

CIRCULAR HACKNEY

A knowledge base for businesses



Introduction

This report is a collection of resources aimed at helping businesses in Hackney transition and thrive in the circular economy. Summarised in six chapters, the report encompasses information to support those in different stages of their circular economy: from beginner to more advanced. Each dedicated chapter aims to give an overview of various information catered to the transitioning and functioning of circular businesses. The report also points to relevant external information useful for you to expand your understanding and signpost you to valuable resources for your success. However, this document is not an exhaustive list but rather a starting point to address some of the key concerns related to incorporating circularity in your business.

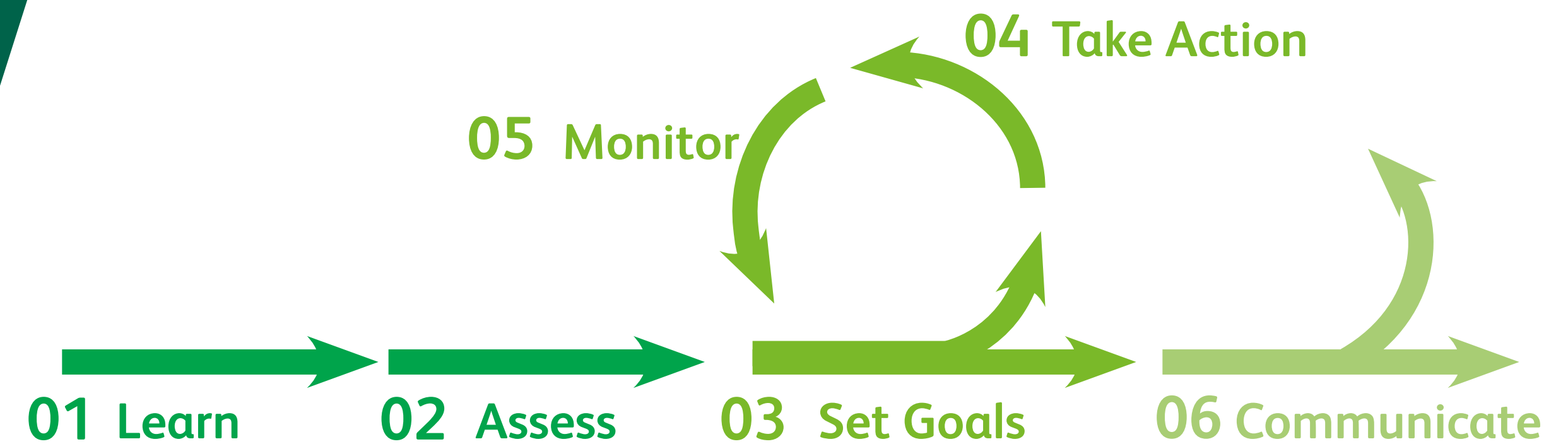
Starting from learning about circular economy and assessing how to incorporate circularity into your business all the way to taking action, monitoring and communicating with others, this report aims to be an easy guiding tool.

We hope this helps more businesses to transition to the circular economy!

Photo by Lubo Minar on Unsplash

Steps in your circular journey.....

Which step are you at?



Adapted from Circular Economy Toolkit for Small Business, Plant Chicago plantchicago.org/toolkit



CONTENTS

Know more about circular economy and why do we need it. Get familiar with some of the circular economy principles and initiatives.

Learn more about incorporating circular economy in your business. Understand the different circular business models and how to adopt them.

Create realistic targets for your circular journey by defining your priorities and learning from examples.

Take initiative to make your business circular! Find out about the right opportunities and funding to make your business thrive.

Learn about ways to measure your circular progress and impact.

Think about how you can effectively communicate your circular approach to boost your business.

LEARN

Know more about circular economy and why we need it

01

Photo by Abigail Garbett for Creative Sustainability, CC BY-SA 2.0

What is a circular economy?

This section helps you understand what circular economy is. Understanding the principles of circular economy will help you frame your own narrative about what circularity means to you, and why its important.

What is Circular Economy?

At its core, the circular economy aims to capture and prolong the value of products for as long as possible. Through reuse, refurbishment, or recycling of resources, we can get more out of what we use for longer. Waste, therefore, is seen as a resource, and non-toxic materials (such as renewable energy) are prioritised. This means that a circular economy helps reduce waste production and resource consumption and ultimately carbon emissions.



Ellen MacArthur on the basics of the circular economy from Ellen MacArthur Foundation. Video by Ellen MacArthur Foundation

With the current climate crisis, our consumption is exceeding planetary boundaries, and there is a dire need to transition towards renewable materials and energy. Understanding and incorporating the principle of a circular economy approach into your business is crucial to sustain its future. By making your business circular, you will create a resilient system that is not just profitable but also beneficial to the people and the planet.

“The circular economy is a systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution”

Ellen MacArthur Foundation

A Circular Economy includes:

- Good and innovative design that reduces product intake, reuses the products for multiple cycles, and recycle or repair it for as long as possible.
- Creates positive benefits for the people and the planet.
- Enables sharing, co-production and putting local community at its centre.

Why do we need Circular Economy?

The [IPCC report](#) published this year (2022) has warned that world temperatures are to increase by 1.5°C within the next two decades and only drastic measures to cut our emissions can prevent a potential environmental collapse. With a possible scarcity of materials in the near future, our future generations depend on innovative thinking from businesses to help us create a sustainable and thriving world.



Visit ReLondon's website to know about their approach to circular economy



Learn more about circular economy by watching this video: Circular Economy: definition & examples from Sustainability Illustrated

Circular Economy Principles

The Ellen McArthur Foundation describes circular economy based on three principles; eliminate waste and pollution, circulate products and materials, and regenerate nature. These principles are driven by design that looks at rethinking systems to become more sustainable and reducing waste generation.

Click on the image to know more about the three circular economy principles from Ellen McArthur Foundation



Eliminate waste and pollution

Currently, our economy works in a take-make-waste system. We take raw materials from the Earth, we make products from them, and eventually we throw them away as waste. Much of this waste ends up in landfills or incinerators and is lost. This system cannot work in the long term because the resources on our planet are finite.



