

The Need for Circular Systems

With the Decisive Decade in full swing, the traditional linear economic models of take-waste-dispose will no longer meet the growing demand for sustainable production and consumption.

Transitioning to a circular economy leads to greater profits for organisations while playing a major role in meeting global carbon reduction targets. Doing so protects against the future price rise and price volatility of raw materials, while increasing collaboration and customer loyalty.

While many organisations are looking at the many business models of the circular economy, those who want to lead must integrate it into their core business.

What is a circular economy?

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

Circular economies stimulate innovation and create long-term restorative and regenerative opportunities that support the development of new employment opportunities and generate the demand for new skills.

Key Principles of Circularity

1. Create feedback loops
2. Extend product life
3. Design systems with natural cycles and solutions in mind
4. Design out negative externalities

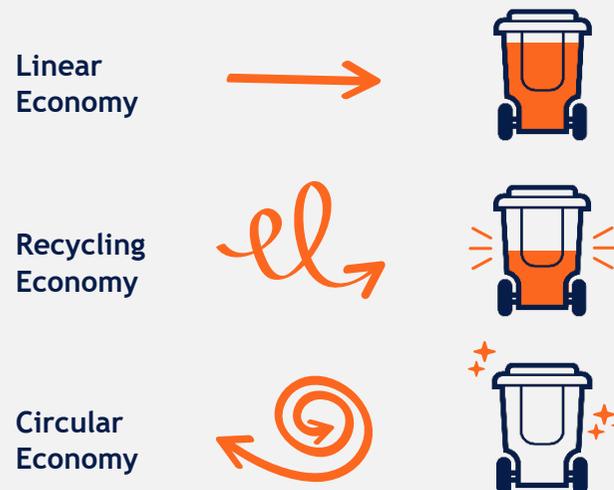
The business case for embedding circular principles into your business:

- Optimise asset value by reducing product life cycle cost and by preventing future financial risks associated with finite materials
- Build resilience in your supply chain by tightening material loops and strengthening security of supply
- Innovative circular solutions lead to new business opportunities
- Build customer loyalty through leasing and service models

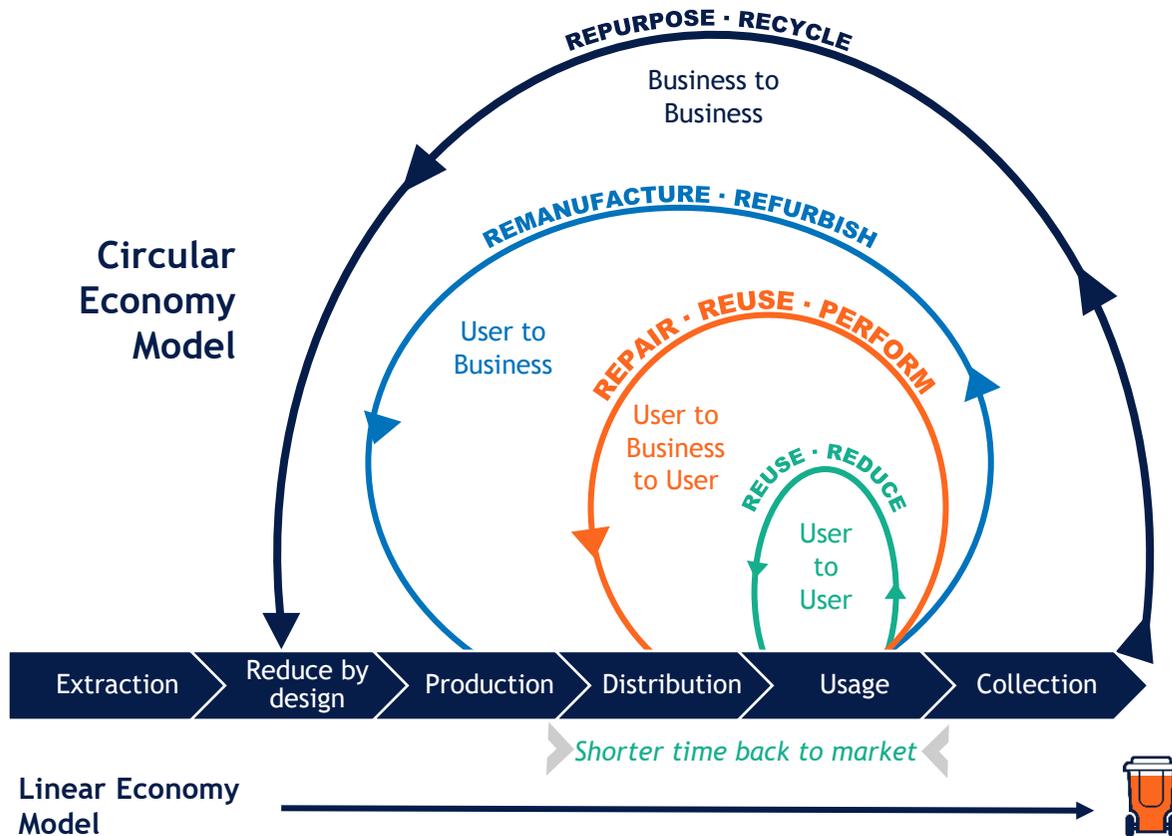
How to Implement Circular Economy

- [Sustainable Products & Packaging](#)
- [Eliminating Unused Resources + Designing out Pollution](#)
- [Circular Business Models + Design Thinking](#)

