

# Lemmings vs circular economy

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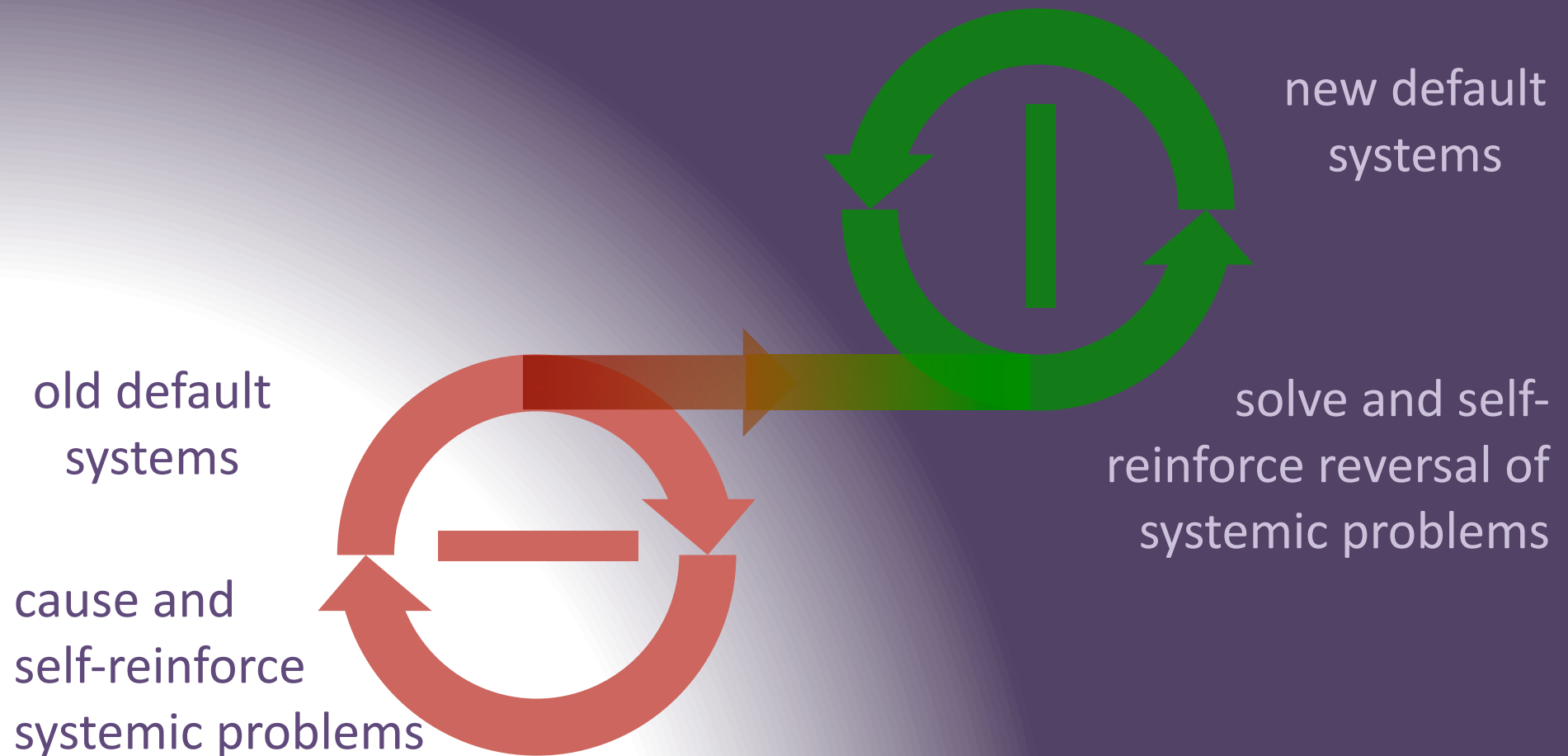
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# Streetlight effect

We tend to look for solutions where the light shines



# Systemic lock-in: can we think beyond our own thinking?



# The lemming view vs unlock new systems

- 5 decades seeking 'circular economy' and other solutions to global problems
- Relentless focus on reductionist, incremental and technical solutions
- Hence problems still worsen
- Non-incremental non-reductionist and systemic solutions remain blindspots



# Why Circular Economy?

- Solve the rubbish problem
- Solve the pollution problem
- Solve the climate problem
- Solve the marine debris problem
- Solve the ecosystem problem
- Solve the jobs problem
- ...
- Solve the linear economics problem



