Good Practices from Our Members

In line with the realised cooperation, the concrete produced by **Polisan Kimya** for trial purposes in the production of concrete chemicals, which became waste and was sent to disposal, was utilised by **Limak Cement** as mineral additive in cement production.



Good Practices from Our Members

In the last six months, approximately 40 tonnes of **Anadolu Etap**'s treatment sludge has been processed at **Sütaş** facilities and converted into renewable energy through the cooperation with the Solid Waste Disposal and Biogas Production Facility of Sütaş.



Good Practices from Our Members

Various bricks weighing **9 tonnes left over** from **Nurol Construction's** construction activities were delivered to **Gölpazarı Municipality** to be used in the '**Kurşunlu Village Learning Centre and Exhibition Area**' project through the mediation of Bedriye Berber Engin, Head of Kurşunlu Village and Founder/Leader of Kurşunlu Ecovillage.



Türkiye Circular Economy Platform

254

Members

24

Sectors

11

Cooperation protocol

40

Companies benefiting
from technical support

870,700 €

Technical support budget

480

Users

340+

Materials

77,000 tonnes

of

Material recovery

3,780,000 €

Value created

100+

Number of companies
participating in
trainings

300+

Participants

40+

Circular Economy
activities

2500+

Participants

Türkiye Circular Economy Platform Membership



For free membership;

1. You can send an e-mail to the e-mail addresses below stating that you would like to become a member of the Türkiye Circular Economy Platform:

serkans@skdturkiye.org

2. Team members will provide you with the TDEP Participation Agreement. You can return the signed contract to the team members.

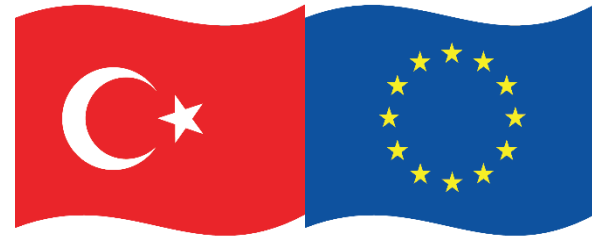
3. Team members will contact you and ask for the necessary information.

4. Your membership has been created!

Thank You

<https://www.skdturkiye.org/>





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Thanks for your attention.



Türkiye Döngüsel Ekonomi

IPACevre



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Türkiye Döngüsel Ekonomi

IPA Çevre/Environment TÜRKİYE



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