



Toolkit for Implementing Circular Business Models

Wednesday 2 October, Brussels 11:00-12:00

The webinar will start shortly. We are waiting for all participants to join...

www.R2Piproject.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 730378

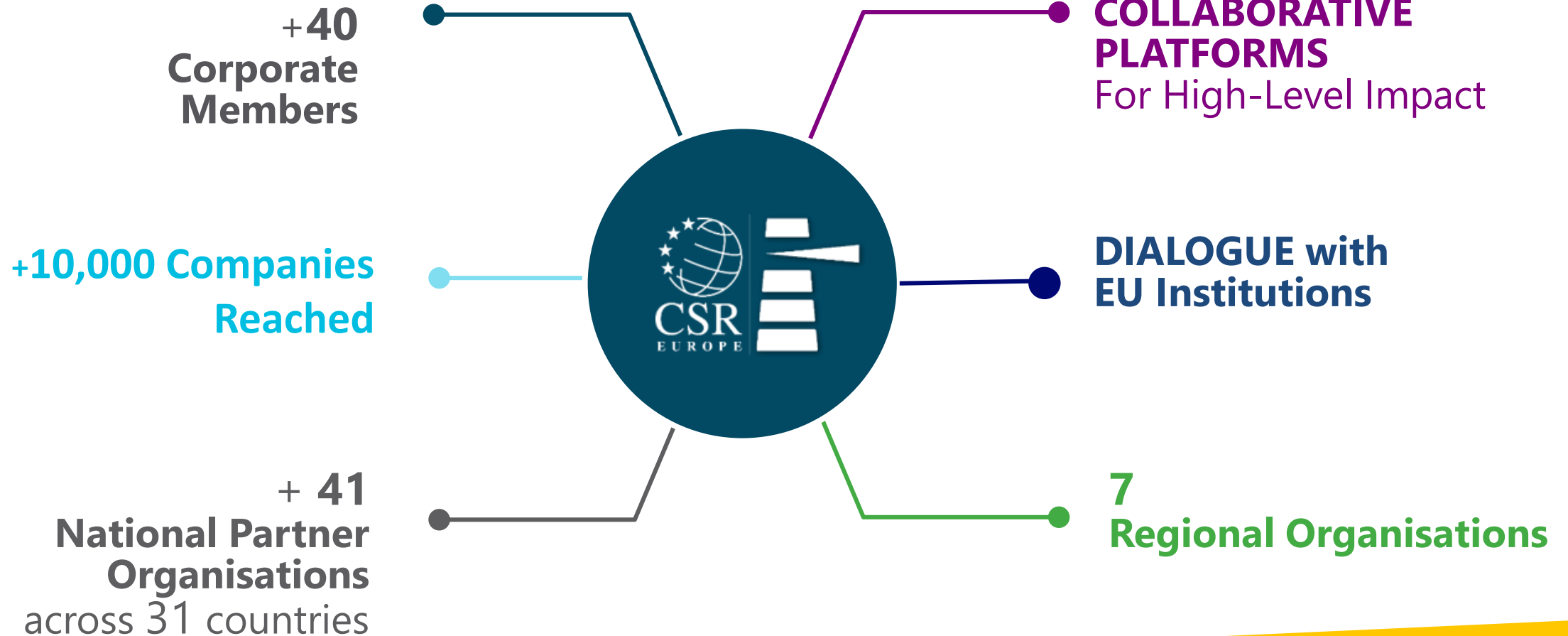
Elisa Casazza, CSR Europe

Welcome & Introductory remarks





The European Business Network for Corporate Sustainability and Responsibility





Our Mission: People, Materials, & Markets

PEOPLE



AN ECONOMY WITH AND FOR PEOPLE

We aim for an inclusive economic system and labour market that promote life-long employability

MATERIALS



SUSTAINABLE RAW MATERIALS & VALUE CHAINS

We work together towards a carbon neutral, sustainable & circular economy, where sourcing & processing of materials takes place with respect for all human rights

MARKETS



SUSTAINABLE MARKETS & FINANCE

We endeavour to make sustainability driven investments through enhanced **Total Impact Disclosure** the new normal



Agenda



TIME	TOPIC	SPEAKER(s)
11:00-11:10 (10 min)	Welcome & Introductory remarks	Elisa Casazza, CSR Europe Raymond Slaughter, Senior Advisor, Collaborating Centre on Sustainable Consumption and Production (CSCP)
11:10-11:25 (15 min)	How to innovate a company's business model and main barriers and enablers	Raymond Slaughter, Senior Advisor, CSCP
11:25-11:45 (20 min)	Overview of tools in R2π Transition Guidelines	Aleyn Smith-Gillespie, Associate Director, The Carbon Trust
11:45-11:55 (10 min)	Q&A	All
11:55-12:00 (5 min)	Closing remarks	Elisa Casazza, CSR Europe



● Technical information

- During the webinar, you will be **on mute** to minimize audio noise.
- If you have trouble hearing or have any technical problems, it often helps to refresh the link or to log in again
- During the presentation, if you experience any problem or you have any questions/feedback, please use the “chat” function and write to “CSR Europe” or email Niosha Memariani at csr14@csreurope.org

Further information can be found in the webinar log in guide

Raymond Slaughter

Collaborating Centre on Sustainable Consumption and Production (CSCP)

Introduction to the R²π project



R2Pi

Transition from Linear 2
Circular: Policy and Innovation



The project supports business leaders and policy makers to innovate and implement sustainable business models and policies that will accelerate the transition to a circular economy.

Funded by



Led by



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020



R²π

The route to
circular economy

European Union Strategic Areas

- **Plastics**
- **Food waste**
- **Biomass / Bio-based**
- **Critical raw materials**
- **Construction and building materials**
- **(Water)**



Examples of Circular Business Model Cases



- End of cycle product take-back
- Closed loop material supply chain

Rolls-Royce®



- Product-service system, offering 'turbines-as-a-service' model

Israel Water Sector



- Value chain collaboration to enable water stewardship, efficient use, and regeneration

INDITEX



- Value chain collaboration to create recyclable fibres
- End-of-cycle product recovery



MUD JEANS



- Subscription/leasing solution enabling 'clothing-as-a-service'

revertia



- Reuse of electronics
- Value from discarded products

Venlo City Hall



- Circular building design
- Managed building services and end-of-cycle material recovery

phenix



- Reducing food waste
- Exchange platform and logistics

Integrating Stakeholder Views

Collaboration Events



Interviews & Surveys



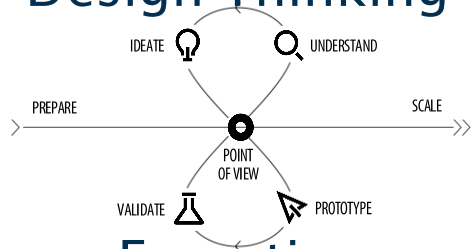
Co-Innovating Circular Models

Circular Economy



Lessons Learned

Design Thinking




Expertise

Innovating New
Circular Business Models



Examples of Innovation Cases



BRIDGESTONE

- End of cycle product take-back
- Alternative secondary uses of critical material natural rubber



Balfour Beatty
Construction

KELVINSIDE
ACADEMY 1878

- Demand pull for more circular construction
- Value chain modifying norms



VAN DER VALK HOTELS & RESTAURANTS

- Food, housekeeping, interiors that enable efficiency, comfort, convenience and circularity

Project Activities and Outputs

Analysing & Innovating
Circular Business Models



Reviewing Existing Policies



Integrating Stakeholder Views



Case Reports



Key Factors



October
2019

Transition Guidelines



Policy Packages



Learning Modules



Raymond Slaughter

Collaborating Centre on Sustainable Consumption and Production (CSCP)

