

Economic Wellbeing Consultation Response - Supporting Document

Overall Direction and Vision of the Strategy



Strength of intent

We were encouraged to see that there was strong intent in Part A of the Strategy to do things differently, including shifting from an economic ‘development’ to a ‘wellbeing’ framework. However, we feel that the strength of this intent was not reflected in the Part B actions.

We recommend that Zero waste is included alongside zero carbon in the *Zero carbon economies* trend. (Part A. p2)

The Global trends section has overlooked waste reduction and resource recovery as a key driver of conscious consumption, environmental protection, destination management and resident pride in their place. [Wellington City has prioritised](#) “accelerating the zero carbon and waste free transition - with communities and the city economy adapting to climate change, development of low carbon infrastructure and buildings and increased waste minimisation.”

A zero waste, zero carbon economy is a circular one. To create this circular economy Wellington City needs to enable an effective resource recovery sector and ensure comprehensive support is available for households, visitors, workers and businesses to change their operating models,

consumption and work habits. Wellington City's brand and reputation as a leader in this space needs to be based on the real life experience of visitors and trading partners who see that circular practices are embedded in everyday life across the city.

We recommend adapting the vision statement to better reflect key drivers of circularity and to position 'circular' economy as the critical objective that will secure all four well beings: economic, environmental, social and cultural.

"Wellington is a dynamic city with a resilient and innovative low waste, low carbon circular economy that provides opportunities for all and protects and regenerates our environment".

Why is a circular economy the most critical objective?

Transitioning to a circular economy requires fundamental change. Climate change, environmental limits, economic drivers and inequality present Wellington City with a set of urgent challenges. This 10 year Economic Wellbeing Strategy needs to outline a coherent response that shifts the city as a whole into a new way of being over the next decade. We agree that a holistic, systems approach is the only viable option. More work needs to be done to understand the interconnected nature of the challenges and opportunities for Wellington's economy.

The circular economy is a powerful crosscutting framework. It helps connect ambitious changes to urban form like: [15 minute cities](#), pedestrianising the city centre and active transport infrastructure. It guides thinking on how to shorten the City's supply chains. It future proofs business development, infrastructure, training/education and community engagement opportunities.

Circular Economy speaks to the need to make the shift to responsible consumption and production systems ([UN SDG #12](#)). We need to transform the way we use our economy in order to resolve our waste, emissions and environmental problems. Applying circular economy and zero waste principles to economic strategy will slow down material flows, design out waste and pollution, regenerate natural and social systems and reduce GHG emissions.

The Circular Economy concept pulls together many different threads to create a coherent theory of change. It has a simple narrative that describes how we can work together across sectors, industries, supply and recovery chains to take action on waste, resource efficiency and emissions. *Circle Economy* describes it as 'society central, resource smart and climate safe'. We congratulate Wellington City Council on its intent to step up, show leadership and establish the policy instruments, procurement practices and regulatory frameworks that advantage circularity over linearity.

We recommend using the Ellen MacArthur Foundation's 5 Universal Circular Economy Policy Goals as a framework for transformative action.

1. Stimulate design for the circular economy
2. Manage resources to preserve value
3. Make the economics work
4. Invest in innovation, infrastructure and skills
5. Collaborate for system change

Central government has adopted the circular economy as a critical element of its waste and climate change policy, and it makes sense for Wellington City Council to align with this. The key barrier to creating a circular economy in Aotearoa is that the status quo favours unsustainable linear practices. Transitioning to a circular economy requires a major regulatory, policy, financial and economic reset.

Zero Waste Europe's vision document [Dare to Imagine a Better Future](#) describes how a circular economy might look if you walked out your front door into it tomorrow. The types of activity that characterise this circular economy of the future are already present in our city. The work we have to do over the next ten years is to reshape Wellington's economy so that it is a better fit for circular enterprise models.

Climate change - adaptation and emissions reduction

We recommend ambitious actions that address the city's adaptation response and consumption emissions are included in Part B.

This Draft Economic Wellbeing Strategy lacks a sense of urgency and strength of action/ambition around climate change. Wellington needs to drastically reduce its emissions over the next ten years. Communities, infrastructure and businesses need to adapt to the impacts of climate change. Action on both mitigation and adaptation need to be a key consideration in the economic wellbeing strategy

Since Te Atakura was developed and signed off in 2019 a lot of work has been done to develop climate change response thinking in Aotearoa. Te Atakura uses a production based approach which focuses on emissions generated within Wellington. This understates Wellington's contribution to climate change. It misses the emissions generated in the production and transport of all the products and materials imported by the city as well as visitor travel.

These 'consumption emissions' contribute to the carbon footprint of Wellington residents, businesses and organisations. There must be an equal focus on actions that tackle these cross-cutting 'consumption-based' emissions generated up the supply chain by business and economic activity. Measuring consumption-based emissions will be a critical tool for tracking Wellington's progress in the transition to a circular economy.

No matter how well Wellington does to reduce emissions, the economy also needs to prepare for how it will respond and adapt to the significant effects of climate change on communities and businesses. The strategy has practically no discussion of this. We would expect the Strategy to

address this, link into other relevant strategies and plans such as Te Atakura, Resilience Strategy and the current review of the District Plan.

