

CONNECTING
HEPBURN SHIRE'S
CIRCULAR ECONOMY

Circular Economy Stage 1 Project Report and Recommendations. Section 4

20 February 2023



Djaara Acknowledgement

This project took place on Djaara Country and the authors acknowledge the Dja Dja Wurrung People as the traditional owners and custodians of this land. We acknowledge and respect the ancient wisdom and stewardship of Djaara of the lands and waters for millenia. We acknowledge this Country was never ceded and pay respect to the Djaara Elders, past, present and future.

Hepburn Shire Council is on Dja Dja Wurrung Country.

Hepburn Shire Council acknowledges the Dja Dja Wurrung as the Traditional Owners of the lands and waters on which we live and work. On these lands, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognise their resilience through dispossession and it is a testament to their continuing culture and tradition, which is strong and thriving. We also acknowledge the neighbouring Traditional Owners, the Wurundjeri to our South East and the Wadawurrung to our South West and pay our respect to all Aboriginal peoples, their culture, and lore. We acknowledge their living culture and the unique role they play in the life of this region.

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CE Webinar - Introduction to the Circular Economy

The webinar, presented on the 27th September 2022 introduced the Circular Economy and looked at opportunities in this dynamic space as part of the project 'Connecting the Circular Economy in the Hepburn Shire'. There were several good questions during Q&A at the end of the session with one of the questions leading to the evolution of the potential 'refill station' pilot referred to later in the report.

Video link: [Link to the webinar presentation recording.](#)



The Circular Economy Business Innovation Workshop

The CE Business Innovation workshop was designed to have an education component at the beginning of the session to cater for all knowledge levels. This covered the 14 R's, or Circular Economy Strategies covered earlier in this report. Following the overview, participants were asked to brainstorm ideas around a blue sky vision for their circular business. We then stepped through tangible examples of the circular business and approaches - and looked at the benefits of circular business.

Following this exercise we carried out a Value Proposition Canvas mapping exercise, which simplifies Circular Business Innovation through matching product and service delivery to customer needs. The final activity involved the group mapping Circular Economy Innovation ideas for Hepburn Shire as a whole.

The following pages show workshop slides that depict opportunities for local circular economy actions and photos of the participants outputs. Whilst the analysis of the participants outputs is out of scope for this project it is encouraged that further Circular Economy activities of the Shire would consider inviting the same participants to continue to be involved with CE Business Innovation and Circular Economy activation, activities. There were several excellent outputs relating to a potential pilot for a refill station to help replace single use utilities bottle plastics in the Hospitality and Tourism sector. See project findings and recommendations on P.77

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Circular Economy Business Innovation Workshop

