

# Resource Futures

- 30-year heritage in the sustainability sector.
- Employee-owned and non-profit-distributing.
- We take an ethical approach to business to make a positive difference in the world.



**PEOPLE** **USING**  
**BUSINESS**  
..... **AS A** .....  
**FORCE** **FOR** **GOOD**

# Our Approach



# Emma Burlow Head of Circular Economy

- **CE Principles;** policy; evidence; business models
- **CE Implementation;** strategy and business support
- **CEC mentor/ Sustainable Entrepreneurs**



How do you explain the  
Circular Economy to  
your Gran?



Biological material

Technical materials

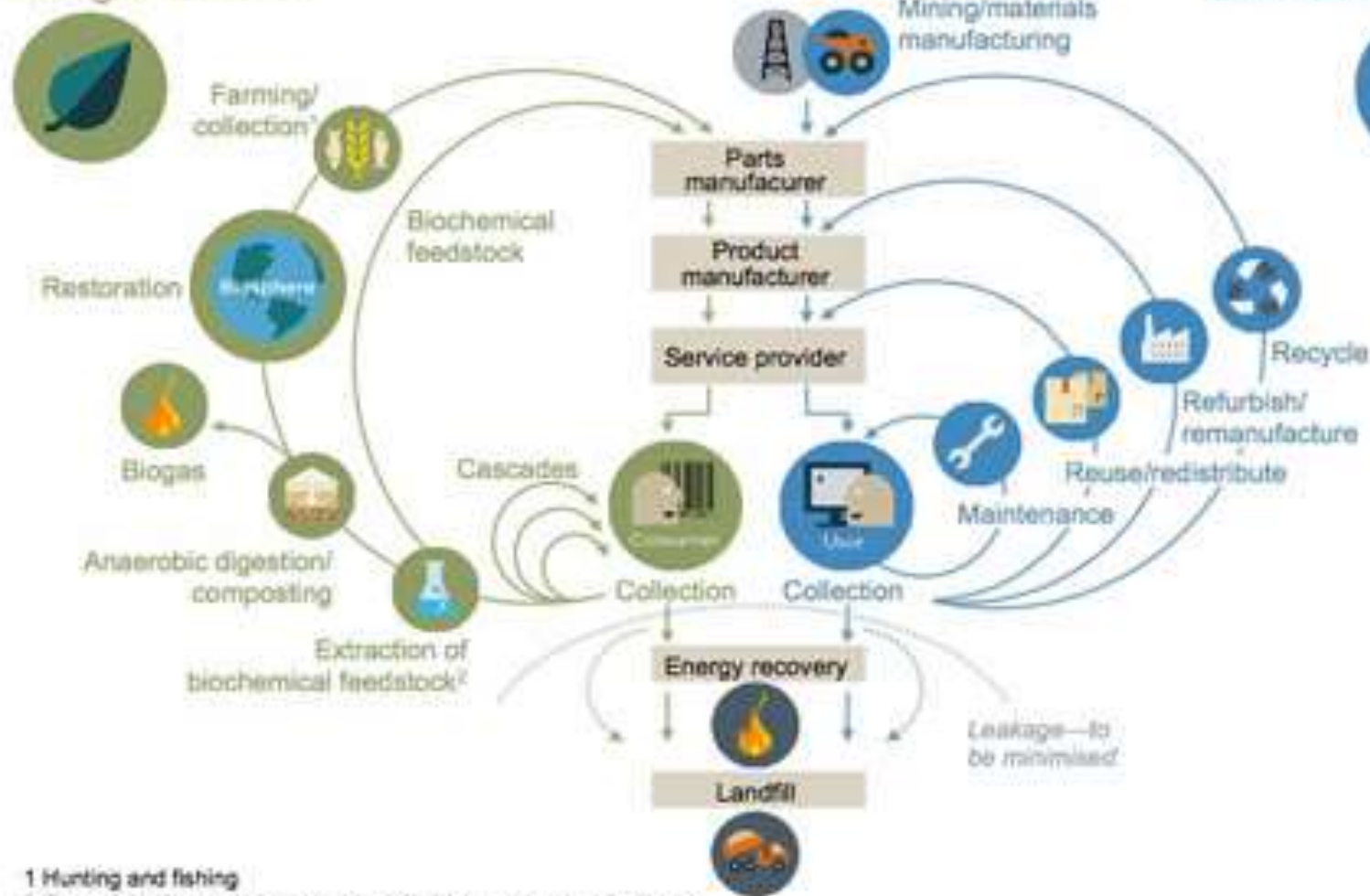
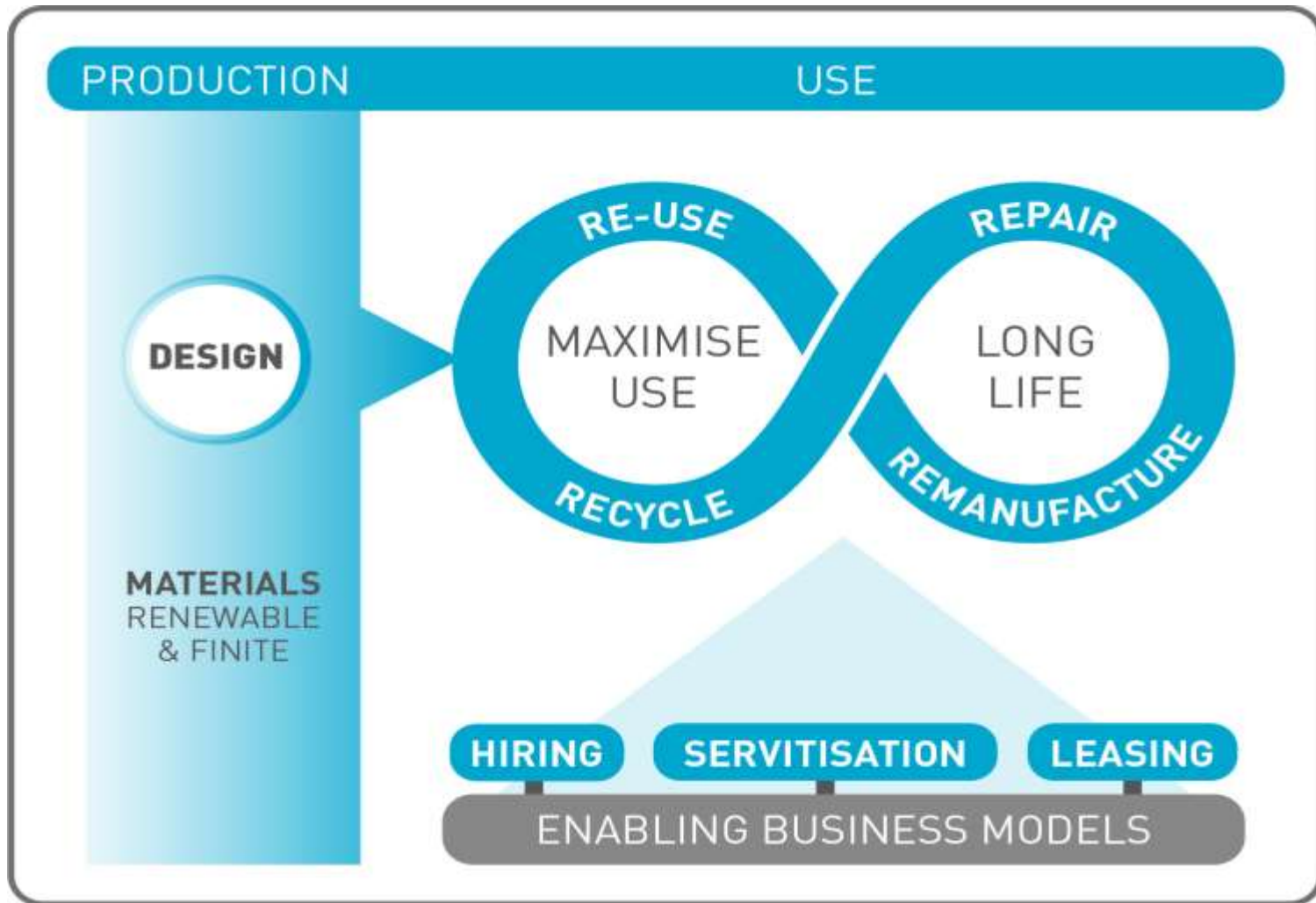
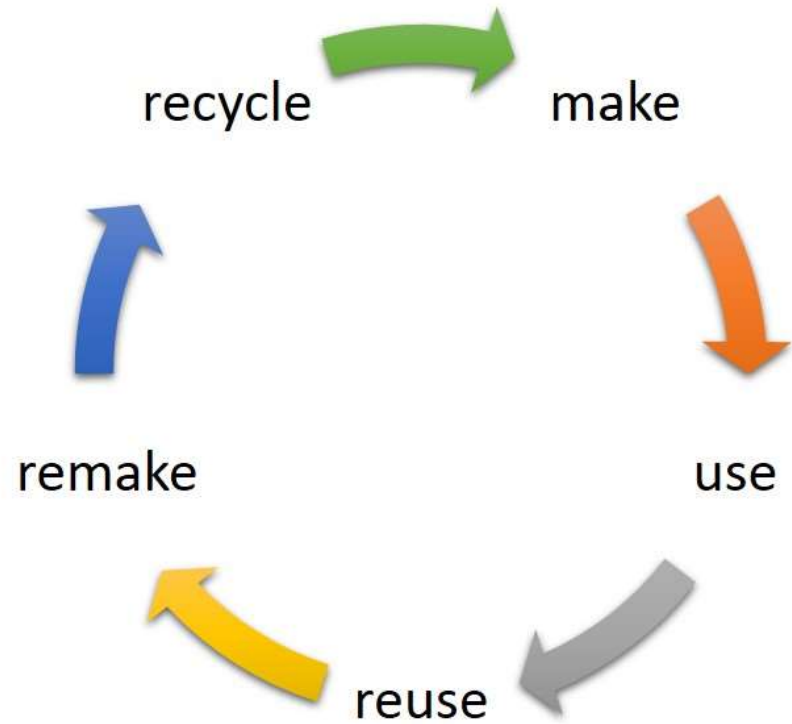
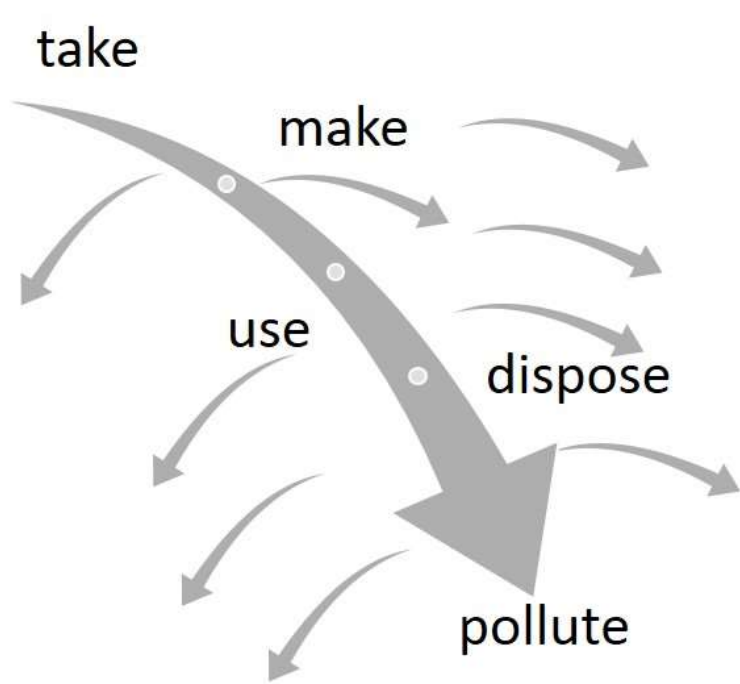


