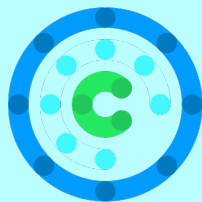


# 3 YEAR WORK PLAN 2021-2023

Version 1.0 2021



**AUSTRALIAN  
CIRCULAR  
ECONOMY  
HUB**  
**PLANET ARK**



## SUPPORTERS

### FUNDING PARTNER



**Australian Government**

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## INTRODUCTION

This Australian Circular Economy Hub (ACE Hub) Work Plan presents the activities and deliverables to implement the ACE Hub [Strategic Action Plan 2020-23](#) and our mission of facilitating Australia's transition to a circular economy. It is structured within four strategic pillars, underpinned by the governance structure:

0. **Governance** will enable a holistic view of priorities, progress and dependencies, and ensure synergies across all strategic pillars are maximised.
1. **Inspire and amplify** circular economy principles and practices to all actors to make circular economy mainstream.
2. **Educate and connect** content, people and initiatives to build collective intelligence and enable collaboration.
3. **Enable action** - lead or facilitate selected high impact national initiatives to activate the circular economy transition.
4. **Support and promote change** in policy, regulations and investment to create the enabling conditions.

The Strategic Action Plan and Work Plan V1.0 2021 have been approved by the ACE Hub [Advisory Board](#). Future Work Plans will be published each year and include progress updates.

## STRATEGIC PILLAR 0: GOVERNANCE

Aims	Activities	Deliverables	Timeline
0.1 Establish and implement ACE Hub governance	0.1.1 Establish the ACE Hub Advisory Board and define governance (including Working Groups)	0.1.1.1 Board member identification and selection framework 0.1.1.2 Advisory Board Members 0.1.1.3 AB Meeting Calendar	2021
	0.1.2 Create a governance establishment and management pack to ensure Advisory Board and Working Groups are coordinated and managed in an effective way to deliver outcomes	0.1.2.1 Establishment and management pack	2021
	0.1.3 Operationalise a clear, robust and transparent governance framework for the ACE Hub team to ensure effective decision-making process, clear direction, review and validation cycles	0.1.3.1 Governance Framework 0.1.3.2 Work plan 0.1.3.3 Schedule 0.1.3.4 Budget 0.1.3.5 Work plan with RASCI 0.1.3.6 Status Reporting	2021

Aims	Activities	Deliverables	Timeline
0.1 Establish and implement ACE Hub governance	0.1.4 Define a clear framework to assess, prioritise and select high impact national initiatives and target audiences to lead or facilitate so resourcing is managed effectively	0.1.4.1 Potential refinement or addition to 2020 selection of Metrics, Procurement, Education and Marketplace 0.1.4.2 Document the decision-making process for AB	2021
	0.1.5 Create an ACE Hub Dashboard for the portfolio of initiatives to measure and report on the achievement of agreed outcomes	0.1.5.1 ACE Hub Dashboard	2022
0.2 Drive execution of the ACE Hub initiatives	0.2.1 Lead and manage team to ensure high performance	Ongoing	2021 - 2023
	0.2.2 Oversee and coordinate all initiatives, identify and manage risks, issues and dependencies	Ongoing	2021 - 2023

Aims	Activities	Deliverables	Timeline
0.2 Drive execution of the ACE Hub initiatives	0.2.3 Assess and select high impact national initiatives to lead or facilitate so resourcing is managed effectively	Ongoing	2021 - 2023
	0.2.4 Update and review metrics dashboard across ACE Hub initiatives and recommend improvements to deliver the outcomes	Ongoing	2021 - 2023
0.3 Establish strategic partnerships to maximise impact of ACE Hub	0.3.1 Support the high impact national initiatives, explore and implement strategic partnerships to address resourcing, funding and capability requirements (financial and collaborative)	0.3.1.1 Potential list of additional Partners and Supporters	2021 - 2023



## STRATEGIC PILLAR 1: INSPIRE AND AMPLIFY

Aims	Activities	Deliverables	Timeline
1.1 Create and deliver a multi-channel communication strategy to educate the Australian market, amplify the work done and report progress in the Australian transition	1.1.1 Prepare communications for launch event of the ACE Hub	1.1.1.1 Communications plan for launch event	2020 Completed
	1.1.2 Create a multi-channel communication and content strategy to amplify circular economy principles to target audiences	1.1.2.1 Communication and Content Strategy	2021
	1.1.3 Implement communication and content strategy across channels	Ongoing	2021 - 2023
	1.1.4 Prepare a yearly report to share successes and progress of the ACE Hub	1.1.4.1 Outcome reporting 2021 1.1.4.2 Outcome reporting 2022 1.1.4.3 Outcome reporting 2023	2021 - 2023