7th November 2022



Opportunities for local circular actions



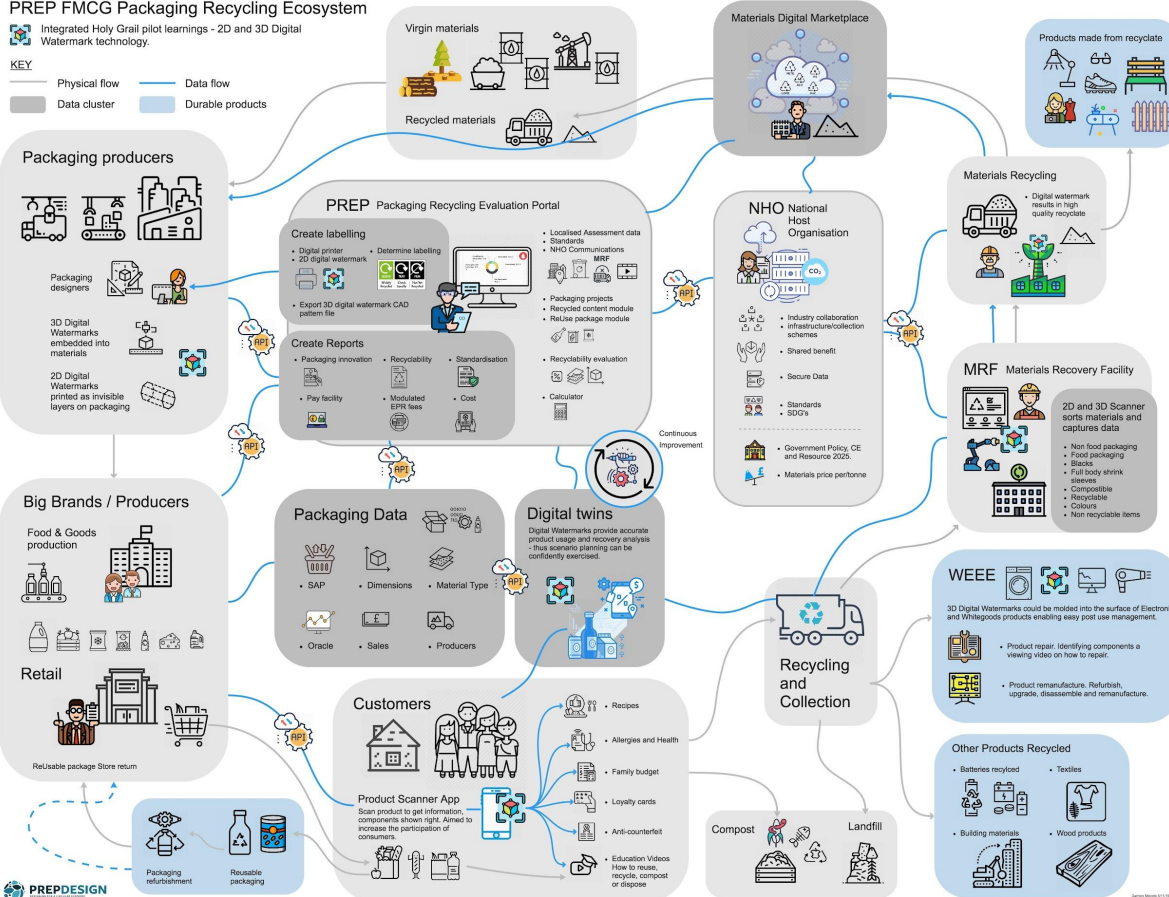
Mapping both data flows and physical resource flow

PREP FMCG Packaging Recycling Ecosystem

Integrated Holy Grail pilot learnings - 2D and 3D Digital Watermark technology.