Zero Waste strategies

We recommend the economic wellbeing strategy:

- **Language and framing is adjusted to create a clear and consistent story about how zero waste enables a circular economy.**
- **Incorporates a set of specific actions that support the city's emerging network of businesses, organisations and individuals who are using zero waste strategies to adapt their business models in line with circular economy principles.**

We would like to see zero waste as a consistent theme through the set of documents that comprise the Economic Wellbeing Strategy. It is highlighted in some places and missing from others. It needs to be a clear thread that is woven through the document text and the priority actions. (see later section on Critical Influencers for more detail on this)

Zero Waste strategies like resource recovery, waste reduction, repair, reuse, composting, recycling and behaviour change underpin the shift to a circular economy. The elevated ambition in the government's waste policy will drive action and opportunity around waste minimisation. Tools like product stewardship will create new revenue streams and economic opportunities across product supply chains and lifecycles, and the economic wellbeing strategy should seek to identify and capitalise on these.

Conscious consumption, better waste minimisation and reducing plastic pollution are high on New Zealanders priority lists. Waste reduction is a key concern for New Zealanders, taking 3 out of the 10 top spots in the [Kantar Better Futures Report 2022](#). It is the only environment-related issue in the top 10. New generations of business leaders and a deeper focus on corporate social responsibility means that the business community are looking for resource recovery services, advice and support that enable them to deliver on the zero waste expectations of their customers.

Enabling and supporting the development of the emerging zero waste ecosystem in Wellington will form the foundation for the circular economy. Many [enterprises and organisations](#) are already piloting innovative systems, processes, tools, techniques and behaviour change programmes and could expand and replicate with the right tools and support. A strong network of local Zero Waste Hubs could form the backbone of this ecosystem, combining reuse, repair, recycling, composting, product stewardship takeback, behaviour change and community engagement. Examples of such projects are already bringing the circular economy to life in their communities across Aotearoa and could make much faster progress with systemic support.

Using economic development to create wellbeing?

We recommend the economic wellbeing strategy contains a specific action that spells out how Council will work together with civil society. A clear statement is also required regarding the working relationship with the Wellington business community (the current focus is Council/CCOs.)

We are pleased to see that wellbeing and the circular economy are central to the Strategy. However, many of the outcomes and actions appear to fall back into conventional ways of thinking about economic development. We see large gaps in the story about how it will create a strong *local* economy - how does it generate equitable outcomes for the people who live and work in Wellington, as well as environmental wellbeing? A strong economy measured in GDP terms does not guarantee that the economy is generating well being for the local people and environment.

The role of community and social enterprise is missing from the narrative and the actions, despite the strategy highlighting the importance of supporting existing socially conscious enterprises. Community organisations and enterprises offer immense value in helping achieve wellbeing outcomes. Many are already leading the transition to a circular economy in the direction the wellbeing strategy wants to follow. This includes Waste Free Welly, Sustainable Business Network and Welly Urban Food Org members who are delivering on the ground.

The relationship between local scale zero waste initiatives and social, environmental, cultural and local economic benefits are well established. The 61 members of the Zero Waste Network Aotearoa use a community enterprise business model to deliver resource recovery and behaviour change services. They collectively employ 1200 FTE, turn over \$75m and recover 35,000 tonnes of resources each year.

[The Southern Initiative](#) in Auckland and the Ngāti Toa/Ministry of Housing and Urban Development 'Community Wealth Building' project in Porirua are focusing on getting involved in the zero waste/resource recovery space because they see it as a vehicle for community economic development. This includes [training and support](#) for those entering the workforce and a focus on skills development and capability building. The Council is well placed to support such initiatives through its various roles (Part A, p.8).

Auckland Council has been [testing and refining new models for procurement and partnership](#) to achieve valued outcomes: supplier diversity, quality employment for targeted communities, zero waste and emissions reductions and local supplier utilisation. There is value in the Council exploring and adopting these models for using [social procurement](#) to deliver economic well being given the intent to "*provide opportunities for all*".

Strategy alignment

We recommend weaving Circular economy thinking through all six of the strategy's threads. It should also be used as a lens to filter all of the actions outlined in Part B.

We recommend including the Wellington Regional Waste Management and Minimisation Plan alongside Te Atakura [in the Table](#) outlining the relationships between the Economic Wellbeing Strategy and other core council plans/strategies.

The work done to implement the Economic Development strategy needs to be integrated with the workstreams under Te Atakura and the Waste Management and Minimisation plan. All three need to be seen as living documents which inform one another. An adaptive approach needs to be taken to shape, refine and prioritise actions as new information comes to hand and the impacts of actions become visible.

We have hope that this Strategy will recognise the critical relationship between resource recovery and waste and emissions reduction and a sustainable economy. We have noticed that when a waste paper is put to Council, the box signalling whether it contributes to 'dynamic and sustainable economy' is never ticked - yet from our perspective it is essential.

Transitioning to a circular economy will require action across the breadth of Council strategies, from creativity and innovation for new products and services, educational opportunities and career pathways for children and young people, creative and accessible use of the city's spaces for activities like resource recovery and reuse, and supporting uptake of composting and urban farming to create resilience at the same time as greening the city and enhancing biodiversity.

To capture these significant opportunities a circular economy lens needs to inform all the outcomes and actions. In this submission, we provide numerous examples of circular business models and initiatives that could help realise the outcomes in various Council strategies - from reuse projects such as Washing up Welly that reduce emissions and waste from packaging, educational opportunities such as the collaboration between Kaicycle and Papa Taiao, community resilience skills through programmes like RepairED, and numerous circular enterprises such as Reusabowl, Tiny Plastic Factory and Nonstop Solutions (see detailed answer to question 7).