Circulate products and materials

This means keeping materials in use, either as a product or, when that can no longer be used, as components or raw materials. This way, nothing becomes waste and the intrinsic value of products and materials are retained.



Regenerate Nature

By moving from a take-make-waste linear economy to a circular economy, we support natural processes and leave more room for nature to thrive.

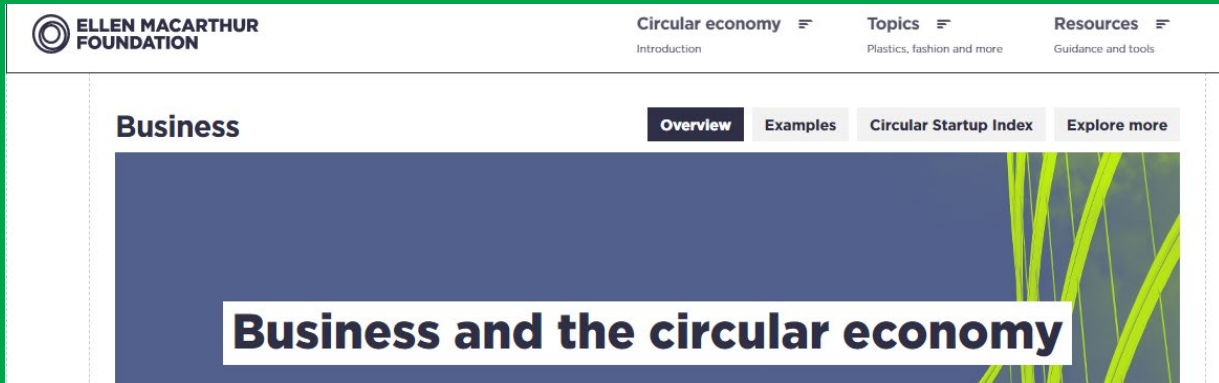
What is a circular business?

A circular business is one in which an organisation creates, offers, and delivers value to its broader range of stakeholders while minimising ecological and social costs.

Learn about ReLondon’s mission to revolutionise the circular economy and about new opportunities for your business



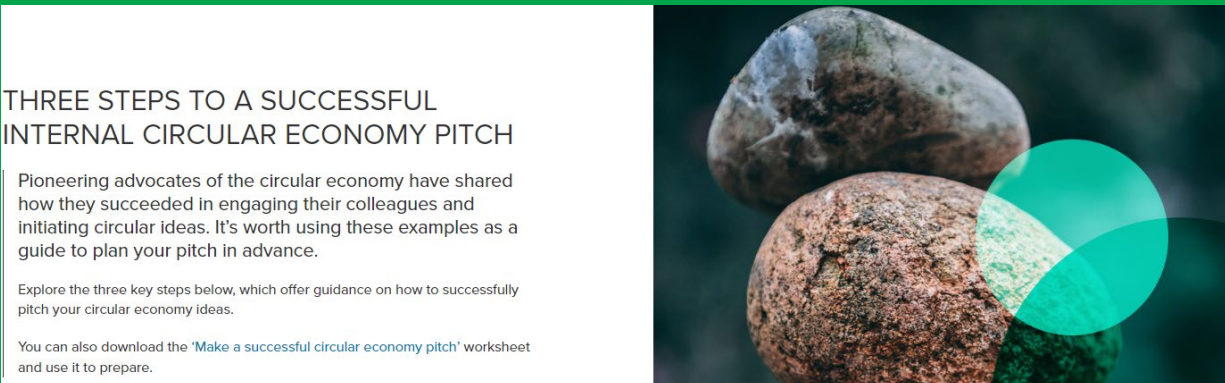
Learn more about business and the circular economy, from Ellen McArthur Foundation



Know more about embracing circular economy solutions in your business, from Business in the community



Three steps to a successful circular economy pitch, from Ellen McArthur Foundation



Why companies need to revamp their business models by Emmanuel Fages, Hani Tohme and Claire Pernet



Discover new opportunities for your business

Circular businesses aim to create innovative solutions that can help the transition from a consumption based system to a more sustainable one. This involves focussing on reducing carbon emissions, rethinking the production processes, and embracing solutions that support regenerative practices.

On the left, you can find examples from various organisations on circularity from a business perspective. They give insights on ways to design circularity into your business, embrace circular economy solutions, and find new revenue and other opportunities.

Why shift to a circular business?

Circular businesses aim to create innovative solutions that can help the transition from a consumption based system to a more sustainable one. This involves focussing on reducing carbon emissions, rethinking the production processes, and embracing solutions that support regenerative practices.