KEY

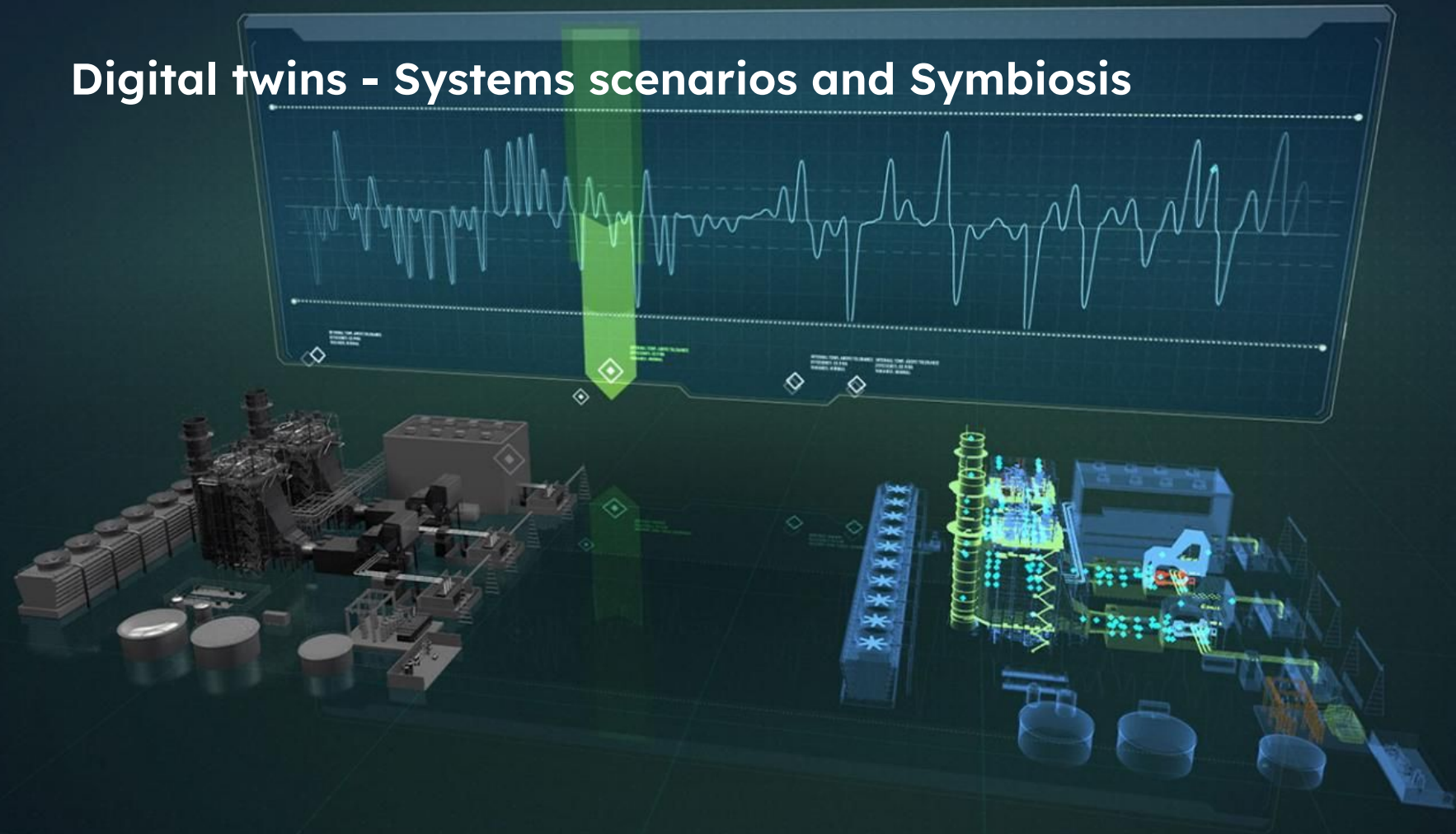
Physical flow
Data flow
Data cluster
Durable products



Mapping Circular economy logistics, nodes (logistics intersections), and backlogging opportunities



Digital twins - Systems scenarios and Symbiosis

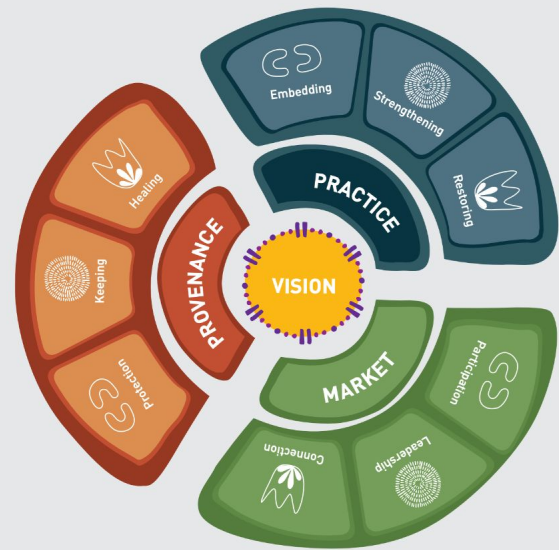


Circular food hubs and shared infrastructure



Native foods and botanicals.

STRATEGY AREAS



The program areas Provenance, Market and Practice have been identified as priorities by Traditional Owners for the Traditional Owner Native Food and Botanicals Strategy.

