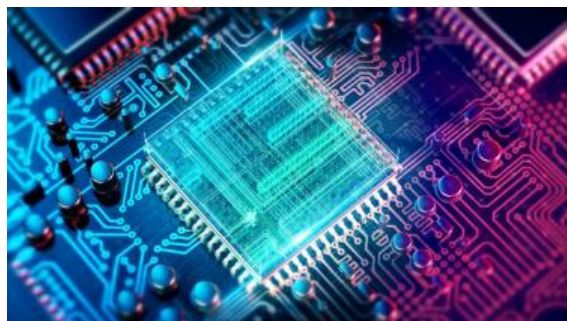


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Accelerating Sustainability with the Circular Economy

HiCircular.com





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**We make the people
become the drivers
of the change towards
a sustainable business**

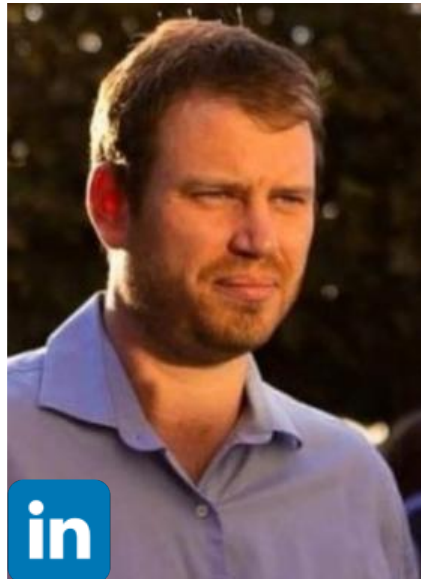


The people



Phoebe Blackburn

Communication &
Circular Economy



Adrien Vercaempst

Circular Lead Business
Model

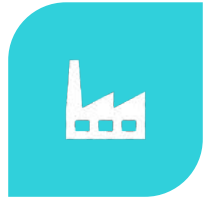


Ralf Otto

Senior Circular
Facilitator

HiCircular support

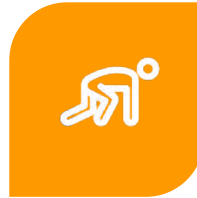
Journey for a circular transition



**CIRCULAR
ECONOMY
INTRODUCED**



**COMMON
UNDERSTANDING
WITH INSPIRING
BUSINESS CASES**



**FROM WORDS
TO ACTION**



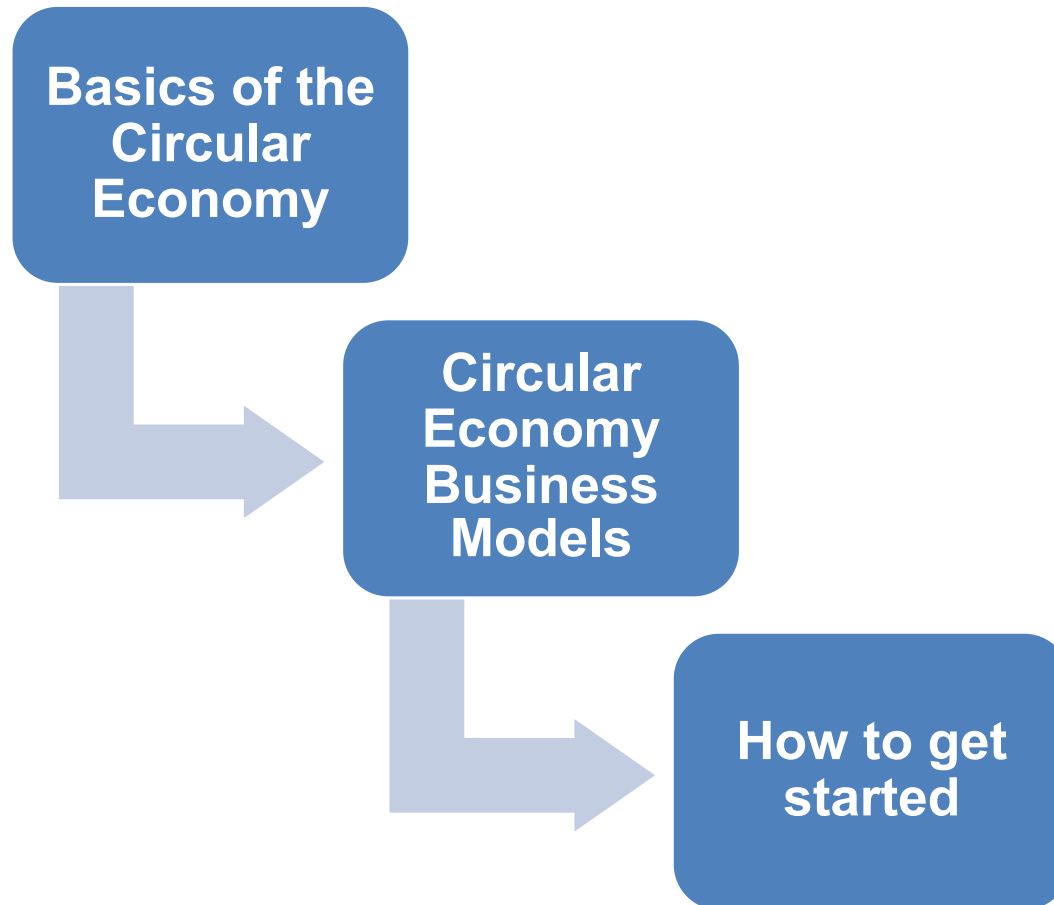
**TEAMS ENABLED
TO DELIVER
SUSTAINABILITY
OBJECTIVES**