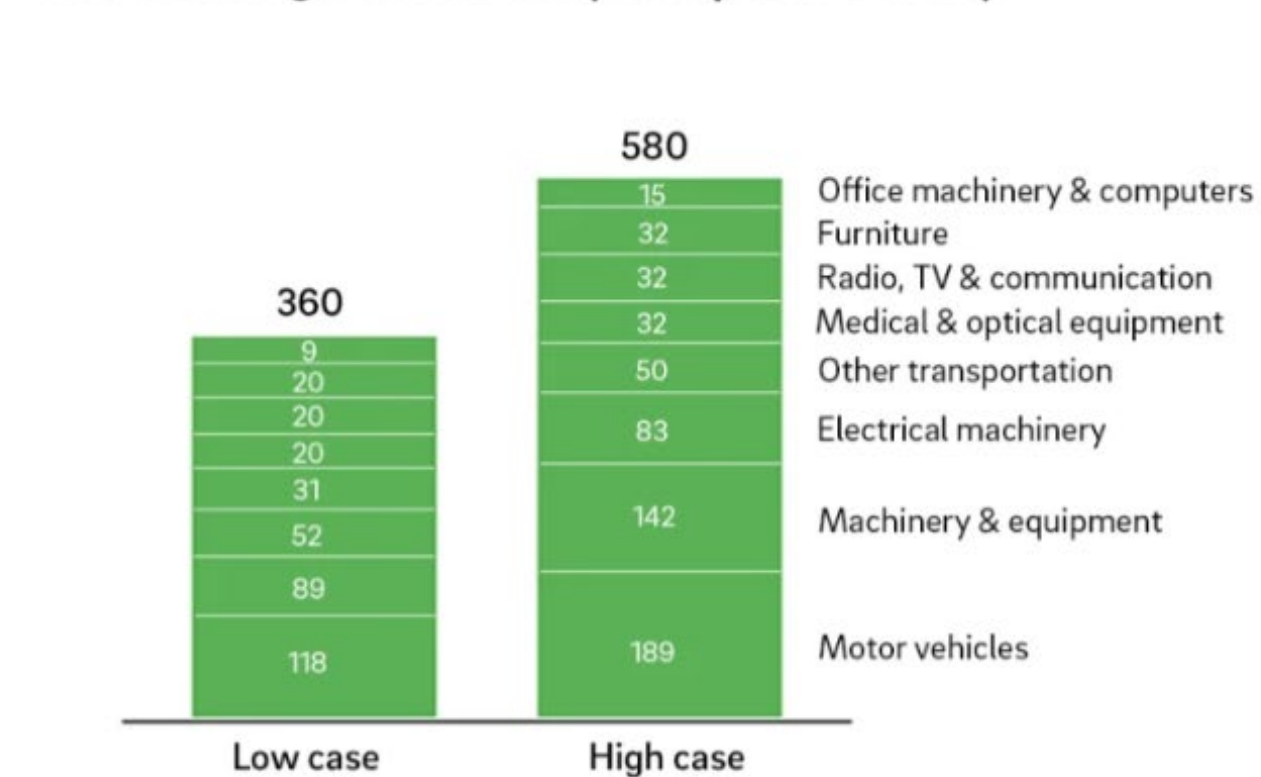
Why shift to a circular business?

New technologies are emerging that help drive savings. If done properly, a circular business can also reduce costs. According to Roland Berger, an international management consultancy, USD 1 trillion can be saved by transforming linear economies into circular economies. By making your business sustainable environmentally, you can also make them sustainable financially.

According to McKinsey Research, circular economy —using and reusing natural capital as efficiently as possible and finding value throughout the life cycles of products — could be a reliable way for industries to be sustainable while being profitable. In a major study from McKinsey Research and Ellen MacArthur Foundation (2015), it was demonstrated that such an approach could boost Europe’s resource productivity by 3 percent by 2030, generating cost savings of €600 billion a year and €1.8 trillion more in other economic benefits.

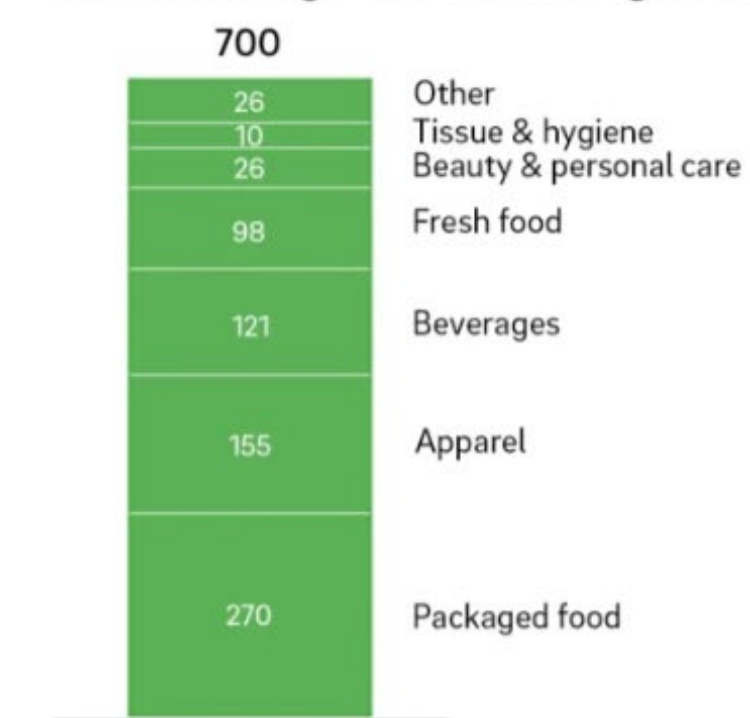
Estimated net material cost savings compared to the linear economy [USD bn]

Cost savings-durables (European Union)



- Low and high cases have differing degrees of circularity
- Net material cost savings in complex durables
- Based on current total input costs per sector

Cost savings-consumer goods (global)



- Analysis considers differences in geography & subcategories
- Total material cost savings from consumer goods
- Assumes energy and materials at today's prices

Estimated net material cost savings compared to the linear economy [USD bn] by World Economic forum, Ellen McArthur Foundation and Roland Berger

What are the socio-economic benefits of shifting towards a circular business?

According to Ellen McArthur Foundation, these are some of the key economic benefits of circular economy:

Economic growth

By lowering the cost of production through productive utilisation of inputs, increased revenues can be achieved through a combination of circular initiatives.

Material cost savings

Some reports show circular activities offer a greater annual material cost savings opportunity.

Job creation potential

Circular economy and employment [studies](#) have shown that adopting a circular economy approach can create jobs.

Innovation

An innovative economy needs higher rate of technological development, new materials, energy efficiency and more profit opportunities for companies to be cutting edge.