Implemented holistically, they will create opportunities and deliver lasting change for Traditional Owners across the native foods and botanicals industry and related sectors.

However, that progress will depend on coordinated, sustained, systemic effort. Government must invest in the sector and partner with Traditional Owners to boost co-capacity and support nation-building activities²⁰.

After all, the stronger Traditional Owner governance is, the more sustainable the industry will be.



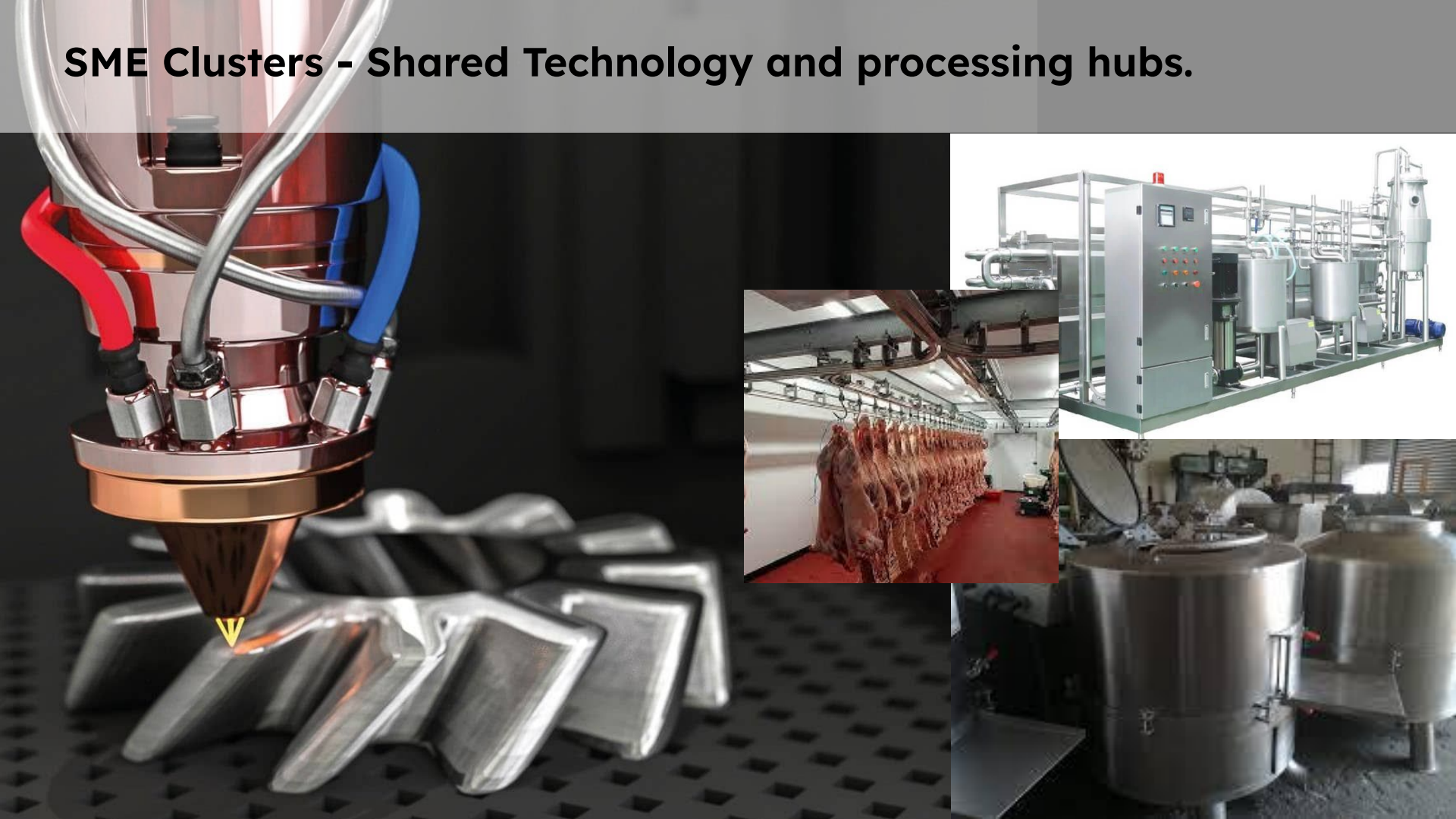
Map of current and potential growing regions

Ban of Single Use Plastics - Opportunity, refilling stations



<https://sesi.org.uk/>

SME Clusters - Shared Technology and processing hubs.



