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# THE LINEAR ECONOMY



**Take - make - waste**





# DESIGN OUT WASTE AND POLLUTION





**KEEP  
PRODUCTS  
IN USE**



# REGENERATE NATURAL SYSTEMS





# **CIRCULAR BUSINESS COMPETENCIES BUILDING: GAPS IN BUSINESS FUNCTION-SPECIFIC KNOWLEDGE & SKILLS FOR A CIRCULAR ECONOMY**

**COTY**  
BEAUTY. CELEBRATED. ELIMINATED.

 **essity**

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THE ULTIMATE FLOORING EXPERIENCE

 **TU Delft** Delft University of Technology

UNIVERSITY OF  
**EXETER**

**USP**



# KEY LEARNINGS

- Circular economy understanding is key
- The importance of collaboration
- Making the case for a circular economy



<b>MARKETING &amp; SALES</b>	<b>PRODUCT CREATION &amp; DESIGN</b>	<b>PROCUREMENT &amp; SUPPLY CHAIN</b>
Understanding circular economy (internal)		
Communicating circular economy		
Selling CE solution in a good story	Assessing the circularity of a product - its materials and components	
Data modelling	Calculating the cost, gain and risk of extended product life	
Consultative selling & facilitating change in customer setting	Design for multiple use cycles	Managing changing supplier relationships
Managing changing customer relationships	Customer demand - reverse logistics link	Understanding circular economy value chain



# KEY FINDINGS: CORE COMPETENCIES

- **Circular economy understanding**  
(concept, taxonomy, alignment with company's strategy)
- **Communicating the circular economy**  
(explaining and promoting the benefits to various stakeholders)



# KEY COMPETENCIES: MARKETING & SALES

- Selling a circular economy solution in a story
- Data modelling
- Consultative selling skills helping clients transform
- Managing changing customer relationships



# KEY COMPETENCIES: PRODUCT CREATION & DESIGN

- Assessing the circularity of a product, its materials, and components
- Calculating the cost, benefits, and risk of extended product life
- Design for multiple use cycles
- Linking customer demand with reverse logistics



# KEY COMPETENCIES: PROCUREMENT & SUPPLY CHAIN

- Assessing the circularity of a product, its materials, and components
- Calculating the cost, benefits, and risk of extended product life
- Managing changing supplier relationships
- Understanding circular supply chain



# USEFUL LINKS

- **Circulytics:**

<https://www.ellenmacarthurfoundation.org/resources/apply/circulytics-measuring-circularity>

- **Circular Design Guide:**

<https://www.circulardesignguide.com/>

- ***Upcoming:***

- From Linear to Circular webinars
- How to communicate the circular economy slide deck
- Circular procurement framework
- Train the Trainer resources



# THANK YOU

- I would love to hear about your circular economy success stories:

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