ASSESS

Incorporating circularity in your business

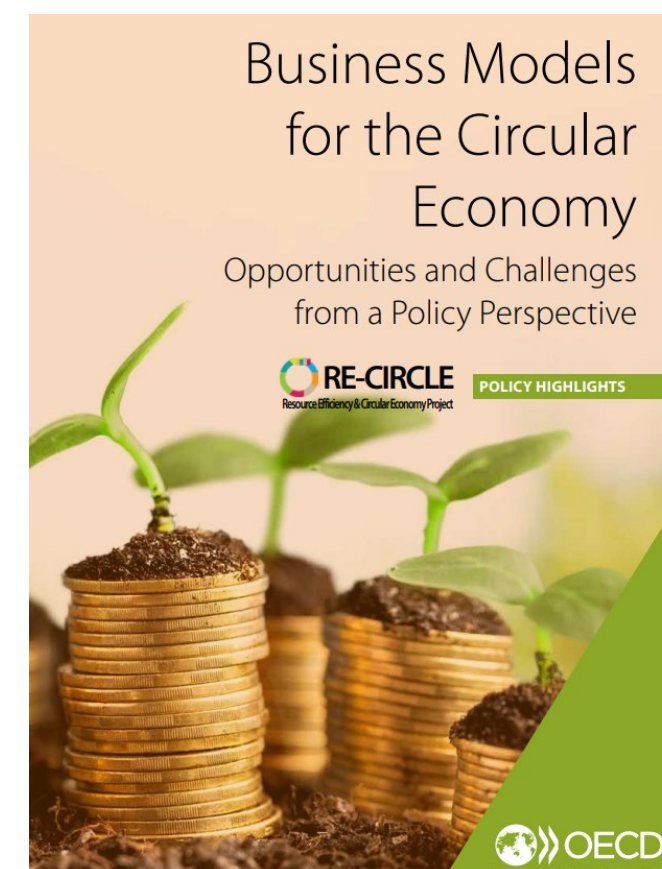
02

Photo by Jason Goodman on Unsplash

What are circular business models?

A circular business model is about creating products that last for multiple lifetimes. Its about re-use and recyle and making opportunities for your product to become a service.

Circular business policy



Business Model for Circular Economy Report from OECD

Circular business models

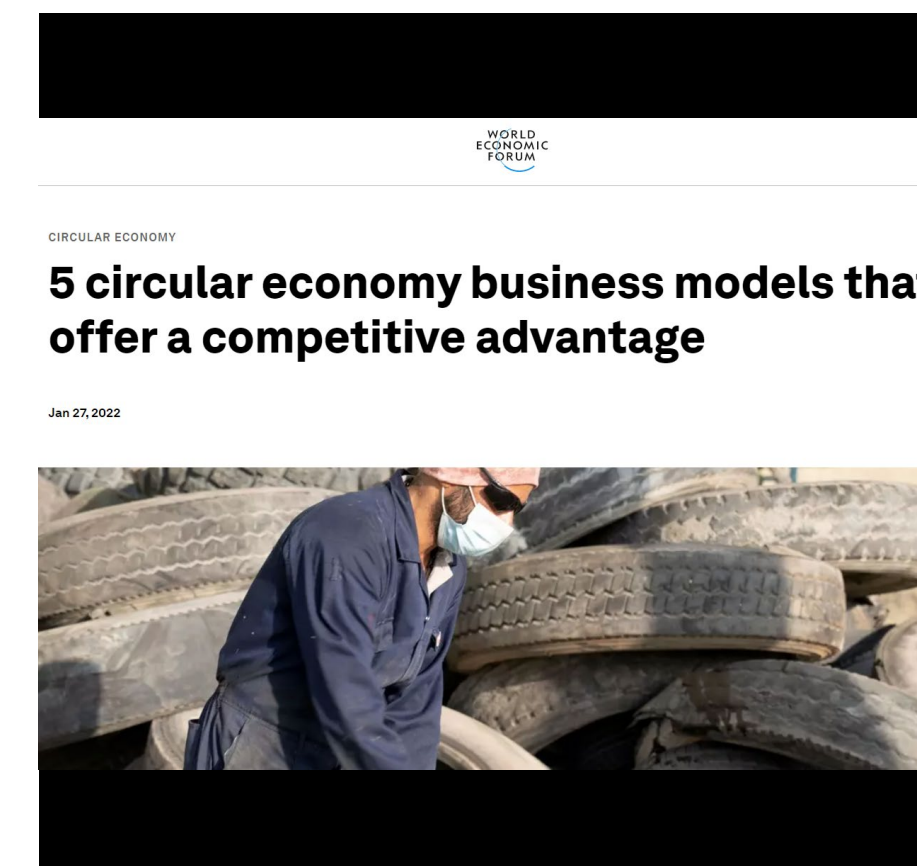


Circular Economy business models explained from Board of Innovation



Circular Business Model
How companies can enable circular economy

How can companies transition to a circular business model from Social Business Design



5 circular economy business models that offer a competitive advantage from World Economic Forum

“Circular business models represent fundamentally different ways of producing and consuming goods and services. They have the potential to drive the transition towards a more resource efficient and circular economy and, in doing so, significantly reduce the environmental pressure resulting from economic activity”

OECD and Re-Circle

Which sector is your business in?

The opportunities for circular economy can be found in many sectors. Understanding your sector and what you can do is important to see how you can change your business to be circular.

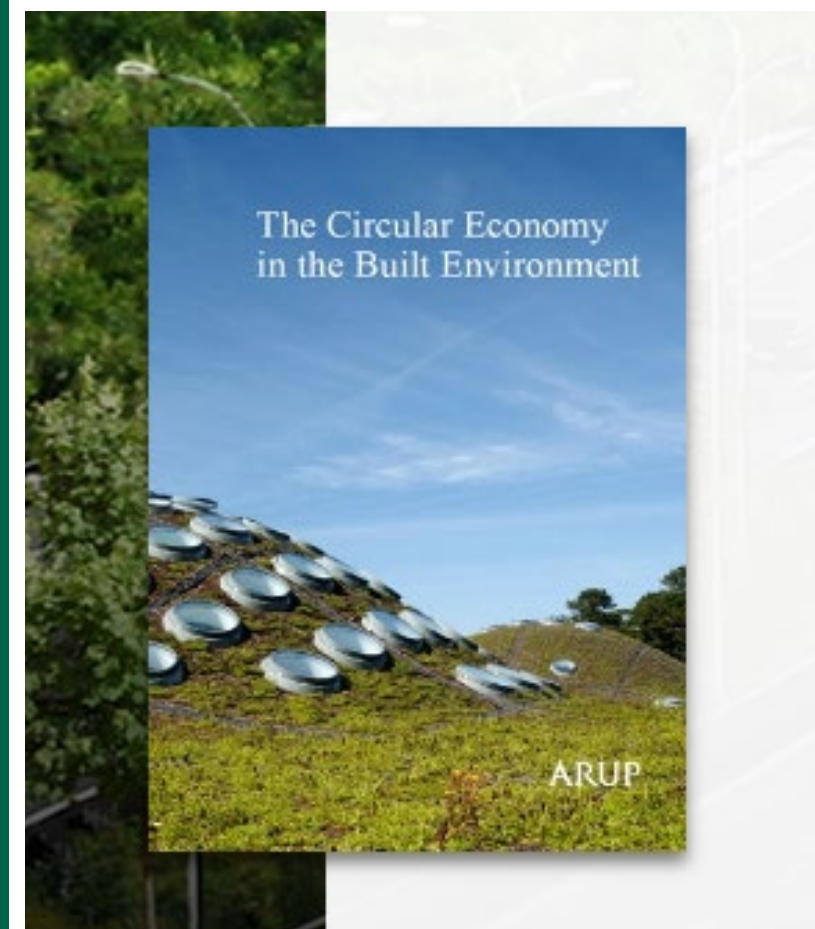
What does circular economy mean in your sector?