Biological circular inputs - Agroforestry.



Circular construction and building

Affordable housing, Product Service Systems & Leasing



Workshop Activities

Brainstorming - Blue Sky CE Visioning

(No limits)

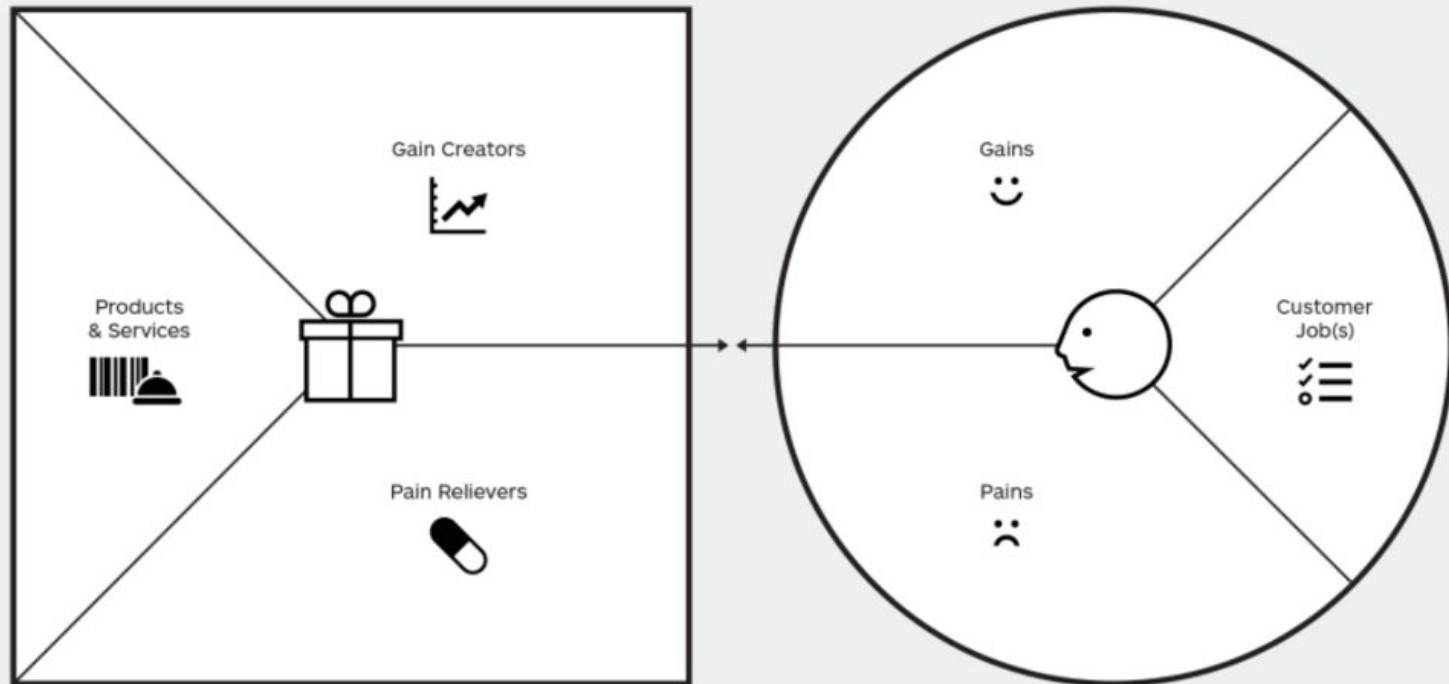
CE Business Value Proposition Canvas

(Business delivery framework)

The Value Proposition Canvas

Value Proposition

Customer Segment



Place based
Culture Shift
BRANDING.