Critical Influencers

To be consistent with the ambition, outcomes and content in the Economic wellbeing strategy we recommend the following changes.

A liveable city

*We aim to be a city that values and cares for **our** environment and our people.*

*To support the wellbeing of our people and environment enabling a high quality of life that is inclusive , diverse and has a strong sense of place is to provide the foundations for our people to thrive and **meaningfully participate and contribute in our economy?***

We would like to see Council integrate resource recovery facilities, zero waste infrastructure and services for businesses, residents and visitors in its thinking about, and delivery of, placemaking and third spaces. This is critical public infrastructure that needs to be in place to deliver on the

city's circular economy and sustainable destination aspirations. Quality of life means having access to the systems that enable people to live zero waste, zero carbon lifestyles.

Zero waste hubs (community recycling centres) are destinations in their own right for locals and visitors. The combination of waste reduction, repair, remaking, reuse and recycling services delivered at the local scale with creative pursuits, arts, crafts and behaviour change is a powerful force for placemaking. (Eg. [Wastebusters](#), [Xtreme Zero Waste](#)). Being able to access these types of services gives householders, businesses and visitors confidence that they are doing their bit to protect and support the local environment they value. It reinforces the city's brand and reputation.

We fully support councils efforts to increase housing supply and improve quality *through the Housing Action Plan*.

A revitalised and regenerating city

We recommend giving zero waste a short section of its own in this part and making the language more consistent with the outcomes sought.

The language in this section, and the set of documents as a whole is inconsistent in relation to zero waste. It would be good to change the wording in the summary section to read:

*“To manage infrastructure and services that enables access to participate in the **regenerative circular** economy and community activities, we must strengthen our buildings and provide accessible low carbon and resilient **zero waste**, transport and water infrastructure.”*

And to change the bullet point and section heading

- *Invest in future fit transport, **zero** waste and water systems*

In part B p27-28 Zero Waste is tucked into sections on other matters. It would be better to create a separate subheading and shift all the points that relate to zero waste to one place. It would be a few paragraphs about how Council wants to take the opportunity to deliver zero waste outcomes: something like Deliver on Councils Waste Management and Minimisation Plan to implement future fit zero waste strategies that make reduction, reuse, repair, recycling and composting services accessible to all.

In the section on zero waste on p 28 the line on Investment - focus needs to shift onto enabling and creating better waste minimisation infrastructure, systems and behaviour change programmes to make the transition to a circular economy by reducing waste and emissions (rather than more waste management).

It would be good to flag that Council already has a current [Waste Management and Minimisation Plan \(WMMP\) 2017-2023](#): Waste free together - for people, environment and economy. Councils across the Wellington Region work together to develop a regional WMMP which contains specific actions sections for each council. WMMP's are reviewed and consulted on in

6 year cycles, work is underway on developing the next draft WMMP which will be signed off in 2023.. (para says council is developing a waste strategy)

It would be good to adapt the text *Council already supports many organisations and businesses who are working across the city to reduce waste, including the Sustainability Trust, Kaibosh, Kaicycle, Second Treasures, the Formary and Para Kore.*

The strategy highlights *Centreport has taken the lead in reprocessing and reusing demolition materials following the Kaikoura Earthquake.* An ambitious and proactive approach is required to design out construction and demolition waste given the major infrastructure and construction projects being done across the city including Lets Get Welly Moving, the library and new housing requirements. Currently the majority of construction and demolition waste in Aotearoa ends up in a landfill. Wellington City has little infrastructure available for the management and processing of construction and demolition waste. Construction design must adopt circular economy principles:

- Repurposing existing built assets and building to last;
- That materials specified and used can have a future purpose beyond the life of the built asset;
- That built assets can be easily adapted for different future uses without generating waste;
- That built assets can be easily maintained and repaired without generating waste;
- That built assets can be easily deconstructed so materials can be reused.

WCC role

We recommend that Council should use its resources wisely and focus its role in economic wellbeing to be a leader, creating a supportive ecosystem to enable businesses and communities to transition to a circular economy.

We view Wellington City Council’s role in economic wellbeing to be a leader, creating a supportive ecosystem to enable businesses and communities to transition to a circular economy. A critical task for the Council is holding the tension between change and stability - creating a safe space that makes it easier for businesses to make the transition.

Council/CCOs have been given a large remit, with limited resources available Council should focus on areas of control and influence and then partner and create relationships with others. There should be recognition that skills and capacity building needed within Council and COOS to deliver the strategy effectively.

From p8 Part A Can we use this frame as a simple way to capture our points on CE

Council role	Ways it could enable the development of a circular economy	Example in Action
Provider	Favour goods and services that support a	The European Commission has