Built environment, textile, food, and packaging are some of the most crucial sectors for circular economy. They already see innovation in design, material research, processes, and customer preferences that are pioneering in circular choices. Transitioning to circularity will also require adapting resources to suit your business needs. In many ways, this can also result in improved growth potential for your business. On the right are some of the examples from four different sectors.

Circular economy growth potential by sector:



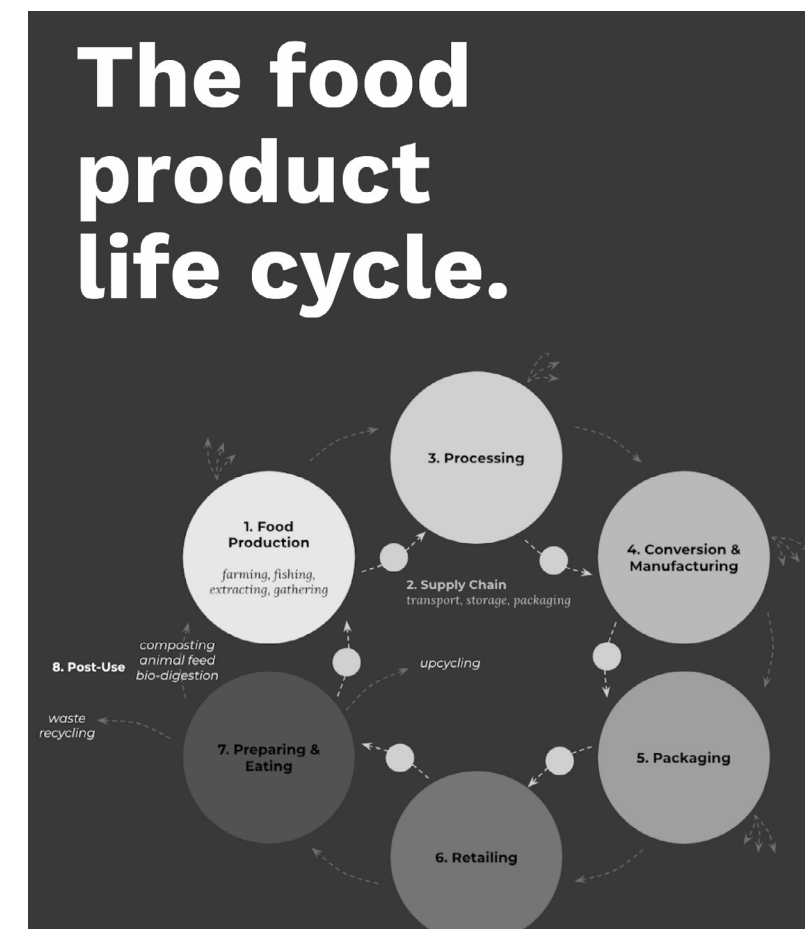
Click to know more about circular economy growth potential by sector from Ellen McArthur Foundation



Read about circular Economy in the Built Environment from ARUP and EMF

Built Environment

Is your business related to the construction or built environment? Learn about practical implications of circular economy in this sector.



Learn about designing Waste out of our Food System from Green Brown Blue

Food

If your business is related to the food sector, dive into why it is increasingly important to transition to a circular food system.



Know more on the Textiles Program from PACE (Platform for Accelerating Circular Economy)

Textile

Is your business related to fashion or textiles? Learn how a circular transition of the textile industry is not only environmentally and economically beneficial, but also creates social change.

RETHINKING PACKAGING: WHY WE DESIGN FOR THE CIRCULAR ECONOMY



Learn more about rethinking Packaging from BioPak



Read about Plastics Pact from WRAP

Packaging

If your business relies on packaging, know how you can make your business plastic free.

SET GOALS

Understand your priorities and learn from others

03



Photo by Jilbert Ebrahimi on Unsplash

Set out your priorities

As a circular business, realising your priorities and goals are key to your circular pathway. It is important to set clear sustainability goals for your business and have realistic targets on how to achieve them. Find out about the potential benefits you stand to gain while transitioning towards becoming a circular enterprise and create plans for achieving them.