**COMPANY-WIDE
SUSTAINABILITY
WITH CHANGE
COMMUNITIES**



Our Session



Corporates ...

- **define sustainability strategies**
- **set sustainability targets**
- **build up infrastructure to calculate emissions**
- **go for long-hanging fruits**
- **start employee engagement and training**



Why the Circular Economy?

Circular Economy is part of decarbonisation and waste reduction:

Potential to reduce global GHG emissions by about 40% and cut virgin resource use by about 30%.

Source: Circularity Gap Report 2021

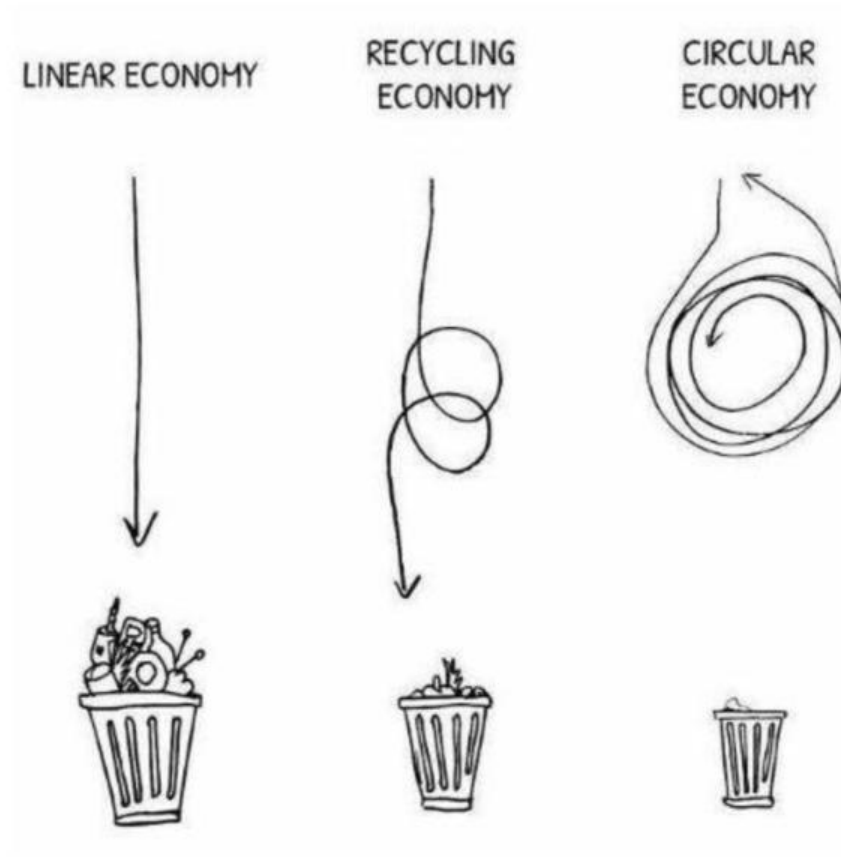


EU regulation & EU Green Deal

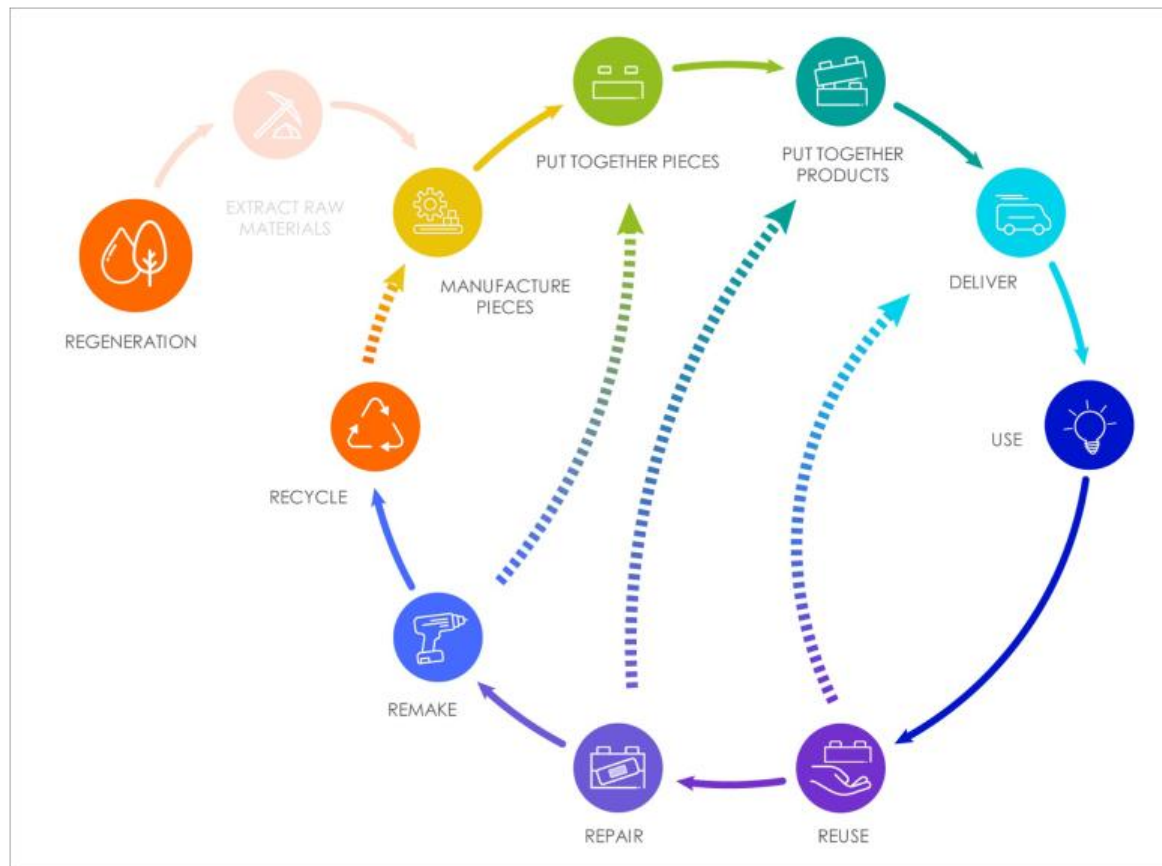




Explore the Circular Economy Flow

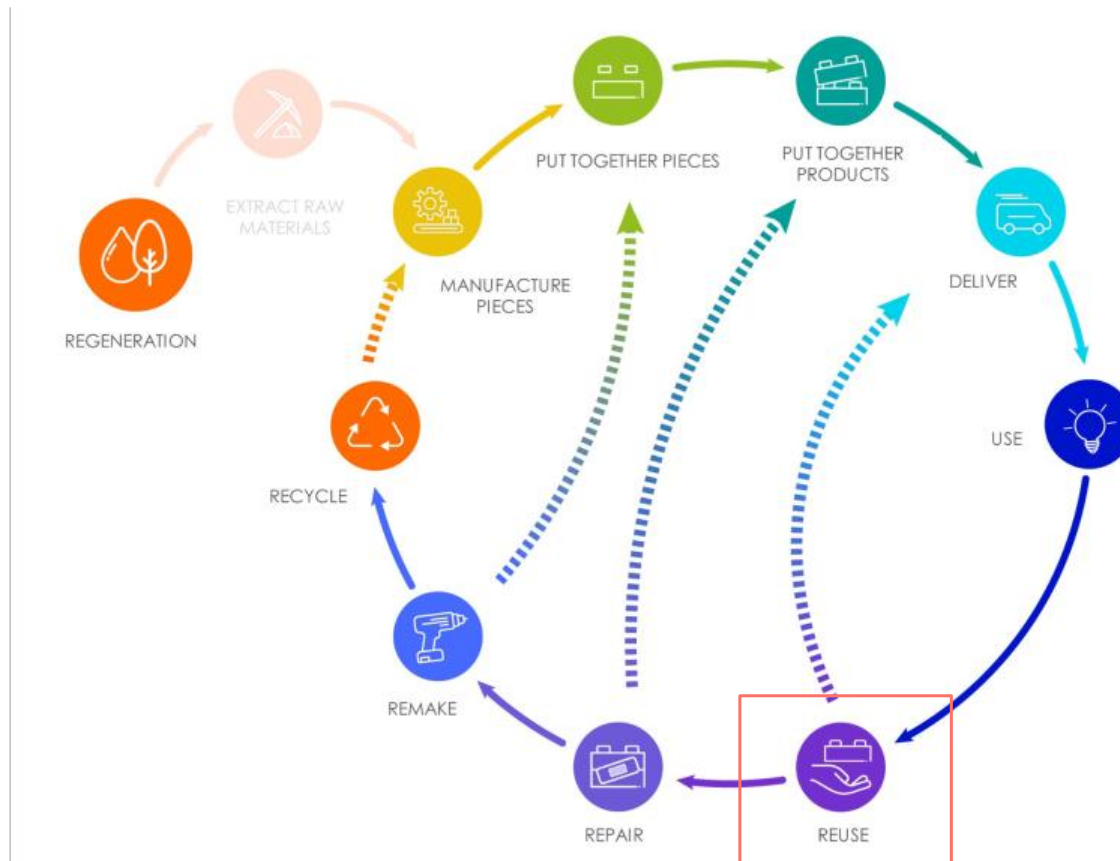


The Circular Economy Flow



Reuse + Repair + Remake + Recycle

Explore the Circular Economy Flow



Reuse + Repair + Remake + Recycle

Reuse



Reuse



Reusable solutions that fit into the supply chain, giving a fast Return on Investment:

Efficient truck loading

Waste elimination

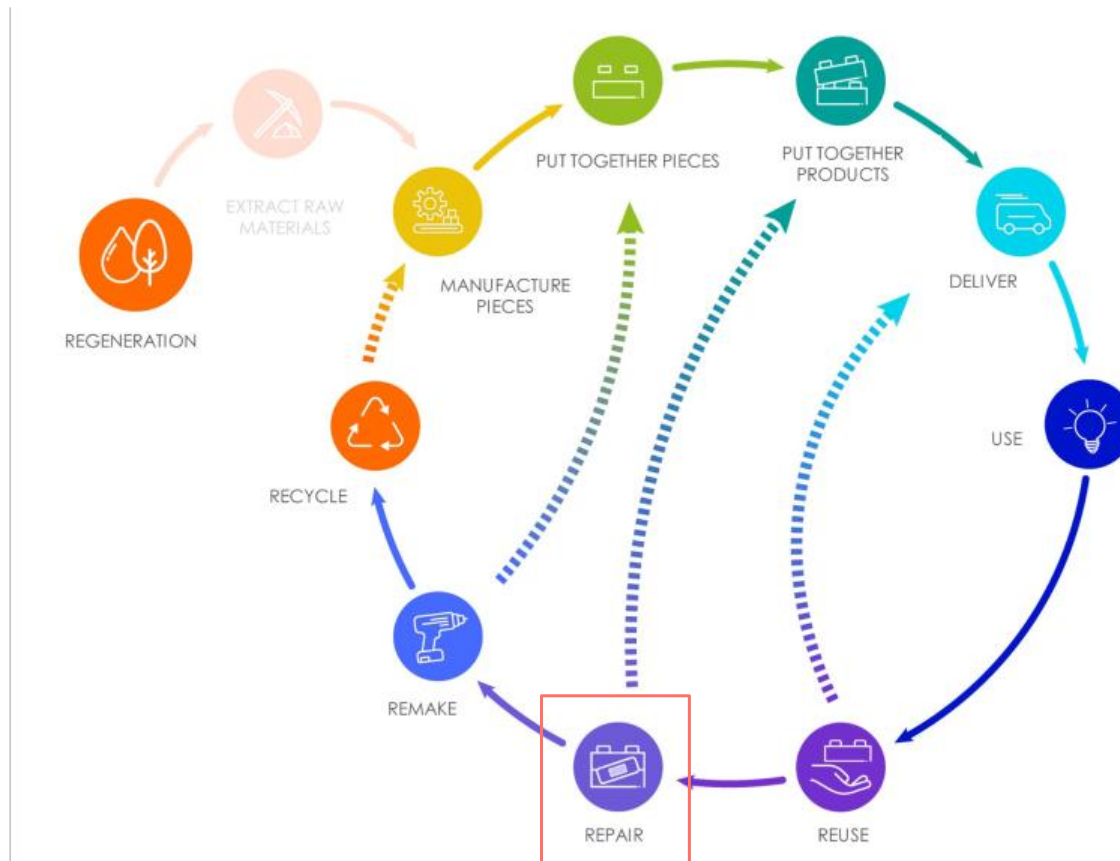
Labor saving

Cost saving

CO2 saving



Explore the Circular Economy Flow



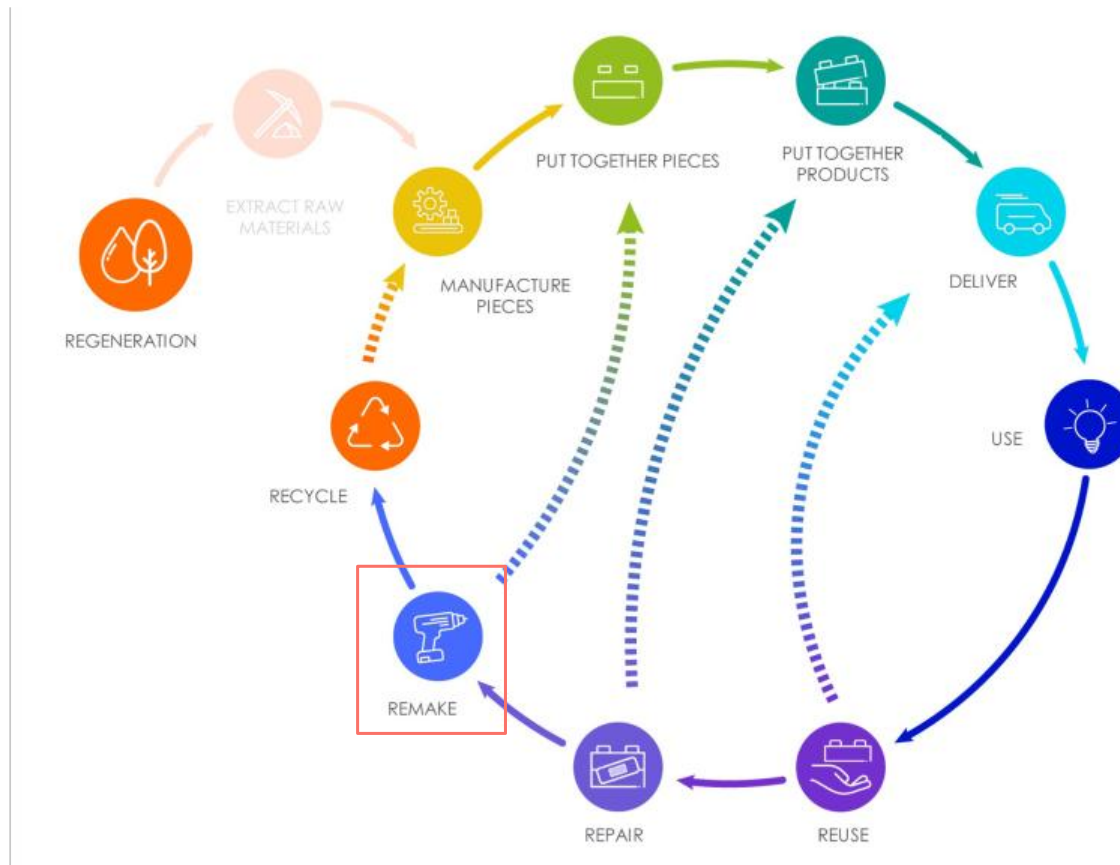
Reuse + Repair + Remake + Recycle

**What if you buy a headset and
repair will be free forever?**



***GERARD
STREET***