A circular economy designs out waste entirely

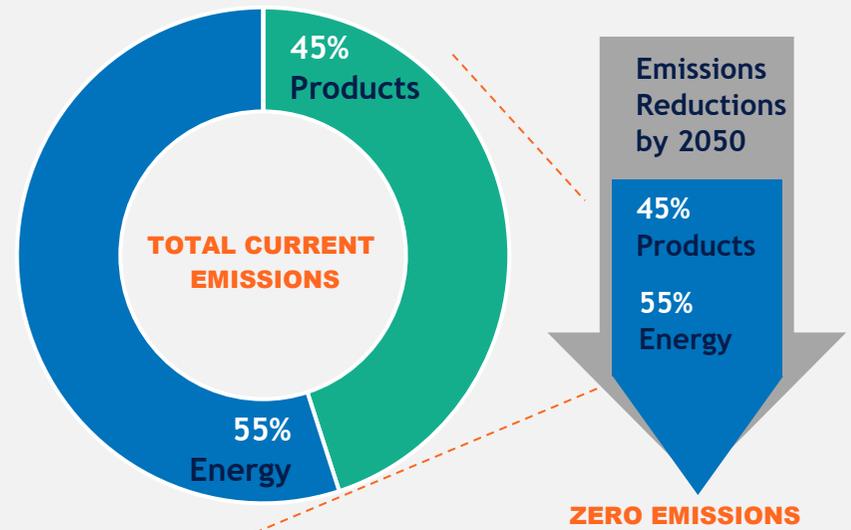


The **Circular Economy** can be understood as the responsible use, reuse, revaluing biological nutrients and technical materials, both at a organisational and a product level. We help clients transition from a linear to a circular economy.



Circularity and Net Zero

To reach net zero by 2050, organisations must consider the Scope 3 emissions embodied in products, such as food, steel, cement, plastics and aluminium.



Data from the "Completing the Picture" Report from the Ellen MacArthur Foundation in 2019

How we can help you



- **Sustainable Products & Packaging** - From product baseline assessments and LCAs to developing action plans and implementing programs, we help clients embed the principles of repair, reuse, reduce, repurpose and recycle into business models and strategy, products and packaging across the entire value chain.
- **Eliminating Unused Resources + Designing out Pollution** - We help clients conduct circularity, waste and market assessments to help identify opportunities to enhance resource efficiency and optimize product life, including environmental economy and stewardship, whilst also facilitating waste diversion and reuse, recycling and regenerative solutions.
- **Circular Business Models + Design Thinking** - We help organisations assess their readiness to embed circular principles into strategy, operations, products and services, stakeholder engagement and organisational culture. We identify and analyse business models opportunities, support strategy development and design change management approaches. This can include aligning circularity strategy with other business priorities such as a net zero carbon, ESG, and supply chain management.



Our experience

Anthesis has clients across government, business and the third sector. We work across industry sectors from corporate multinationals such as Gap, Guess, Nike, The North Face and Target, and also supports early-stage companies through Anthesis Ventures.

We work with a diverse group of organisations to help them to embed circularity into their core business. This work spans public sector policy and private sector innovation projects.

Our circularity clients include:



About Anthesis

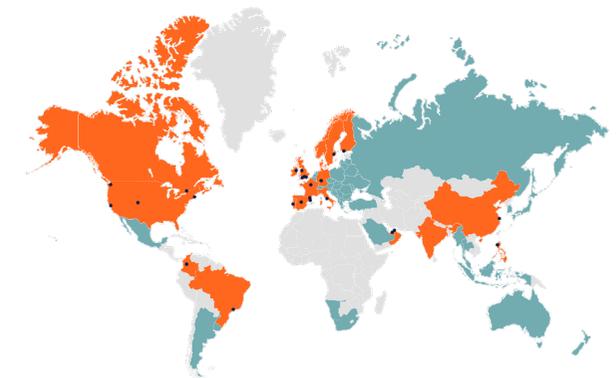
Anthesis is a global sustainability services and solutions provider, which believes that commercial success and sustainability go hand in hand. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative collaborative teams across the world.

Our team combines broad and deep sustainability expertise with the commercial and operational capabilities it takes to conceive and deliver real change.



Global presence

- Locations
- Consultants
- Sub-consultants



Anthesis has played an integral role in supporting ReSource: Plastic’s goal of streamlining critical data for addressing the plastic pollution crisis by helping connect the dots on waste for an unprecedented and transparent view into the global plastic system.”

Alix Grabowski, Deputy Director Plastic & Material Science
World Wildlife Fund

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