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## THE LINEAR ECONOMY



Take - make - waste

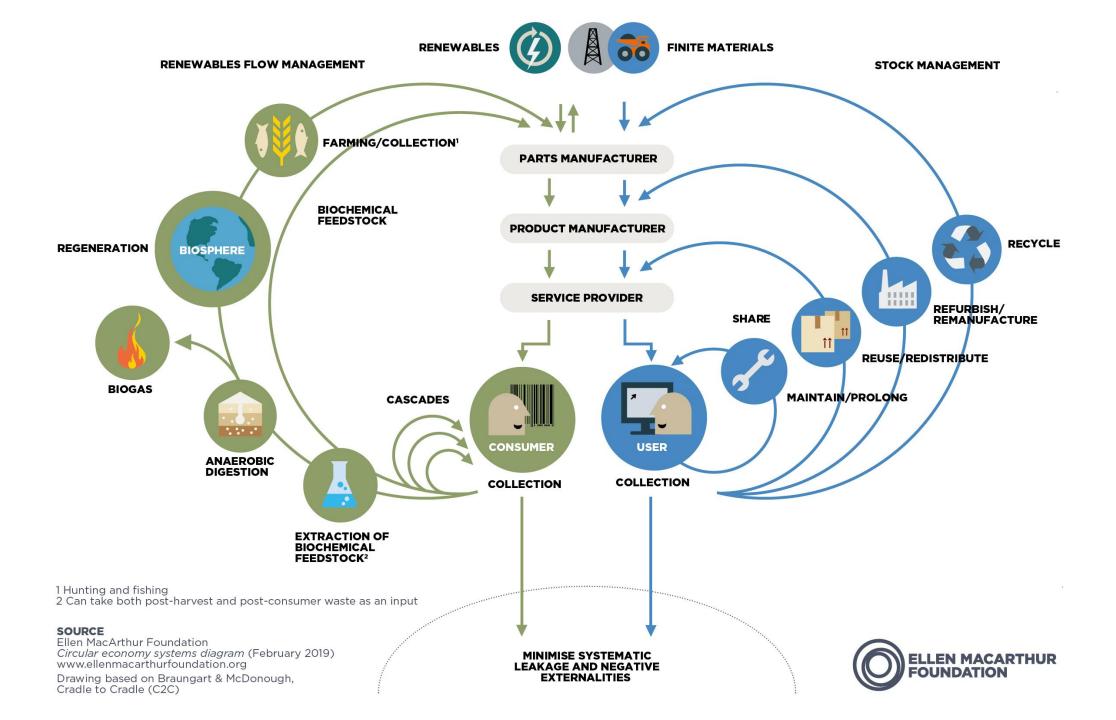












## CIRCULAR BUSINESS COMPETENCIES BUILDING:

## GAPS IN BUSINESS FUNCTION-SPECIFIC KNOWLEDGE & SKILLS FOR A CIRCULAR ECONOMY





















### KEY LEARNINGS

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



## MARKETING & SALES

## PRODUCT CREATION & DESIGN

## PROCUREMENT & SUPPLY CHAIN

Understanding	circular econor	ny (internal)
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#### Communicating circular economy

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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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