FIGURE 1: MATERIALS FLOWS IN A CIRCULAR ECONOMY



# What is the Circular Economy?



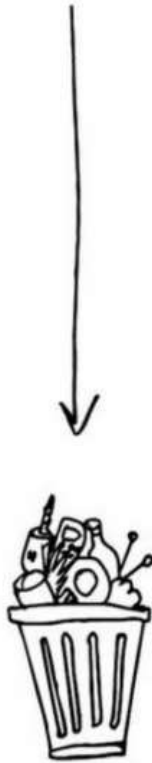


CC 3.0 Catherine Weetman 2016



*it's*  
Complicated

LINEAR ECONOMY



RECYCLING ECONOMY

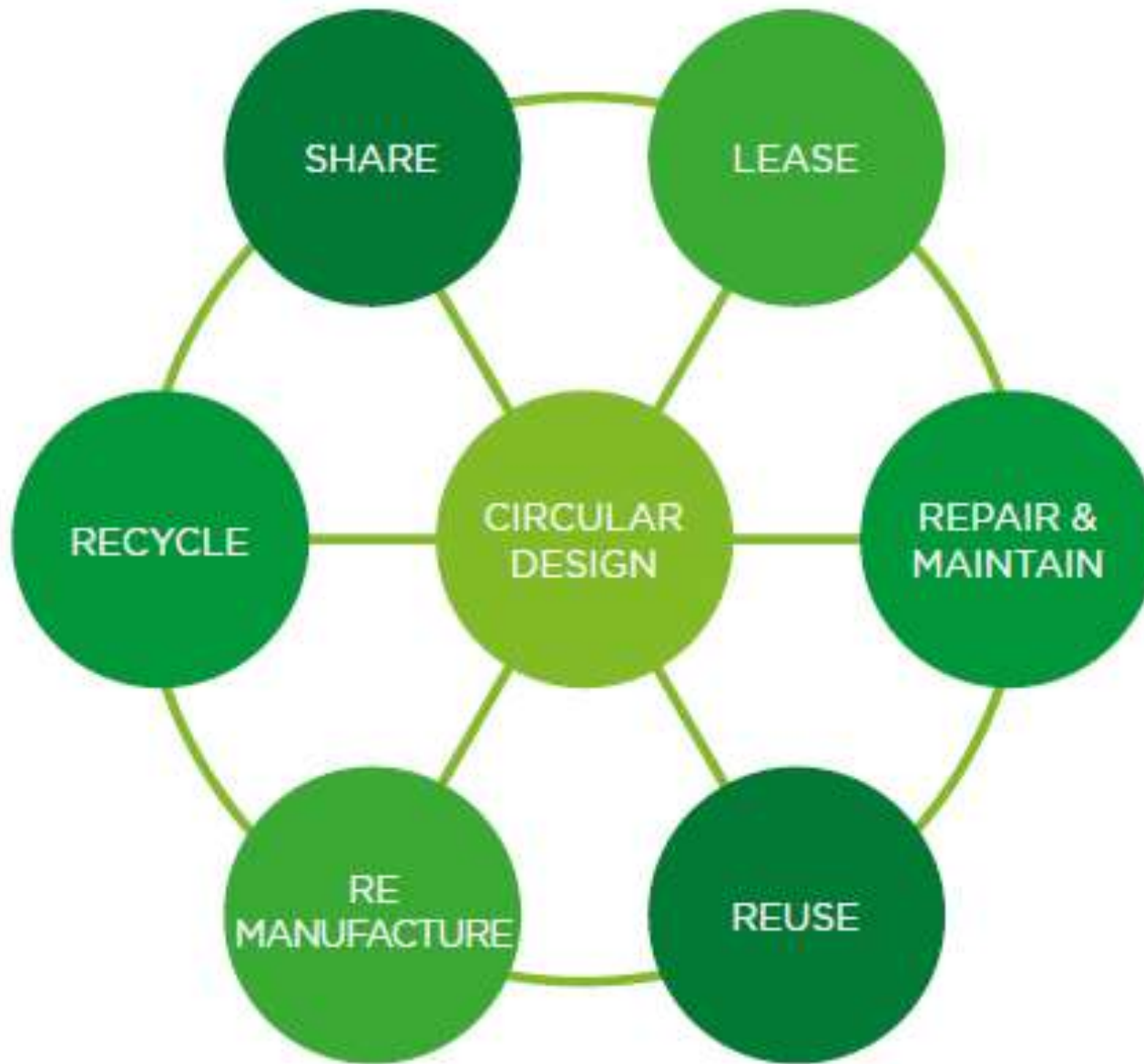


CIRCULAR ECONOMY



Empowering  
circular futures





# Circular Economy concepts

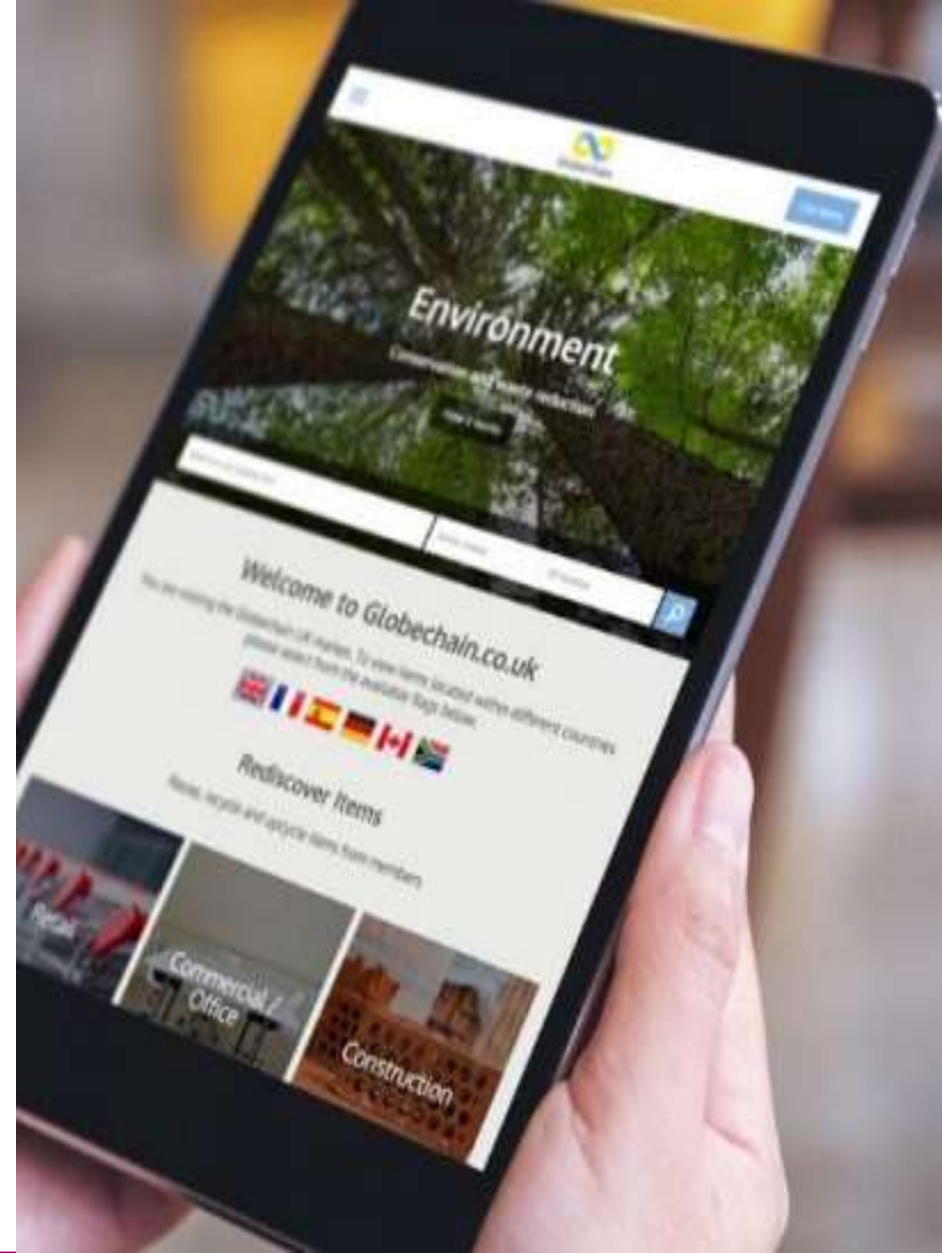
- **DESIGN** - Considering the product life cycle at the outset will ensure products are designed for long life.
- **LEASE / HIRE** - offers long-term income flows and long-lasting relationships with your customers. Also allows businesses to retain ownership (residual value) and add wrap around services.
- **RE-USE** – direct reuse of any product by the user or another user.
- **REPAIR AND MAINTAIN** - can extend a product's lifetime, increase customer loyalty and introduce a new income stream.

# Circular Economy concepts

- **REMANUFACTURE** – restoration or refurbishment of a product at the end of their ‘first life’ by restoring them to a ‘good as new’ state for their next. High value items.
- **RECYCLE - Incentivised return** - Offering an incentive for the return of ‘used’ products so that products can be refurbished and re-sold or more commonly recycled. Low value items.
- **SHARE** – often via platforms but also on local basis. Any asset can be shared. Examples include:
  - Airbnb (Houses)
  - CoCars (cars and bikes)
  - Rover (dogs)

# Globechain

- UK's biggest online reuse platform
- Retail, commercial and construction – surplus items e.g. Refurbishment
- Social Impacts are reported
- Corporate uploads the items, alerts sent to members and pick up arranged



