

Traduzione rapida 2**We need to turn ambitions for a circular economy into reality**

Swedish minister for Climate and Environment gave this speech at the Circular Economy Conference in Stockholm.

Thank you for the invitation to this Circular Economy Conference.

Circular economy is "hot stuff" these days. I have lost count of how many times I have been in debates, seminars and meetings about circular economy. It seems like everybody wants to debate how we recycle and reuse our waste. Or, to be more precise, how we do **not** reuse our waste.

Waste is only one part of a circular economy. 80 percent of a product's environmental footprint is decided when it is designed. If products are packaged in clear plastic rather than black plastic, sorting machines will be able to sort them correctly. These are small, but everyday examples of the changes we need to use resources more efficiently.

Some blame consumption for the waste and other environmental issues. Yet the problem is not really that we buy a new phone, the problem is that in the process we are throwing away the old one. Consumption - mainly household consumption - comes undoubtedly at a high ecological cost. On the one hand it drives the growth of gross national product, but as consumption grows, so do greenhouse gas emissions. This is why the circular economy can provide a solution. Because it is not about limiting consumption, but rather about creating new technology, new opportunities, better products and better services.

Deloitte, the financial consulting company, has just published a new report identifying how we can use fewer resources and emissions. I am very much looking forward to reading the third report that they will present today. In their former reports, Deloitte pointed to industries with a high potential for circularity, including real estate, retail, agriculture and the process industry.

In general, the Government has three main measures for implementing politics: taxation, regulation and support schemes. All three of them must be deployed for increased circularity. To make it profitable to recycle plastic instead of creating new from petroleum, it has to cost more to emit CO2. The cost of the environment must be more reflective in the cost of the products.