



Circular Innovation with the Ellen MacArthur Foundation

**Find out how businesses could be supported to become
more circular**

29/11/2023

Presented by
Steven Diacono

CONFIDENTIAL



Agenda

- 1. Introduction to circular economy key concepts**
- 2. Illustrating the 3 principles of a circular economy**
- 3. City case studies**
- 4. Group exercise: Mapping needs and resources**
- 5. Resources to support your networks**
- 6. Q&A**

**What is the first thing
that comes to mind when
you hear the term
'circular economy'?**

At the Ellen MacArthur Foundation...

...We **develop** and **promote** the **idea** of the circular economy

We **engage** and **inspire** **key actors** in the system

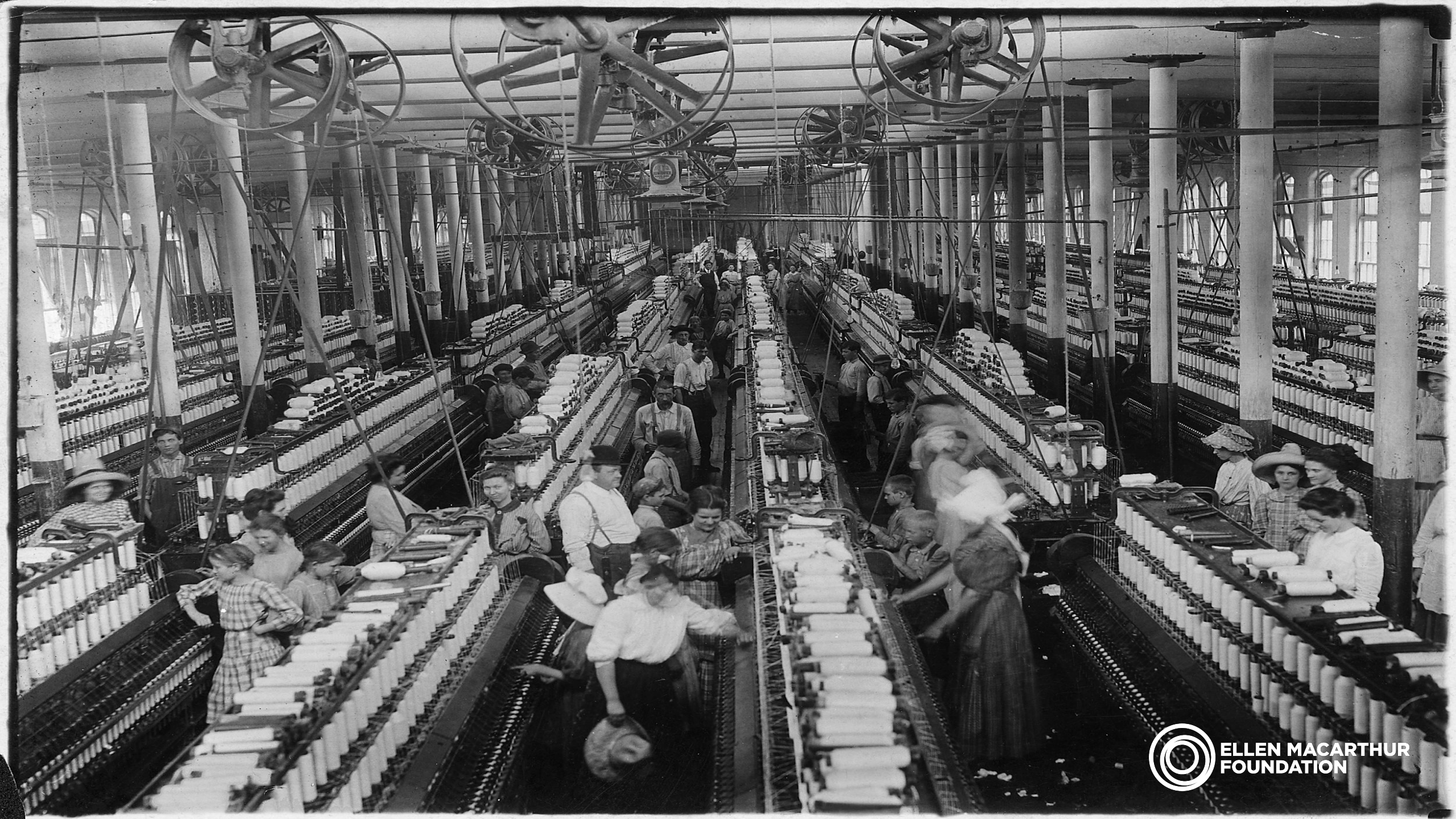
We **mobilise systems solutions** at scale, globally