**How to innovate a company's business
model and main barriers and enablers**

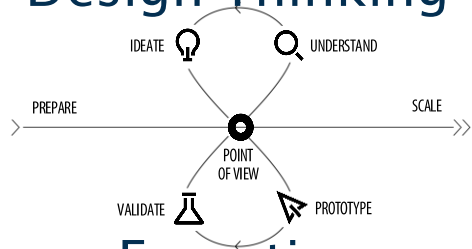


Circular Economy

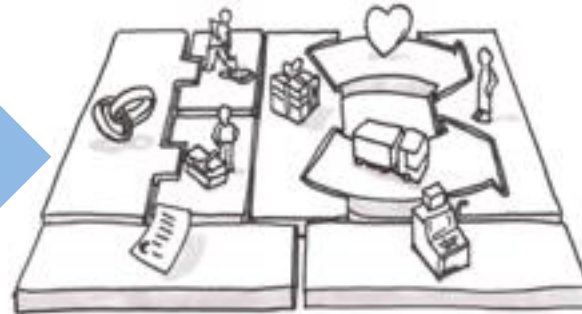


Lessons Learned

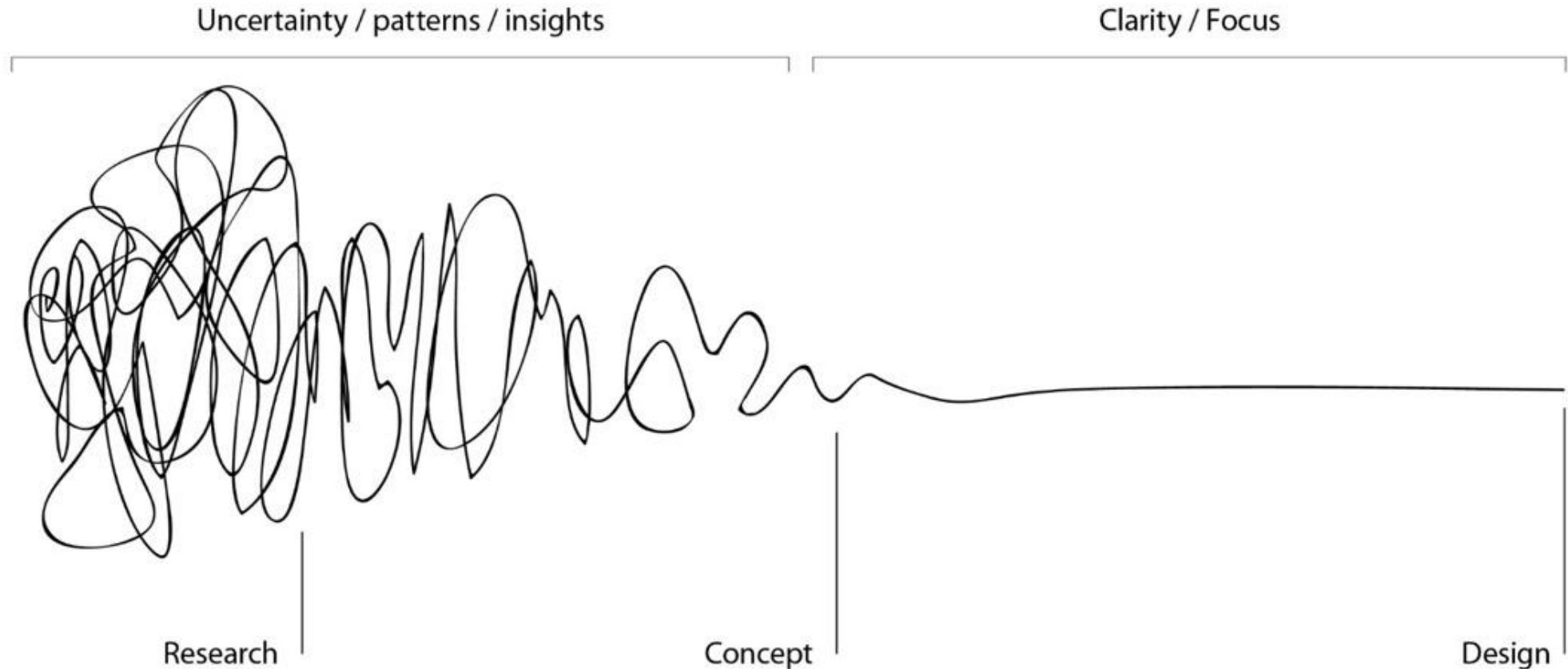
Design Thinking



Innovating New Circular Business Models

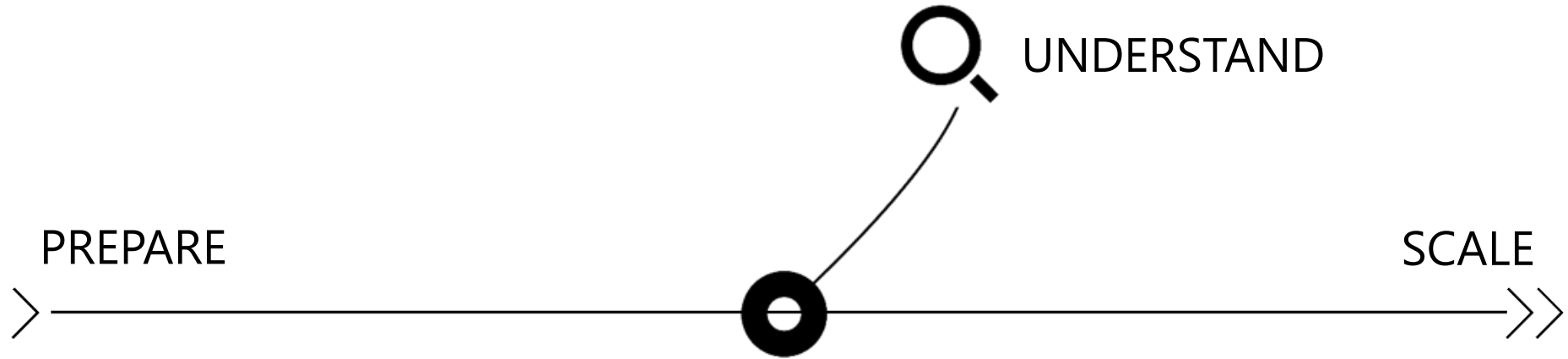


Design thinking to innovate circular business models

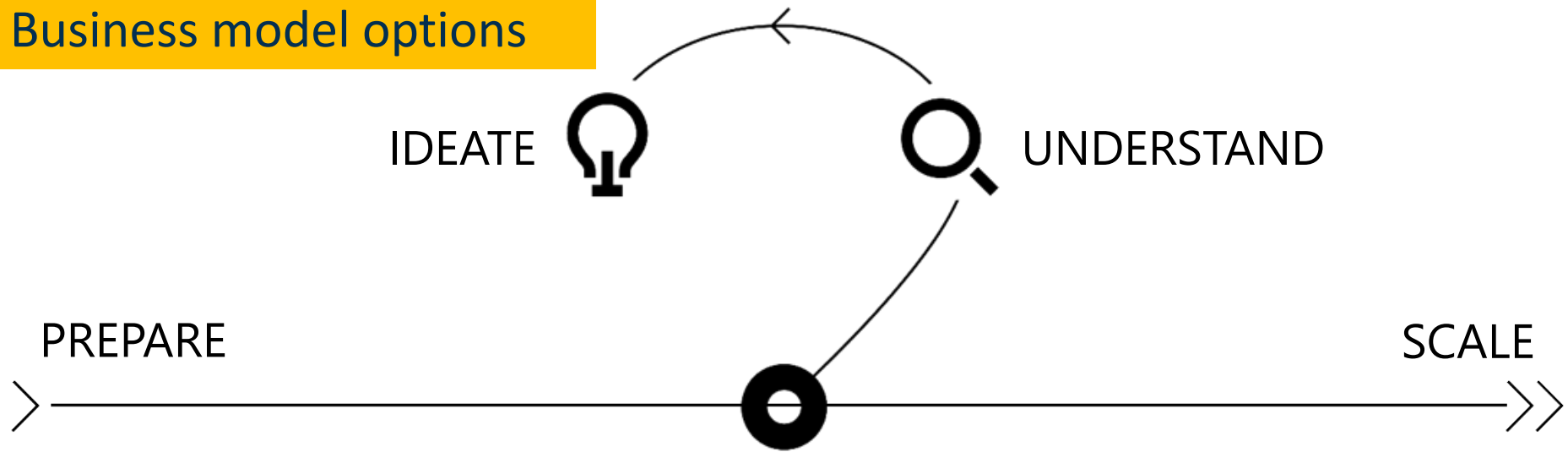


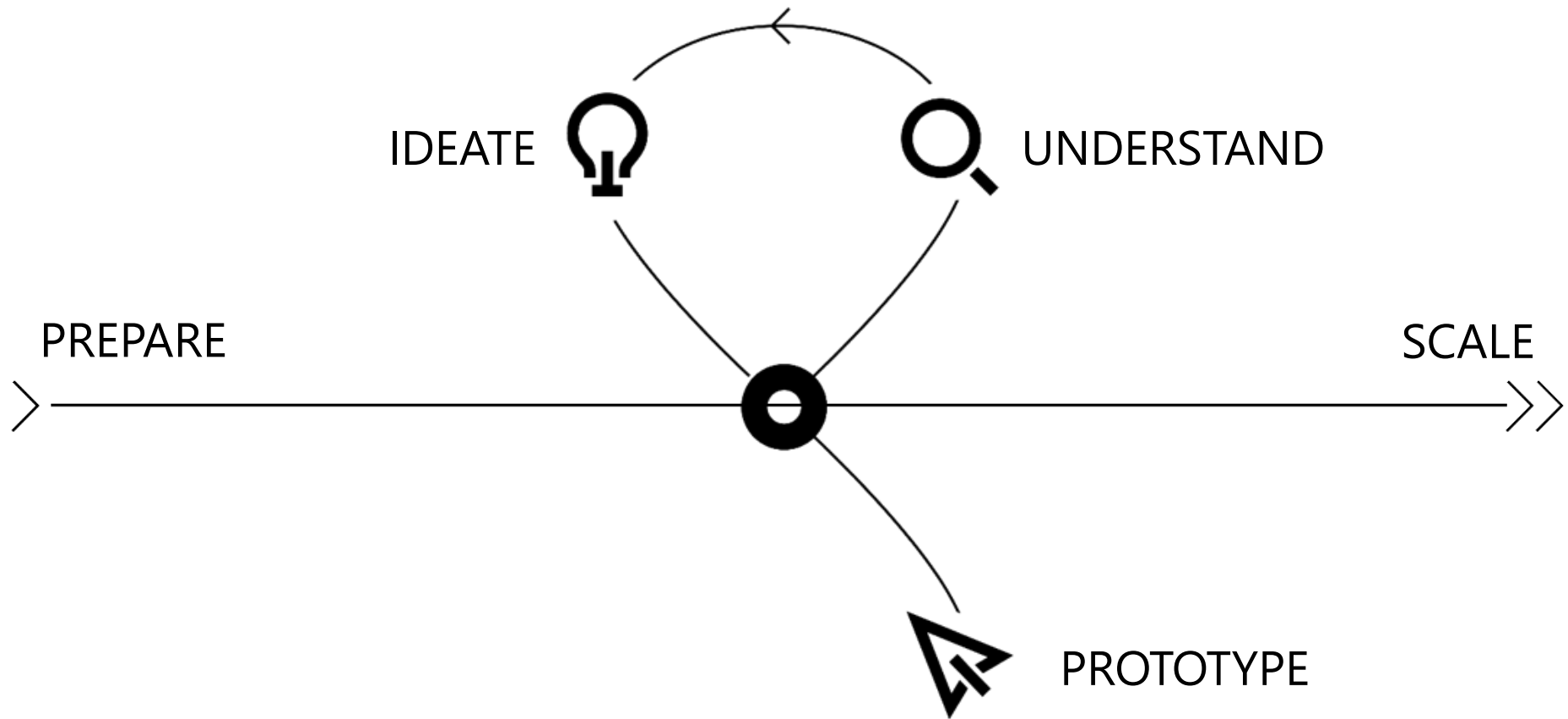


- Business context
- As-is business model
- Value proposition

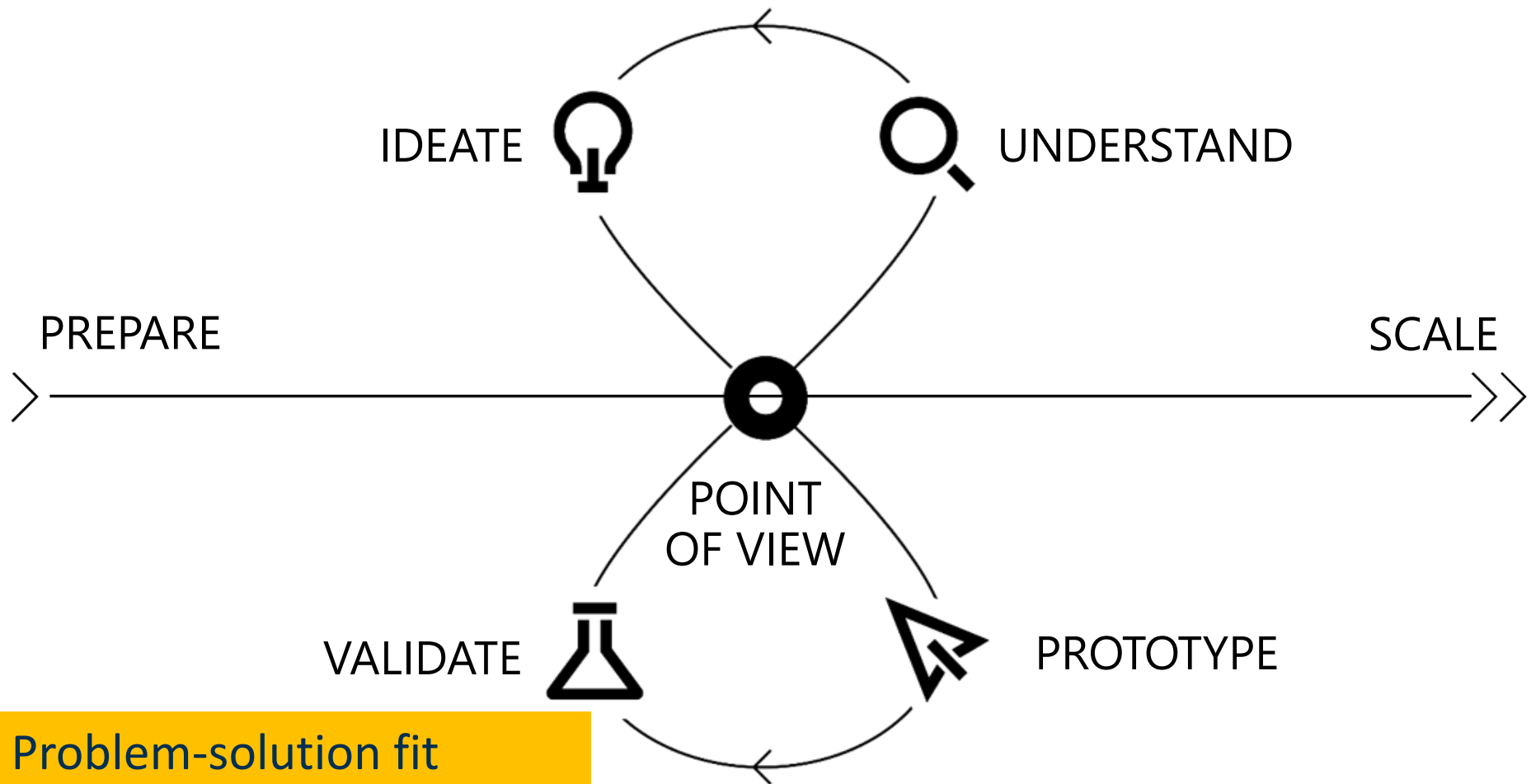


- Product design options
- Value proposition options
- Business model options

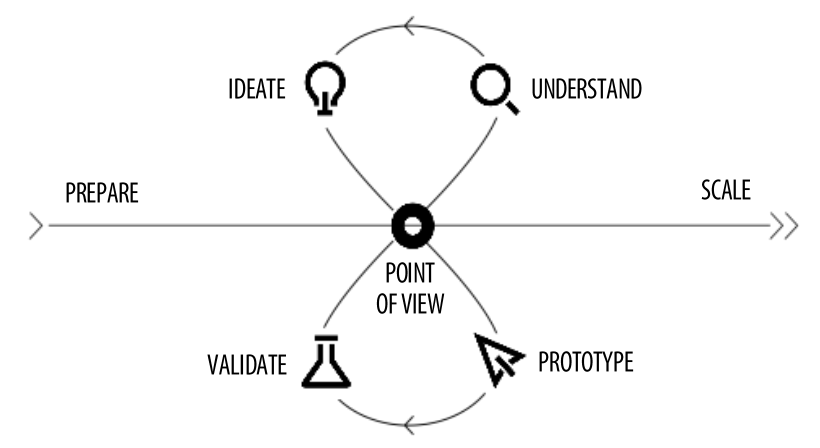
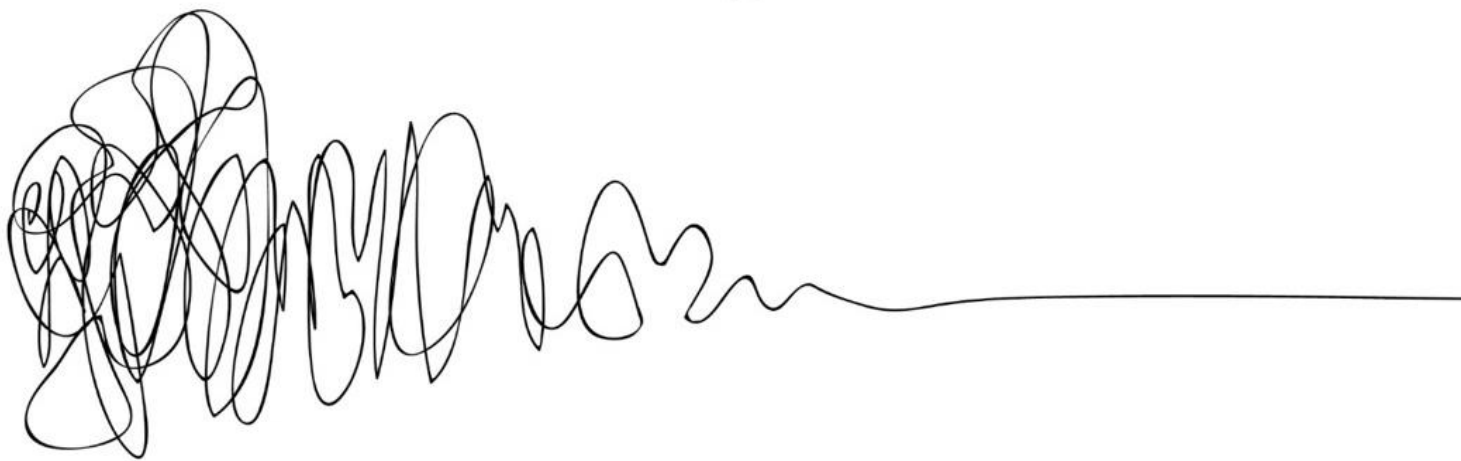




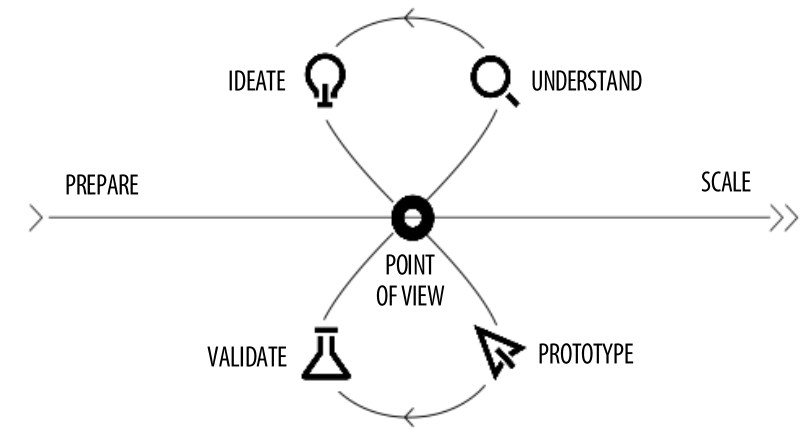
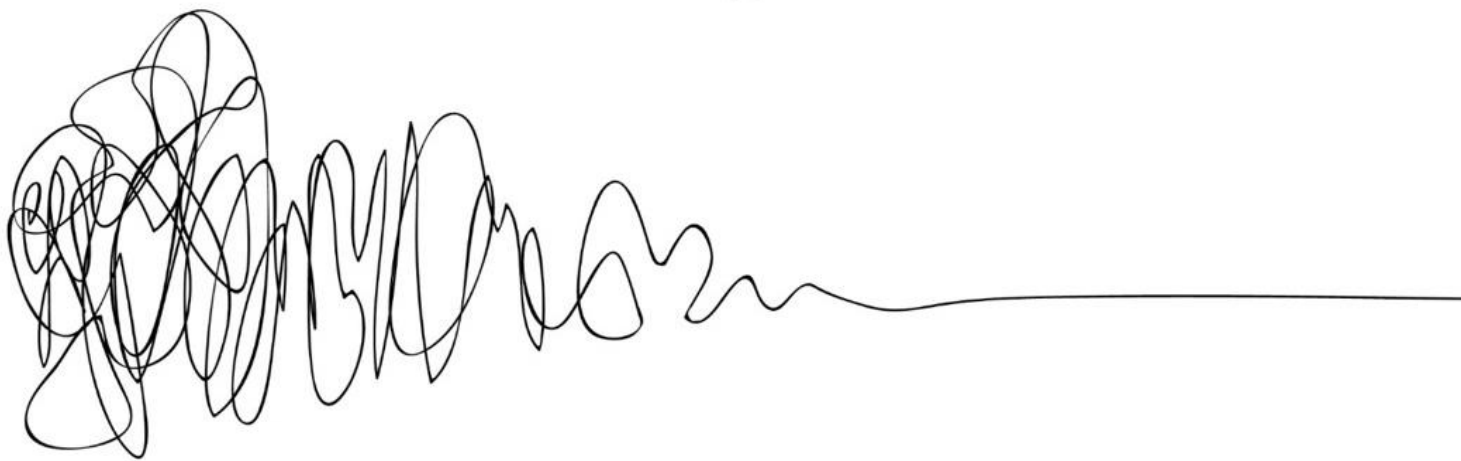
- Minimum viable products
- Value propositions
- Business models



- Problem-solution fit
- Product-market fit
- Business model fit



Circular Business Model Innovation Toolkit



Circular Business Model Innovation Toolkit



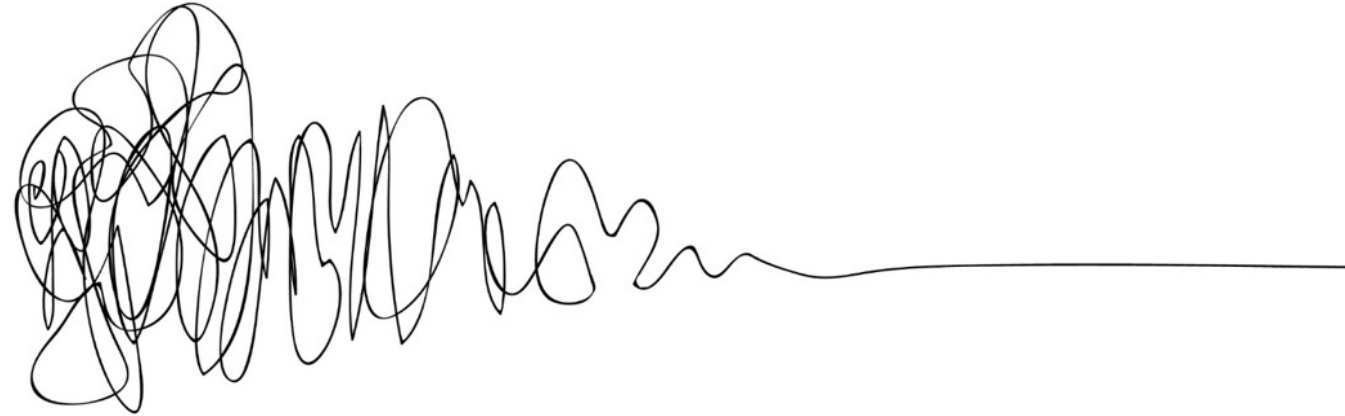
BRIDGESTONE



- End of cycle product take-back
- Alternative secondary uses of critical material natural rubber

Key Barriers and Enablers

- **Company Culture**
- **Clarity of Ambition**
- **Investment in Collaboration**
- **Expertise in Circular Economy**
- **Experience in Business Model Innovation**