Explore the Circular Economy Flow



Reuse + Repair + Remake + Recycle



Remake

A retired windpower blade repurposed as bike parking in Aalborg, Denmark.



A concept idea for a bridge made out of blades.

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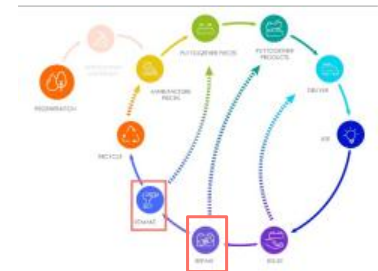
Remake



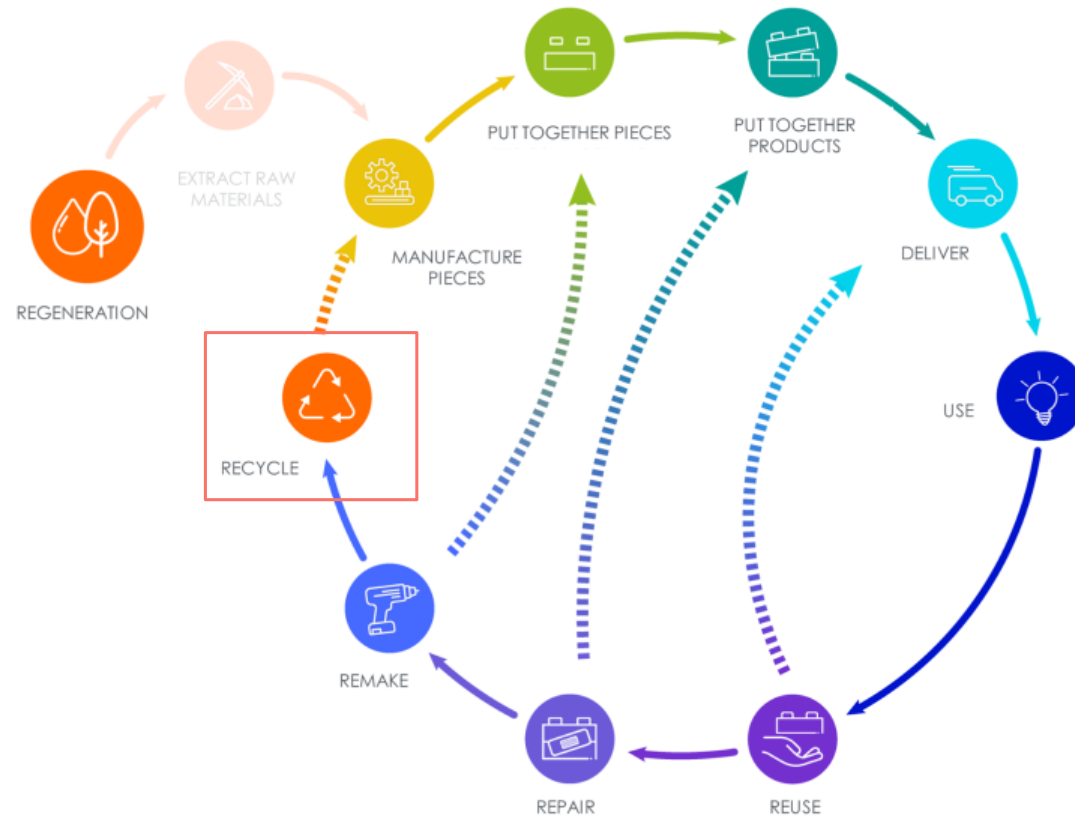
Lidl's first circular market

Using wood and old Lidl polo shirts of employees for insulation

90% of the installations are dismantlable or reusable



Explore the Circular Economy Flow



Reuse + Repair + Remake + Recycle

Recycle



Reused waste for premium products:

Polestar recycles discarded cork and fishing nets to enable a premium, cutting-edge design.

It also removes pollution from the leather industry by using vegan leather and flax fiber to reduce weight



Beyond environmental benefits, where do you see advantages of circular solutions?

Cost reduction

Future-proof regarding regulation

Availability of material


Better supply chain & less shipping

Innovation regarding material

Long lasting materials for reuse

....





**In essence,
Circular Economy
is, how to
maximize and
optimize the
value of material.**



**How can we maximize
and optimize the value
of material and the
business value at the
same time?**



Circular Business Models

Main Circular Business Models:

- Reuse waste
- Sharing Economy
- Life extension
- Take-back scheme
- Product-as-a-service



Circular Business Models

Main Circular Business Models:

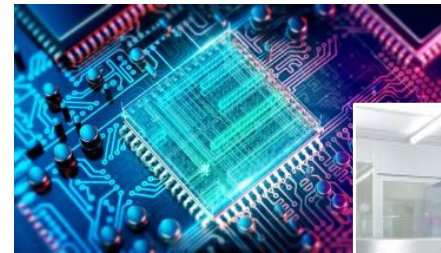
- Reuse and recycle waste
- Sharing Economy
- Life extension
- Take-back scheme
- Product-as-a-service (PaaS)



Circular Business Models

Main Circular Business Models:

- Reuse and recycle waste
- Sharing Economy
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- Product-as-a-service (PaaS)



COMPOSIL®
we care



Circular Business Models

Main Circular Business Models:

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Circular Business Models

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Circular Business Models

Main Circular Business Models:

- Reuse and recycle waste
- Sharing Economy
- Life extension
- Take-back scheme
- **Product-as-a-service**



What if
Michelin does
not sell tyres
anymore but
kilometers on
the road?



EFFITRAILER™

LEVERS TO EXTRACT MORE VALUE FROM YOUR TRAILERS

CONNECT



Connected Lightning

PHILIPS

interact

Signify



What if you lease building components?





**Share.
Reuse.
Reduce.**

Product as a service & product sharing

- **IFCO Packaging as a service**
- **Pooling process where many parties share Reusable Packaging Containers**
 - **10% cost reduction for food producers**
 - **51% cost reduction for retailers**
 - **25% cost reduction warehouse**
 - **5% cost reduction for transport**

Advantages of Product as a service

Increase the product reuse

Close the loop: Manage end-of-life products (repair, recycle)

Invest in an extended product life/quality

Can promote the sharing economy

Less waste, less CO2



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How to get started:

Challenges we see



**Lack of common
understanding**



**Engaging the
“right” people**



Complexity



Challenges we see



**Lack of common
understanding**

**Common level of knowledge of the Circular Economy,
it's principles and practices**

Common ambition

Shared vision



Challenges we see



**Engaging the
“right” people**

**Involve people with different perspectives incl.
sales, human resources, etc.**

Getting senior management on board

Engage across the organisation



Challenges we see



Complexity

Multiple entry points – how to focus?