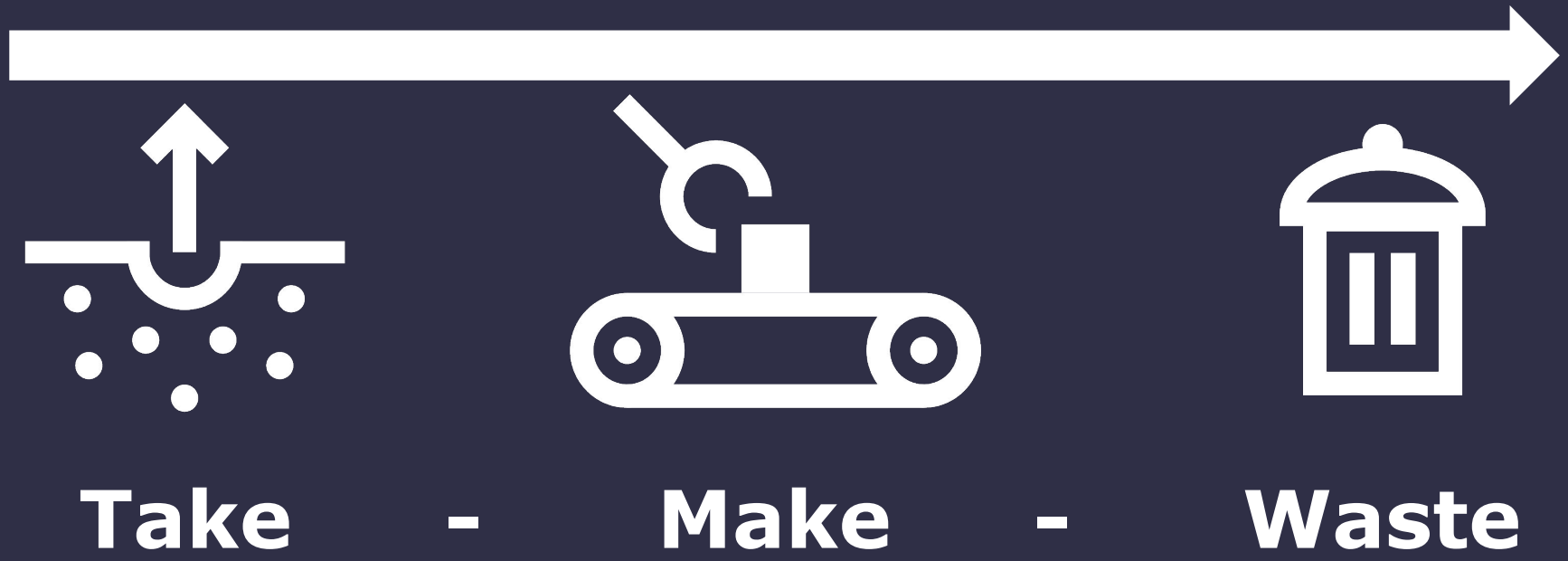
WHAT IS THE CIRCULAR ECONOMY?





SALE

The linear economy extracts resources that end up as waste



The linear economy leads to...



Waste



Economic losses



Price risks and supply chain volatility



Climate change and biodiversity loss

Signify



The circular economy is built on three principles, all driven by design



**Eliminate waste
and pollution**



**Circulate products
and materials**

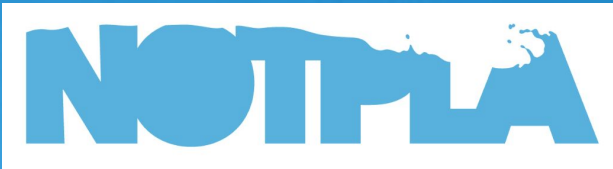


**Regenerate
nature**



Eliminate Waste & Pollution

Water you can eat





Circulate Products & Materials



BackMarket





Regenerate Nature



materiom

Nature has, for billions of years, thrived in creating vast quantities of materials without landfill or waste. It's time we took notes.