Aleyn Smith-Gillespie, The Carbon Trust

Overview of tools in R²π Transition Guidelines



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aleyn.smith-gillespie@carbontrust.com



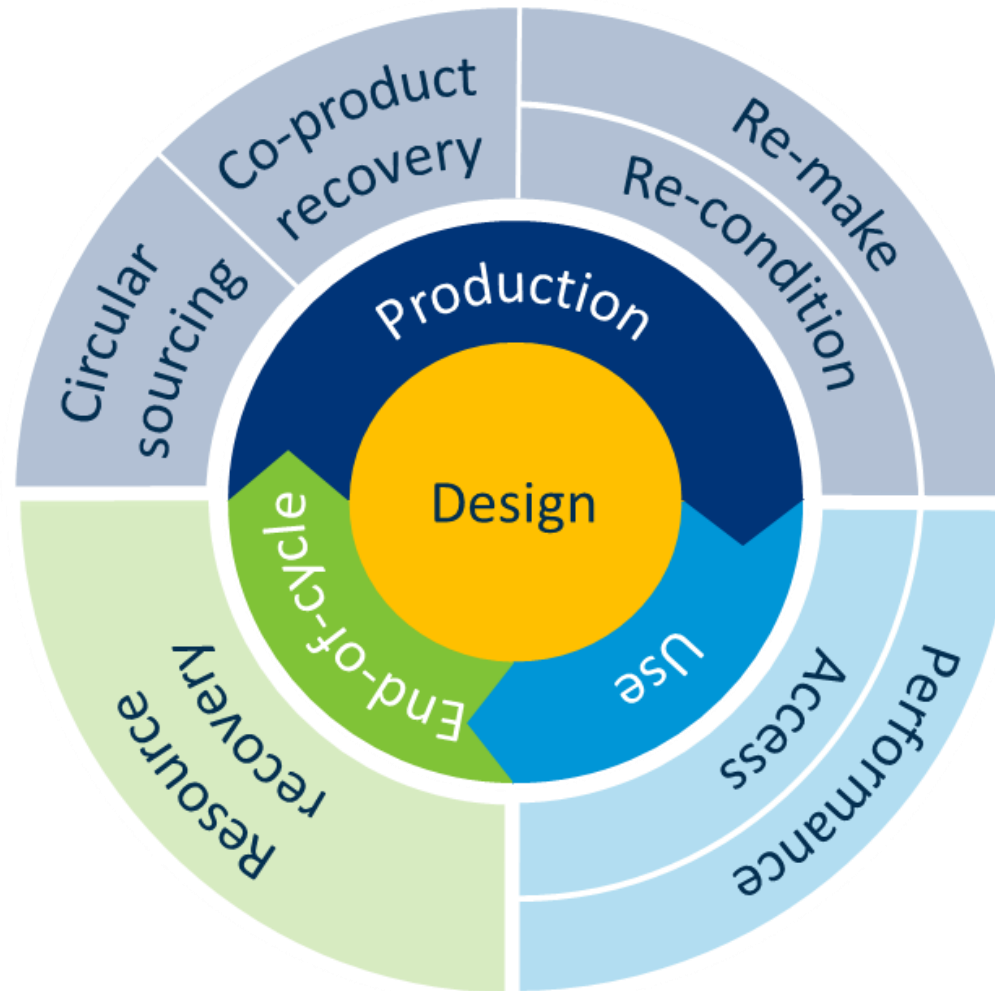
Global reach and presence

180 people

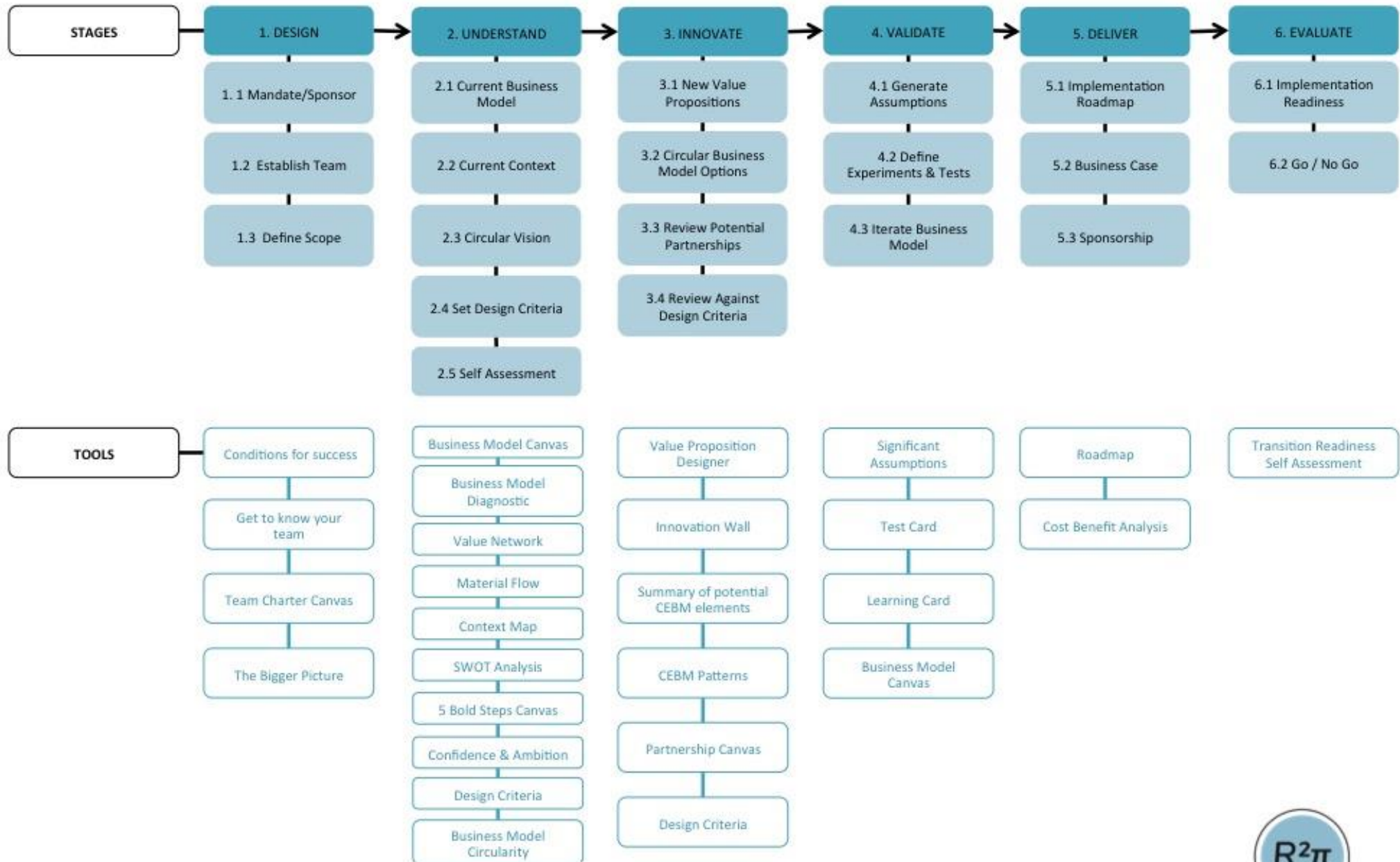
30 nationalities

18+ years experience

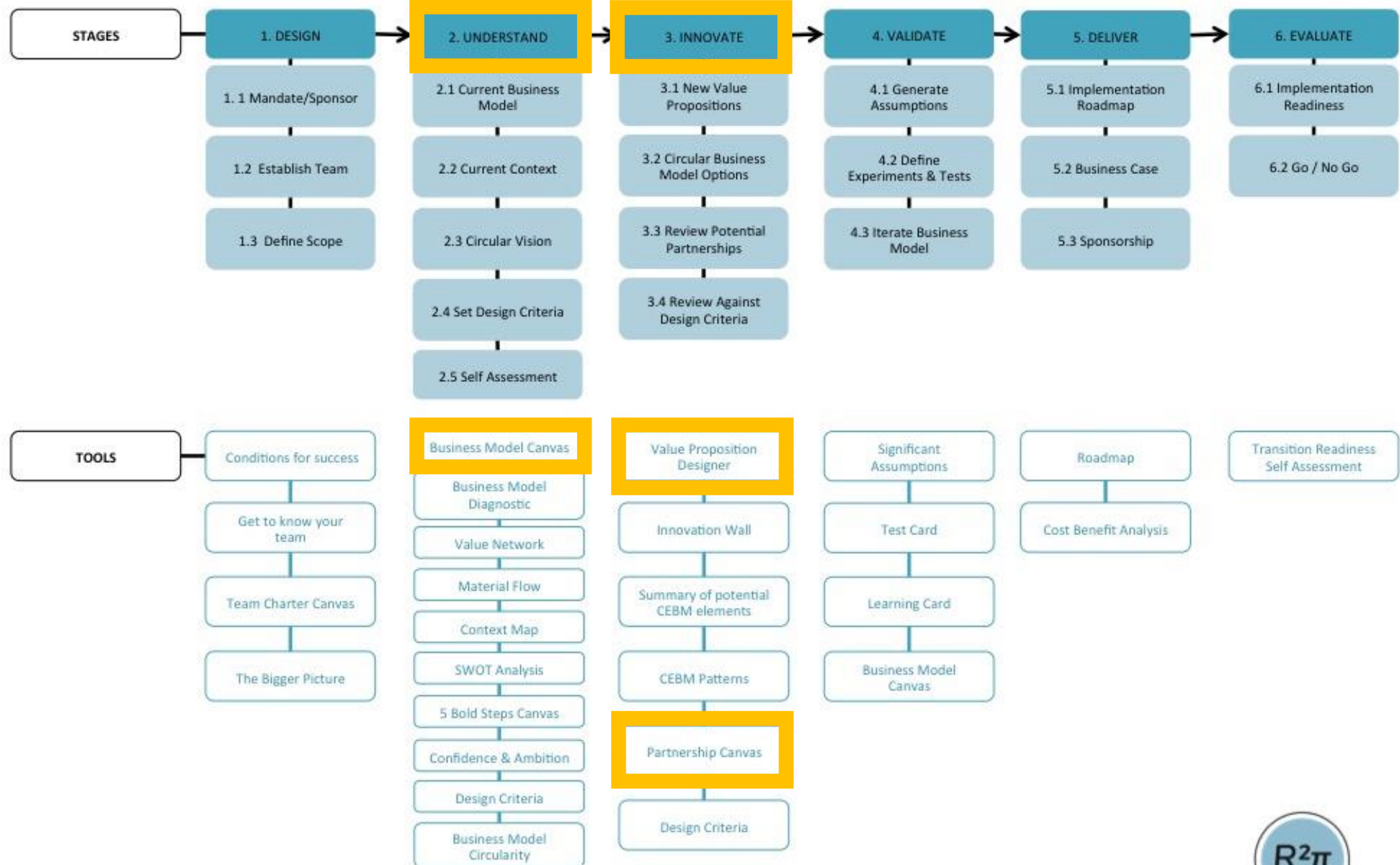
Our mission is to accelerate the move to a sustainable, low carbon economy



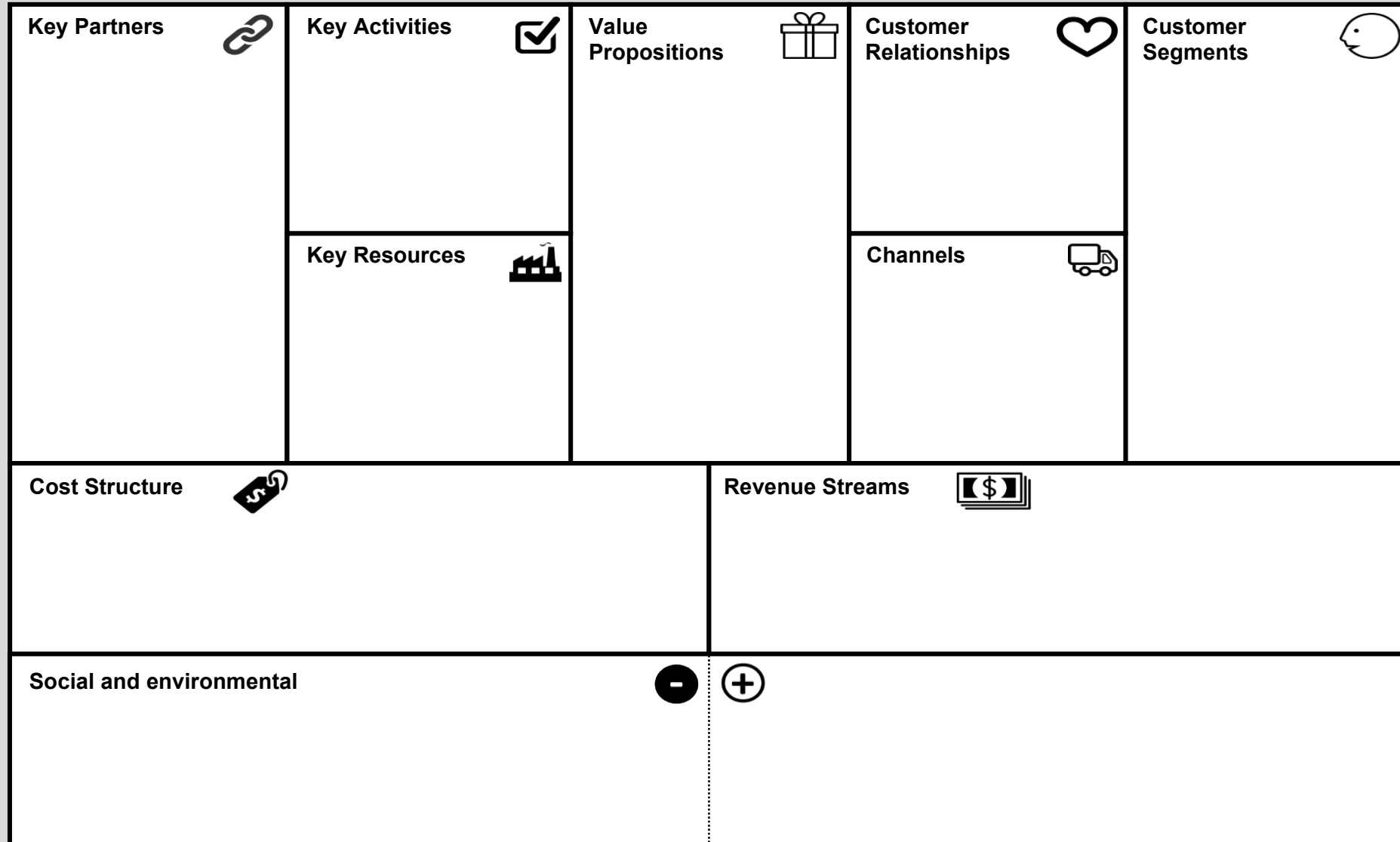
Circular Business Model Innovation Toolkit














