



# Ccents

**Circular Economy Network+  
in Transportation Systems**

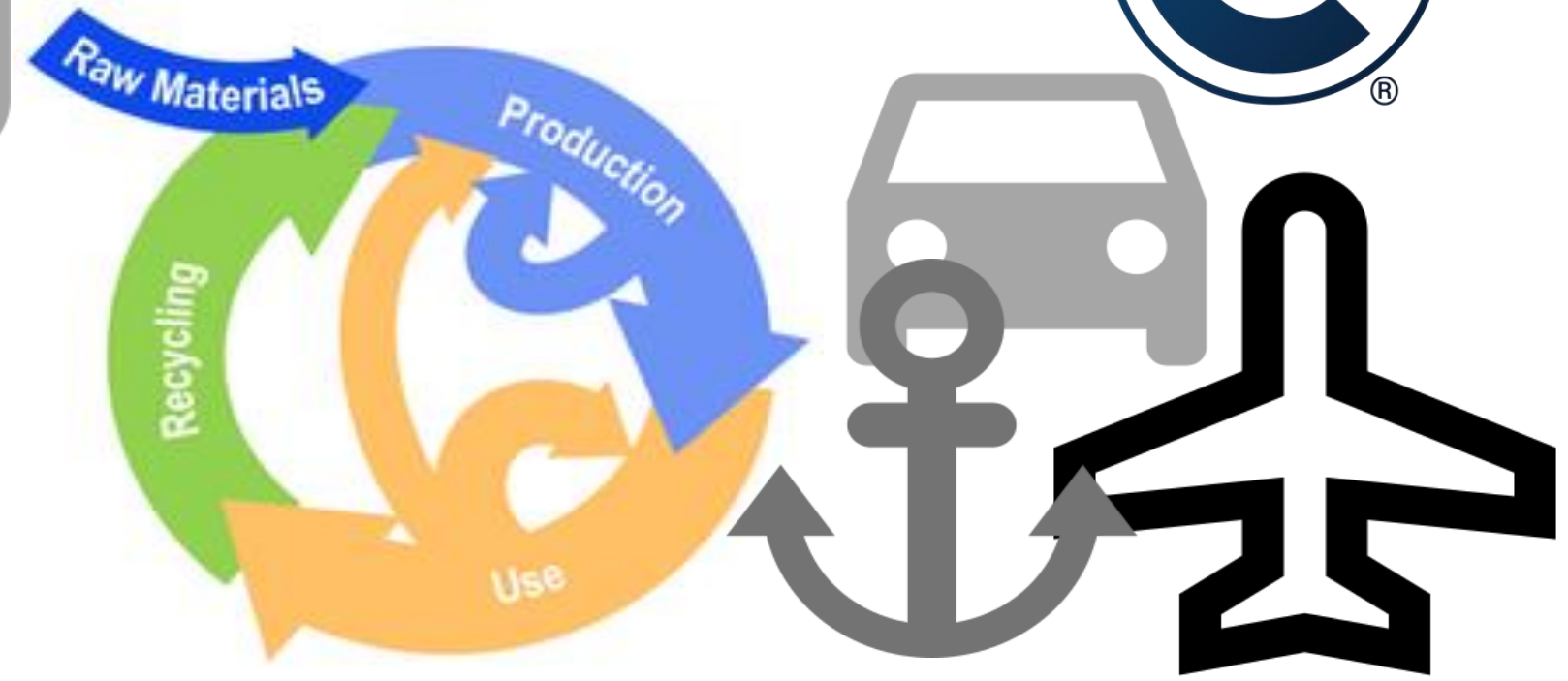
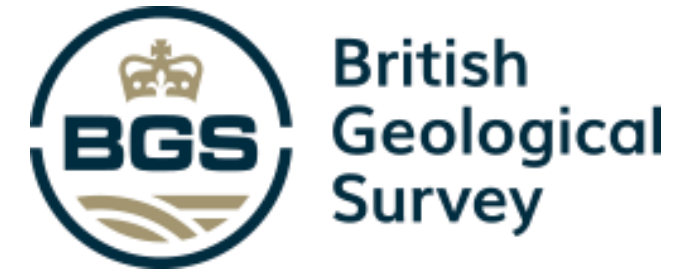
**CENTS Rich Picture**

**Professor Kerry Kirwan - WMG**

# CENTS Rationale



- **BUILD A COMMUNITY**
- **DELIVER NOVEL AND EFFECTIVE SOLUTIONS**



# Rich picture – a living document



# Circular Economy for Transport Systems

CIRCULAR ECONOMY



# Co-creating a CE strategy for transport



# Key Challenges

- **Risk Aversion**
- **Data**
- **Competitive Advantage**
- **Need for new Business Models**
- **Consumer buy-in**

# Rich picture – a living document

## Circular Economy for Transport Systems