3 STRATEGIES FOR CIRCULAR BUSINESS MODELS



RETAIN PRODUCT OWNERSHIP

Product as a service

Subscription

Lease

Rental



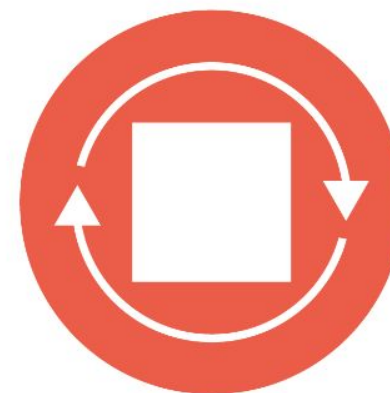
PRODUCT LIFE EXTENSION

Refurbishment

Repurposing

Repair

Sharing platforms



CIRCULAR SUPPLIES

Upcycling

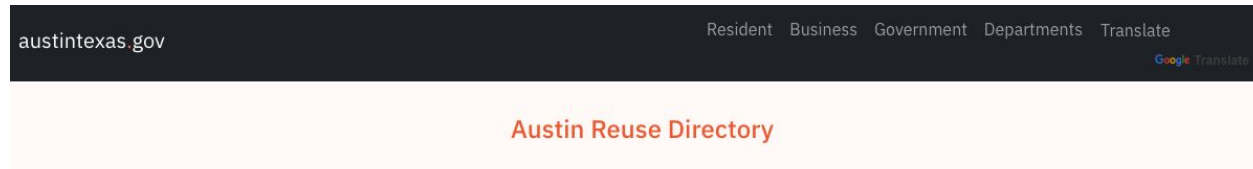
Design for closed loops

Regeneratively produced raw materials

Resource recovery from waste

City case studies

How cities can support business



Find where to donate, resell, buy responsibly, rent, and repair items, while supporting our local reuse economy.

Note: Select from left to right.

Looking To: Repair (dropdown) | Type of Items: Jewelry (dropdown) | Location: Austin (dropdown) | Search

Athena Silversmith
9013 Edmondsbury Dr, Austin, 78747
ARTS AND CRAFTS . JEWELRY . GIFTS . METAL . ACCESSORIES

FLORAL SEA
Online Only
DESIGNER . CLOTHING

Martinez and Hood Watches to Jewelry
6003 Burnet Rd, Austin, 78757
JEWELRY . WATCHES

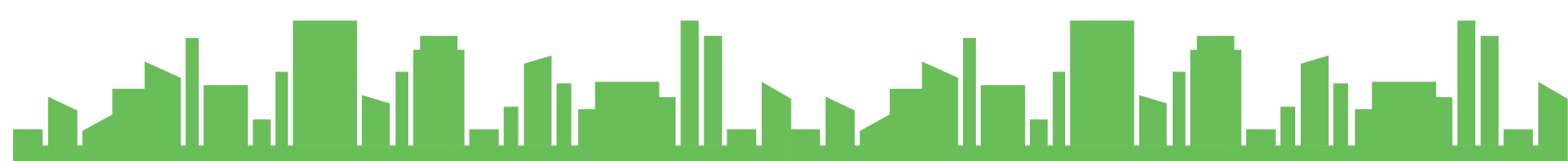


Map the ecosystem
Austin, Berlin, Brighton, Cleveland

Integrate circularity into business support programmes
Bogota, Copenhagen, London, Toronto

Procurement
Haarlem, Phoenix, Porto, Toronto

Other ways
Financial and non-financial support
Activation campaigns
Innovation challenges



How cities can support business



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How cities can support business



“This is the exciting part of innovation in local government, where you find a start-up that is aligned with projects that your city has and it’s about more than money – it’s about values and the drive to create something good.”

Manuel Semedo, Project Manager, City of Porto

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How cities can support business



A five week campaign aimed at activating Glasgow's hospitality industry to apply circular design for food principles

- 41 participating restaurants
- Over 4000 circular dishes sold
- 40% introduced new sustainability training for staff
- 88% to keep their campaign dish or drink on menu
- 92% willing to participate in similar collaborations

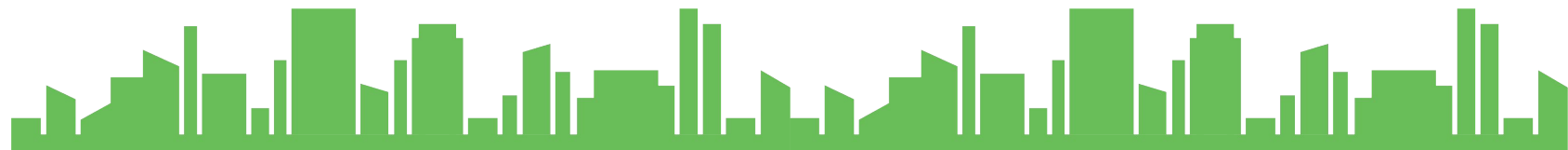


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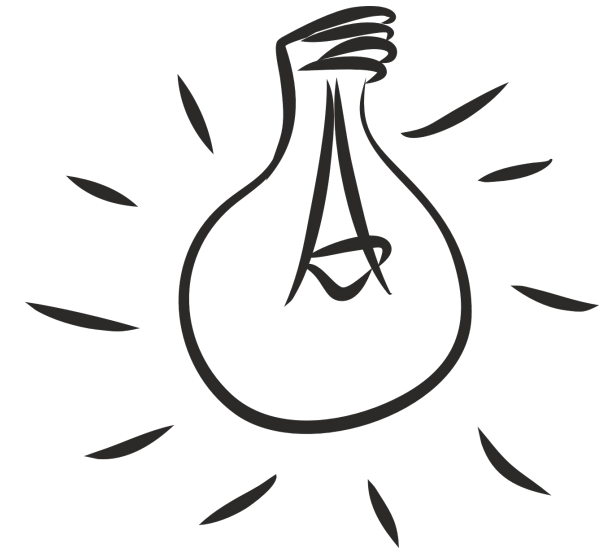
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Group exercise: Mapping needs & resources