Circular Business Model Innovation Toolkit



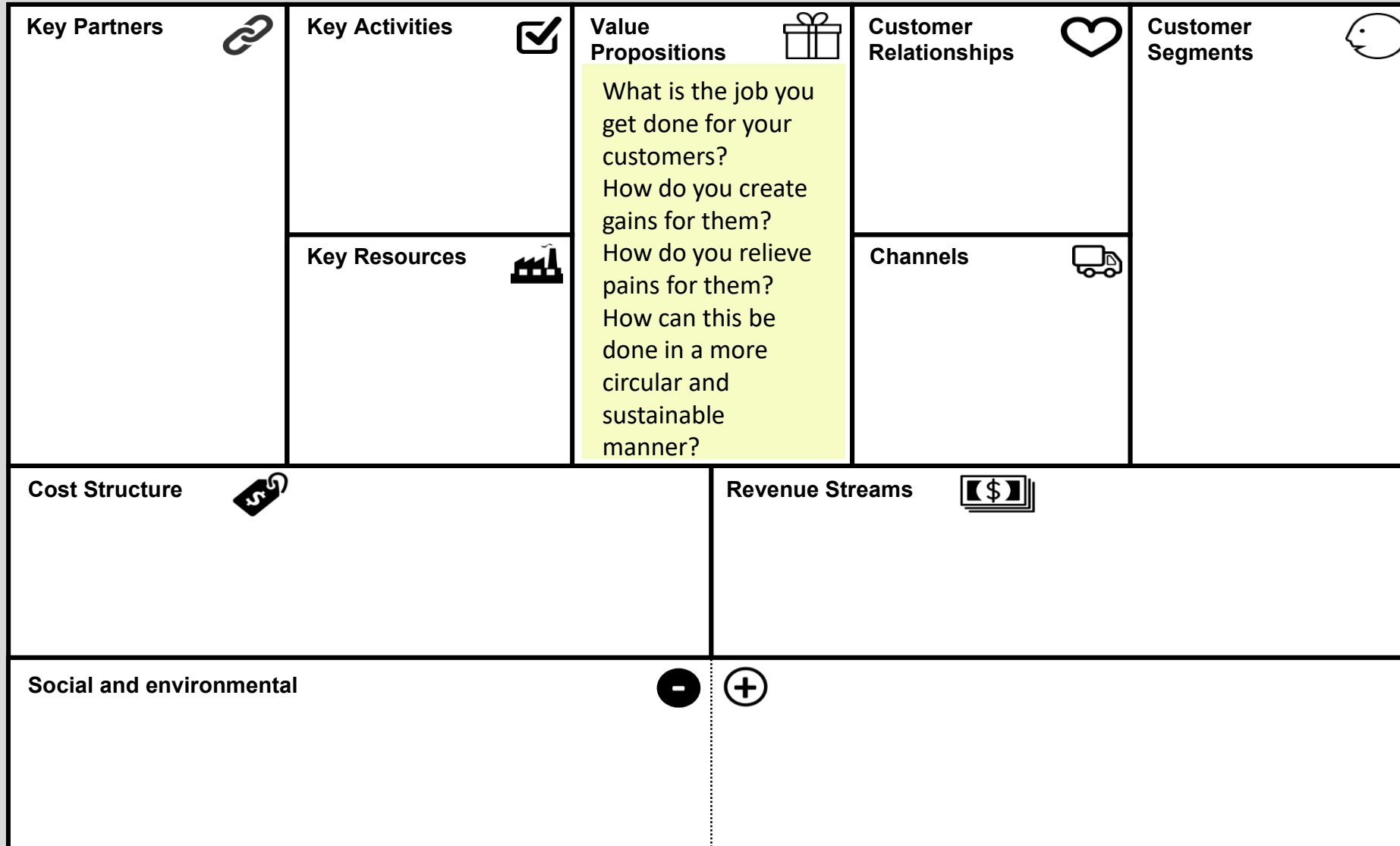
BUSINESS MODEL CANVAS



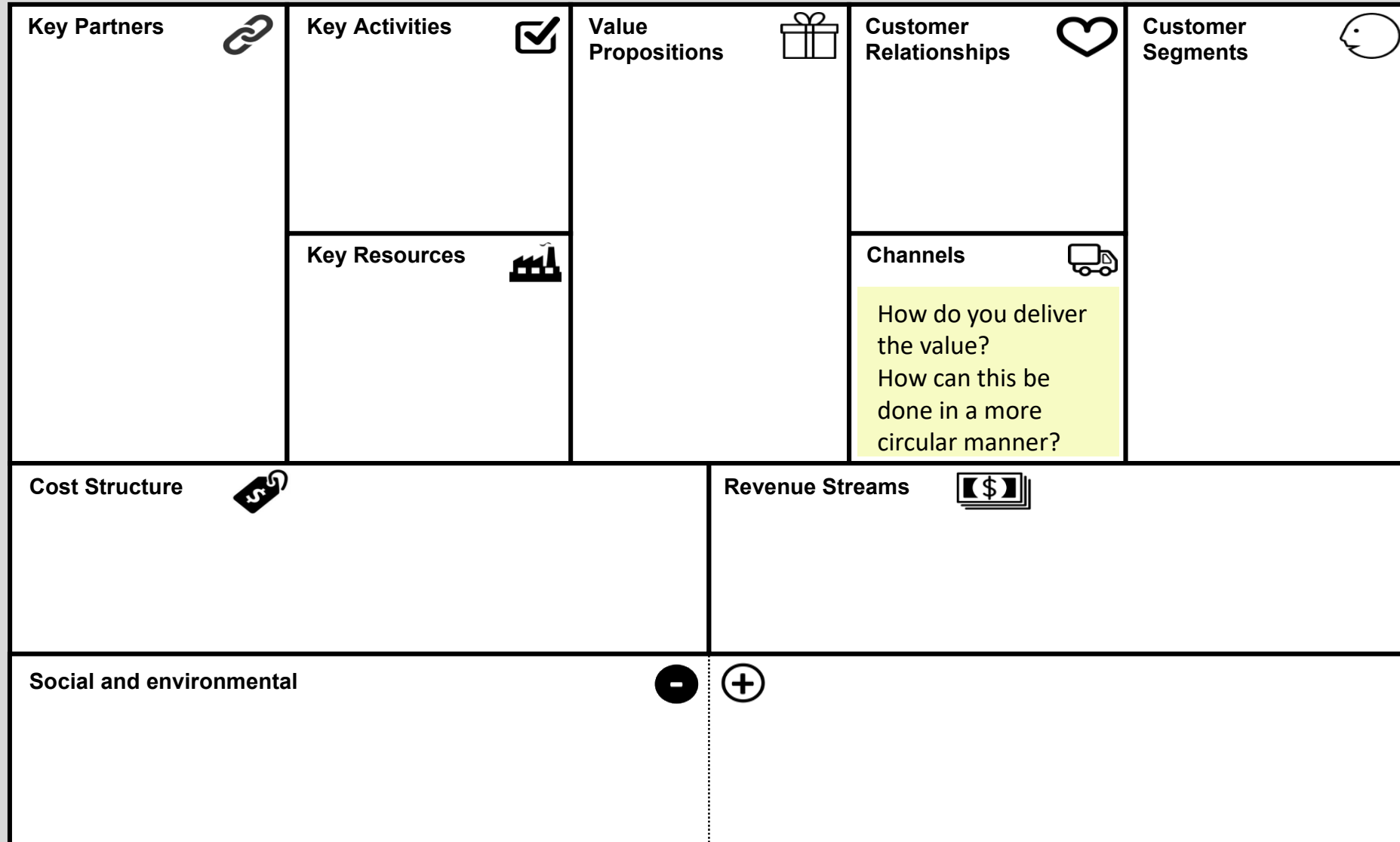
BUSINESS MODEL CANVAS

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments  <p>Who are your customers? List at least your top three segments. Who are most interested in circularity, sustainability aspects?</p>
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	
Social and environmental  				