Here are three fundamentals to set as targets for your circular business



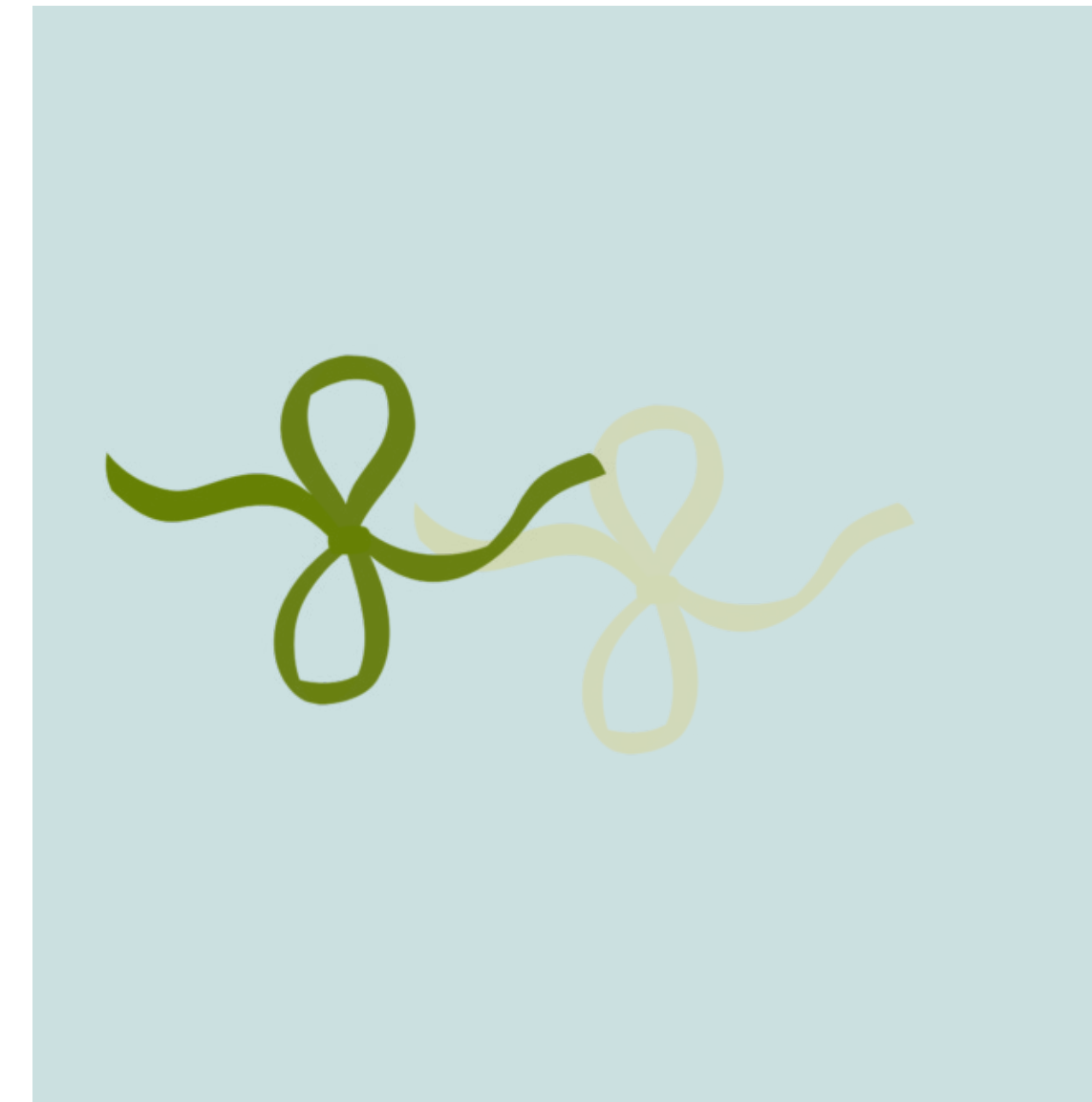
Zero Waste

Zero waste is a principle that focuses on preventing waste products from reaching landfills, incinerators or the ocean. It relies on the continuous reuse of materials until optimum consumption level is reached.



Reduce Emissions

Reducing emissions refers the lowering of greenhouse gas (GHG) emissions generated by your business. These include carbon dioxide (CO₂), methane, nitrous oxide and hydro fluorocarbons (HFCs), which are the emissions responsible for trapping heat and warming the planet.



Close the loops

A closed-loop model is one where no waste is generated. Every product is re-used, recycled or repaired and put back into the system. This concept aims to transform the life cycles of products - today's products are tomorrow's raw materials.

Read about 10 examples of Zero Waste companies that are pioneering the change from Rubicon



Learn about the UK companies going carbon neutral in 2022 from The Eco Experts



Being naked is the #1 most sustainable option. We're #2.

TAKE ACTION 04

Enhance your circular business strategy and find opportunities

Photo by xPhoto by Charles Eloroma on Unsplash

Find the right opportunities

Learning ways to capture circular value means adapting your business model to absorb more opportunities to de-carbonise sustainably, and meet your business targets. This includes investing on the right techniques and resources that would make your business thrive.

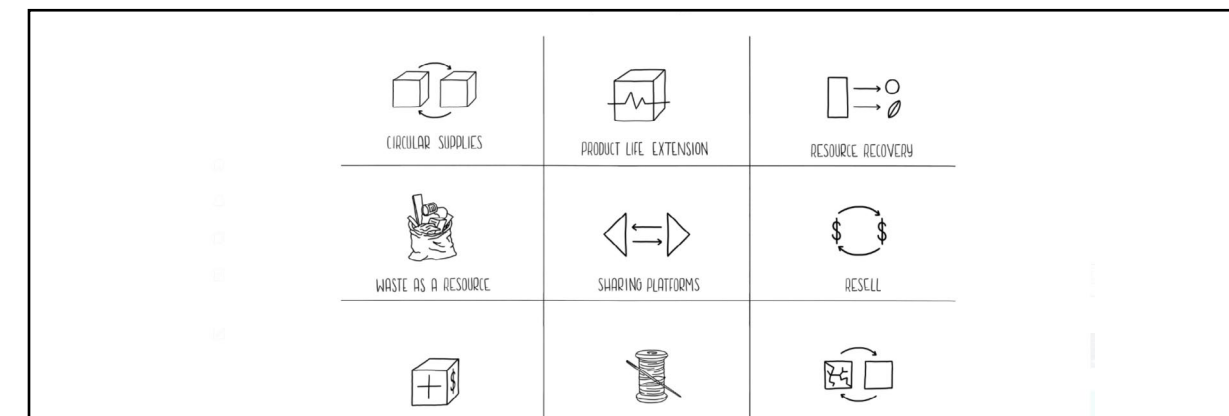
Capturing the circular value

Studies show that there are several social, environmental, and economical benefits of circular economy for businesses. Companies that are leading the circular initiatives are already capturing the circular value. On the right are some of the resources to help create circular value that would benefit your business.

