

# **Circular Economy Solution Series for Businesses**



# Stakeholder Engagement

# Key Areas of Focus



Understanding stakeholder engagement



Prioritizing stakeholders

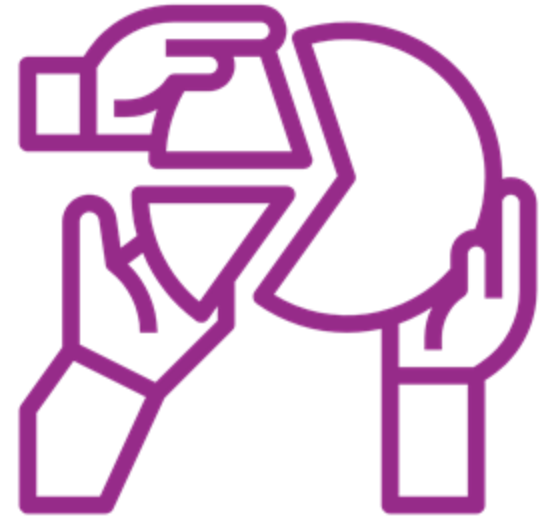


Engaging consumers, employees, industry partners

# Why engage stakeholders?

Successful circularity

- Increase buy in
- Expand value chains
- External collaboration



# Enterra Feed Corporation

→ Partnerships



Municipalities



Universities



Aquaculture industry



Black soldier fly larvae

## Possible stakeholders based on your business model

1

Product as a  
service

Suppliers and  
Consumers

2

Product life  
extension

Customers,  
suppliers,  
retailers and  
distributors

3

Circular  
supply  
chain

Suppliers

4

Recovery and  
recycling

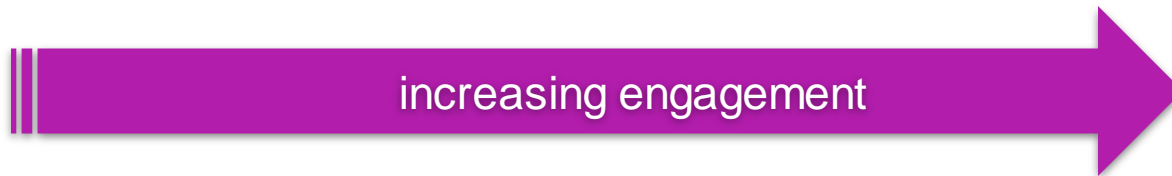
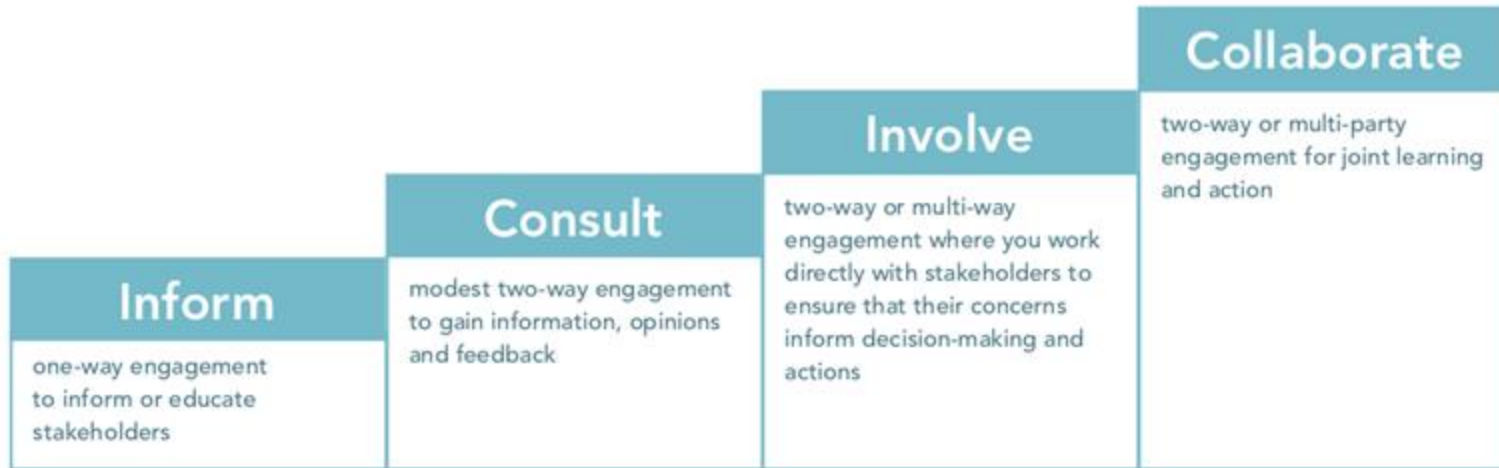
Recycling plants,  
regulators, landfill  
operators, haulers

