

Circular Economy Solution Series for Businesses

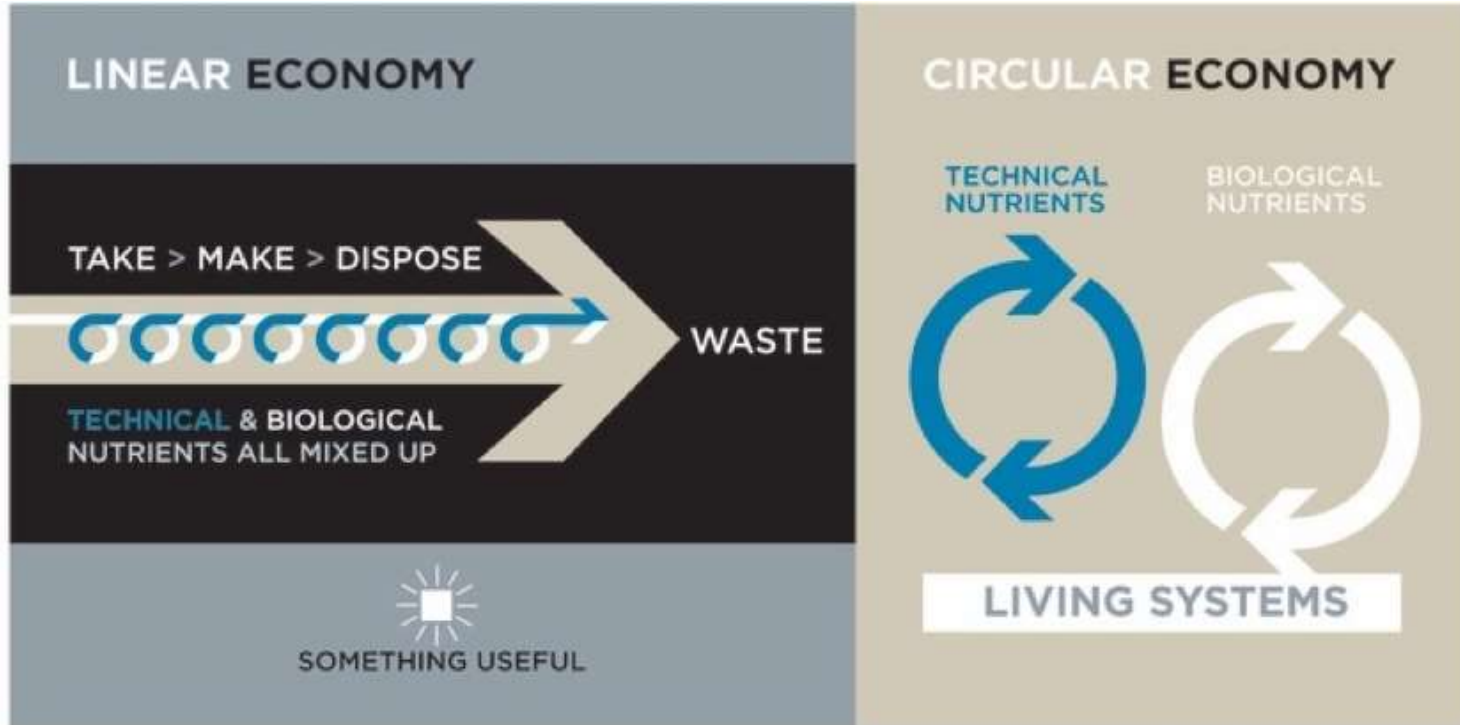
Solution Series Components

1. Introduction: Circular Economy
2. Workshop 1: Business Strategy
3. Workshop 2: Design Innovation
4. Workshop 3: Stakeholder Engagement
5. Workshop 4: Circular Economy in Action



What is the Circular Economy?

Why become circular?



Linear Risks

In 2020 the world's
circular economy was
reported to be **8.6%**

- Use of non-renewable resources
- Prioritizing removal of virgin products
- Lack of collaboration
- Inability to adapt



UN Sustainable Development Goals

- Agenda for sustainable development adopted in 2015
- Global partnership to spur economic growth while preserving our planet

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

12
Goal 12
Ensure sustainable consumption and production patterns.

11 Targets	10 Events
13 Publications	1169 Actions

[More info](#)

How can YOUR business benefit from a circular business model?

New Markets

Satisfying Consumer Needs

Reducing Costs

Price Stability

Brand Reputation

Investors

Key Economic Benefits

GROWTH POTENTIAL BY 2030 IN LINEAR WASTE STREAMS



+\$4.5B
by 2030



Business Strategy

Key Areas of Focus



Identifying risk and opportunity



Analyzing value chain opportunity



Understanding business models

Thought Circle



Breakout Room 1

Examining risks and opportunities

Question: What are 5 areas that provide an opportunity to your business when looking to increase circularity?