# Community RePaint

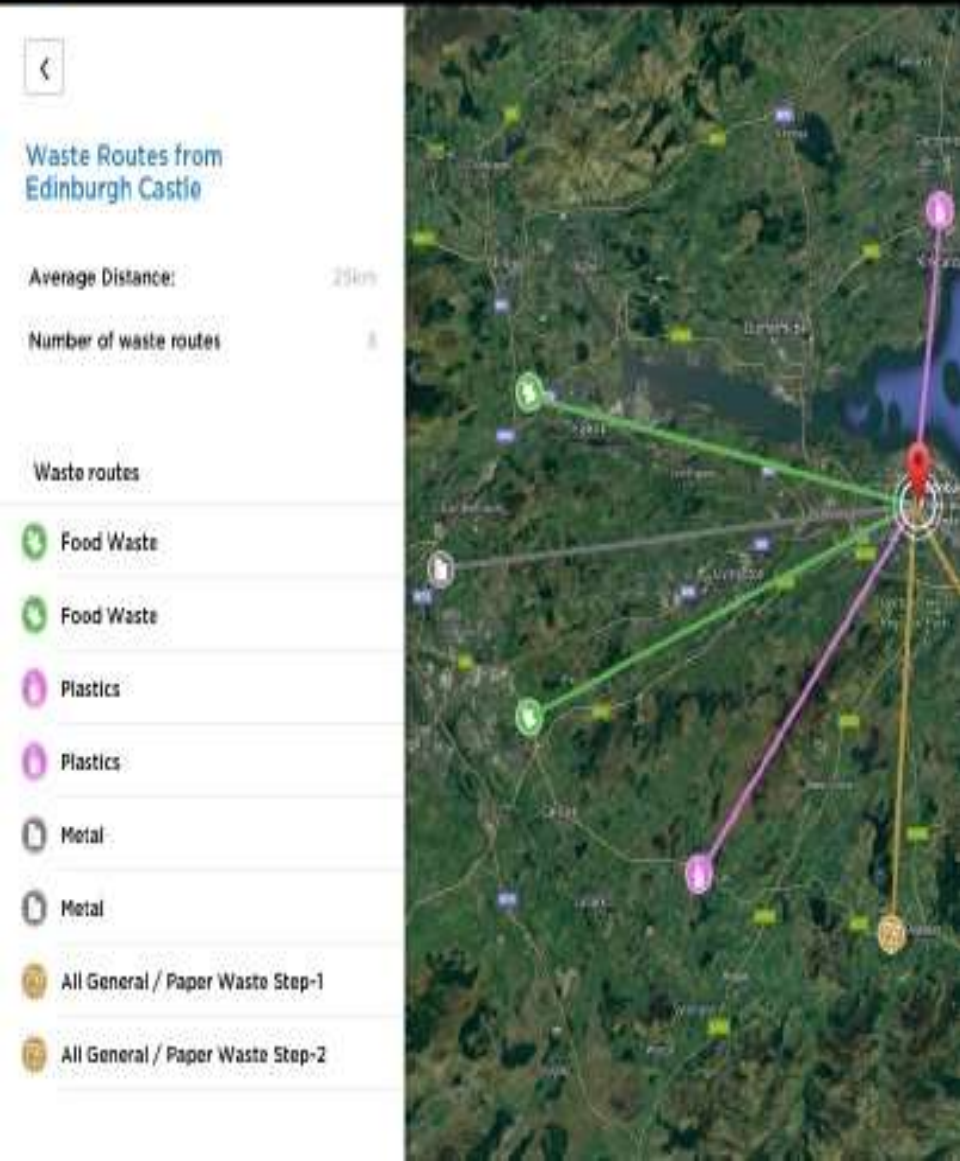
**Date:** 1993 – on-going

**Client:** Sponsored by Dulux

**Overview:** We manage a network of over 70 schemes across the UK that collect leftover paint (either through recycling centres or via trade/retail) and redistribute it to people and projects in need to help them to recolour their places and spaces.







# Topolytics

- Uses mapping, sensors and analytics to map generation, movement and fate of waste
- Helps producers to valorise their waste and waste companies to target waste
- Just won Google SAP Circular economy 2030 challenge

# GWR Proposition

## First version May 2017

- Offer a garden furniture repair / refurbish service to bars / pubs / hospitality sector
- Offer a wooden products repair service to other reuse organisations
- Explore household garden furniture collections and recycling
- Secure new supply stock / markets
- Explore shared space / retail strategy

## Final Aug 2017 (v7)

- *To set up and operate a Scottish Wood Reuse Hub, focussing on the upcycling and sale of product derived from used wooden scaffolding boards.*



## What is a circular business proposition?

What problem are we trying to solve?

What value do we offer to the customer?

What is our Unique Selling Point?

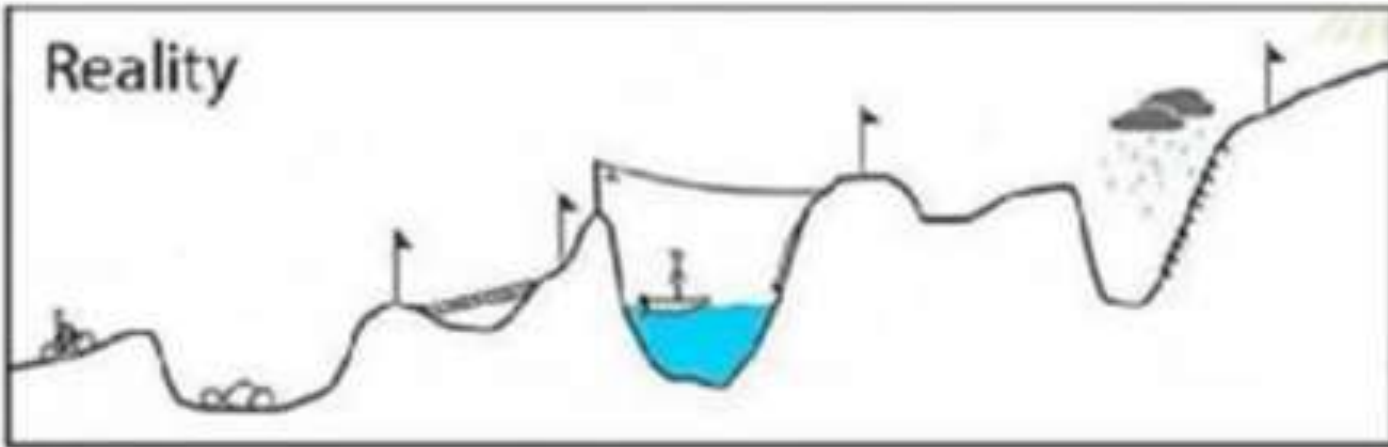
Single statement – what, why, who, how, when.

