

Embracing the circular economy in your own operations

In a world of finite materials, the linear model of take-make-dispose is not sustainable...but a circular one is.

Embracing a resource efficient and circular economy is a requirement for successful and profitable businesses of the future. Without doing so, some organizations may find themselves subject to future price and raw material volatility, competitive disadvantage and customer concern. Lots of organizations are looking at parts of the circular economy but those who want to take leadership need to make it their core business.

What is a circular economy?

The Anthesis definition

A circular economy engages stakeholders from a wide range of industries to stimulate supply chains that keep materials and resources at their highest utilization and value throughout their lifecycles. A circular economy considers the market, environmental and social costs of goods and services.

It supports the use of renewable resources; minimizes risks associated with finite raw materials; uses energy most efficiently in the production and delivery of goods and services; and preserves natural capital, including preventing negative impacts on water resources.

The creation of an economy based on these principals stimulates innovation and creates sustainable long term growth that supports the development of new employment opportunities and generates demand for new skills.

The Anthesis offer

Step 1: Define the circular economy for your business

In our experience, although there are lots of organizations developing circular thinking, few have really integrated it in their business strategies and defined a way to progress and monitor changes in their operations and supply chains. Whether your business provides services or products, our experienced team can work with your internal and external stakeholders to:

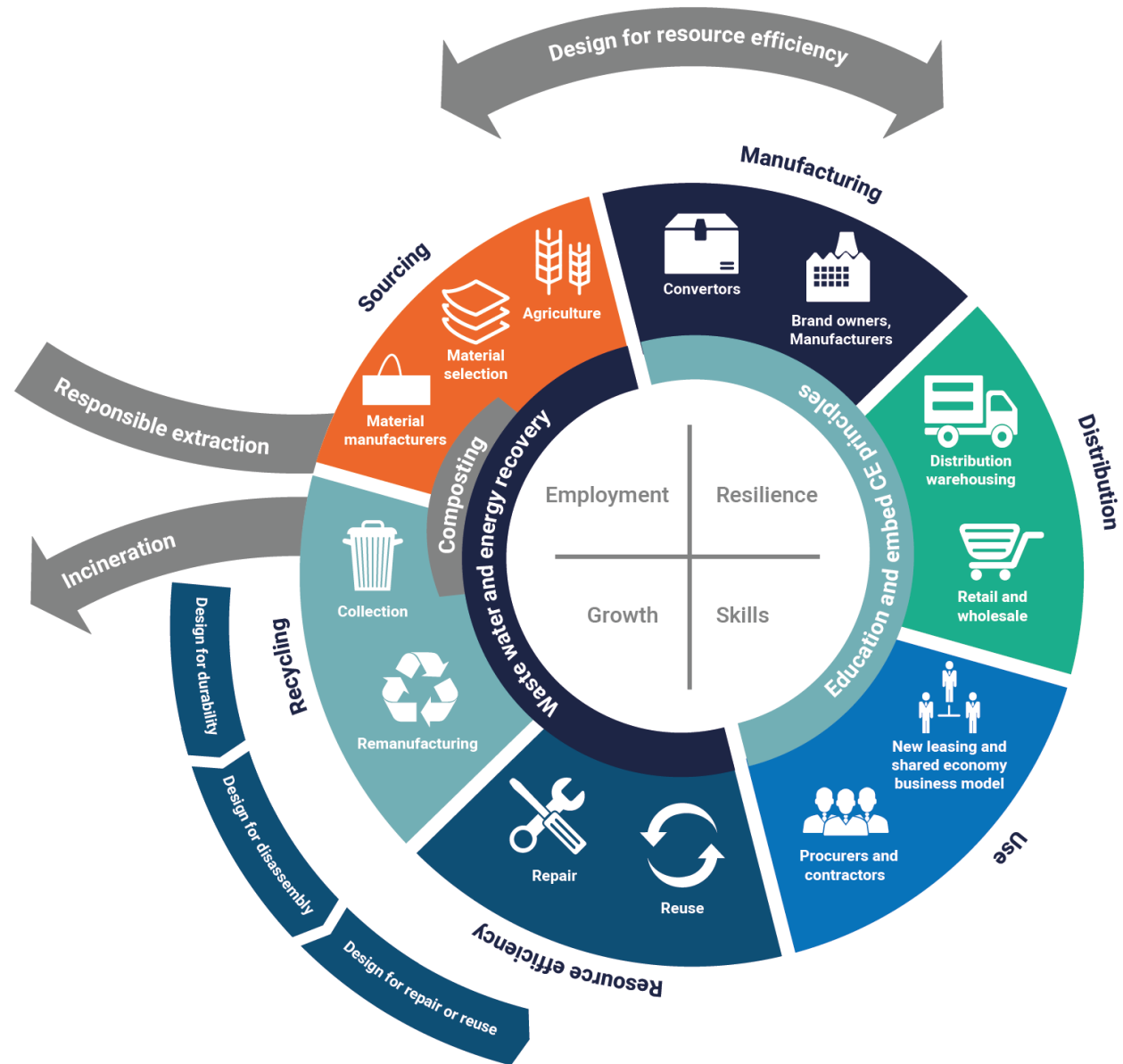
- Define what the circular economy priorities and ambitions are for your organization, and which areas of the definition are in and out of scope for you.
- Understand your motivations for circular economy as part of the wider business strategy, vision and direction of travel – such as through stakeholder engagement workshops to get the ball rolling.
- Identify what your current level of activity and achievement is by carrying out a circular economy audit with internal stakeholders and with your wider supply chain and customer base, using the pre-agreed scope to define the framework. This is also the time to join up the dots between the circular economy activities you may already be doing.
- Carry out a gap analysis between the stated ambition and your current performance and establish a roadmap and KPIs which will enable the circular economy strategy and action plan for the next 2-5 years to be communicated to the organization and rolled out.



