

# ACE HUB Strategy

2024-2026

## THE ISSUES WE SEE

High rates of unsustainable virgin raw material consumption are a major cause of the triple global crises: climate change, biodiversity loss and pollution of air, water and soil. Furthermore, the ability to achieve the Sustainable Development Goals is at risk, with negative social impacts experienced through uneven distribution of wealth and access to basic services affecting communities most in need.

## OUR SOLUTION

A circular economy is the pathway to a more sustainable future. In a circular economy, sufficient virgin raw materials are used efficiently through improved product design, alternative models of product use are practiced, product and material value is retained at highest value for longer, and natural systems are regenerated. A circular economy is a tool to address carbon emissions and help live within the boundaries of planetary resources.

## OUR MISSION

Through education, measurement, advocacy and collaboration, the ACE Hub advances a carbon neutral and circular economy transition in Australia and APAC to help people and organisations thrive in balance with nature.

## OUR STRATEGIC PILLARS



### Educate

Develop educational activities to encourage leadership for a circular transition with a focus on organisational buying decisions.



### Measure

Advance the selection and tracking of indicators to measure progress towards the circular transition.



### Advocate

Advocate for and promote circular business model adoption, enabling policy measures and necessary governance conditions



### Collaborate

Facilitate collaborations and networks to foster innovation to scale circularity.

## OUR SECTORS OF FOCUS



**Built environment**



**Consumer goods:  
Textiles, furniture**



**Critical minerals**

## OUR SUCCESS IS MEASURED BY

(Inexhaustive list)



1. Number of policies; number of circular procurement criteria



2. Tonnes of materials exchanged on the Circular Economy Marketplace; number of events; percentage increase in business awareness



3. Number of businesses adopting circular business models; number of policies measures enabling circularity



4. Collaboration Index Tool; percentage increase of circular solutions; number of members on portal; number of agreements signed

## WHO WE WORK WITH



Government:  
Federal, State,  
Local



Private sector  
organisations  
including SMEs



Educators and  
researchers



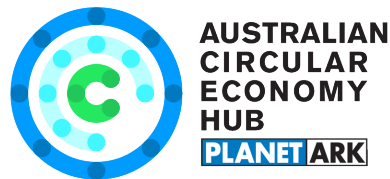
Partner NGOs



**The circular economy can only  
be achieved with one of the  
most significant collaboration  
efforts ever undertaken.**

*Paul Klymenko*

*Co-founder and Chief Sustainability Advisor,  
Planet Ark, 2020*



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