



## Circular Economy Webinar

### Session 18 Summary: Scaling the Circular Economy with Circular Platforms

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**McFadyen Digital** is a global agency for ecommerce marketplace strategy and implementation.

**Reboun** is a platform based in Dubai, United Arab Emirates, aims to keep plastics out of the environment and in the economy. It focuses on reintegrating plastics for multiple uses as well as providing market analysis for recycled plastics.

### Key Takeaways

1. McFadyen's focus is on **leveraging platform business models to accelerate scale in the circular economy**, highlighting that many existing platforms reinforce linear economic models and exploring whether platform attributes can be applied to promote recycling and reuse.
2. Examples of existing circular platforms include Carousel in Singapore, Mercari in Japan, and Idle Fish as part of the Alibaba group in the People's Republic of China. **These platforms facilitate peer-to-peer transactions for secondhand goods and have achieved significant scale and sales**, challenging the notion that circular marketplaces are either non-existent or cannot scale.
3. These are some of the **advantages of Circular Platforms**:
  - **Lower Transaction Costs:** Circular platforms leverage technology for matching, reducing transaction costs and removing friction associated with circular transactions.
  - **Increased Buyer-Seller Interaction:** Circular platforms bring buyers and sellers together efficiently, facilitating discovery and transactions.
  - **Positive Network Effects:** The more participants join, the more value is created, leading to positive network effects or a "flywheel effect."
  - **Expanded Reach:** Circular platforms efficiently enable the sharing of end-of-life products across industries, promoting circularity.
  - **Incentives for Product Redesign:** Circular platforms can create incentives for redesigning products to enhance recyclability.
  - **Community Building:** Building communities within circular platforms can enhance commitment, loyalty, and contributions.
  - **Promoting Innovation:** Circular platforms, with increased scale, can incentivize innovation in the circular economy.



4. **Circular platforms currently contribute around U.S \$99 billion to the U.S. \$400 billion circular economy.** Future projections indicate that circular platforms could play a key role in the anticipated growth of the circular economy, potentially contributing to 60% of the growth by 2030.
5. **Rebound was created to facilitate the reuse and recycling of plastics.** The platform connects buyers and sellers in the recycling plastics field, providing trust and verification by vetting each member.
6. **Rebound aims to address plastic recycling challenges in a way that aligns with economic and market incentives.** Instead of relying solely on government intervention or subsidies, the platform seeks to create value and efficiency in the recycling process through market mechanisms.
7. **In just over a year, Rebound has registered over 200 businesses in the plastics recycling plastics sector from 42 countries.** This has provided insights into the global landscape of qualified recyclers, price point transparency, recycling costs in different countries, and the types of materials in abundance.
8. **Circular platforms can incentivize businesses to produce higher-quality materials for recycling by rewarding them for supplying better-quality feedstock.** The marketplace mechanism encourages better practices by linking supply and demand in a way that rewards quality.

[Watch the Recording here](#)