Step 2: Develop a strategy and action plan

For example, a structured step-by-step approach to embed good practice and manage change. Our team can use their extensive circular economy knowledge to help to:

- Review the policy and legislation in your countries of operation to ensure compliance.
- Recommend and embed Key Performance Indicators (KPIs) for defining success in your organization.
- Work with procurers, contract managers and suppliers to explore circular opportunities .
- Advise on budget requirements and cost benefit analysis.
- Carry out pilot projects and develop business cases for new ways of operating.
- Establish evaluation and reporting programs, delivering key metrics against the KPIs.
- Create targets for continual improvement.
- Engage senior business leads to support and embed change.



Step 3: Implement business changes

This will support the delivery of the strategy you have developed. Circularity can mean different things to different organizations. Our experienced team can adapt and respond to the diverse needs of your organization. Our experts provide support across the following areas:

Sustainable supply chains	Sustainable procurement	Product stewardship	Waste & resource management	Waste treatment & technology	Policy analysis & statistical support
Portfolio analysis & strategy development	Procurement strategy & policy development	Legislative & voluntary scheme guidance	Waste strategy	Infrastructure development & investment	Policy analysis: waste & resources sector
Supply chain mapping & risk management	Spend analysis & risk assessments	Material management strategies	Waste & recycling collection services	Commercial & market due diligence	Specialist statistical analysis & modelling services
Raw materials strategies	Procurement audits	Packaging & end of life recycling programmes	Waste prevention & re-use	Business case development	Survey design & attitude measurement
EMS support	Specification & contract development	Takeback & re-use schemes	Contract procurement & tender support		
Resource efficiency improvements	Resource efficiency improvements	New circular business models			

Our experience

We are working with diverse organizations to help them to implement circularity into their core business. This work broadly pans across public sector policy and trailblazer projects, and private sector innovation projects. Our clients include: eBay • Nestlé • Coca Cola Enterprises • Defra • WRAP • European Commission • Paper Cup Recovery and Recycling Group • HPI • BITC • Enval

About Anthesis

Anthesis is a global sustainability services and solutions provider, which believes that commercial success and sustainability go hand in hand. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative collaborative teams across the world.

The company combines the reach of big professional services groups with the deep expertise of boutiques. Anthesis has clients across industry sectors from corporate multinationals such as Reckitt Benckiser, Cisco, Tesco, The North Face and Target. The company brings together expertise from countries around the world and has offices in the U.S., Canada, Colombia, the UK, Ireland, Italy, Germany, Sweden, Spain, Andorra, Finland, China, the Philippines and the Middle East.

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