Case study

Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

Circular economy innovation:
CEIC's role in transforming Welsh organisations

Overview

The Circular Economy Innovation Communities (CEIC) programme, is a partnership between Cardiff Metropolitan University and Swansea University, funded by the European Social Fund (ESF) and the UK Government's Shared Prosperity Fund.

CEIC aims to help public, private and third sector organisations co-create innovative service solutions that contribute to Wales' Net Zero goals. The programme works closely with Welsh Government, Cardiff Capital Region, Swansea Bay Region, Net Zero Industry Wales and other key stakeholders.

Key impacts and successes:

- Created 22 new service solutions that reduced carbon footprints across participant organisations.
- Established 14 inter-organisational Communities of Practice (CoPs) across South Wales, enhancing collaboration and innovation.
- CEIC has supported 196 organisations and 314 participants in driving sustainable change through Circular Economy principles.
- The societal impact of CEIC was a contributing factor in Cardiff Metropolitan University being named the best university in Wales for sustainability in the People & Planet University League 2023/24.
- Highly commended as an Innovation Thought Leader in the Innovation Awards 2024.

Dr Gary Walpole, on behalf of CEIC, receiving the the British Academy of Management's Education Practice Award

The benefits of CEIC for organisations

In the face of an environmental crisis, adapting how we live and work is essential. By incorporating Circular Economy principles into an organisation's operations, resources can be maximised—used, reused, and repurposed for as long as possible.

Every organisational decision has both immediate environmental effects and long-term consequences. Adopting the Circular Economy model encourages thoughtful resource management, enabling the delivery of services in a more cost-effective, efficient, and sustainable manner.

- **Driving Circular Economy Innovation**

CEIC empowers organisations to adopt Circular Economy principles, focusing on resource efficiency, collaboration, and environmental leadership. The fully funded programme provides tools and expertise to help organisations reduce waste, improve operational efficiency, and enhance service delivery, all while working toward sustainability goals.

- **Collaborative networks**

Through CEIC's 22 CoPs across the Cardiff Capital Region and Swansea Bay, participants share ideas, develop new knowledge, and co-create solutions that meet both their operational needs and the demands of the Well-being of Future Generations (Wales) Act 2015.

- **Sustainable leadership and impact**

By integrating Circular Economy models into daily operations, participants have become sustainability leaders in their sectors. The programme fosters long-term thinking and ensures compliance with future-oriented policies, leaving a lasting positive impact on Wales.

Cwm Taf Healthboard working with Elite Paper Solutions to repurpose their cardboard into animal bedding.

Watch the case study video: here

CEIC participants working collaboratively for a better future

Participant reflections

Welsh Water's Faye Ward highlighted the value of CEIC's collaborative approach: "The tools prompt us to discuss things relevant to the stage we're at. They've forced us to question and really test our thinking!"

"The benefits of being part of a CoP is that it's good to cross-pollinate and understand what other people are doing – and understand how we can work together to achieve future benefits for generations to come."

Discover more about the CEIC programme and its impact on sustainable innovation

Visit the CEIC Wales website: here
or contact the team on ceic@cardiffmet.ac.uk

Explore CEIC's case study videos featuring CWM Environmental Ltd, Welsh Water, Circular Economy in Schools, and more: here

To arrange a call with a member of Cardiff Metropolitan University's Research and Innovation team email business@cardiffmet.ac.uk

UNDEB EWROPEAIDD
EUROPEAN UNION
Llywodraeth Cymru
Welsh Government
Cronfa Gymdeithasol Ewrop
European Social Fund

CEIC Circular Economy Innovation Communities

Funded by UK Government

Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

Mae'r ddogfen hon hefyd ar gael yn Gymraeg / This document is also available in Welsh