“Circular economy presents a \$4.5 trillion USD opportunity, may boost GDP by 1.1%, create more jobs and make the economy more resilient”

World Business Councillor, Sustainable Development

Business strategy



Quick Guide to Circular Economy Business Strategies by Leyla Acaroglu

Training

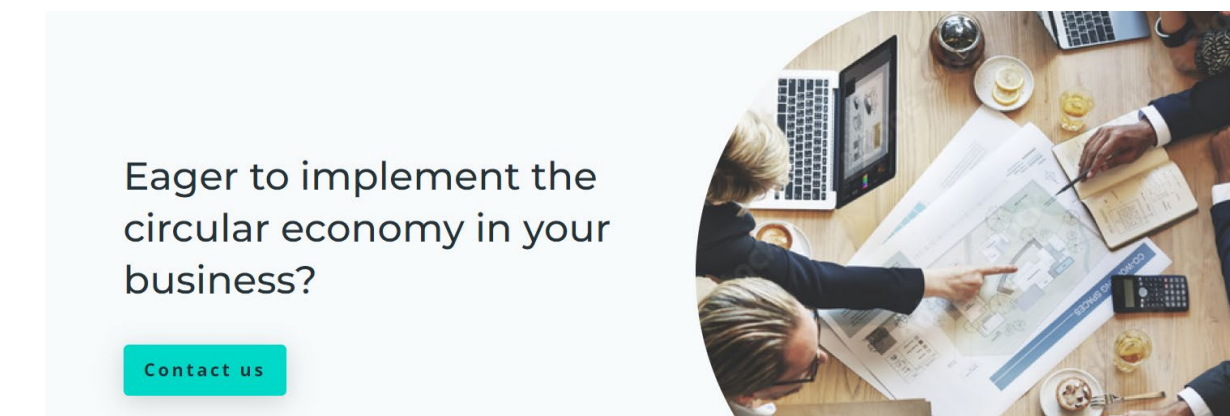


Training and information on circularity through Circular Economy Knowledge Hub from Cambridge Institute for Sustainability Leadership



Check out Circular Economy trainings, resources and learning materials from Circular Tayside

Business case



Embed circular principles in your business with the help from Circle Economy

Framework



Read about the framework for enabling circular business models in Europe from European Environment Agency

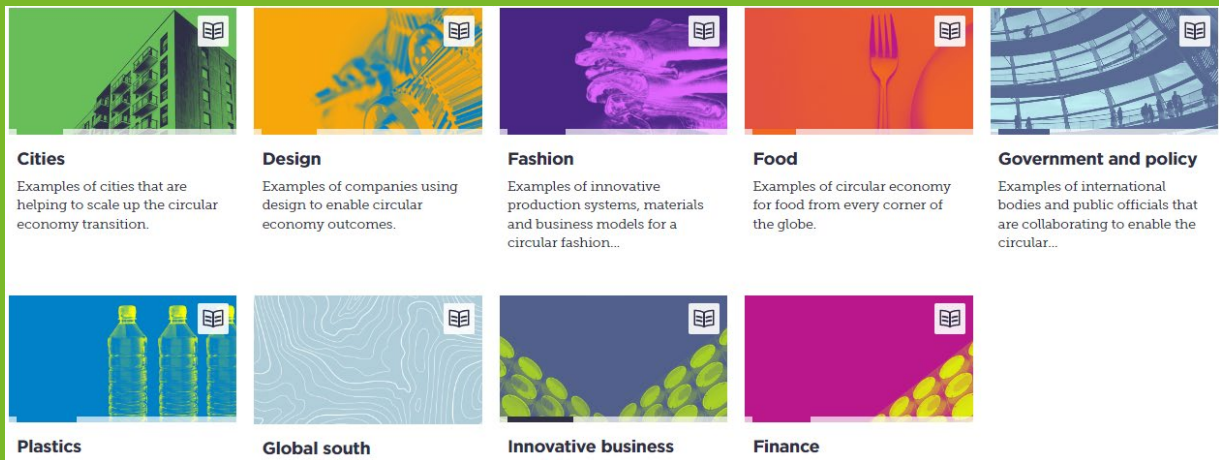


Learn about circular Procurement Framework from Ellen McArthur Foundation

Learn from examples

Circular businesses aim to create innovative solutions that can help the transition from a consumption based system to a more sustainable one. This involves focussing on reducing carbon emissions, rethinking the production processes, and embracing solutions that support regenerative practices.

Go through featured case studies by topic from Ellen McArthur Foundation



Find out more about some pioneering examples from around the world from the Circular Economy Club