Council role	Ways it could enable the development of a circular economy	Example in Action
	<p>circular economy. Use a social procurement approach. Work with Central Government on procurement given they are such a large employer and spender in the city. Resource codesign of services with mana whenua and the community.</p>	<p>Good Practice and Guidance for Public Procurement for a Circular Economy that includes a range of case studies. https://ec.europa.eu/environment/gpp/pdf/Public_procurement_circular_economy_brochure.pdf</p> <p>Greater Bendigo has developed one of the first circular procurement policies in Australia</p>
Regulator	<p>Resource enforcement of existing powers that support circular economy e.g. Waste Bylaw. Resource consents on landfill to ban the landfilling of certain waste streams. Increase landfill disposal fees.</p>	<p>The London Plan Guidance Circular Economy Statements puts circular economy principles at the heart of designing new buildings, requiring buildings that can more easily be dismantled and adapted over their lifetime. https://www.london.gov.uk/what-we-do/planning/implementing-london-plan/london-plan-guidance/circular-economy-statement-guidance</p>
Partner	<p>Recognise where local providers can deliver aspects of the strategy e.g. business support consultancy. Partner and collaborate with other stakeholders to achieve outcomes.</p>	<p>Washing Up Welly is a collaboration between WCC / Sky Stadium / WellingtonNZ / Sustainability Trust / Kāpura / Takeaway Throwaways / Buttercup and Nonstop Solutions to create washing infrastructure for events and the hospitality sector.</p>
Facilitator	<p>Support learning and connection between businesses, organisations, mana whenua and other organisations. Using procurement powers to provide small business access to circular goods and services. Facilitate access to spaces for sustainable and circular economy businesses and initiatives at reduced or no rent.</p>	<p>An initiative of Glasgow City Council and Glasgow Chamber of Commerce, Circular Glasgow focuses on learning and connecting businesses. https://www.circularglasgow.com/what-is-circular-glasgow/ The Urban Dream Brokerage is a fantastic project with WCC support that gives space for new ideas from artists, creatives and social practitioners in our cities.</p>
Advocate	Integrate circular economy thinking into	The City of Greater Bendigo has put in place a Circular Economy

Council role	Ways it could enable the development of a circular economy	Example in Action
	<p>all Council strategy and plans e.g. District Plan and Design Guides can influence construction approach.</p> <p>Create a Circular Economy unit so it doesn't become siloed in one part of Council.</p> <p>Educate Council staff about sustainability and circular economy.</p> <p>Raise awareness of success stories already happening in the city.</p>	<p>Coordinator - a cross departmental role.</p> <p>Circular cities and regions are popping up around the globe, one of the first to identify the ambition was Amsterdam.</p>
Funder	<p>Put resources for implementing the strategy, and the objectives into the Long Term Plan.</p> <p>Integrate assessment of sustainability and circular economy into all funding assessments.</p> <p>Make funding available for collaboration.</p> <p>Fund mana whenua to participate.</p> <p>Subsidise CE training and internship opportunities.</p> <p>Provide loans and subsidies for circular economy activities.</p> <p>Provide access to circular economy business support.</p>	<p>https://www.oecd-ilibrary.org/sites/1ba1a5e9-en/index.html?itemId=/content/component/1ba1a5e9-en#section-d1e8549</p>

Strategy Objectives

Relationship between objectives and actions

We recommend that the strategy identifies the relationship between the actions including how actions deliver across multiple outcomes.

We felt more work needs to be done to identify how actions may deliver on multiple outcomes. For example, through a circular economy lens, actions such as developing innovative training and enterprise opportunities contribute to the outcomes of Sustainable business and career pathways, A business-friendly city, Centre of creativity and digital innovation, and Celebrate our Capital City Status. Wellington could develop itself as a national hub for circular economy skills training and innovation, capitalising on the city's strong digital sector and start-up culture.

Skills, training and employment for the circular economy

We recommend that skills, training and employment for the circular economy are built into the transformation of the vocational training system as well as integrated into educational curricula and training across the board.

We were pleased to see several mentions of skills training opportunities across different outcomes, but we feel that the scope of the opportunities through a circular economy lens could be expanded to cope with the scale of changes to our economy that will be required.

Reducing our reliance on resource extraction to power our economy will see some industries and jobs wind down and create more localised, people-powered jobs. That means remembering and rekindling old skills, and strengthening new ones - from growing kai and composting, to repairing and collaborating, systems change, reverse logistics, design and recycling.

These skills are just as important as the hard physical assets that sit alongside. They must be built into the transformation of the vocational training system as well as integrated into educational curricula and training across the board. Countries like Scotland have already started to consider [employment and skills pathways for a circular economy](#).

We need transformative policy, regulation and investment to favour circular, local-scale business models and build the capacity, skill and knowledge base for the transition from a linear, extractive and exploitative world to a regenerative, circular and equitable world. Investing in building the institutional, human and social capital required to change the ways we behave in all our roles needs to be a key priority.

Funds should also be invested to develop a network of local-scale resource recovery and behaviour change hubs - to reduce consumption emissions by encouraging local reuse, repair, circular economy behaviours and connection. Building up networks of local behaviour change expertise will be critical to supporting communities to embrace change during the transition to a low carbon, low waste economy. This network of hubs will also provide a supportive ecosystem for local circular business models and innovations.

The economic wellbeing of Wellington is of course interdependent on the economic wellbeing of Aotearoa NZ. The Economic Wellbeing Strategy should be reflective of this. E.g.: High and rising food costs will continue to impact the wellbeing of Wellington City residents. Mitigating this by supporting more urban food production as well as the regenerative shift in the wider primary sector is essential to safeguard the wellbeing of our city's residents and economy.

We recommend that additional circular economy measures of success are incorporated including an assessment of circularity and metrics that capture social and cultural dimensions.