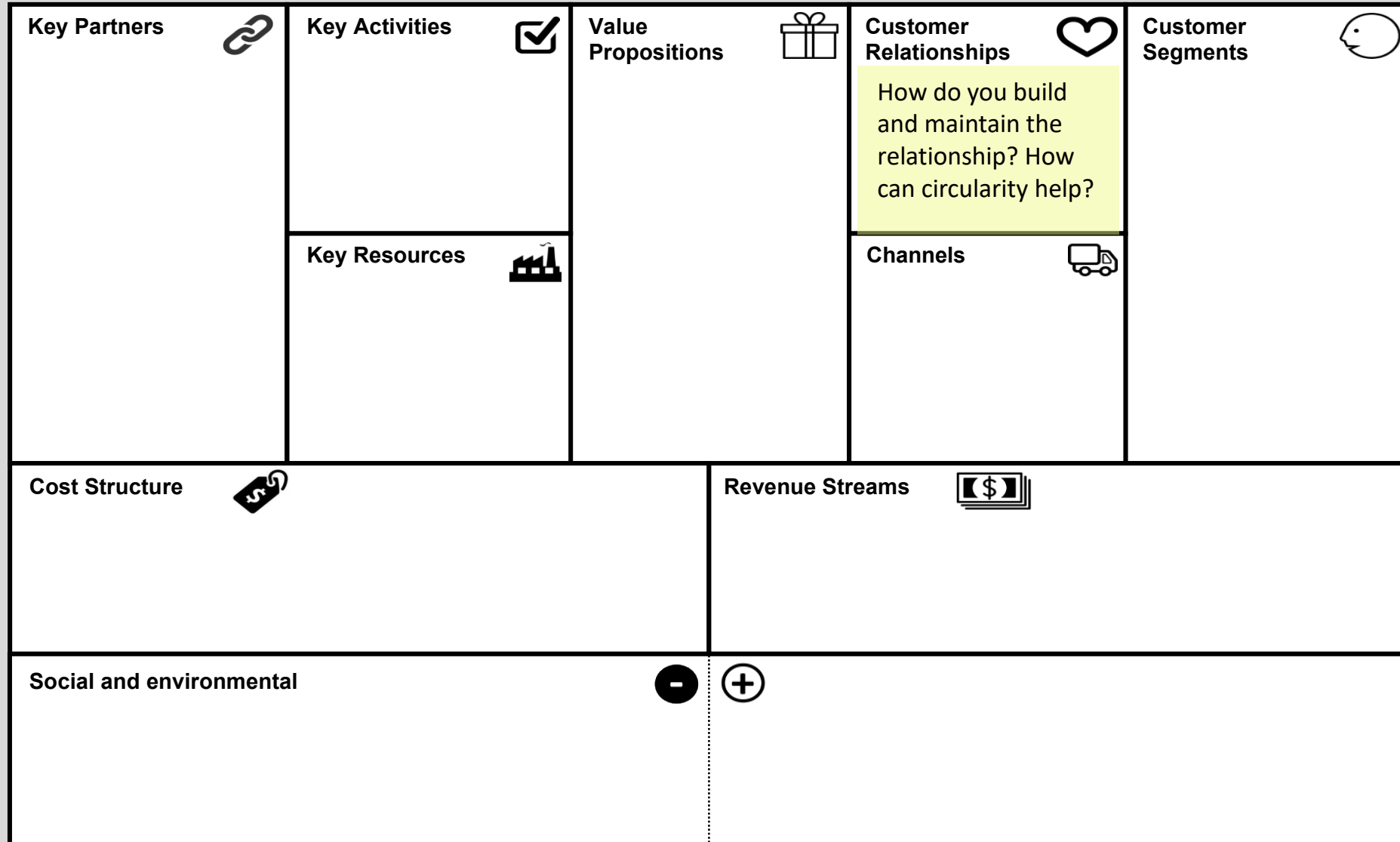
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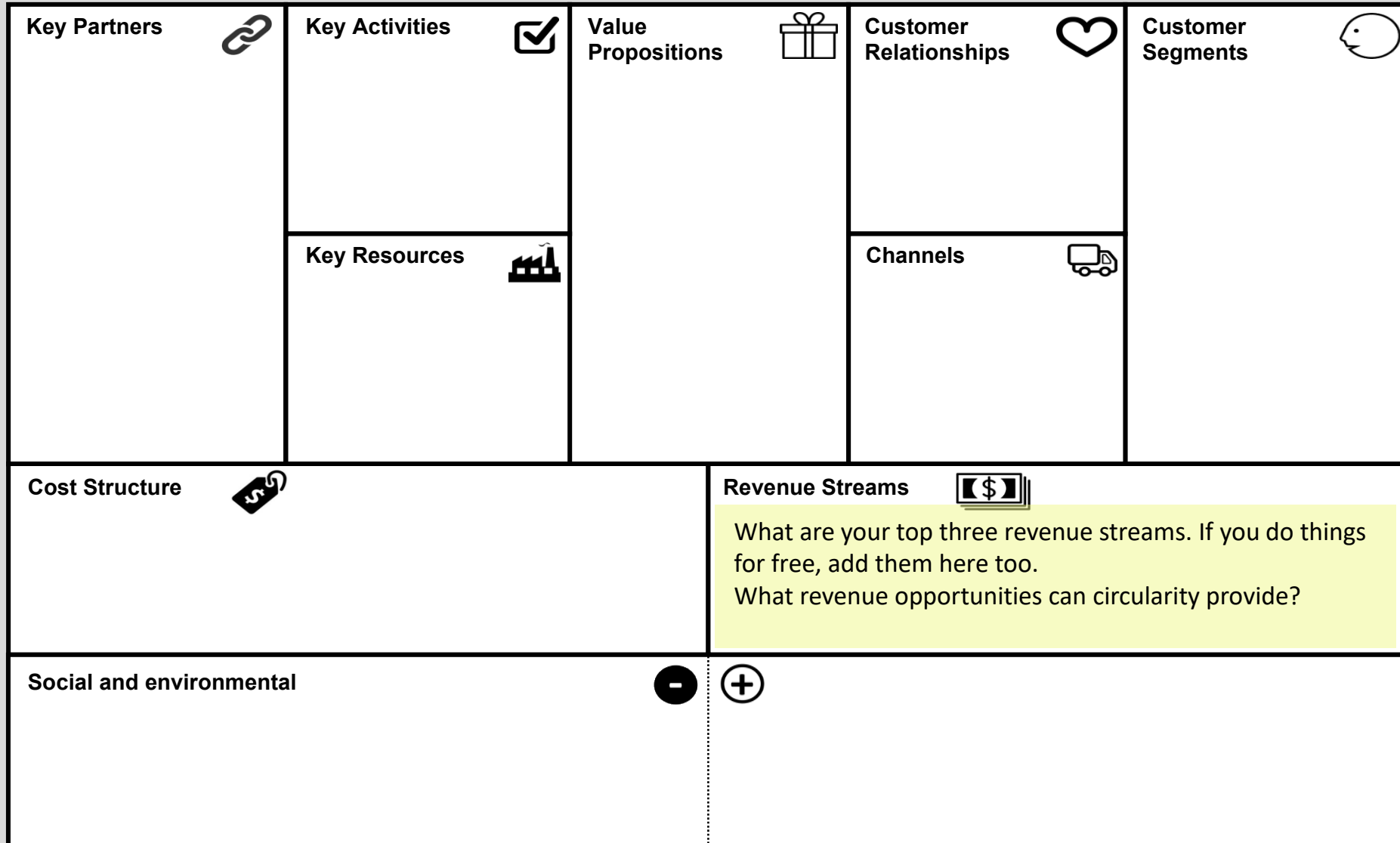
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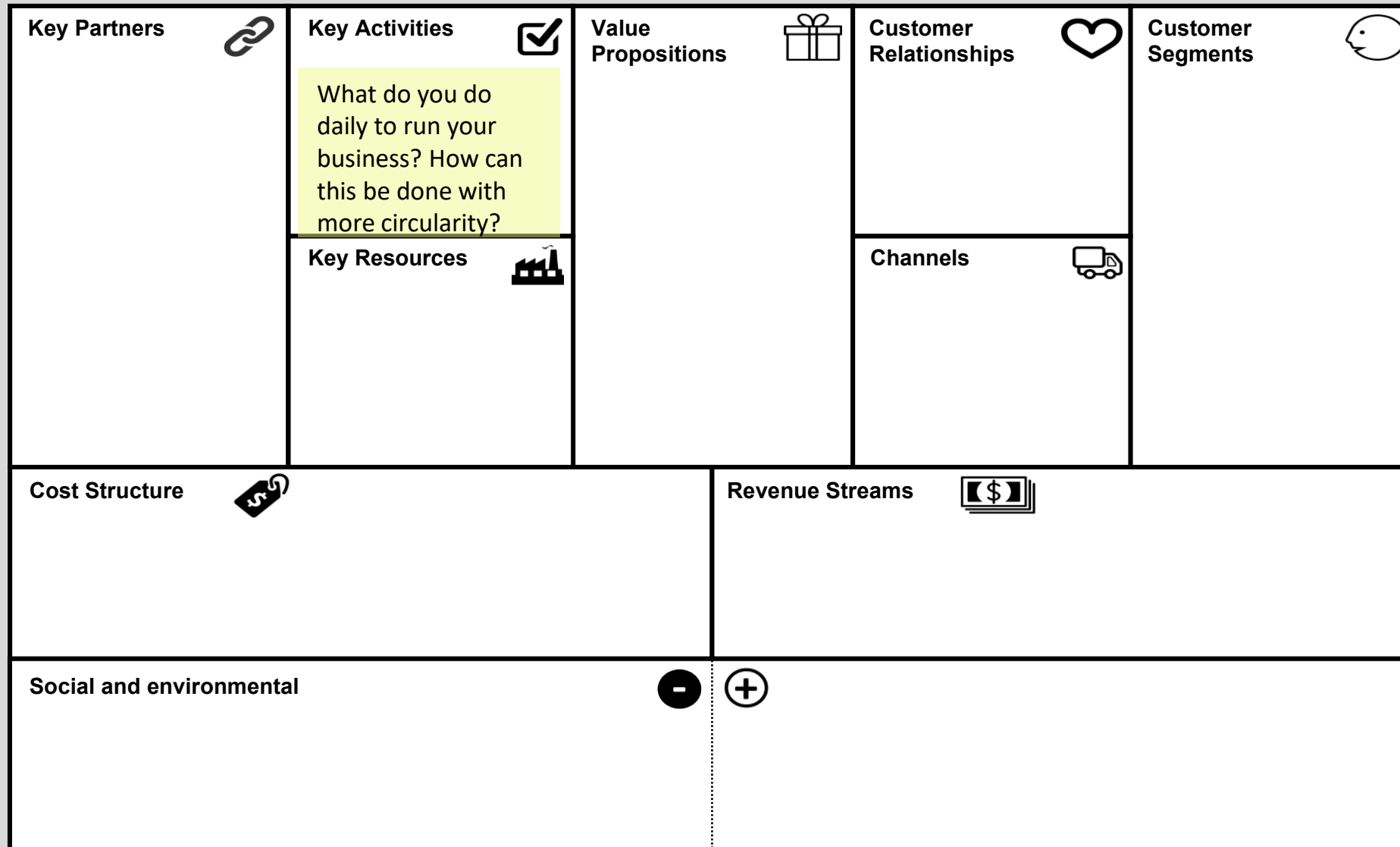
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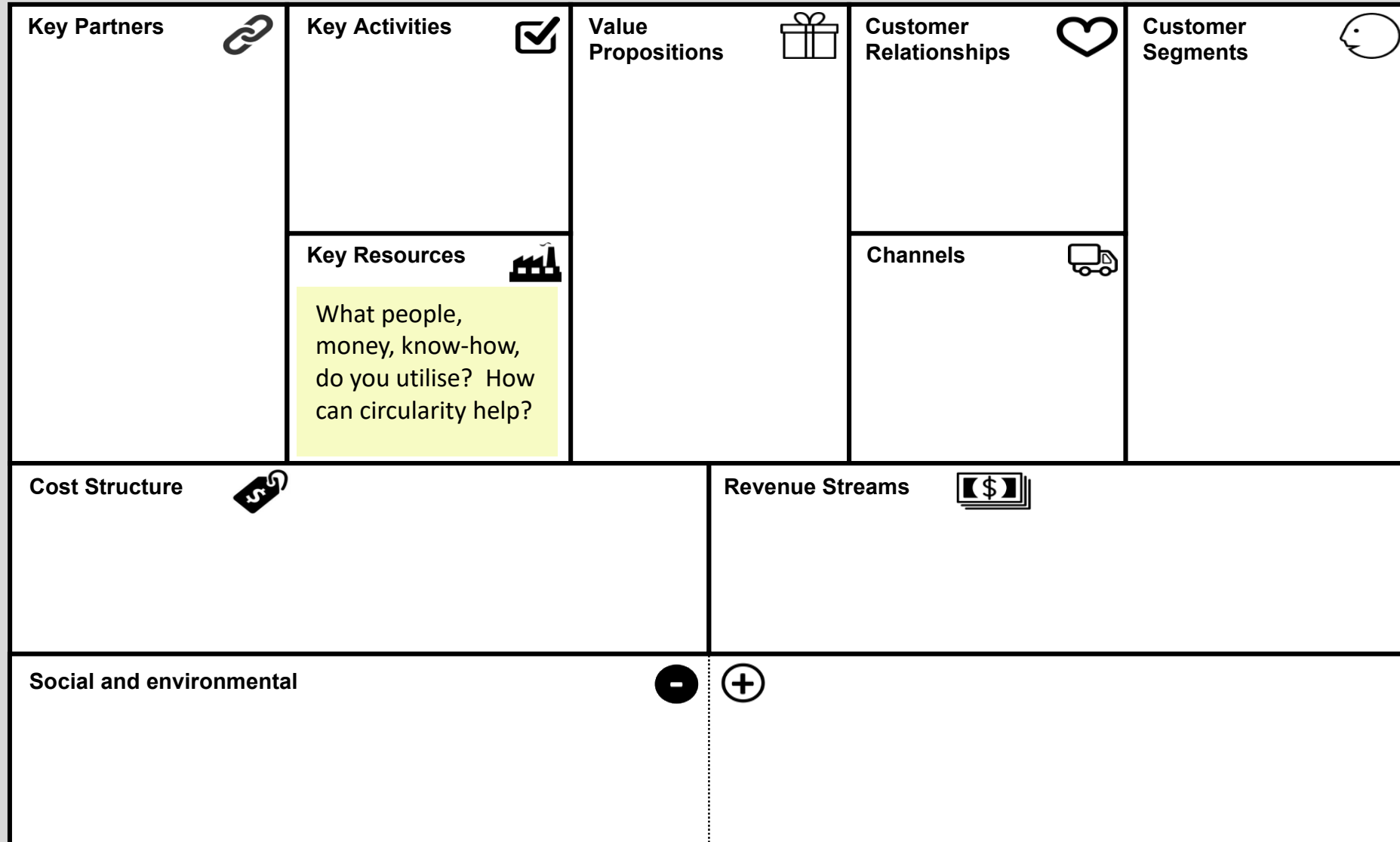
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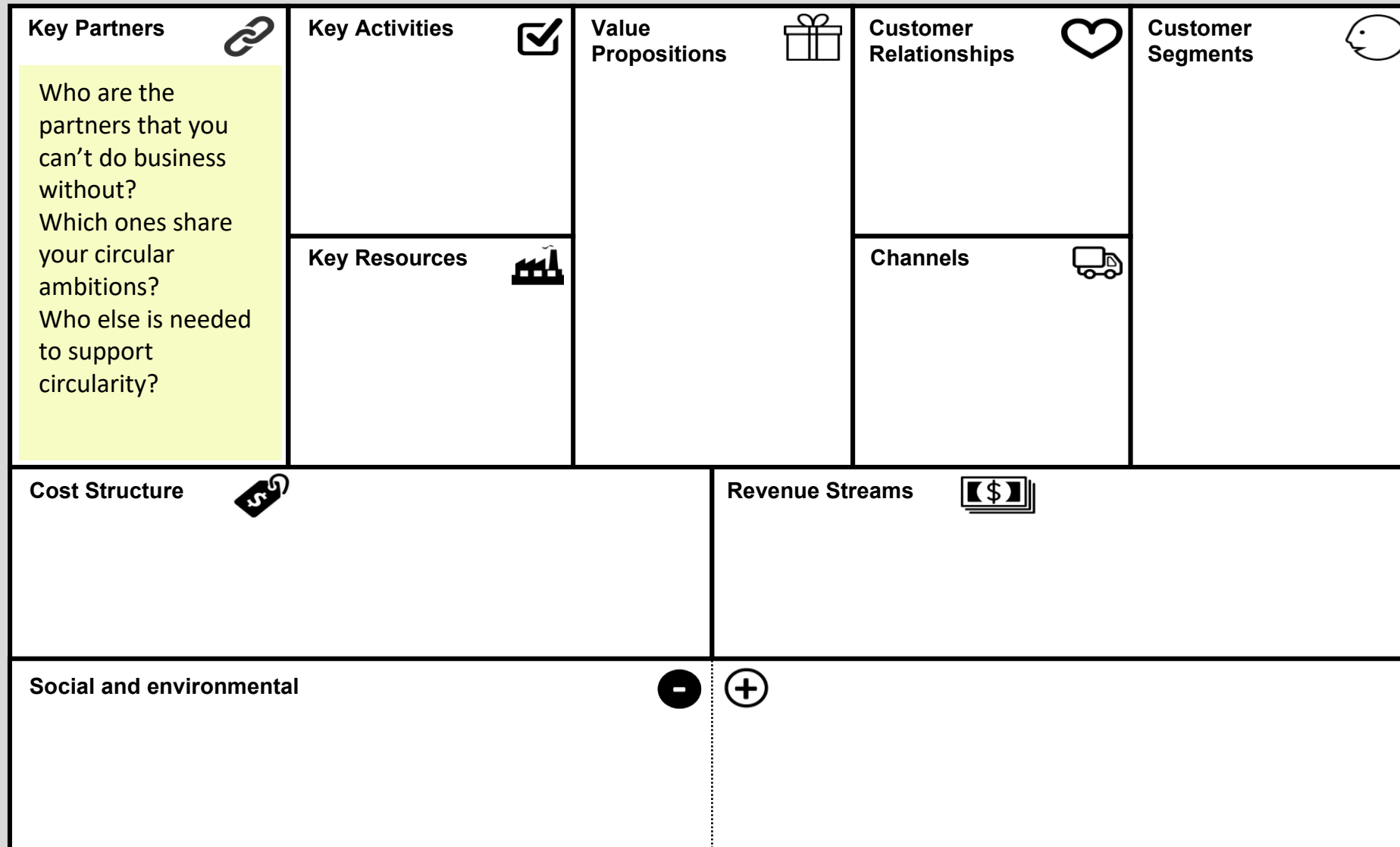
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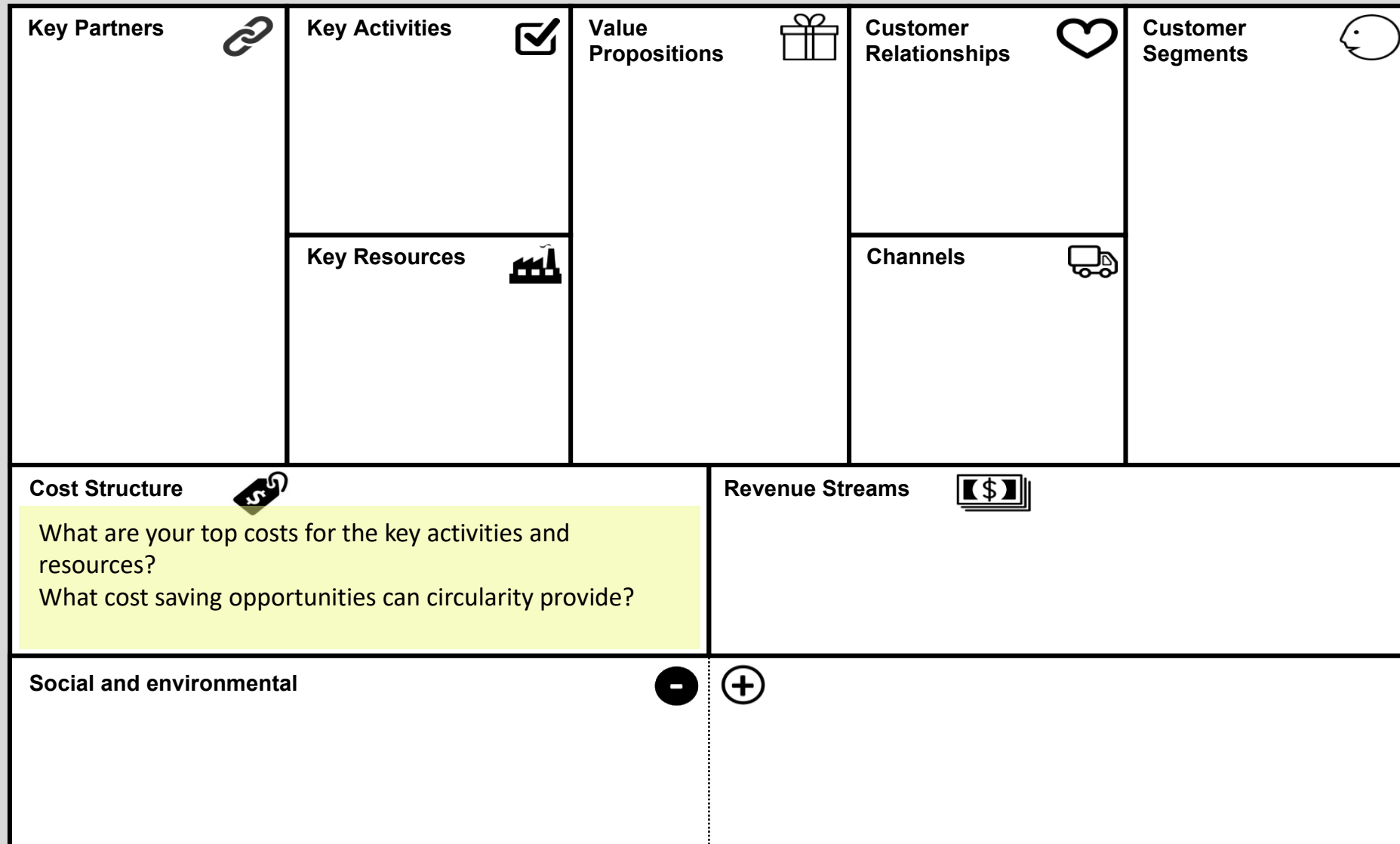
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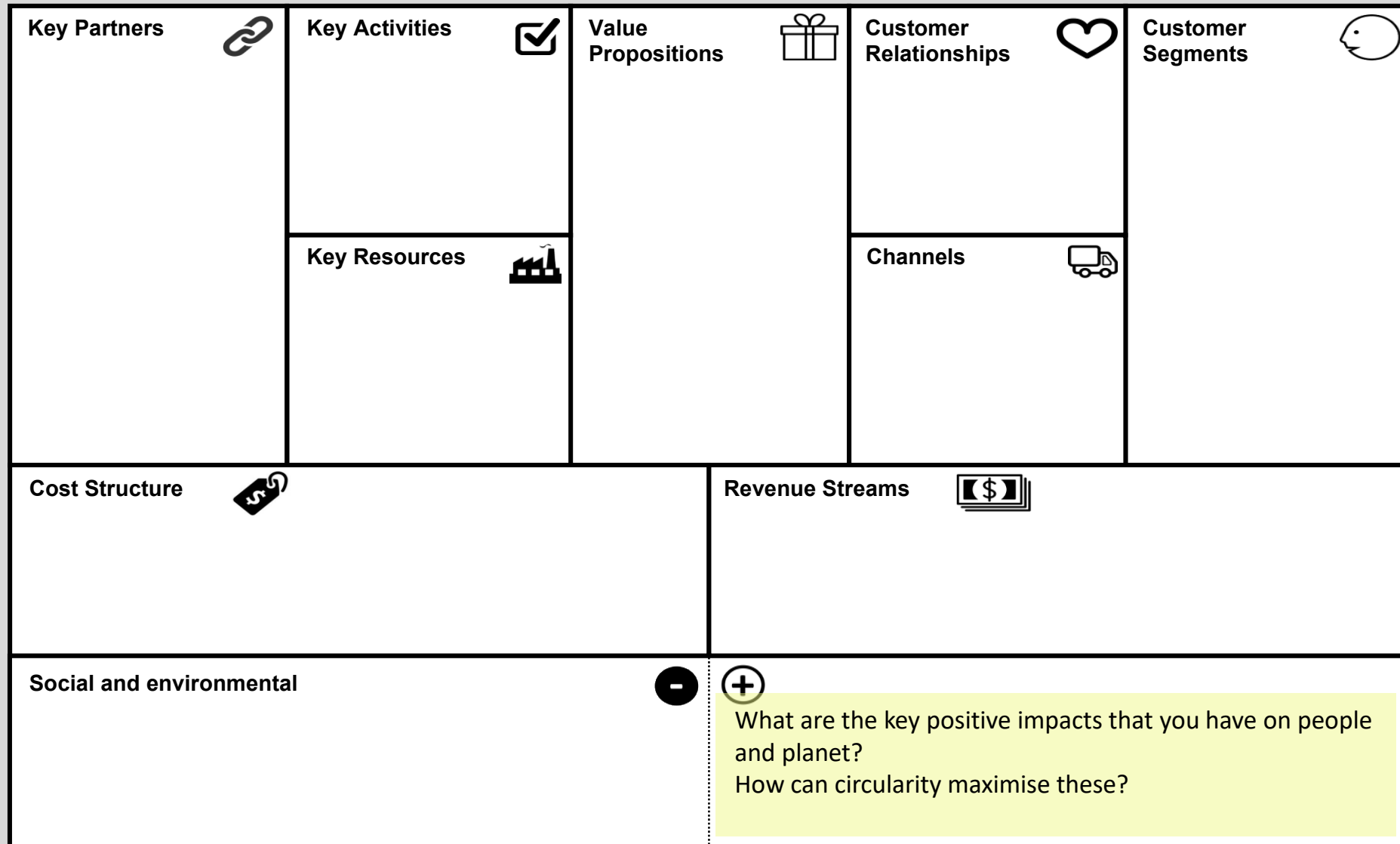
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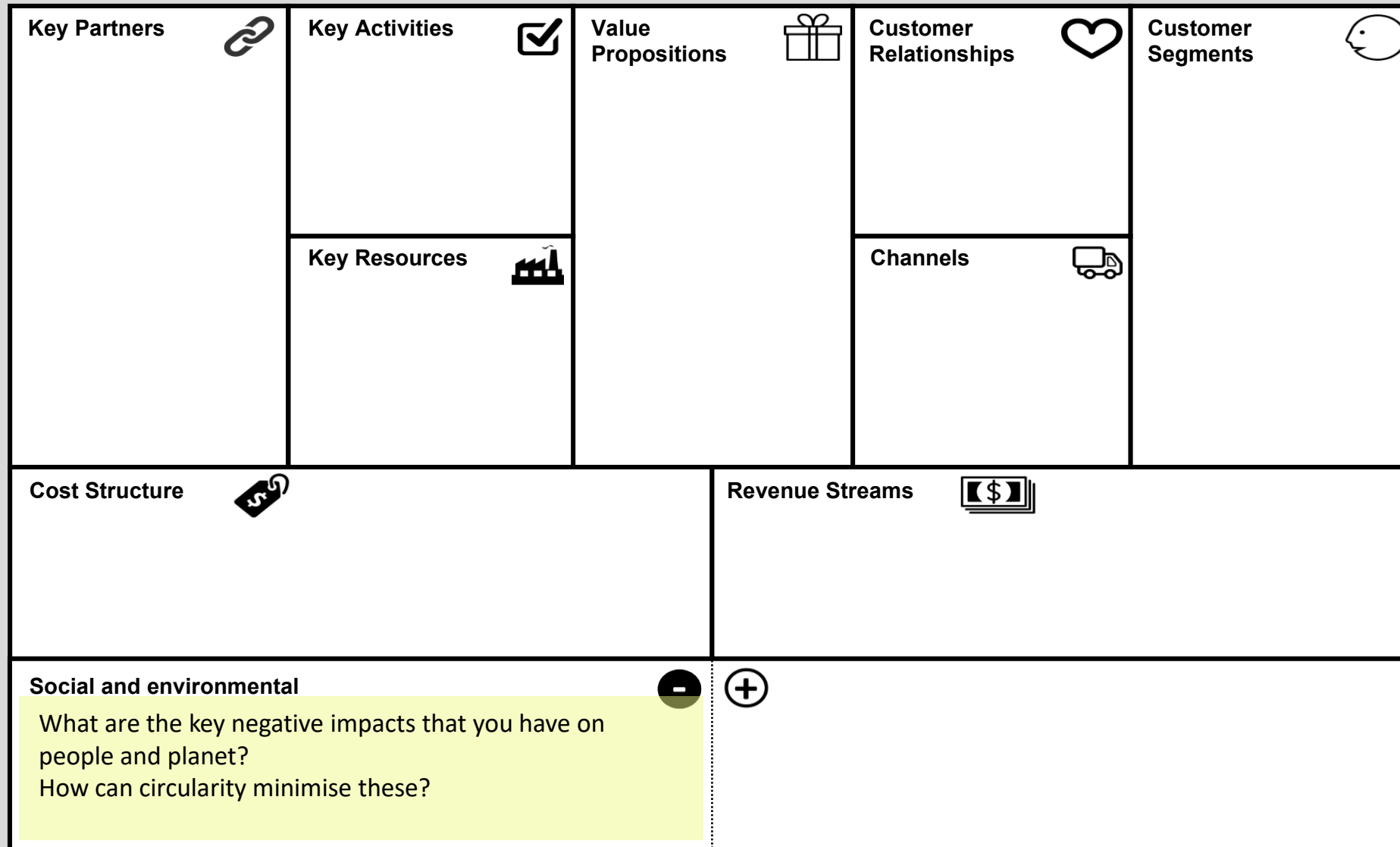
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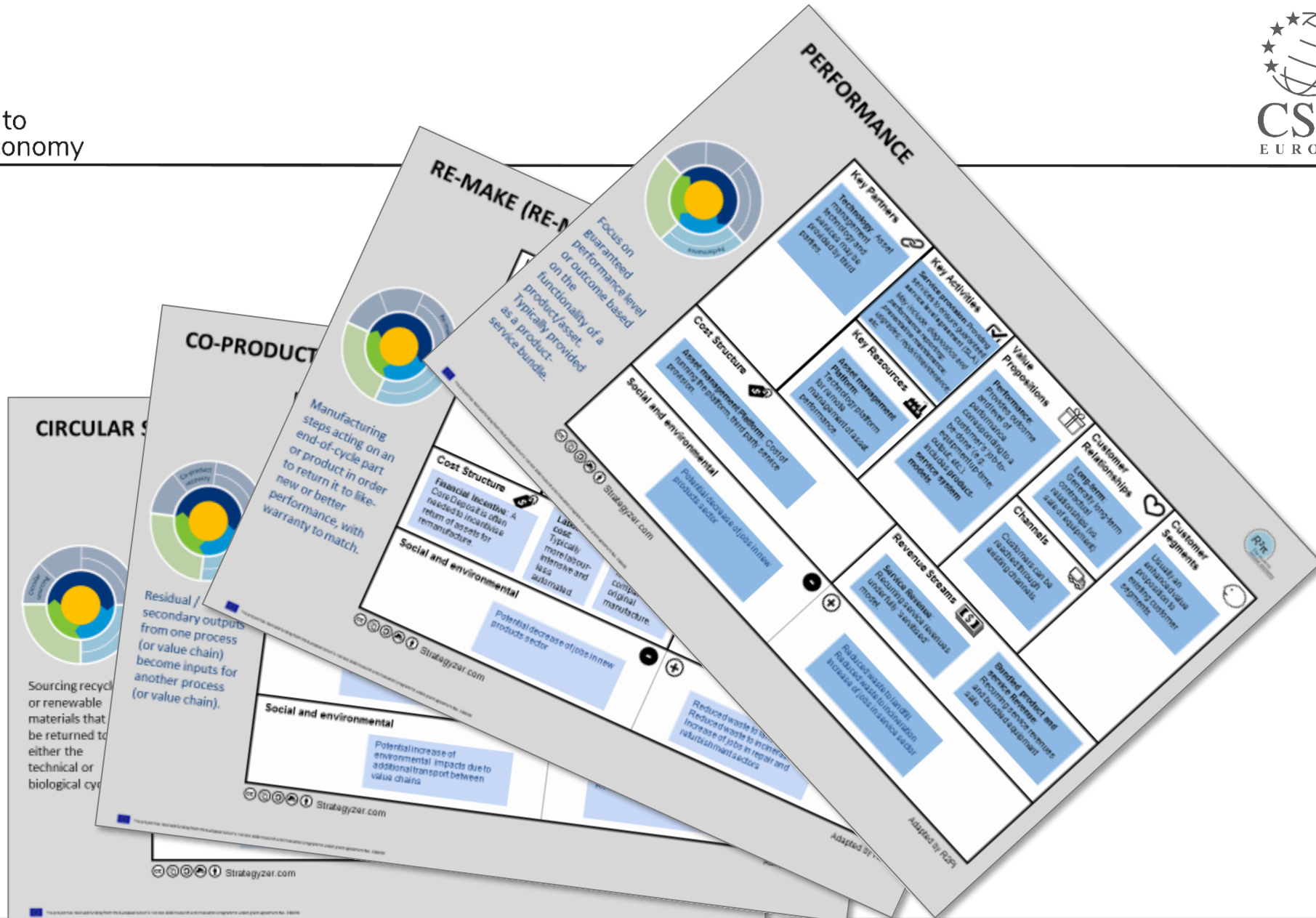