Note: If it doesn't evolve, it should.

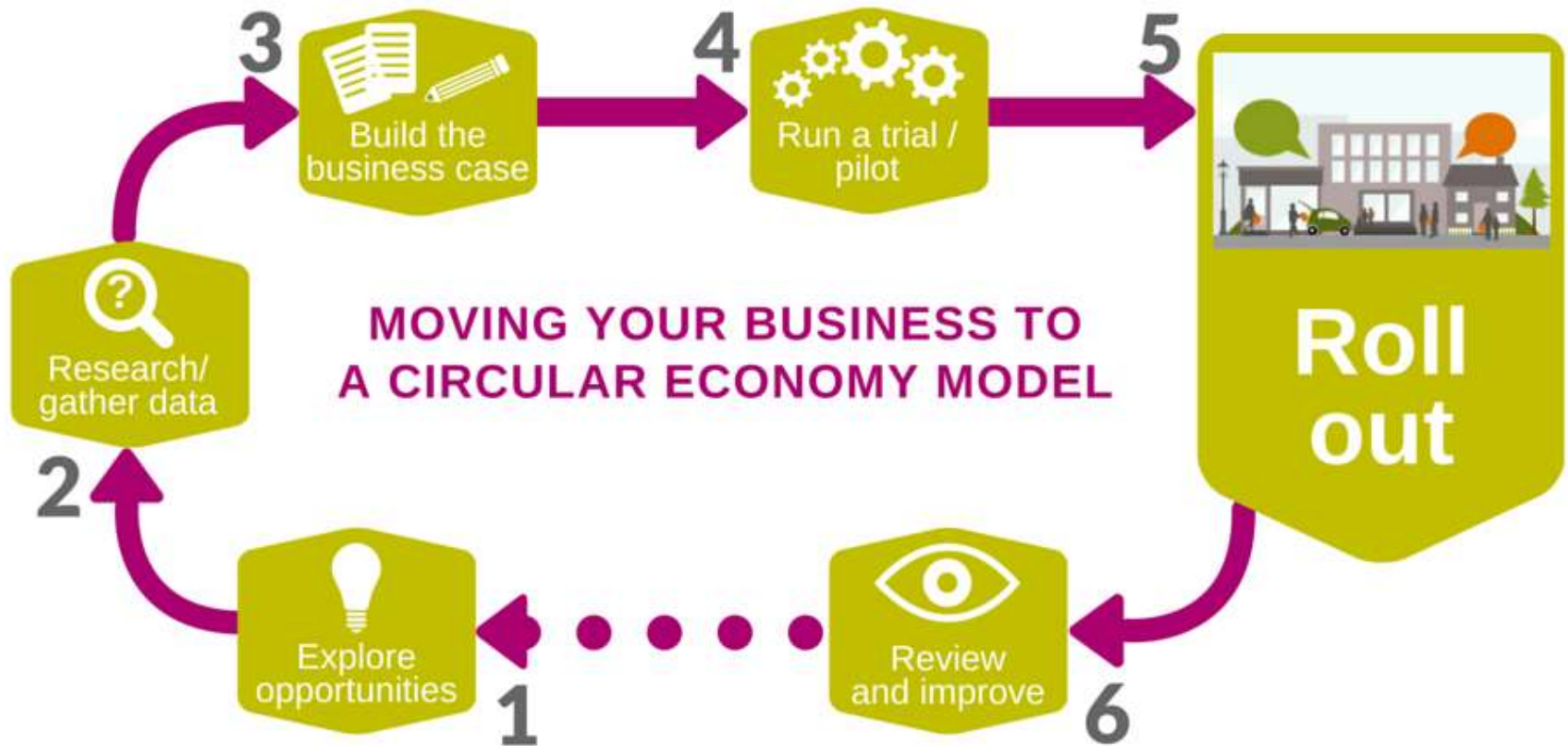
Your plan



Reality



# Helping clients get there...



# ZWS business support client – market research

## Reusable coffee cups

Calculating the return on investment



FT graphic Graham Parrish Source: FT research © FT

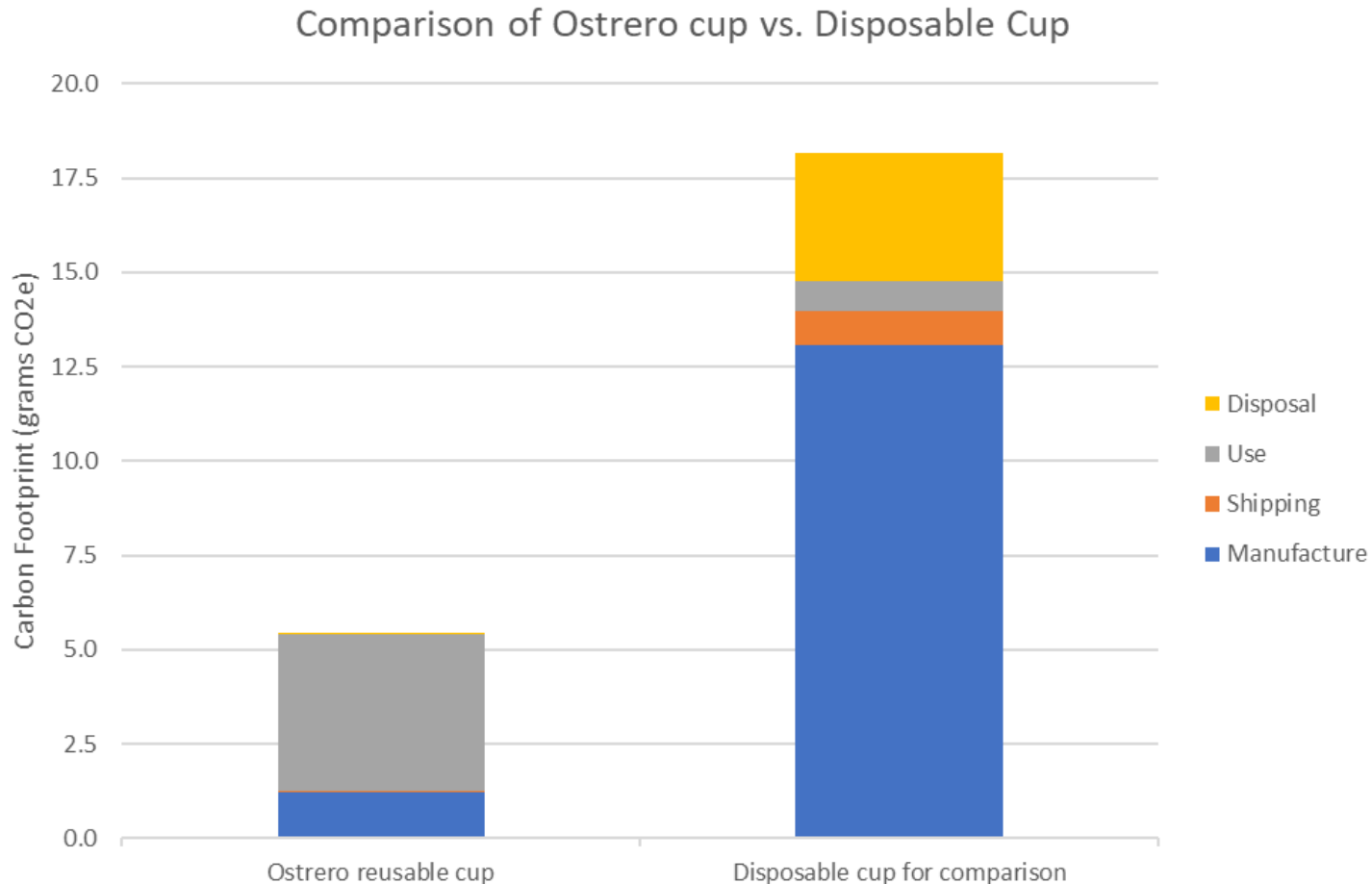
\* Assuming maximum 50p discount \*\* Caffe Nero gives double loyalty points to those with reusable cups, meaning buying five coffees will give you one free coffee. This is notionally equivalent to 0.47p discount on the cost of buying five regular cappuccinos at £2.35 each



# Financial and carbon model

Ostrero reusable cup

Disposable cup for comparison



Name:

Average number

Materials & M

Name:

Mass of Polyprop

Emissions for ma

Emissions for ma

Emissions for ma

Shipping to UK

Name:

Road distance fro

Sea distance fro

Road distance fro

Emissions conve

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STOP: talking about leaps of faith

START: talking about small steps







Bumps in the road?

CE business model  
meets single use  
plastic head  
on.....don't wait for  
perfection.



**Necessity is the  
mother of invention.**

Plato

quote fancy

# Emma Burlow

## Head of Circular Economy

Emma.burlow@resourcefutures.co.uk

07789 956201

LinkedIn/Resourcefutures

LinkedIn/EmmaBurlow

Twitter @emmaburlow

