

Circular Economy Sector Forum



11/10/2022 | 12:00 - 2:00 | Online via Zoom

Event Overview:

We believe that South West Wales must move away from our linear economy (make, use, dispose), closing the loop to conserve resources and ensure long term sustainability. A circular economy is restorative and regenerative by design. What is needed to develop the circular economy in our region - what "waste" resources are we not using/leveraging?

We're joined today by Dr. Jennifer Rudd, Programme Manager at Circular Economy Innovation Communities (CEIC), where she will be sharing her transition to working in the circular economy, about the project and showcase successful cohorts.

Jennifer Rudd, Programme Manager, CEIC



Dr Rudd is slowly transitioning from being a technical scientist to a social scientist. After a decade researching technological solutions to climate change on two continents, she had an epiphany in 2018 and realised that the communication of climate change and its solutions were far more important than any lab-based advance she could hope to make.

Jennifer is familiar with the circular economy from a chemical perspective, working on solar panels, the hydrogen economy and carbon dioxide to fuels.

Endeavouring to effect real change on a regional level she joined the CEIC project as programme manager in September 2020.

Jennifer has communicated the climate emergency through national talks, radio and printed media and gave a TEDx talk in 2019. She is regularly invited to give talks on climate change mitigation and climate change education and was nominated for two Swansea University awards in 2020.

The fully funded, 10-month Circular Economy Innovation Communities (CEIC) programme is designed to give organisations a practical, straightforward and effective way to implement sustainable change for the future and help them to achieve social, economic and environmental goals.

Jennifer showcased a number of cohorts, including:

CCRI: Decarbonisation of Social Housing

The challenge:

- Integrating decarbonisation into normal routine maintenance.
- Refined the challenge to something smaller - sourcing sustainable, recycled products of high quality and a reasonable price.

The solution:

- Prototyping a “kitemark” for materials, enabling registered social landlords to be confident that they were sourcing products that had gone through a rigorous accreditation process.

- Since the cohort finished in March 2022, the group are now continuing with the solution, beyond the CEIC programme to find a national governing body to help with the accreditation.

CCR3: Community Growing

The challenge:

- How might we improve the level of information for community food growers to access land and space for growing in Wales?

The solution:

- Create a link between growers and landowners.
- Develop an information portal/digital tool to provide people who wanted to start a community growing venture to see who has land in Wales and how to access it.
- The onward plan would be to hand a developed prototype to another organisation for further development.

SBR3: Health and Wellbeing

The challenge:

- How might we create bespoke carbon literacy training programmes for the public sector that can be used and applied to different organisations?

The solution:

- Create a video, specifically for healthcare staff, which forms part of a carbon literacy training programme.
- Onward plans include raising awareness of the video and having it integrated into the SBHUB sustainability webpage, which is currently being created.

Next Steps

Please feel free to reach out to any of the organisations involved in today's sector forum if you have any information or projects to collaborate on. We will be continuing the conversation surrounding the Circular Economy sector.

Resources & References

[4theRegion | Circular Economy Impact Area](#)