→ Action: Discuss as a group

1

Linear Economy Risk

- Linear operation sustainability
- Environmental Policy
- Renewable resources

2

Value Chain Opportunity

- Opportunities
- Inefficiencies in value chain
- Product recovery and disposal

3

Customer Value Creation

- Service versus product
- Product lifetime
- Business model

4

Technology and Industry Innovation

- Savings in collaboration
- Disruption through trends

5

Business Benefit

- Short and long term
- Benefits relevant to your future



Analyzing Your Value Chain

CIRCULAR SUPPLY CHAIN

- Lifecycle of product
- Assess material flow
- Product disposal



Value Chain Model

At each stage

Review design,
manufacturer, design

Document existing
practices

Collaborate to
reduce waste

- a. Physical input
- b. Waste
- c. Landfilled products

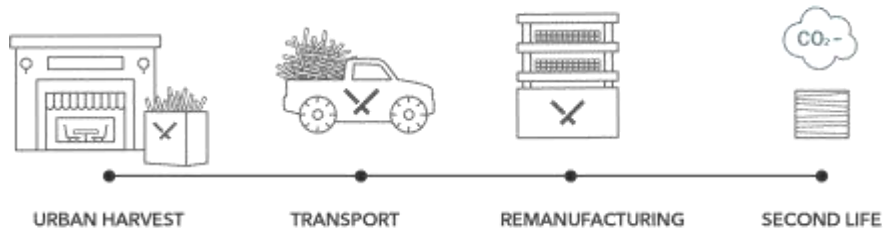
Choose loops that
can be closed

- a. Identify strengths
- b. Existing recycling practices
- c. Product take-back model

Example: restaurant
donating extra food

Example 1 | Review design, manufacture and supply

ChopValue | Vancouver BC



Upcycle leads to 62M Chopsticks Recycled



Example 2 | Review design, manufacture and supply

I:CO | Germany



Analyzing Business Model Options

5 Models Suggested

Generate
new revenue
& reduce risk

Circular Supply Chains

Products as a Service

Product Life Extension

Sharing Platforms

Recovery and Recycling

Case Study: IKEA's Circular Makeover

GOAL: Become completely circular by 2030



Material Roadmaps

Chemical Strategy

“Click Technology”



Implementation

Circulytics

- Created by Ellen MacArthur Foundation
- Help companies monitor circular goals



Measures entire circularity



Supports decision making



Provides transparency and clarity

How to: Circulytics

1. Sign up
2. Data collection
3. Data submission
4. Timeline
5. Results



Circulytics Application

To apply to participate in Circulytics, each field (marked with a red asterisk) below must be filled.

For the purpose of this application, the individual making the application is the "Contact" and the organisation on behalf of which the Contact is making the application is the "Organisation".

Completing this application does not guarantee that the Organisation will be offered the opportunity to participate in Circulytics.

If the Organisation is offered the opportunity to participate in Circulytics, EMF will email log-in details (from circulytics@emf.org) to the Contact.

If the Organisation is a consultancy and it wishes to participate in Circulytics on behalf of clients, please have each client apply directly for an account and share its log-in details with the Contact.

If you are interested in the methodology behind Circulytics but are unable to participate in Circulytics, please refer to the resources tab of the Circulytics webpage (www.circulytics.com) for more information.