BUSINESS MODEL CANVAS

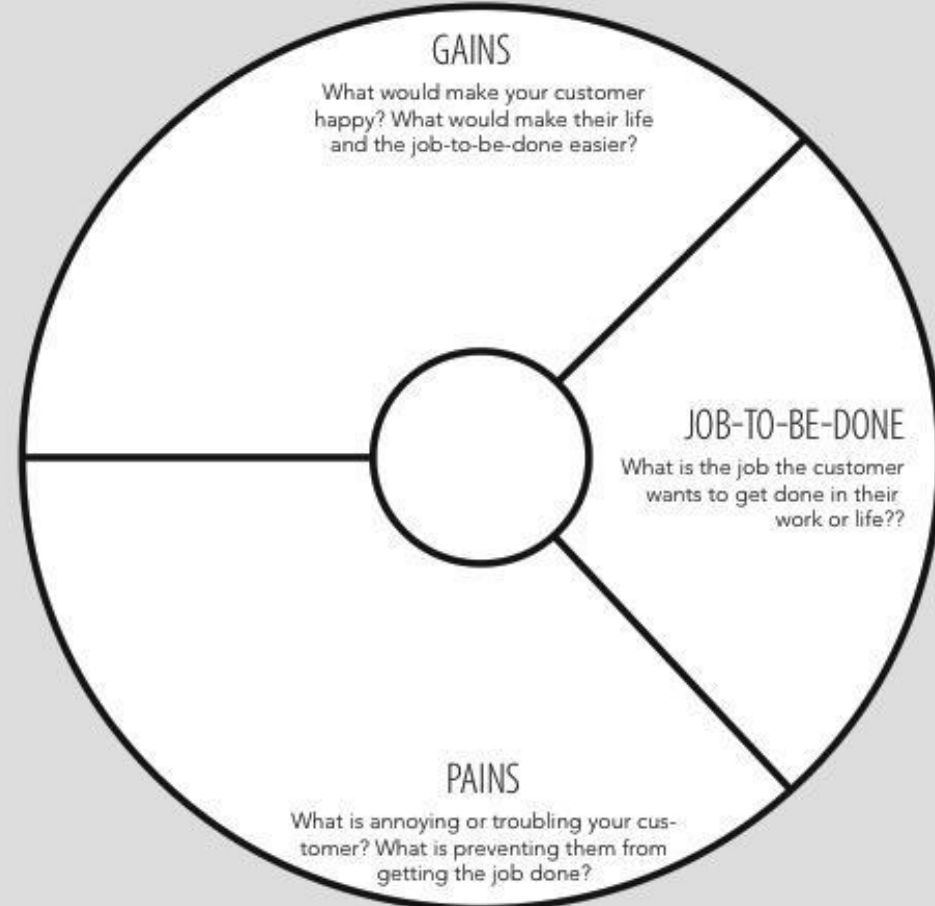
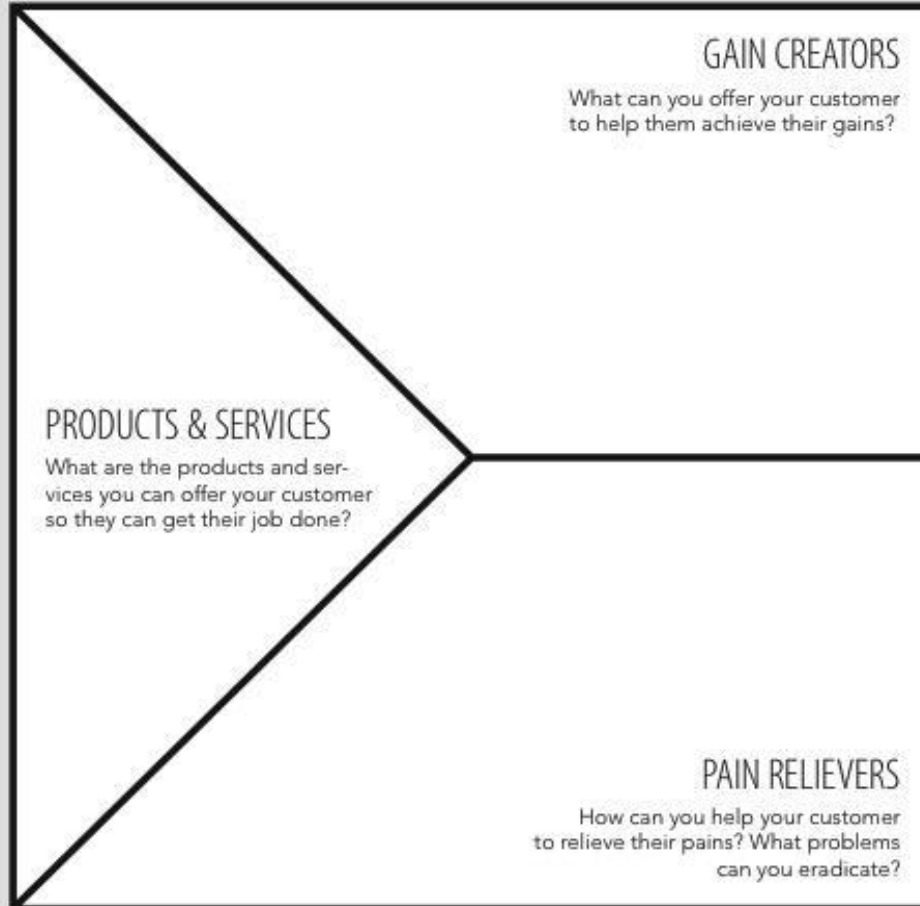


BUSINESS MODEL CANVAS





VALUE PROPOSITION CANVAS



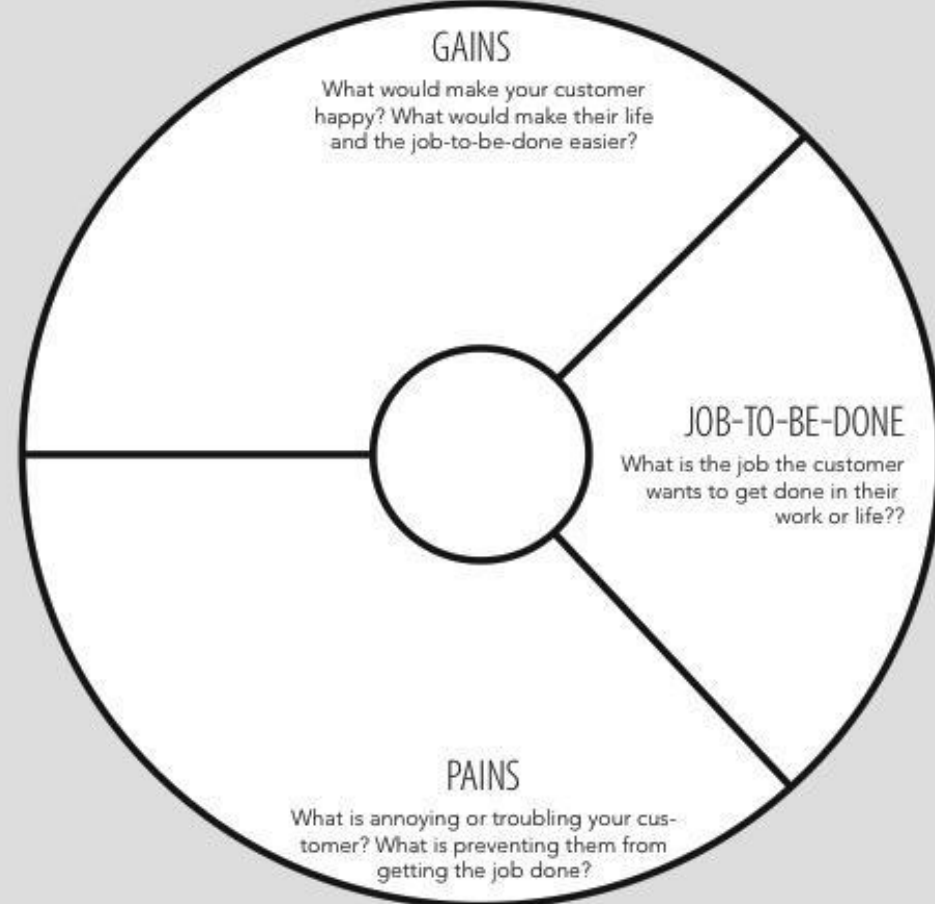
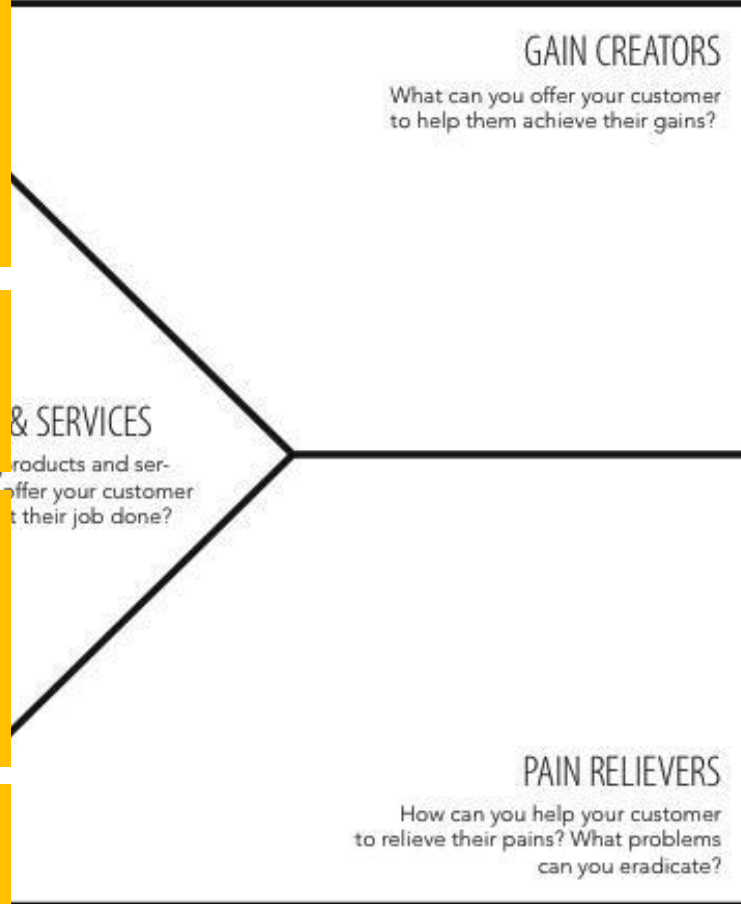
VALUE PROPOSITION CANVAS

Performance: Provides outcome and level of performance corresponding to a customer's 'job-to-be-done' (e.g. equipment up-time; output; etc.). Includes product-service system models.

