



Abstract

The circular economy as a new way of thinking

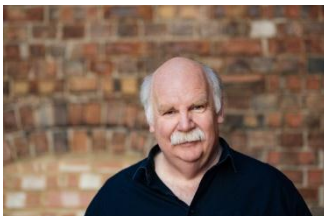
20th of July 2017

From 4 p.m. to 5 p.m. CEST

Mr. Ken Webster
Head of Innovation
Ellen MacArthur Foundation

The circular economy is an umbrella concept associated with business and economic opportunities round resource and waste management. But it may be a signal of a more profound change in our framework for thinking about the economy as a whole. Ken Webster explores the wider contexts associated with 'circularity' in an era in which the existing economies are failing to meet the need for improved prosperity.

Ken WEBSTER



Ken Webster has worked at the Foundation since the beginning of 2010 and his book (with Craig Johnson) *Sense and Sustainability* (2009) was instrumental in shaping the direction of the Foundation. He is author of *Circular Economy A Wealth of Flows* (EMF 2015) and contributor to both *A New Dynamic Effective Systems in a Circular Economy* (2015) and *A New Dynamic Effective Business in a Circular Economy* (2014). He has two decades of experience in workshops communicating economic ideas for a variety of audiences and is currently Visiting Fellow at Cranfield University, where he is working on the development of an Executive Education masters on Technology Innovation Management and the Circular Economy (TIMCE) on behalf of the Foundation.