5

Sharing  
platforms

Users, insurers,  
governments

# Hierarchy of engagement





# Stakeholder Groups



# Employee Engagement



Commitment

Circularity  
in strategy

Building  
circularity  
into  
recognition

Training in  
circular  
understanding

Highlighting  
circular  
success

# Thought Circle



# Breakout Room 1

## Customer Engagement

**Question: Share 3 ways in which your business engages customers in circularity?**

**→ Action: Discuss as a group**

# Customer engagement

Cash rebates

Discounts on future purchases

Convenient return locations

Prepaid shipping on return

Turnkey packaging

Production/Manufacturer commitment



An  
enthusiastic  
marketing  
team

# Incentivizing consumers



Engage staff in a  
service based  
model



After sales staff  
have to adapt



Sales and  
marketing staff  
have to prepare



UN Sustainable Development  
Goal

# Customer engagement plans



Co-innovation



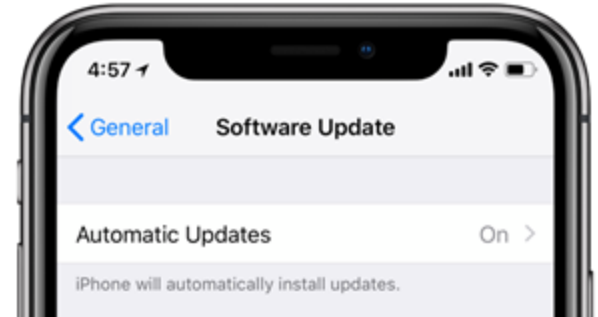
Market research



Build on consumers beliefs



Benefit after initial launch



# Supplier engagement



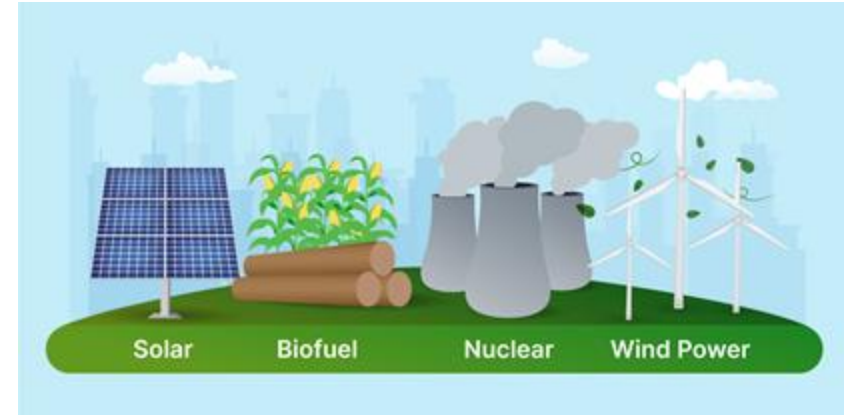
Inform/consult main suppliers



Share metrics



Reconfigure supply chain



Renewable resources by SolarReviews

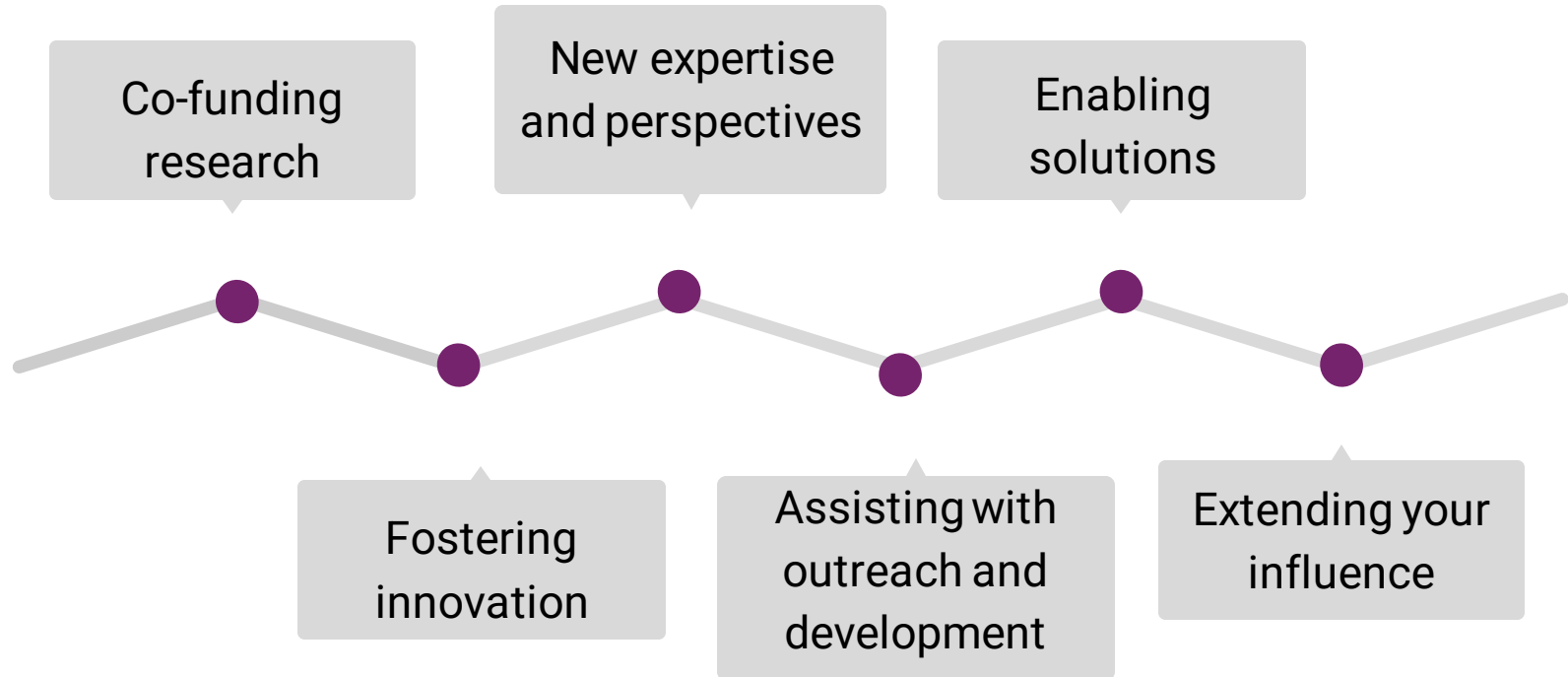
# Walmart

- Created their Recycling Playbook for suppliers to set recycling goals
- Focusses on commonly used materials in Walmart stores