# What makes a circular economy?

- Circular activity by people, business, government etc
  - Raising awareness
  - Supporting good stuff
  - Discouraging bad
  - Targets, taxes, rules
- Circular economics



# Design choices for circular economics

- Government responsibility
- Targets for % change
- Action within sectors
- Constraints on capitalism
- Producer responsibility
- Step change
- Act across economy
- Redesign capitalism



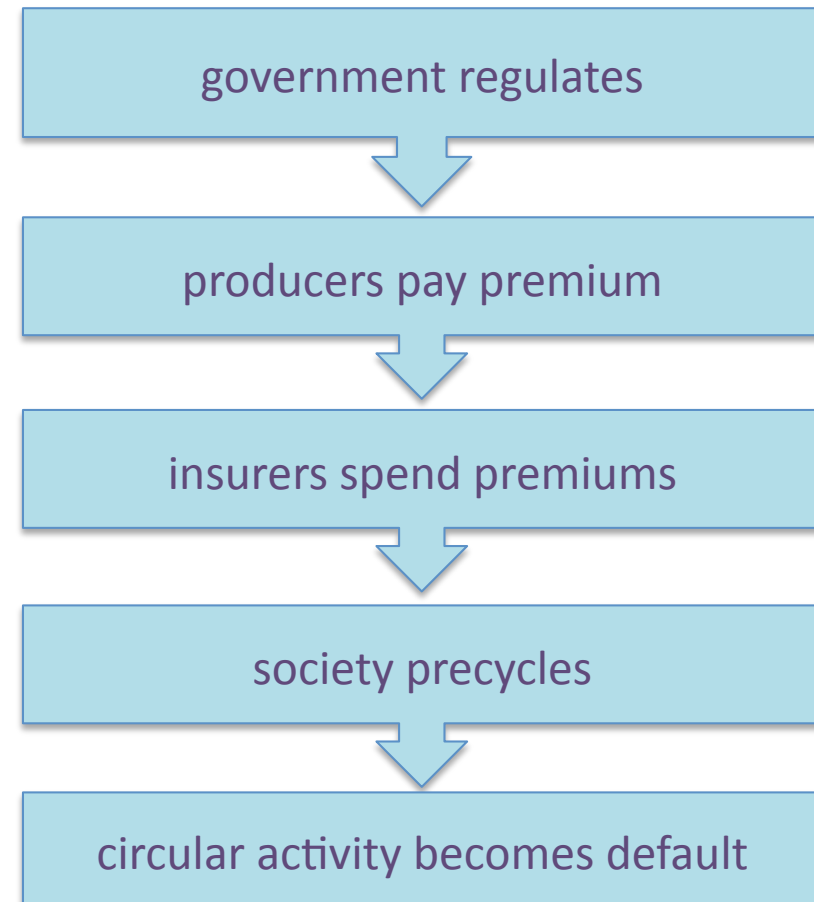
# Waste management vs precycling

- Manage waste after it happens
  - Talk about circular economy
  - Raise awareness
  - Call for action
  - Watch more incinerators being built
- Precycle: stop waste before it happens
  - Every product has a waste-risk
  - Producers insure waste-risk
  - Price signals; precycling funds (to pay for society-wide shift)





# Case study: kettles (or any product)



# What sort of animal is the anthropocene?



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## The divisible world looks and feels manageable

- Numerous complex global problems
- Every small change adds up
- Step by step change
- Celebrate anything positive
- Manage with systematic plans for everything



## The irreducible world is ironically more manageable

- One mega-problem in one complex system
- Smallest relevant unit of change is the paradigm
- Binary, diametrical change
- Restorative goals
- Manage with policy levers

# Seven Policy Switches for Global Security


Published by NATO Science Programme/Springer

7 policy levers for whole-system change (to govern the anthropocene):

1. From incremental to restorative whole-system goals
2. From prescribed to curiosity-led learning
3. From growth via linear economics to circular economics
4. From preparing for conflict to prevention of conflict via GPP
5. From exploitive ownership to instituted guardianship
6. From rampant inequality to mega-philanthropy
7. From bank-created to public-created money supply

Blog with links to each policy switch: <http://blindspot.org.uk/seven-policy-switches>

TEDx: <http://tedxbradford.com/events/curiosity-and-progress/james-greyson>



**2 possible futures  
2 possible ways to change  
Only 1 way has been tried**

**Thank you!**

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