Cross market
F organic
Sustainable
Restaurant
Place based
approach
- USP -

- organic sustainable product
- Education campaign
- Experience tests but also contribute difference

Restaurant Compost.
Kitchen Waste.

Restaurant Food Waste.
- ~~Reduce~~
Retrieving Food for Consumption.

Flow through hospital & LB
BIS behaviours
ASE D

Green Tick Sustainable
Tourism Award.
ASE D

Short Stay
Accommodation

Brand the Region as
Sustainable Wellbeing
Personal and Planet.

Selling Point
Enviro Holiday.
Low Carbon Footprint.
Guilt-free Holiday

Refillable Shampoo
Soap.
Dispensers.

Reposition
Wellness Capital
(Personal/Planet)
Contribution

Bulk + Sustainable
procurement
BIS owners
who give a
crap to the fore

- Entitlement
- Indulge promotion
- Current behaviours

Lack of
data research
uptake / usage

Increase
Health +
wellbeing

Pain Point
- \$↑
- Unavailable.

Sort your
recycling

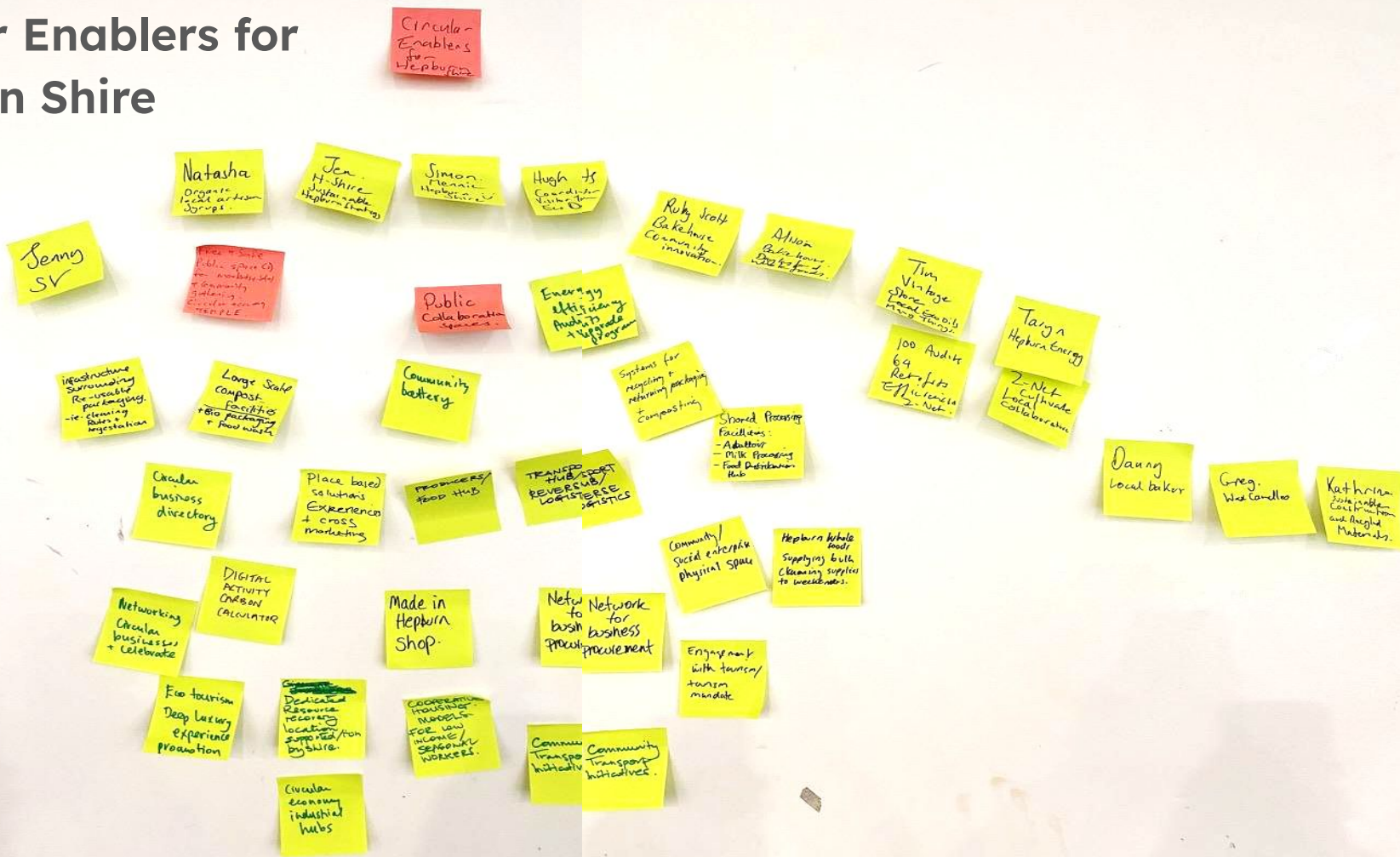
Food Waste
↓
Compost.
BINS.
Japanese - Bokashi
BIN.