Lower (lifetime) cost: Lower cost of product, or reduced lifetime cost of ownership to an end-user.

Access: Convenience of on-demand availability; flexibility; and greater range of choice. Models include: Pay-as-you-go; rental; leasing.

Sustainability: Provides a sustainability-related outcome that is valued by the customer (environmental, social, etc.).



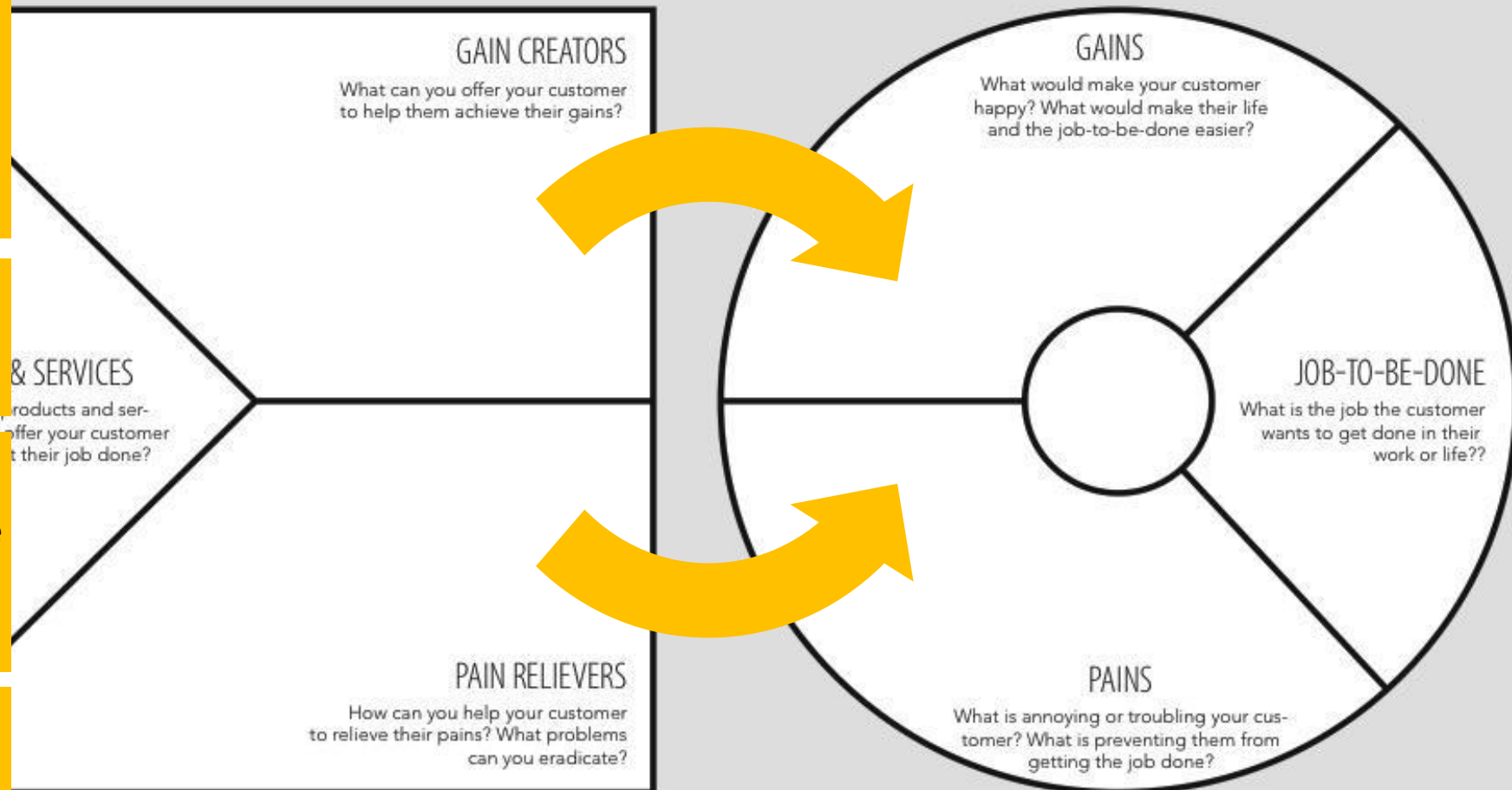
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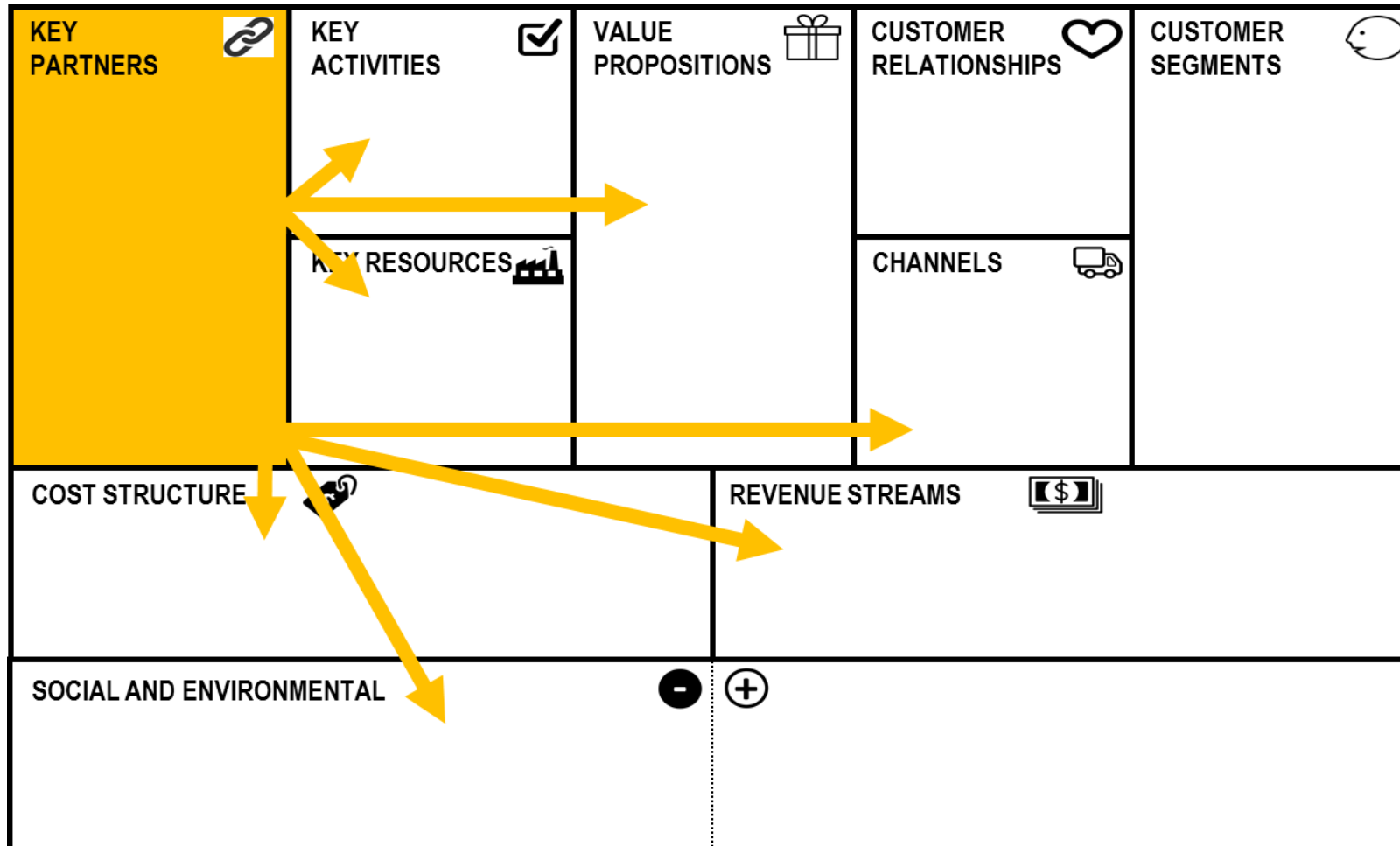
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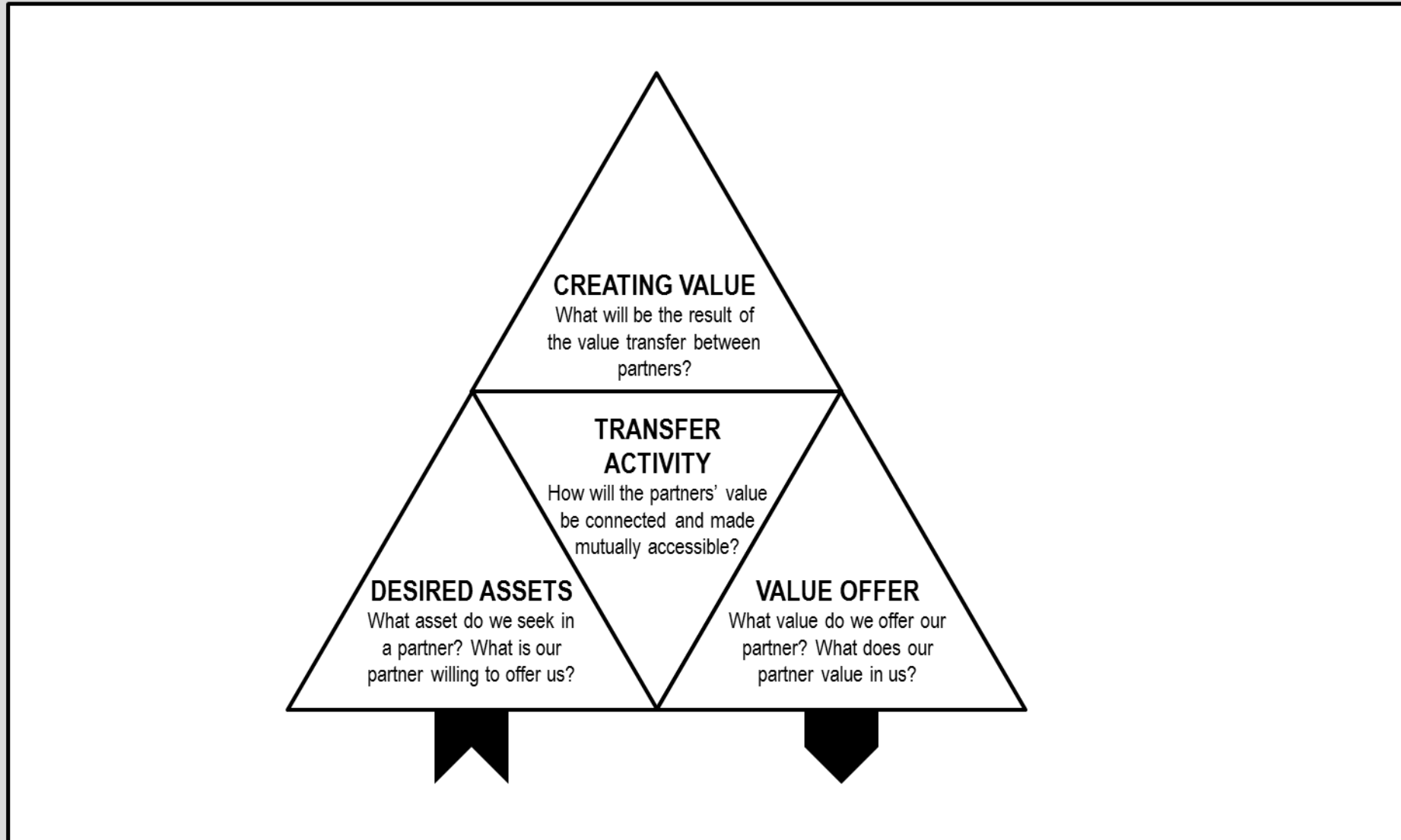


Key Partners can supply, enable, or influence a number elements within your business model



In order to create system-level circular innovation, organisations need a framework to explore new methods of value exchange

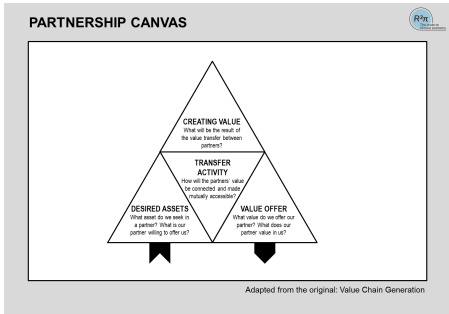
PARTNERSHIP CANVAS



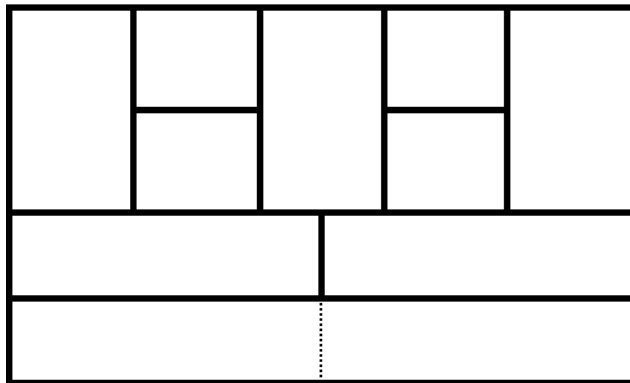
Adapted from the original: Value Chain Generation



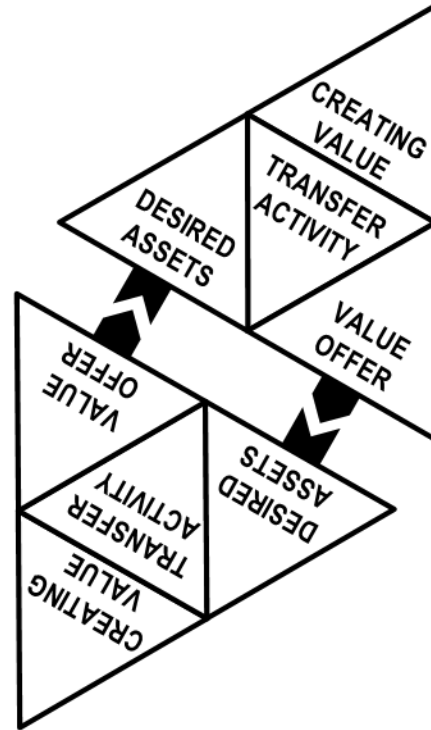
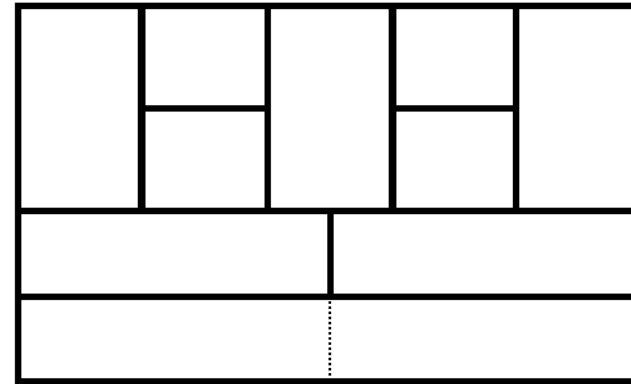
This can be used explore and collaboratively design new opportunities for value exchange with a potential partner...