We would like to see the addition of new KPIs and measures of success that capture the needs and opportunities for a circular economy, to ensure we make adequate progress in the transition. In particular, we need to get better at measuring what circularity looks like beyond waste minimisation, how it aligns with emissions reduction goals through Te Atakura. One key way to measure circularity is through Material Flows Analysis. This can be done at the [city](#), [region](#), national and global scale (countries like [Scotland](#) do this already). This tells us how many tonnes of raw materials are being fed into the economy. It can also be used to create a

[circularity index](#) - e.g. global economy is 8.6% circular and needs to be about 17% if we are going to stay within 1.5 degrees of warming.

At the city level, Amsterdam has set a target to reduce the use of raw materials: *By 2030, there must be a 50 percent reduction in the use of primary raw materials.* They recognise that the fewer virgin raw materials that flow into the economy the less damage to ecosystems and biodiversity loss is caused by extraction. The longer materials and products stay in circulation the fewer raw materials are required to make new items. So they are focusing on the inputs as well as the outputs of their production and consumption system.

The Stockholm Environment Institute is currently drafting its urban circularity assessment framework ([SEI, 2020](#)), while the Platform for Accelerating the Circular Economy (PACE) has convened key stakeholders, and works to harmonise approaches to measuring the progress and impacts of a circular economy transition ([PACE, 2021](#)). The United Nations Environment Programme (UNEP), Ecocity Builders, and the World Council on City Data (WCCD) worked with Brussels Environment to develop a framework to improve monitoring of the city-region's circular economy plan ([UNEP, 2019](#)).

Measures of success for a circular economy should go beyond conventional measures. Research by [Dorte Wray](#) from the Zero Waste Network examined the combined environmental, cultural, social and economic dimensions to waste minimisation activities including local place making and job creation. Consideration of the Government's [Living Standards Framework](#), which encompasses similar measures, would enable national comparisons of progress to be measured. Incorporation of the Sustainable Development Goals would align progress with our global commitments.

Integrating Circular Economy into the Outcomes, Measures of Success and Actions

We recommend that all the outcomes should be reframed with a circular economy lens.

Below we have provided further detail, applying our vision to the outcomes i.e. what would it take to make each outcome sustainable, circular, regenerative

Sustainable Business and Career Pathways:	
What would this outcome look like with a CE lens?	<ul style="list-style-type: none"> ● Change from 'sustainable' to 'future' business and career pathways. ● Use the term sustainable to relate to combined social, economic and environmental outcomes. ● Young people want to work to make a change for future - WCC has an opportunity to support sustainable career pathways ● Recognise that the transition to a circular economy can create a wide variety of jobs across sectors. ● Recognise that the transition to a circular economy will need a focus on core business skills that will enable the transition. Training for new and underdeveloped skills will be needed to power the workforce for

	<p>the circular economy.</p> <ul style="list-style-type: none"> ● Skills development needed with existing workforce as well as at secondary and tertiary education level. ● Skills development needed cross sector - particularly in enabling sectors like construction. ● While very important, people choosing to live in the city goes beyond housing affordability. People want thriving communities, green spaces, public and active transport infrastructure that improves quality of life throughout our city, enabling people to live close to or sustainably access where they work, study, and socialise. ● Support for collaboration; individuals are only one part of how you create an ecosystem that enables this transition and makes it easy for each individual to flow through with little cost and risk. Needs to go the next step and become support the development of ecosystem
<p>What would success look like?</p>	<p>Wellington recognised as an education hub for sustainable career pathways fit for the future. Wellington recognised as a place for circular careers, and also digital innovations for the circular economy (interconnection with other outcomes).</p> <p>Measures:</p> <ul style="list-style-type: none"> ● Current list are BAU “what success looks like” indicators with no reference to circular economy or sustainability. ● Growing number of jobs and training opportunities in circular & environmental sectors. ● Attracting circular economy investment. ● Sustainable Development Goals/Living Standards Framework
<p>Actions</p>	<ul style="list-style-type: none"> ● Apply CE lens to existing actions. ● Pay for internships / someone to support with the recruitment and mentoring of interns. ● Plan and resource for how future skills and training will be developed and provided taking into consideration existing work. ● Carbon literacy skills development.
<p>Examples of what is already happening</p>	<ul style="list-style-type: none"> ● Kaicycle and Papa Taiao Earthcare have developed the Urban Regenerative Agriculture course in Wellington. Urban regenerative agriculture courses like this provide a pathway for young urban-dwellers to enter the primary sector and support its transition to sustainable and regenerative practices. This is beneficial both within and beyond the city. Wellington City is an education and population centre and thus has the opportunity and responsibility to support the wider transition to a circular economy across all sectors, regionally and nationally. Sustainability Trust is developing their EcoCentre into a Climate Action Centre that will provide opportunities for learning outside the classroom and for corporate groups. ● There are existing innovation, leadership and entrepreneur initiatives (with and without WCC support) that are considering how we need to think and work differently: <ul style="list-style-type: none"> ○ GHD Smart Seeds Programme: a design-led innovation

	<p>program empowering emerging leaders to co-create integrated solutions to complex challenges.</p> <ul style="list-style-type: none"> ○ Entrepreneurs in Action ○ Climathon. <ul style="list-style-type: none"> ● Sustainability in Brewing was a WCC funded collaboration between craft brewers, Sustainability Trust and Connective Impact to conduct sustainability baseline assessments and identify collaborative sustainability transition projects. Garage Project is taking the lead on project with Again Again on reusable flagons.
Resources	<ul style="list-style-type: none"> ● https://www.zerowastescotland.org.uk/content/circular-economy-skills-demand-scottish-manufacturing ● https://www.frontiersin.org/articles/10.3389/frsc.2021.787076/full