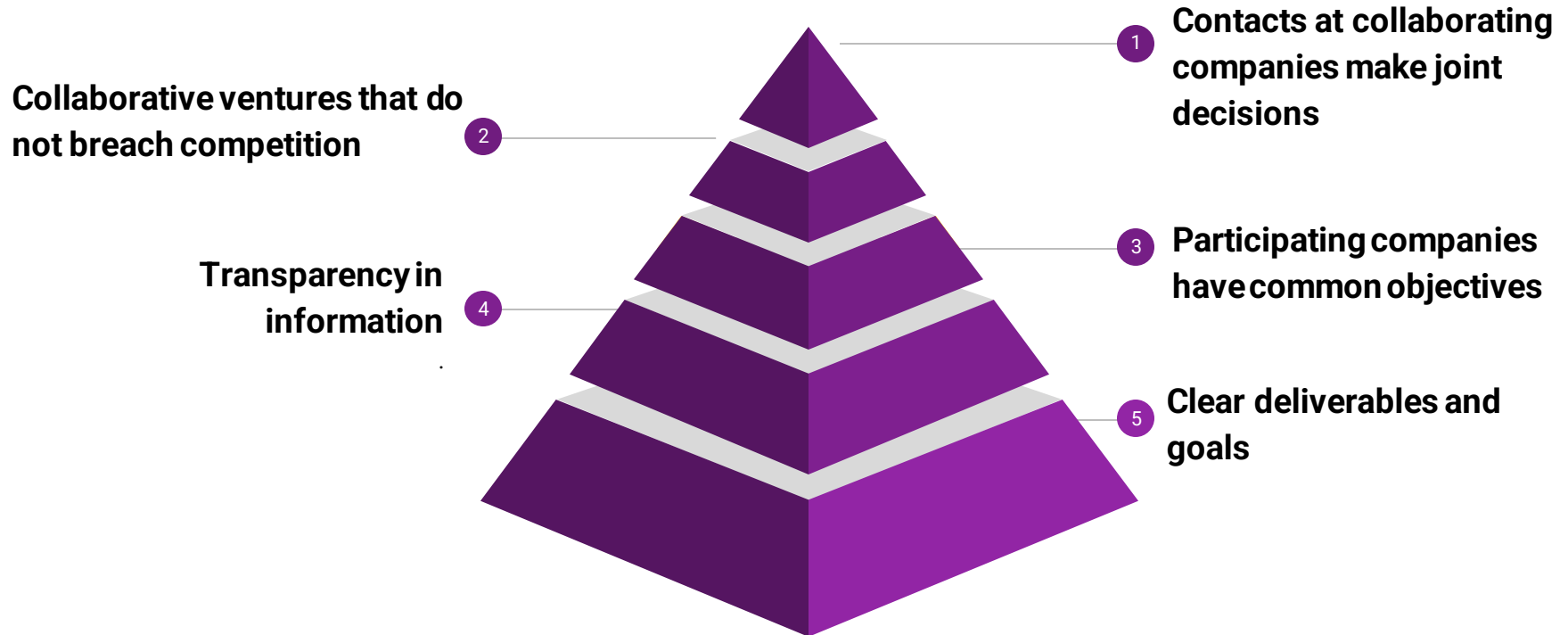




# Industry engagement



# Industry engagement success factors



# Canadian Industry Association

Zero plastic waste

In 2019 Canada's  
Food, Beverage and  
Consumer Goods  
Manufacturers are  
first to endorse zero  
plastic waste ambition

100% reusable,  
recyclable or  
compostable

New Plastics Global  
Economy global  
commitment to  
achieve this vision by  
2025



# Co-location and materials exchange

- Industrial symbiosis
  - Tire shreds, plastic pellets
- Reduce virgin material
- Divert waste from landfill
- Open new business opportunities and revenue



# Industrial Symbiosis



Reduces waste



Improves resource efficiency



Less material entering landfills



Fewer GHG's and pollutants

# Toronto Materials Exchange Program

40

non-profits within the  
materials exchange  
program

142

exchanges of  
material  
facilitated

723

tonnes of  
materials diverted  
from landfills

\$625,  
000

dollars worth of  
materials  
exchanged

**OUTCOMES**

- Keeps materials in circulation
- Prevents disposal of material
- Provides community groups with free material

# Resources for stakeholder engagement

- [Public Procurement for a Circular Economy](#)
- [Transformational Company Guide Quality 13](#)
- [Transformational Company Guide Quality 15](#)





# Questions?





**Thank You!**