Eco friendly
wellbeing

Jobs to
Be Done
Relaxing weekend.

- Stress free
- Not doing what I do at home
- Rejuvenate
- Local experience

Circular Enablers for Hepburn Shire



Workshop highlights and findings

Workshop participants demonstrated a high level of knowledge and practical application of the Circular economy principles. Many attendees had solid business acumen, a concern for the environment and had various levels of knowledge and wisdom relating to sustainability.

The Value Proposition canvas exercise revealed solid practical results from all participants.

Several key suggestions from the group exercise at the end of the session titled 'Circular Enablers for Hepburn' included;

- Circular Business Directory
- Infrastructure surrounding Re-usable packaging
- Networking Circular Businesses & Celebrate
- Eco-Tourism [Deep Luxury](#) Experience Promotion
- Made in Hepburn Shop
- Place based solutions, experiences and cross marketing
- Cooperative Housing Models for low-income seasonal workers
- CE Business Audits and Retrofits
- Systems for recycling, returning packaging and composting
- Digital Activity Carbon Calculator
- Public Collaboration Spaces
- Transport hub - reverse logistics
- Mental health and suicide prevention support
- Hepburn Wholefoods supplying bulk cleaning supplies to weekenders
- Develop the value proposition for a refill station
- Network for CE business procurement
- Shared processing facilities
 - Abattoir
 - Milk processing
 - Food distribution hub
- Producers Food Hubs and shared infrastructure - physical space
- Dedicated resource recovery/sorting supported by Shire
- Large scale compost facilities + bio-packaging and food wash
- Community battery
- Free and Safe public spaces for collaboration

CE Business Innovation - Next steps

Workshop participants were provided with a copy of the workshop results and will be invited to participate in future workshops to expand upon the first exploratory session.

Over 20 participants attended the workshop with a wide variety of business types represented including.

- Wholesale foods and products
- Construction Industry
- Hospitality
- Artisan Agriculture
- Local producers for tourism - scented oils
- Technology consultants
- Interior design

Recommendations

There would be several benefits to establishing a Circular Economy Community of Practice in Hepburn Shire. Perhaps a monthly meetup to discuss Circular Economy Innovation and Enablers. A Community of Practice could inform and participate in the next stage of Circular Economy activation.

Circular Economy Co-Design community workshops are planned for the activation of the recommended pilots and Circular Economy Business accelerators and collaboration initiatives should be considered for the next phase.

CONNECTING HEPBURN SHIRE'S CIRCULAR ECONOMY

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