



CIRCULAR ECONOMY LIVING LAB

Driving Circular Innovation in the Hunter Region

The Circular Economy Living Lab is a collaborative initiative focused on transforming waste into valuable resources and fostering sustainable practices across the Hunter Region. The lab supports the development and testing of circular solutions, including reuse platforms like Superyard, and engages with local councils, businesses, and community groups to promote circular economy principles.

PARTNERSHIP CAPABILITIES

We offer opportunities for collaboration through:

- **Test and Trial Platforms:** Pilot circular economy solutions in real-world settings
- **Community Engagement:** Co-design initiatives with local stakeholders
- **Education and Outreach:** Promote circular economy awareness and training
- **Innovation Support:** Facilitate development of new reuse and recycling technologies
- **Research:** Connecting organisations and industry to research to solve real world challenges

PROVEN IMPACT

- **Trials:** Assisting Superyard with the creation, trial and testing of a new circular economy platform
- **Local Government Partnerships:** Supported circular economy planning and implementation
- **Community Workshops:** Delivered education sessions
- **Business Engagement:** Helped SMEs adopt circular practices and reduce waste including assistance in circular equipment rebates



ASSISTING SUPERYARD: TRANSFORMING CONSTRUCTION WASTE INTO COMMUNITY RESOURCES

CELL has supported Superyard to obtain a TRACE voucher through the University of Newcastle to trial a new and exciting reuse online platform to enable asset sharing economy within organisations. Hence increasing the value of a circular economy embedded within business and organisation activities from an emission, value and cost perspective.



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