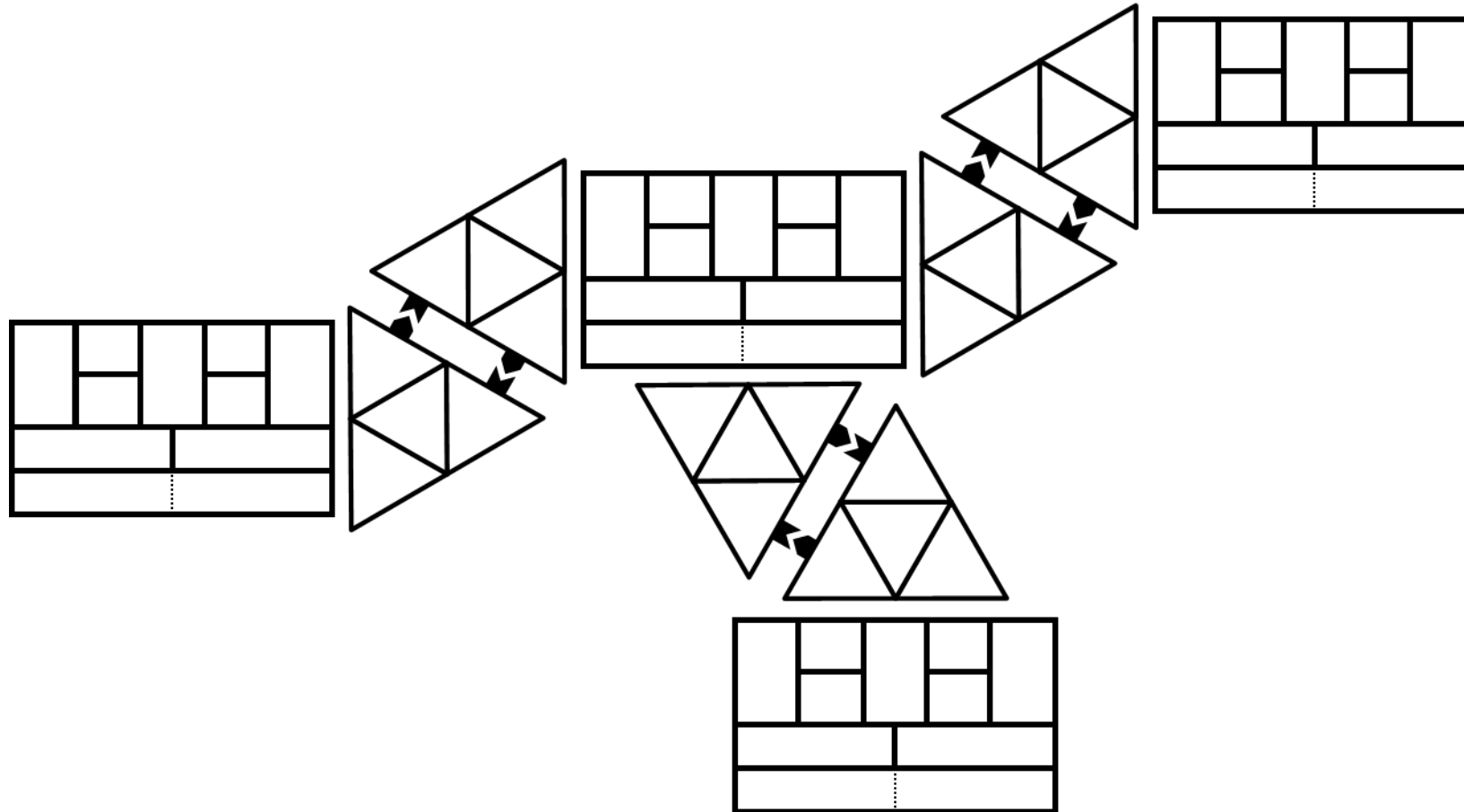
YOUR BUSINESS MODEL



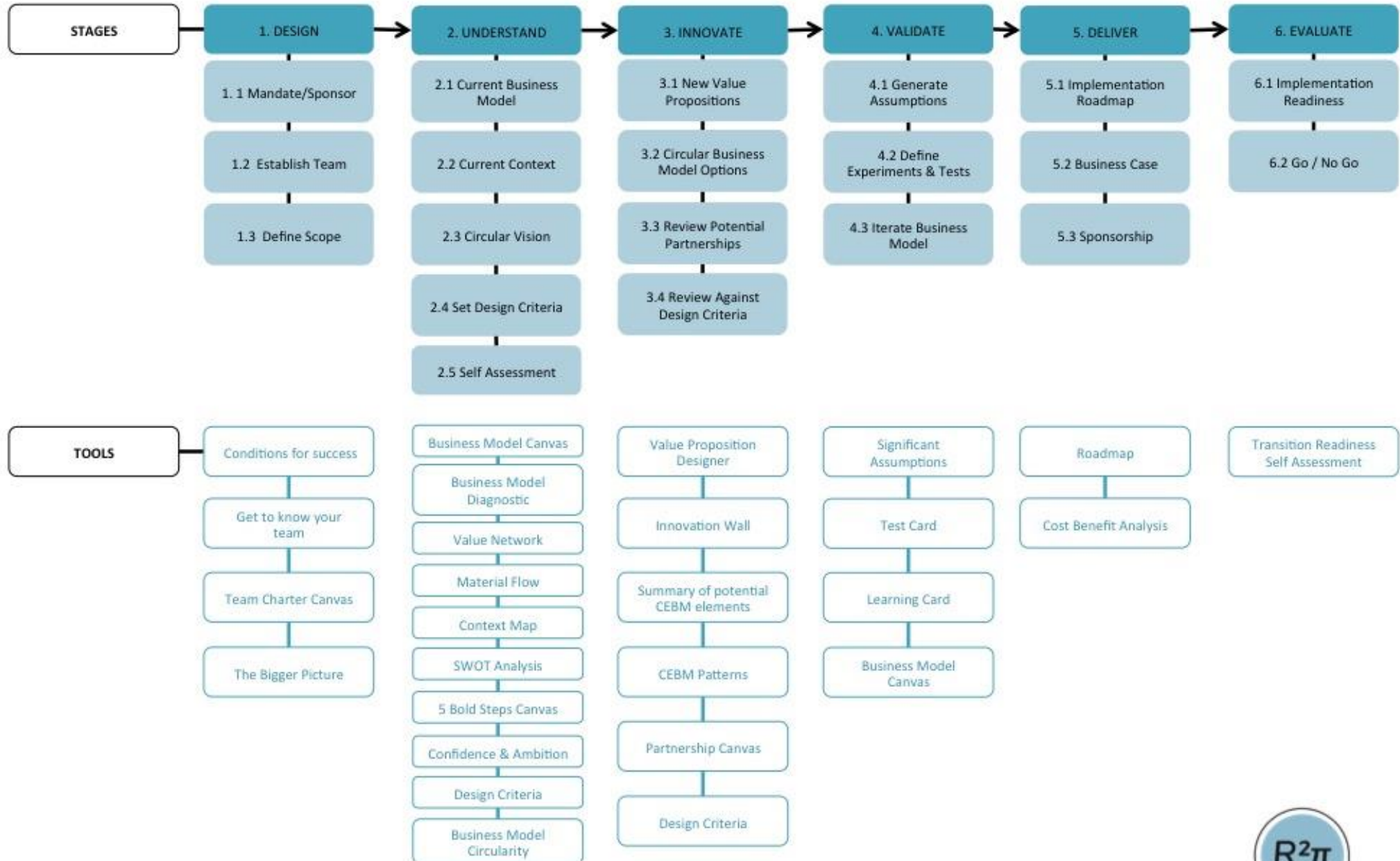
PARTNER BUSINESS MODEL



...or multiple partners, to create a circular value network



Circular Business Model Innovation Toolkit



What does a practical process look like?

**Establish a
foundation of
common
language and
understanding...**

1 Examine current
business model /
strengths &
weaknesses



Example process for a workshop

Establish a foundation of common language and understanding...

1 Examine current business model / strengths & weaknesses



2 Examine key trends, external risks and opportunities



Example process for a workshop

Establish a foundation of common language and understanding...

1 Examine current business model / strengths & weaknesses



2 Examine key trends, external risks and opportunities



3 Define common vision & challenge



Example process for a workshop

Establish a foundation of common language and understanding...

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4 Decide on 'design criteria' for future business models



Example process for a workshop

Establish a foundation of common language and understanding...

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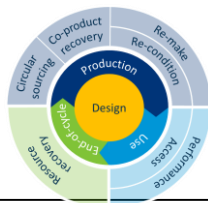


4 Decide on 'design criteria' for future business models



...to effectively innovate and explore new ideas

5 Draw inspiration from circularity principles and case studies



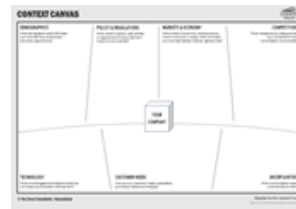
Example process for a workshop

Establish a foundation of common language and understanding...

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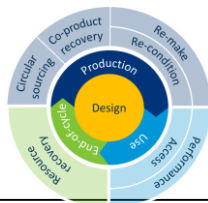


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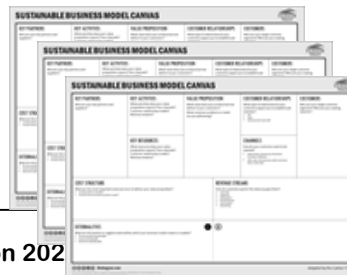


...to effectively innovate and explore new ideas

5 Draw inspiration from circularity principles and case studies



6 Innovate new business models and / or value chains



Example process for a workshop

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3 Define common vision & challenge



4 Decide on 'design criteria' for future business models

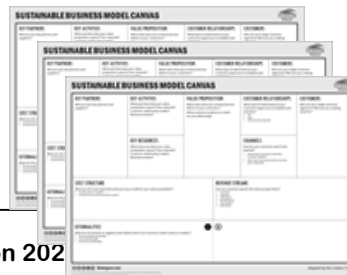


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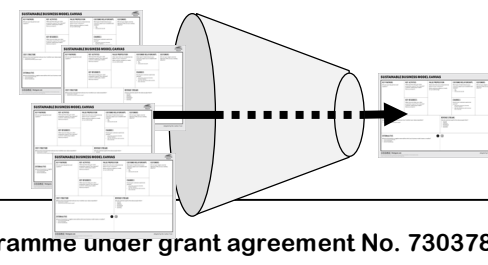
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6 Innovate new business models and / or value chains



7 Assess new business model options vs. design criteria



Example process for a workshop

Establish a foundation of common language and understanding...

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2 Examine key trends, external risks and opportunities



3 Define common vision & challenge

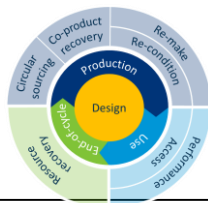


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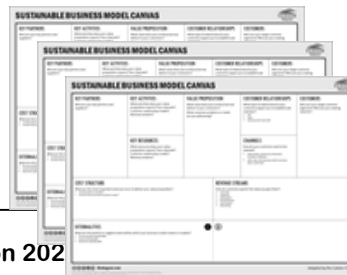


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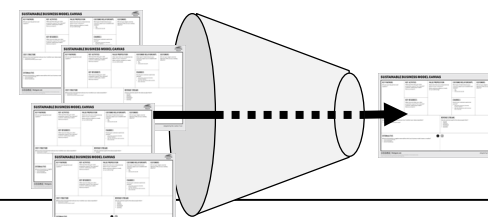
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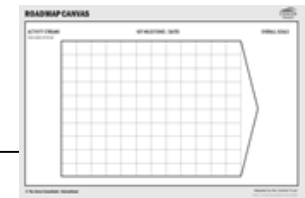
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7 Assess new business model options vs. design criteria

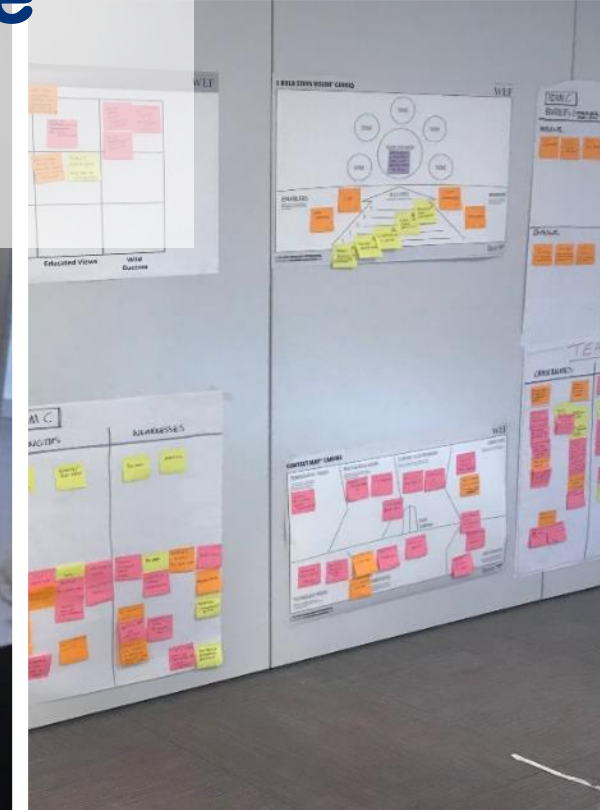


8 Develop a roadmap and plan for next steps





A visual and highly collaborative process



Your turn to speak!

Q&A Session

● Important note:

To ask a question, you can:

- Use the 'raise hand function' and take the floor – In this case you will be called out and unmuted
- Write your question using the “chat” function addressing to CSR Europe
- Email Niosha Memariani – csr14@csreurope.org

TIME	TOPIC	SPEAKER(s)
11:00-11:10 (10 min)	Welcome & Introductory remarks	Elisa Casazza, CSR Europe Raymond Slaughter, Senior Advisor, Collaborating Centre on Sustainable Consumption and Production (CSCP)
11:10-11:25 (15 min)	How to innovate a company's business model and main barriers and enablers	Raymond Slaughter, Senior Advisor, CSCP
11:25-11:45 (20 min)	Overview of tools in R2π Transition Guidelines	Aleyn Smith-Gillespie, Associate Director, The Carbon Trust
11:45-11:55 (10 min)	Q&A	All
11:55-12:00 (5 min)	Closing remarks	Elisa Casazza, CSR Europe

Next steps and Upcoming events

● **The Consortium is inviting you to the final event of the R2Pi project:**

- **“Transitioning to Circular Business Models” Conference, 24th October, Brussels**
- To register, [click here](#)



SAVE THE DATE
CIRCULAR ECONOMY CONFERENCE
24 October 2019 in BRUSSELS

R²π
The route to
circular economy

R2Pi: Transition from Linear to Circular is excited to invite you to its final results conference.

This is your opportunity to:

- Network with business leaders and policy makers from leading organisations,
- Learn about interesting circular models,
- Test practice-oriented business tools,
- Discuss policy recommendations for transitioning.

Thank you for listening!



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info@r2piproject.eu

Elisa Casazza,
ec@csreurope.org