Transitioning to a circular economy	
What would this look like with a CE lens?	<ul style="list-style-type: none"> ● Very positive to see the circular economy identified in the strategy, see earlier comments. ● Zero waste services sector recognised as a priority sector to enable transition to circular economy. ● Circular economy should filter through all other outcomes, but has its own set of required actions. ● A metric for measuring circularity within the economy should be agreed and measured. ● Support, investment, regulation is put in place and resourced to make the economics work for circular practices. ● There is no mention of the role of the Waste Minimisation and Action Plan for enabling and supporting the circular economy. ● Positive to see opportunity for Māori economy highlighted. ● Good opportunities can be created throughout the city and beyond through the council approach to procurement, important that these are open to the Māori economy. ● Recognition for the businesses/organisations in Wellington that are already providing business support to transition e.g. Sustainability Trust, Kaicycle, Nonstop Solutions. ● Text changes: Needs to include zero waste in the text p10(12) part B Bullet point list <i>Ensure our procurement practices enable a zero waste zero carbon circular economy</i> ● Text changes: <i>And Investigate and act on opportunities to shift to zero waste strategies and systems (eg food, construction and demolition) Instead of waste management</i> ● <i>And Work with Central government to enable business support and funding incentives for businesses committed to a circular business economic model</i> ● Sustainable tourism needs to be within planetary boundaries. ● Not clear why the bulk of the tourism actions are under this objective.
What would	<ul style="list-style-type: none"> ● The expectation of business in the city is for high sustainability performance and low carbon.

<p>success look like?</p>	<ul style="list-style-type: none"> ● The circularity of the Wellington economy is increasing. ● Increased resilience in supply chains. ● Increase in community cohesion. <p>Measures:</p> <ul style="list-style-type: none"> ● Measure of circularity e.g. materials flow analysis. ● Growing number of jobs and training opportunities in circular & environmental sectors. ● Growing number of businesses/social enterprises adopting circular economy business models. ● Total consumption based city greenhouse emissions per capita (tonnes) – decreasing trend ● Kg of total waste per person - decreasing trend (to take account of waste avoided). ● Measures around regeneration, reuse, local food systems, community cohesion, resilience. ● Sustainable Development Goals/Living Standards Framework
<p>Actions</p>	<ul style="list-style-type: none"> ● Create a circular economy officer/team at Council and build skills and capacity across Council departments. ● Build on what is already happening to create a thriving circular ecosystem. Celebrate local success and identify how it can support some actions already identified (e.g. events & Tākina, celebrating local success). ● Identify the partnerships and relationships that can support the transition - ensure this includes those already delivering a circular economy in the city. E.g.: Para Kore as a partner supporting Mana Whenua, Waste Free Welly members. ● Business capability and support programme (outcome 3) provide small business with training and support for circular and sustainable business working with local partners. ● Tell the story about ambition and targets (e.g. measuring circularity, what's already happening and how these need to grow) to communicate a genuine commitment that Wellington is aiming to do better for Papatūānuku (and avoid greenwash) - e.g. there's some great stuff happening, but we need to go much further as a city (shape the Wellington brand to have strong ambition) ● Integrate support for existing and nascent initiatives as part of business investment attraction strategy and action plan (not just about bringing in external people). ● Work with Waste Free Welly members on the reuse economy, supporting development of Washing Up Welly to service events, hospitality, grocery retail and supply (link with WMMP). ● Work with Waste Free Welly members on development of the resource recovery network (link with WMMP) including identifying sites and opportunities for activities for these sites. ● Work with Waste Free Welly members on local-scale organics collection and composting tied to food production (linked to WMMP and

	<p>Wellington's Sustainable Food Initiative).</p> <ul style="list-style-type: none"> ● Work with Waste Free Welly members on behaviour change including Sustainability Trust's Climate Action Centre. ● Work with Waste Free Welly members on business sector plans and circular economy sector transition programmes (outcome 2 action 2).
What is already happening ?	<ul style="list-style-type: none"> ● Waste Free Welly is an open and collaborative group of individuals and organisations progressing a vision of zero waste for the city. The group is working on three priority areas: community composting and local food systems, resource recovery networks and the reuse economy. ● Waste Free Welly is working with Council on a co-development process for the revised Waste Management and Minimisation Plan. ● Collectively the parties involved with Waste Free Welly are delivering a number of collaborative projects across the city including: <ul style="list-style-type: none"> ○ Washing Up Welly (highlighted in Q3 response) ○ Parliamentary Sustainability Expo focusing on Circular Economy (due to be held on 9th June). ○ RepairED, a repair programme involving Sustainability Trust, Hopper Refill, Make Room and Consumer NZ. ● Sustainability Trust partners with businesses, social enterprise and community groups to provide a hub for resource recovery.
Resources / case studies	<ul style="list-style-type: none"> ● Zero Waste Cities: https://zerowastecities.eu/ ● Circular Taiwan Network: https://circular-taiwan.org/en/ ● Circular Glasgow: https://www.circularglasgow.com/ ● Consumers Beyond Consumption: coalition, including city authorities, collaborating to empower consumers to access innovative consumption models. One priority is to develop a playbook for cities to test and enable integrated reuse systems on the ground: https://www.weforum.org/projects/consumers-beyond-disposability ● Greater Bendigo Circular Economy and Zero Waste Policy: https://www.bendigo.vic.gov.au/About/Document-Library/circular-economy-and-zero-waste-policy-pdf ● Waikato Regional Council (2021). The journey to a circular economy in the Waikato region https://www.waikatoregion.govt.nz/assets/WRC/TR202134.pdf

A business friendly city	
What would this look like with a CE lens?	<ul style="list-style-type: none"> ● There is huge potential for Council to attract inward investment if there is a genuine commitment to innovation, future skills and circular economy transition. ● An economy that is measured on success metrics beyond GDP. ● A focus on shortening supply chains. ● Businesses understand circular economy business models, and models of growth that don't require increase in consumption.