Aims	Activities	Deliverables	Timeline
1.2 Coordinate or contribute to high impact events to put circular economy at the forefront for relevant audiences	1.2.1 Design, coordinate and run launch event of the ACE Hub	1.2.1.1 ACE Hub launch event	2020 Completed
1.2 Coordinate or contribute to high impact events to put circular economy at the forefront for relevant audiences	1.2.2 In line with national high impact initiatives, develop a calendar of events to contribute to (e.g. existing industry awards, conferences, webinars)	1.2.2.1 Calendar of high impact public events	2021 - 2023
	1.2.3 Contribute to other industry events outlined in calendar	1.2.1.1 Contribution to high impact public events	2021 – 2023

## STRATEGIC PILLAR 2: EDUCATE AND CONNECT

Aims	Activities	Deliverables	Timeline
2.1 Be recognised nationally and internationally as the main source of evidence-based information for CE related topics in Australia	2.1.1 Curate and publish core assets on the Hub across knowledge, case studies, policies, and measurement frameworks to launch a minimum viable product (MVP) platform	2.1.1.1 MVP launched	2020 Completed
	2.1.2 Finalise agreements with the initial key stakeholders in the network/community of practitioners, local CE communities, corporate sponsors	2.1.2.1 Initial partner/sponsor agreements	2020 Completed
	2.1.3 Define value proposition of the Knowledge Hub for key target audiences	2.1.3.1 Value proposition of the Knowledge Hub for key target audiences	2020 Completed
	2.1.4 Assess and improve the user experience	Ongoing	2021 - 2023

Aims	Activities	Deliverables	Timeline
2.1 Be recognised nationally and internationally as the main source of evidence-based information for CE related topics in Australia	2.1.5 - Define Hub content strategy in line with the value proposition and target audience needs	Ongoing	2021 - 2023
	2.1.6 - Continually curate and connect relevant knowledge, tools, events, methods, stories, people and communities, and CE initiatives to target audiences	2.1.6.1 Case Studies 2.1.6.2 Directory: Research 2.1.6.3 Directory: Consultants	2021 - 2023
	2.1.7 Develop and coordinate a series of events to encourage education and collaboration	2.1.7.1 Webinar series	2021 - 2023
	2.1.8 Annually assess the knowledge and perceived implementation of circular economy in Australian Business as well as investigating barriers to implementation	2.1.8.1 Research Report: Circularity in Australian Business 2021 2.1.8.2 Research Report: Circularity in Australian Business 2022 2.1.8.3 Research Report: Circularity in Australian Business 2023	2021 – 2023 (subject to funding)

Aims	Activities	Deliverables	Timeline
2.2 Develop and support a world-class ecosystem of connected practitioners and first movers	2.2.1 Run pilot with early adopters to test Hivebrite for the CE practitioners' community to understand user needs and technology fit	2.2.1.1 Pilot to test Hivebrite	2020 - 2021 Completed
	2.2.2 Create collaboration portal & complete internal testing & content production	2.2.2.1 Creation of collaboration portal	2021 Completed
	2.2.3 Define community building/engagement plan for agreed initiatives and target audiences	2.2.3.1 Document plan - content, priority communities and resourcing	2021
	2.2.4 Implement community building/engagement plan for agreed initiatives and target audiences using a phased approach	2.2.4.1 Implement community building/ engagement plan	2021 - 2023

## STRATEGIC PILLAR 3: ENABLE ACTION

Aims	Activities	Deliverables	Timeline
3.1 Lead the identification of priorities and cross-cutting themes across sectors, materials, waste streams and value chains	3.1.1 Consolidate and synthesise existing information and initiatives related to circular economy in Australia to identify priorities and cross cutting themes across sectors, materials, waste streams, value chains	3.1.1.1 State of Circular Economy in Australia research report series	2021 - 2023 (subject to funding)
	3.1.2 Conduct high level national and international benchmarking on approaches to selecting priorities	3.1.2.1 Determine what/if this is required following guidance from the AB	2021
	3.1.3 Review and adapt ACE Hub initiatives portfolio according to priorities and roadmap	Ongoing	2021 - 2023
	3.1.4 Facilitate the transition for priorities identified across sectors/materials/waste streams/value chains	Ongoing	2021 – 2023 (subject to funding)

Aims	Activities	Deliverables	Timeline
3.2 Lead the delivery of ACE Marketplace to enable circular material/products exchange	3.2.1 Complete Marketplace minimum viable product scoping study with recommendations and roadmap	3.2.1.1 Marketplace Scoping Study	2021
	3.2.2 Implement Marketplace minimum viable product recommendations (to be refined post scoping study)	3.2.2.1 Marketplace minimum viable product	2022
3.3 Facilitate the assessment and selection of circular metrics frameworks to use for Australia at a national and corporate level	3.3.1 Establish working group for circularity metrics and measurement	3.3.1.1 Working Group - Metrics	2021
	3.3.2 Identify circularity measurement tools/methods for business ready for Minimum Value Product launch	3.3.2.1 Circular Measurement tools for launch	2020 Completed