Long-term transition with many unknowns

Long-term transition with conflicting priorities



How to get started



Build a diverse team



Build the mindset



Integrate capacity building





Start with diverse team

- Target HR, production, sales, marketing, and project department,....
- Be open to different directions
- Find quickly common ground, objectives and leads for initiatives
- Manage availability & flexibility





Build the mindset: Experience circularity

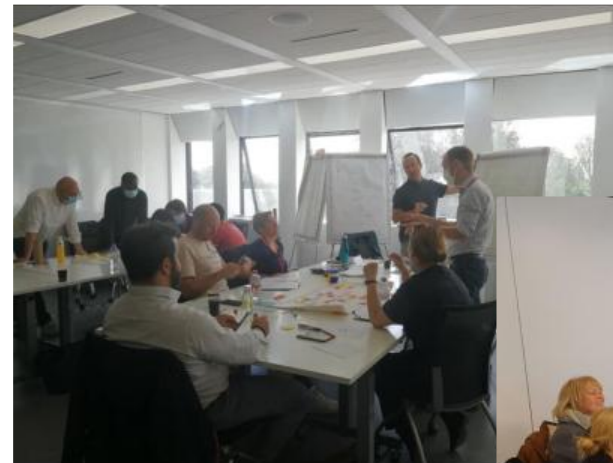
- See and feel inspiring business cases
- Real live experience such as dismantling products
- Sharing among peers, hear tangible success stories





Ways to build the mindset

- Inspiring cases
- “What if” challenges
- Serious game
- Canvas
- Team building
- More





Acquire & practice these competences

Training component - new knowledge and skills:

- Circular principles and mindset
- Circular design approach
- Circular flows
- Circular business models

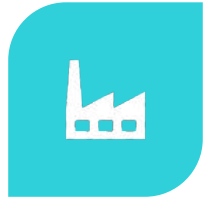
Practice component - further competences:

- Teamworking and leadership
- Client-centric planning
- Rethinking partnerships
- Innovation management



HiCircular support

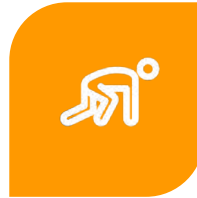
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Case: Introducing circular business model



Liganova is a leading brand and retail marketing agency with premium clients such as adidas, Porsche, and Nespresso.

In order to step up to the next level in sustainability, the company is transitioning to a circular economy business model.

HiCircular's role:

- Engage employees, managers and clients into circular action
- Support in identifying circular business models
- Building circular capability, mindset and change community
- Setting priorities and identifying early action to engage the overall company in the sustainable and circular transition.



Case: Introducing Product as a Service

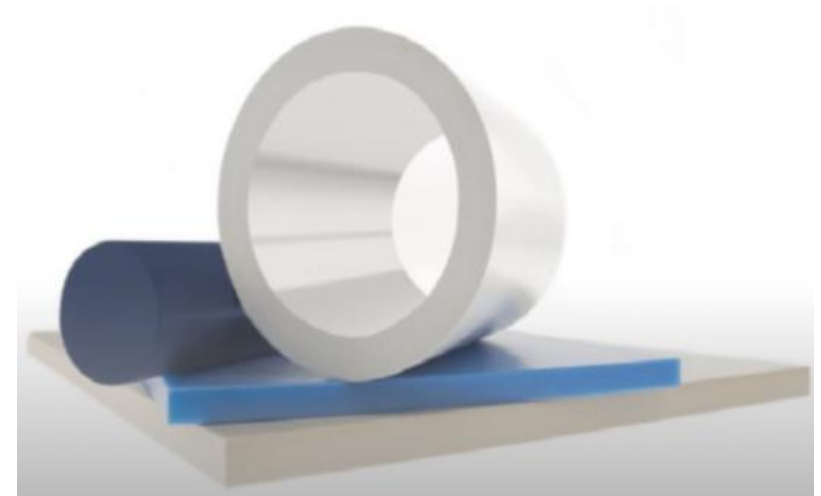


Mitsubishi Chemical Europe is a leading manufacturer of a variety of industrial materials and performance products.

To position itself as a powerful force for its clients and to get ready to meet customer demands the company wants to introduce the concept of Product as a Service.

HiCircular's role:

- Engage managers and clients into the new concept
- Expert input about the new circular business model(s)
- Building capability, mindset and change community
- Setting priorities and identifying pathways of action



Case: Enabling collaboration

Context: Arion is an international medical device company active in the healthcare sector.

The objective of the assignment was to create awareness of the possibilities arising from the sustainability agenda and identification of company-wide sustainability challenges to address plus follow-up.

HiCircular's role:

- **Thematic input and insights**
- **Community building, process advice & facilitation**
- **Enabling ambassadors for finding priorities**



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