<p>What does success look like?</p>	<p>Wellington’s economy is regenerative. The success of Wellington’s economy is measured in metrics other than GDP.</p> <p>Measures:</p> <ul style="list-style-type: none"> ● Sustainable Development Goals/Living Standards Framework. ● Growing number of businesses/social enterprises adopting circular economy business models. ● Total consumption based city greenhouse emissions per capita (tonnes) – decreasing trend
<p>Actions</p>	<ul style="list-style-type: none"> ● Apply CE lens to existing actions. ● Make sure co-design of Council services is true co-design and includes social enterprise and community groups. ● Business capability and support programme (outcome 3) provide small business with training and support for circular and sustainable business working with local partners. Make sure that the economic consultancy focuses on circular economy/sustainability and recognises local providers of these services. ● Design, or build on existing, innovation business support that is fit for purpose for businesses whose whole model relates to sustainability services. Focus incubation and acceleration services on action based small business not predominantly tech-focused which currently dominates the incubation/acceleration industry. ● Create an ecosystem for innovation by providing support for collaboration. Greatest potential can come through collaboration but lack of support and funding is a barrier. The Waste Free Welly initiative was made possible due to a lot of time given freely by organisations who are already poorly resourced. ● Public goods need to be in place for businesses to thrive. Businesses like Sustainability Trust are struggling to hire staff due to the cost of housing and living in Wellington. People want housing affordability, thriving communities, green spaces, public and active transport infrastructure that improves quality of life throughout our city, enabling people to live close to or sustainably access where they work, study, and socialise. ● Identify a sister city that is already working on a circular economy transition.
<p>What is already happening?</p>	<ul style="list-style-type: none"> ● Wellington’s Climathon has been an incubator for new circular business including Reusabowl, RefillNZ, The Tiny Plastic Factory and Collaborate. ● Sustainability Expo focused on Circular Economy being held at Parliament on 9th of June to showcase business already active in this area. ● Business networking: Sustainability Trust Green Team Gatherings and CoGo Tech4Good.
<p>Resources</p>	<ul style="list-style-type: none"> ● Zero Waste Cities: Zero Waste Cities - A continuous effort to phase out waste

- Yorkshire Circular Lab: [Yorkshire Circular Lab \(leeds.ac.uk\)](http://yorkshirecircularlab.leeds.ac.uk)

Centre of creativity and digital innovation	
What would this look like with a CE lens?	<ul style="list-style-type: none"> • Innovation in digital infrastructure to enable new circular enterprises e.g. sharing services, inventory tracking and logistics etc) • Digital innovation is also in the sustainability and impact space e.g. CoGo, Mevo. • Modernisation and operation of venues is zero waste. • Building, refurbishment and exhibitions are planned to design out waste. • Modernisation and operation of film studios as zero waste. • Social procurement is used to secure services with circular economy and sustainability objectives. • Exhibitions and events supported all contribute and align with Te Atakura and circular economy transition - support and enable climate action by residents and visitors. • The role of the arts in communicating on climate change and climate action is recognised and supported. • Community creativity is supported. • Collaboration across the creative sectors on circular economy approaches.
What success looks like?	<p>Wellington City is recognised for its low carbon and zero waste creative sector.</p> <p>Wellington City is recognised as an incubator for circular economy enabling digital technologies.</p> <p>Measures: (see previous outcomes)</p> <ul style="list-style-type: none"> • Growing number of businesses/social enterprises adopting circular economy business models. • Decrease in waste and litter.
Actions	<ul style="list-style-type: none"> • Apply CE lens to existing actions. • Use technology to unlock new value from the circular economy. • Circular economy innovation hub. • Targeted organisational support focus on sustainability and CE transition. • Resource recovery network/zero waste hubs to support the creative sector.
What is already happening	<ul style="list-style-type: none"> • Urban Dream Brokerage - https://www.urbandreambrokerage.org.nz/ • A Place for Local Making - localmaking.org • Climate Action Centre - Sustainability Trust has funding from WCC as well as contributing funding from its own profits to create a Climate Action Centre to support behaviour change in the city. It will involve multiple collaborations with local businesses including CoGo. • Nonstop Solutions - https://www.nonstopsolutions.co.nz/