Aims	Activities	Deliverables	Timeline
3.3 Facilitate the assessment and selection of circular metrics frameworks to use for Australia at a national and corporate level	3.3.3 Develop priority areas of work and roadmap, including evaluating circular measurement tools/methods, with guidance from the Metrics Working Group	3.3.3.1 Metrics - Priority Areas 3.3.3.2 Metrics - Roadmap	2021 - 2022 (subject to funding)
	3.3.4 Develop proposal and secure funding for priority areas of work (national metrics)	3.3.4.1 Metrics - Funding Proposal	2021 - 2022 (subject to funding)
3.4 Facilitate the assessment and selection of procurement frameworks to use for Australia at a national and corporate level	3.4.1 Establish working group for circular procurement	3.4.1.1 Working Group - Procurement	2021
	3.4.2 Evaluate existing circular procurement policies and opportunities in Australia	3.4.2.1 Evaluate Policies	2021 - 2022 (subject to funding)

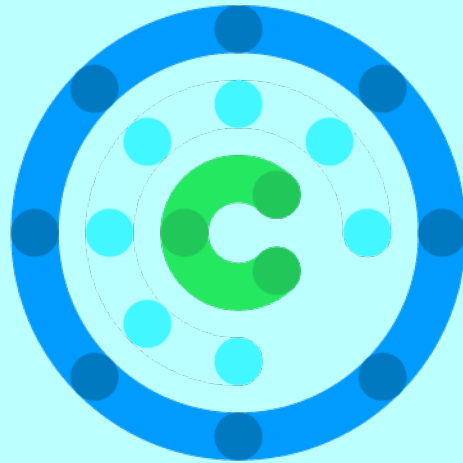


Aims	Activities	Deliverables	Timeline
3.4 Facilitate the assessment and selection of procurement frameworks to use for Australia at a national and corporate level	3.4.3 Develop priority areas of work and roadmap with guidance from the Procurement Working Group	3.4.3.1 Procurement - Priority Areas 3.4.3.2 Procurement - Roadmap	2021 – 2022
	3.4.4 Develop proposal and secure funding for priority areas of work (procurement)	3.4.4.1 Procurement - Funding Proposal	2021 – 2022 (subject to funding)
3.5 Contribute to the development of circular education initiatives for target audiences	3.5.1 Establish working group for circular economy education initiatives and define priorities and roadmap	3.5.1.1 Teachers Community 3.5.1.2 Education Working Group approach (including funding)	2021 – 2022 (subject to funding)
	3.5.2 Develop stand-alone teaching resources to allow teachers to embed circularity within teaching	3.5.2.1 Education - Develop stand-alone teaching resources to allow teachers to embed circularity within teaching	2021 – 2023 (subject to funding)
	3.5.3 Advocate for the inclusion of circular economy language within the Australian Curriculum	3.5.3.1 Advocate for the inclusion of circular economy language within the Australian Curriculum	2021 – 2023 (subject to funding)

## STRATEGIC PILLAR 4: SUPPORT AND PROMOTE CHANGE

Aims	Activities	Deliverables	Timeline
4.1 Develop national strategies and recommendations for policy, regulations and investments of identified high impact programs	4.1.1 Leveraging work from the high impact national programs, identify enabling conditions, policies and regulations change	4.1.1.1 Leverage work from the high impact national programs, identify enabling conditions, policies and regulations change	2021 – 2023 (subject to funding)
	4.1.2 Work with relevant stakeholders and subject matter experts to develop strategies and recommendations to put forward to government	4.1.2.1 - Plan and fund	2021 – 2023 (subject to funding)
	4.1.3 Develop strategies to drive identified change at federal/state levels	4.1.3.1 Plan and fund	2021 – 2023 (subject to funding)

Aims	Activities	Deliverables	Timeline
4.2 Become a trusted advisor on circular economy for key stakeholders in industry and federal and state government that can influence the national high priority initiatives	4.2.1 - Build a stakeholder map of key influencers in federal/state government and industry, both domestically and internationally	4.2.1.1 Stakeholder Map	2021 - 2022
	4.2.2 Build thought leadership in circular economy and earn credibility in the eyes of key influencers	4.2.2.1 Build thought leadership in circular economy and earn credibility in the eyes of key influencers	2021 - 2023
	4.2.3 Develop and implement a Stakeholder Engagement Plan to create strong connections with key influencers	4.2.3.1 Stakeholder Engagement Plan	2021 – 2023



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