**Waste 2025 Conference Abstract Submission**

**(for face-to-face Conference which includes live broadcast)**

*Insert presentation title here (max 10 words)*

*My presentation is relevant to the following topic area(s).*

***\*\*\* SELECT A MAXIMUM OF 4 TOPIC AREAS ONLY \*\*\****

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|  | **Aboriginal community waste management**  (projects, results, planning, what else to be done) |  | **National, state and local issues** (policies, strategies, responses, opportunities, challenges) |
|  | **Circular economy** (case studies, right to repair, material traceability, new materials targeted, climate change impacts) |  | **Organics** (food only vs FOGO, implementation strategies, new services) |
|  | **Collections** (innovations, new systems, vehicles, challenges) |  | **Plastics** (plastics recycling, plastics recovery schemes, small & large scale plastics projects) |
|  | **Container Deposit Schemes** (new schemes, new containers, innovations) |  | **Problem waste** (solar panels, batteries, textiles) |
|  | **Disaster waste management** (bushfires, floods, pandemic) |  | **Procurement, tenders & contracts** (from start to finish, procurement approaches, tender processes and waste service contracts) |
|  | **Economics** (business cases, data gathering, planning for financial impacts, reviews & analyses) |  | **Product stewardship & extended producer responsibility** (current & planned schemes, new materials to be captured by schemes, local schemes for recovery) |
|  | **Education** (behaviour change, community engagement, social media, planning FOGO education) |  | **Project Planning** (projects currently planned, challenges and barriers, planning controls and conditions, project management) |
|  | **Energy from waste** (projects, case studies) |  | **Regional issues** (regional responses to waste settings, collaboration, joint projects) |
|  | **Hazardous waste** (asbestos, clinical & medical, illegally dumped hazardous waste, systems for managing hazardous materials) |  | **Resource recovery** (recycling, C&I/C&D, organics & other material recovery, emerging markets, insights & updates) |
|  | **Infrastructure & planning** (FOGO capacity, new material recovery planning) |  | **Social enterprise** (new entrants, recent endeavours, case studies) |
|  | **Innovative projects** (sustainability innovations, artificial intelligence, case studies) |  | **Strategic waste planning & policy** (stakeholder engagement, strategy development, waste policy impacts and opportunities) |
|  | **Landfill & facility management** (facility operations management, strategic planning, compliance) |  | **Technology in waste management** (AI, early adopters, innovations, improvements to services due to technology, barriers) |
|  | **Legislation, regulations & levies** (major updates, monitoring & enforcement, response to changes in regulations) |  | **Waste projects** (project management, business cases, grant delivery, case studies) |
|  | **Litter & illegal dumping** (prevention, new management systems & innovative & smart initiatives, surveillance) |  | **Other** |

**Proposed Panel Discussion** -Proposed topic & participants suitable for key issues that may be addressed by a Panel of presenters. For this category suggest your topic & who you will arrange to attend and present (maximum of 5 panel members).

**Presenter information**

**Presenter name:** Mayuri Wijayasundara

**Presenter position:** Director

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**Biography**

Mayuri is an expert in strategy and transformation with over 20 years’ experience, specialising in transition towards a circular economy. She has developed strategy and led industry transformation programs as a senior industry professional in Asia Pacific and served as a tenured University academic leading a research group in enablers of a circular economy. Mayuri obtained her PhD from the University of Melbourne and is a chartered management accountant of CIMA, UK. She is currently a practising advisor through the company she founded – Anvarta and was recently engaged as Circular Economy Expert at UN Habitat. Mayuri currently serves as an advisory committee member of Recycling Victoria and serves in boards of several other industry/professional associations.

**Abstract Summary**

Circular procurement is emerging as a vital tool for advancing the circular economy, particularly in public sector organisations that can use their purchasing power to influence markets. This presentation highlights the potential of procurement to drive circular business models and product-service systems through actionable strategies. It focuses on three key steps: challenging demand to rethink resource use, encouraging life cycle thinking to assess environmental impacts comprehensively, and fostering collaboration through innovative contracts. Using real-world case studies, it demonstrates how these approaches can make circular procurement accessible, reducing environmental impact, promoting innovation, and enabling a sustainable transition to the circular economy.

**Abstract**

The growing emphasis on circular economy has made circular procurement a key focus for organisations worldwide, especially for public sector organisations that can use their purchasing power to influence markets. Despite efforts towards environmentally responsible procurement, initiatives such as procuring products with recycled content remain challenging due to several roadblocks that need to be addressed.

Taking the focus beyond the procurement of products of recycled content, this presentation will place key emphasis on circular procurement, where the true potential of procurement can be leveraged to drive a circular economy. It will talk about how procurement can be used as a powerful tool to drive circular business models and product service systems. Using some real-world examples and case studies, the presentation will highlight three simple and actionable steps to make circular procurement effective and accessible to integrate into current procurement practices.

1. Challenge the demand

At the core of circular procurement, it is necessary to rethink how products are consumed, and resources are used. It requires stepping back to rethink the consumption pattern and asking fundamental questions: What is the actual need? and how is there an opportunity to use a product service system to address the need? By addressing these questions, organisations can shift from traditional procurement practices to a more thoughtful approach to identify outcomes/services to procure.

Instead of continuing product purchasing, circular procurement allows to consider alternative ways to fulfil the need by procuring the service the product provides. For example, if transportation is needed instead of purchasing a vehicle, recognising the options like car-sharing, leasing, or accessing transportation through subscription-based services bring more benefits. It’s also important to explore multiple ways to meet the same requirement. The presentation will explore these sharing a few practising case studies.

Challenging demand shifts the conventional buying mindset to a resource-conscious strategy, reducing environmental impact, fostering innovation, and aligning organisational needs with circular economy principles for greater efficiency and sustainability.

2. Encourage life cycle thinking in evaluations

It is crucial to consider the entire life cycle of a product or service to understand its true impact on the environment and resources. This approach ensures that decisions consider the environmental impact of resource extraction, production, use, and end-of-life management.

When making purchasing decisions, organisations should encourage suppliers to provide information about the life cycle impacts of their products or services. Also, applying the evaluation methods like life cycle analysis, life cycle cost accounting and the total cost of ownership can offer a holistic view of the product's impact in the procurement process. The presentation presents a case study of an Australian council who undertakes cost of ownership in this section.

3. Encourage collaborative and systemic change through contracts

Achieving the goals of a circular economy requires more than just individual efforts. It demands broader systemic changes enabled by collaboration. Contracts for circular procurement should be designed to foster partnerships among key stakeholders, including suppliers, buyers, and service providers.

Instead of focusing solely on transactional relationships, procurement contracts can be structured to promote shared goals and responsibilities. This includes encouraging suppliers to adopt circular practices such as product take-back schemes, repair and refurbishment services. The presentation will explore some examples here to elaborate how this is practiced.

Collaborative contracts promote transparency and data sharing, helping parties reduce environmental impacts and enhance regeneration efforts.

In conclusion, circular procurement helps organisations drive sustainability by rethinking demand, considering life cycle impacts, and working collaboratively. There are certain strategies that are readily adoptable for organisations alike to have these concepts activated in their mainstream procurement practices, which accelerate their transition to a circular economy.