Organisation name *

Organisation website *

Organisation headquarters country *

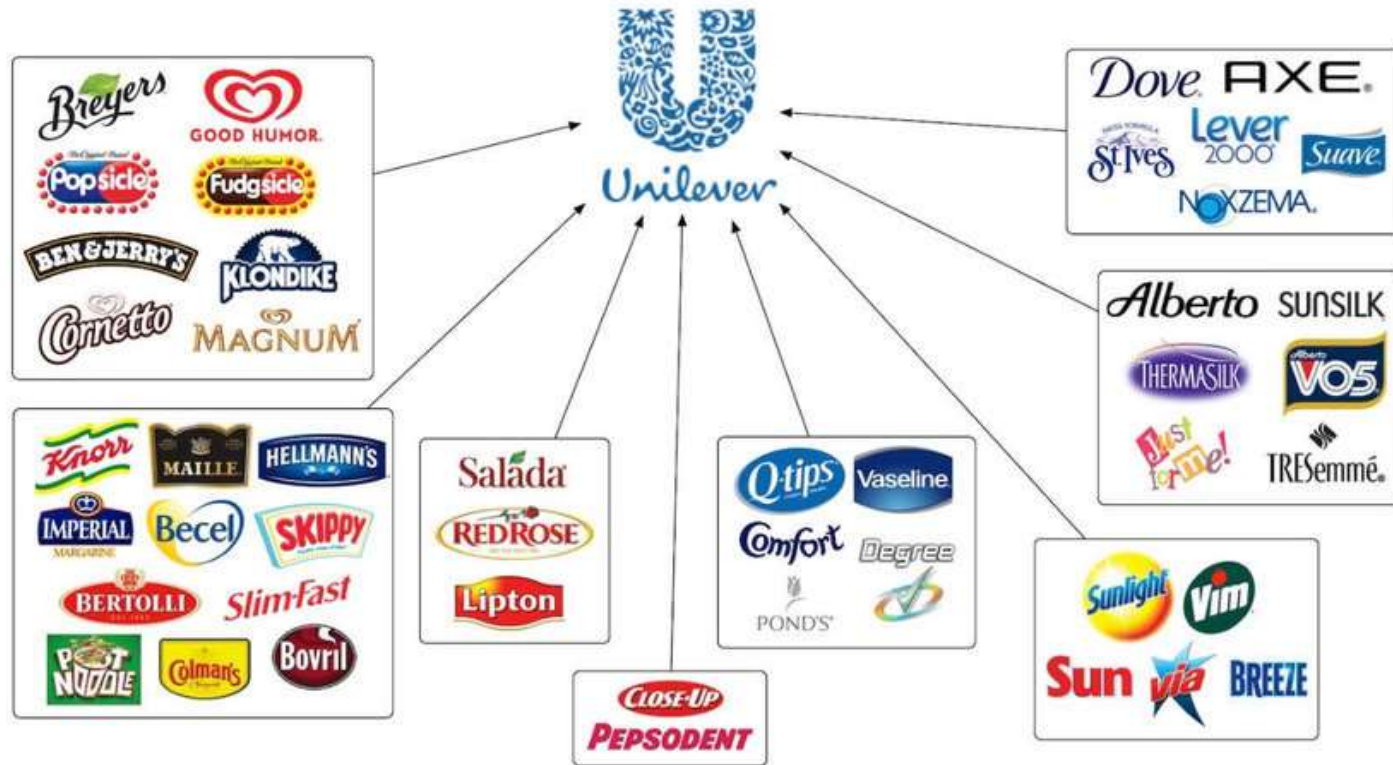
Takeaway: Other measurement resources

- [Cradle to Cradle Products](#)
- [Innovation Institute](#)
- [Global reporting Initiative](#)
- [UL Environment](#)
- [US Green Building Council](#)
- [World Business Council for
Sustainable Development](#)



Circular Culture

Unilever



Unilever's Culture

- Unilever has committed to an absolute plastic reduction goal



Refillable Deodorant Sticks from Dove Beauty

By 2025

- Half use of virgin plastic
- Collect more plastic than they sell
- 100% of plastic used is fully reusable, recyclable or compostable

Unilever's 'Less, Better, No Plastic'

Less Plastic

New ways of delivering and packaging products
Example: Eco-refill stations for shampoo and laundry detergent

Better Plastic

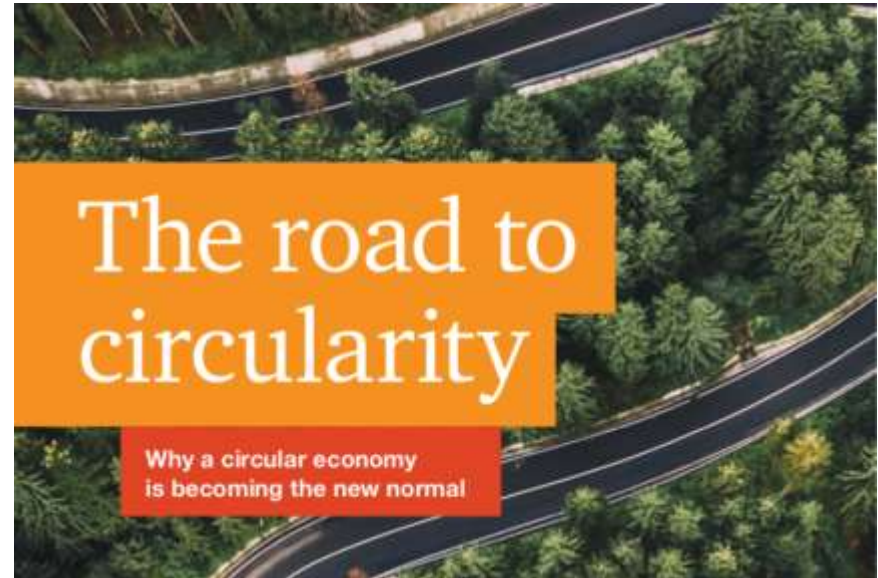
New detectable pigment being used by Axe, makes black plastic recyclable and sorted by scanners in recycling plants

No Plastic

Shampoo bars, refillable toothpaste tablets, cardboard deodorant sticks

Resources for Business Strategy

- CEO Guide to the Circular Economy
- Circular Economy Toolkit: Resources for an Evolving World
- Linear Risks
- The Road to Circularity
- The New Big Circle





Questions?

RCA RECYCLING COUNCIL
OF ALBERTA

Thank You!