Group exercise on Miro



Working in groups of your EEN member orgs

1 - How are you integrating circularity into your business support programmes? What tools, services and resources are you currently making use of to support your network? **(5 mins)**

2 - What are 3 key challenges the SMEs in your network are facing to transition to circular business models? What tools or resources do you think could help? **(5 mins)**

EMF resources to support your networks

1. Our Community Platform

Learn by accessing EMF's circular learning portfolio

Collaborate to find solutions to circular economy challenges

Connect with a global network of Circular economy practitioners

Share your progress in the transition to a circular economy

<https://ellenmacarthurfoundation.org/network/network-join-our-community>

Welcome to Ellen MacArthur Foundation's Community Platform

Get started →

Learn how to use our community platform and read our community guidelines

Connect to others →

Introduce yourself in our 'Connect' room

Join a project

Visit our Project Ideas page to find a relevant project

EMF Contribution

Podcast



ELLEN MACARTHUR
FOUNDATION

2. Circular Startup Index

A tool to help businesses, cities, investors and accelerators to discover circular solutions on the market today.

To accelerate the transition to a circular economy, circular innovators need greater exposure and support to collaborate, scale and replicate.

Search and filter through 400+ circular startups today.



Circular Startup Index

Plastics and Packaging Product Design Built Environment Food and Agriculture Plastics and Packa

Atomler AB
HEADQUARTERS: Sweden
STARTUP DESCRIPTION: B2B marketplace for recyclable plastic materials. Atomler's vision is that there should be no need for landfills in the world.
ACTIVE WORK AREAS: Finance, Plastics and Packaging

B-CAP
HEADQUARTERS: Belgium
STARTUP DESCRIPTION: B-CAP has developed a refillable cap solution which reduces the need for plastic use, cutting waste and emissions. Billions of plastic bottles are used every ...
ACTIVE WORK AREAS: Plastics and Packaging

B.O.B BARS OVER BOTTLES
HEADQUARTERS: Brazil
STARTUP DESCRIPTION: Our goal is to dismantle outdated paradigms deeply ingrained in the beauty industry by providing alternative options that are easily accessible to anyone. Our mission is to to ...
ACTIVE WORK AREAS: Product Design

B.Recycled
HEADQUARTERS: Brazil
STARTUP DESCRIPTION: B.Recycled is a platform that promotes free negotiation between agents who want to revalue waste as a raw material; promote the circular economy; collaborate with the ...
ACTIVE WORK AREAS: Plastics and Packaging

Back of the Yards Algae Sciences
HEADQUARTERS: United States
STARTUP DESCRIPTION: Back of the Yards Algae Sciences (BYAS) is a circular economy, industrial biotechnology company focused on zero-waste applications of algae and mushrooms in ...
ACTIVE WORK AREAS: Food and Agriculture

Bananatex
HEADQUARTERS: Switzerland
STARTUP DESCRIPTION: Made purely from the naturally grown Abacá banana plants, Bananatex® by QWSTION is a durable, technical fabric that is biodegradable and fully circular. Cultivated...
ACTIVE WORK AREAS: Fashion and Textiles, Product Design

Bandi App LTD
HEADQUARTERS: United Kingdom

Beauty Kitchen
HEADQUARTERS: United Kingdom

Beebag Sdn. Bhd.
HEADQUARTERS: Malaysia

3. Other resources

1. [Train the Trainer](#) (a package you can use to deliver a common circular economy framework)
2. [Circular Economy Podcast](#) (regular podcast covering circular economy topics)
3. [The Circular Economy Show](#) (monthly show showcasing case studies from our Network)
4. [Case Studies](#) (a curated collection of circular economy examples in action)
5. [Circular Business Models Guide](#) (a practical guide to identify circular opportunities and design business models that create, deliver and capture value)
6. [Circular Supply Chains Fact Sheet](#) (summarises our latest findings on operationalising a circular supply chain)

3. Other topic-specific resources

- Built Environment: [Circular Buildings Toolkit](#)
- Fashion: [Circular Design for Fashion Book](#) and [Jeans Redesign](#)
- Cities: [CE for Food in Cities](#)
- Climate: [Completing the Picture](#)
- Finance: [Financing the Circular Economy](#)
- Higher Education: [CE Curriculum Development](#)
- Food: [Big Food Redesign Challenge](#)
- Plastics: [Upstream Innovation Guide](#)
- Design: [Circular Design](#) and [Adaptive Strategy for Circular Design](#)
- Supply Chains: [Building Resilience, CE Impact on Trade & Supply Chains](#)

Thank you

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