Resources	<ul style="list-style-type: none"> ● Washing Up Welly: Sky Stadium; Venues Wellington, Sustainability Trust, Kāpura, Takeaway Throwaways, Buttercup and Nonstop Solutions are working together to introduce reusable servicewear for city events. Each of the partners brings unique skills and capability to the successful delivery of the project. ● Waste Free Waterfront - https://www.scoop.co.nz/stories/AK2012/S00218/wastefree-waterfront-launches-in-wellington-for-use-your-own-cup-day.htm ● https://trackzero.nz/ ● https://artistsandclimatechange.com/organizations/
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Celebrate our Capital City status	
What would this look like with a CE lens?	<ul style="list-style-type: none"> ● Potential for Wellington to be an education & training centre for careers in the circular economy. ● Roles of the central government in circular economy transition identified. ● Government presence in the city leveraged in relation to the circular economy and zero waste policy. ● Commitment to circular economy and zero waste demonstrated by becoming part of a global network for cities making circular economy and zero waste commitment. ● Work with science and uni sectors to create innovative products and services - like measurement tools - that can be sold/shared with other places.
What success looks like	<ul style="list-style-type: none"> ● See metrics highlighted in earlier sections.
Actions	<ul style="list-style-type: none"> ● Promotion of circular economy/low waste business to the Central Government. ● Work with the Central Government on procurement. ● Push the Central Government to be a leader in terms of sustainable construction. ● Declaration of the city to be a zero waste circular city.
What is already happening	<ul style="list-style-type: none"> ● Waste Free Welly members provide support and advice to Government e.g. Sustainability Trust working with Government clients on CNGP in zero waste transition, Zero Waste Network Director of External Affairs. ● Sustainability Expo at Parliament on the 8th of June focused on the Circular Economy.
Resources	<ul style="list-style-type: none"> ● Zero waste strategies will be critical to achieve the transition, and organisations like GAIA and Zero Waste Europe have created practical Zero Waste Masterplans to assist cities with their ambitions.

	<ul style="list-style-type: none"> • https://www.c40.org/declarations/zero-waste/
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A dynamic city heart and thriving suburban centres	
What would this look like with a CE lens?	<ul style="list-style-type: none"> • Ambitious expectation around circular practices at events and waste minimization requirements established. • Resource recovery centres, zero waste/circular services and shops accessible to city & suburbs (long-term, anchor services not pop-up) • Events with circular economy / climate action lens. • Buildings utilised with activities that align with circular economy, repair, reuse, refill, recycle. • Decision making in Council, and co-design process, supports local place making / 15 minute neighbourhoods. • Design standards support the creation of shared spaces / third spaces. See 'living buildings standards'
What does success look like	<ul style="list-style-type: none"> • See metrics highlighted in earlier sections.
Actions	<ul style="list-style-type: none"> • Link with WMMP, Waste Free Welly, business development and others to deliver resource recovery network/Zero Waste Hubs. • Focus on winter events to ensure a year round programme. • Economic grant funding with circular economy objectives.
What is already happening	<ul style="list-style-type: none"> • Kaicycle - community hub focused on local food systems. • Sustainability Trust - community hub focused on resource recovery. • Hopper Refill - community hub focused on reuse. • RepairEd - programme of repair cafes and skills workshops with support from WCC. • Benchspace - social enterprise developing a community workshop. • Community involvement in development of Newtown Workingmen's Bowling Club.
Resources	<ul style="list-style-type: none"> • Co-design in Aotearoa New Zealand: a snapshot of the literature, 2020. https://knowledgeauckland.org.nz/media/1900/co-design-in-aotearoa-new-zealand-a-snapshot-of-the-literature-s-mark-p-hagen-tsi-june-2020.pdf • https://living-future.org/lbc/ • https://www.gov.scot/policies/climate-change/climate-challenge-fund/

Additional comments

Mana Whenua

A clear statement about the partnership relationship between WCC and Mana Whenua needs to be a headline section in the Economic Wellbeing Strategy document. This is mentioned in the

direction statement in Q1 and appears in the last para on p5 Part A: The Strategic Context. There is also a small paragraph on page 8.

We consider the relationship with mana whenua deserves a more prominent place and a more detailed story line. We note that ‘lifting the presence of mana whenua and Māori’ and “telling authentic local stories” are common themes in Part B. The strategy document itself would be a good place to start.

It would be useful to have a section outlining who the mana whenua relationship is with, why it is important, what the key drivers and changes are for Mana Whenua and how this partnership relationship has influenced the economic wellbeing strategy. The introduction to Part A covers off quite a few different drivers of change, influences and activities to create a sense of context. Many of these are minor in relation to the importance of the stories of Mana Whenua around economic opportunities and priorities.

The Introduction to Part B says the business community have already had significant input into the strategy, we assume mana whenua have had a similar opportunity. If so it would be useful to flag this in the first paragraph to give their input weight.

We are unsure why ‘Support Māori economy to thrive’ is only under the circular economy objective rather than overarching and woven throughout.

It’s important that mana whenua are adequately resourced to have the level of input and influence on the strategy and implementation that they should have.

Additional reading

- Waste Free Welly (2021) - Circular Economy Infographic and Plans for a Resource Recovery Network - <http://localmaking.org/what-would-a-resource-recovery-network-for-poneke-look-like/>
- Waste Free Welly (2021) Draft Zero Waste Plan - <http://localmaking.org/wp-content/uploads/2022/03/A-Zero-Waste-Plan-for-Wellys.pdf>
- <https://www.oecd.org/environment/waste/OECD-G20-Towards-a-more-Resource-Efficient-and-Circular-Economy.pdf> - Chapter 7 - The role of cities towards the circular economy transition
- https://assets.website-files.com/5d26d80e8836af7216ed124d/5d26d80e8836af7603ed12af_Circle%20Economy%20-%20The%20role%20of%20municipal%20policy%20in%20the%20circular%20economy.pdf - The Role of Municipal Policy in the Circular Economy