Discover practical examples of circular economy from Circle Lab

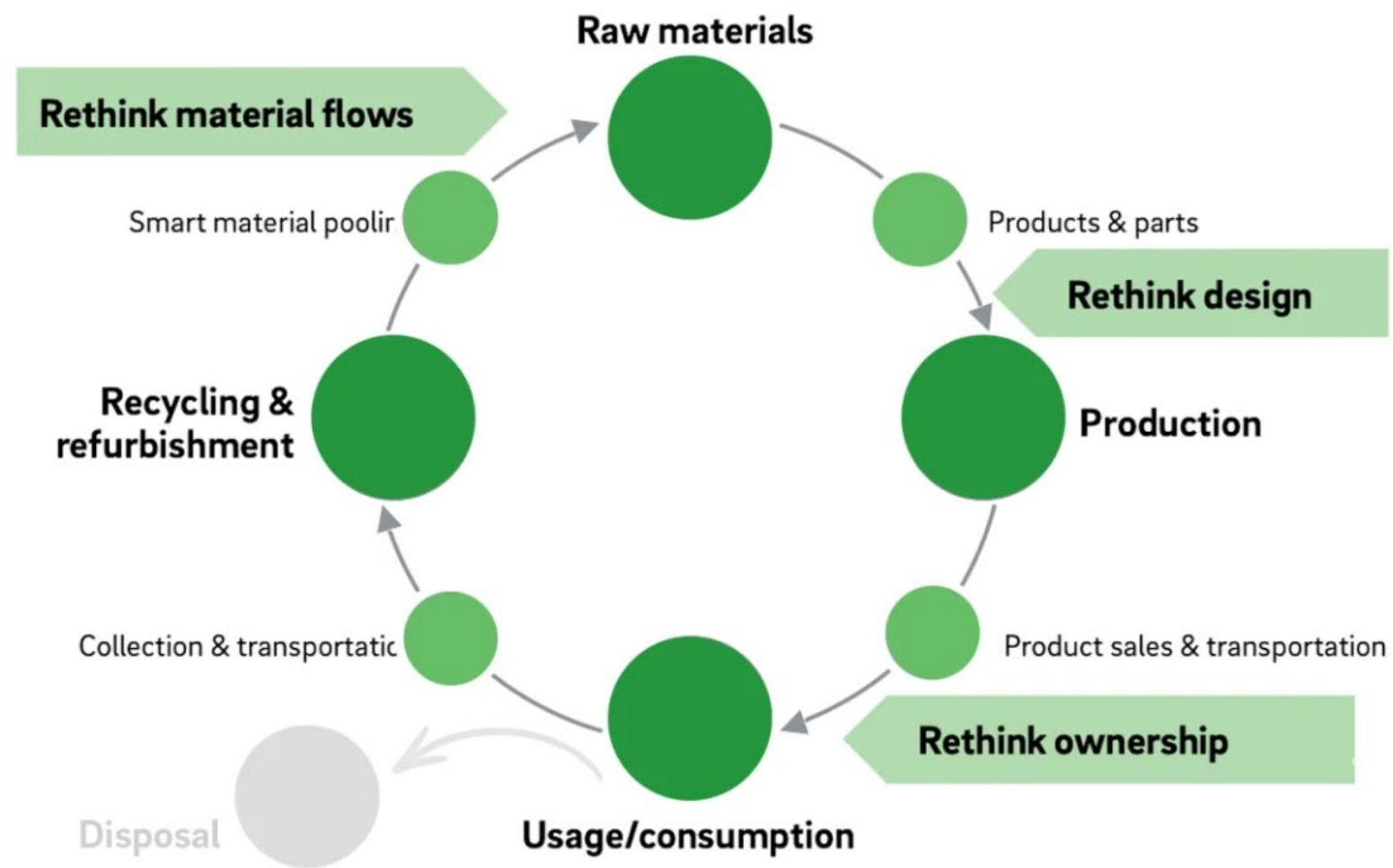


Explore circular resources to find relevant online material on the circular economy from Reflow Project



Where to start?

To become a circular business, you will need to focus on maximising your product’s value while minimising waste. These include better supply chain management, reducing business risk relating to environmental damage, and finding new commercial opportunities. The resources provided on the left will help you learn more about new circular opportunities and how best to utilise them.



Re-thinking resource cycles towards a circular economy by Roland Berger

Circular Hackney

Click to see examples of circular business initiatives in Hackney!



Refill Therapy

Image on standard.co.uk from Refill Therapy



Yodomo

Image from Yodomo Circular Hub



Batch.Works.

Image from 3dprintingindustry from Batch.Works.

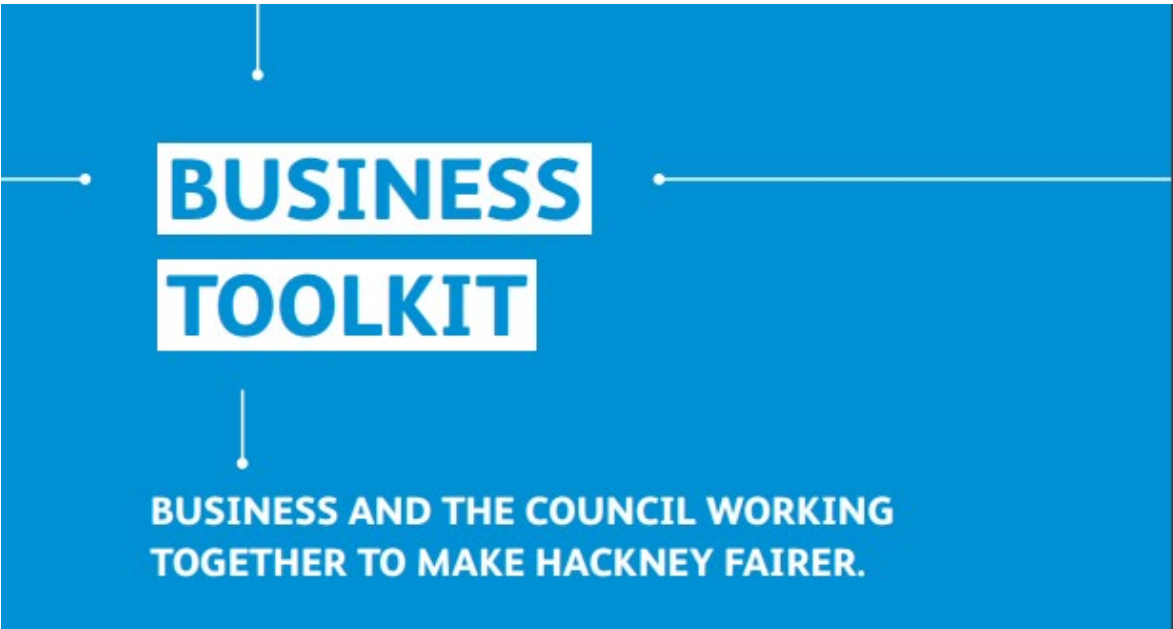
Find the right funding

The Hackney Business Network is a Council-run initiative to support the local business community. LB Hackney is committed to work in partnership with businesses in Hackney to enable their growth and prosperity. They want to build a relationship of investment and opportunity with their residents and businesses.

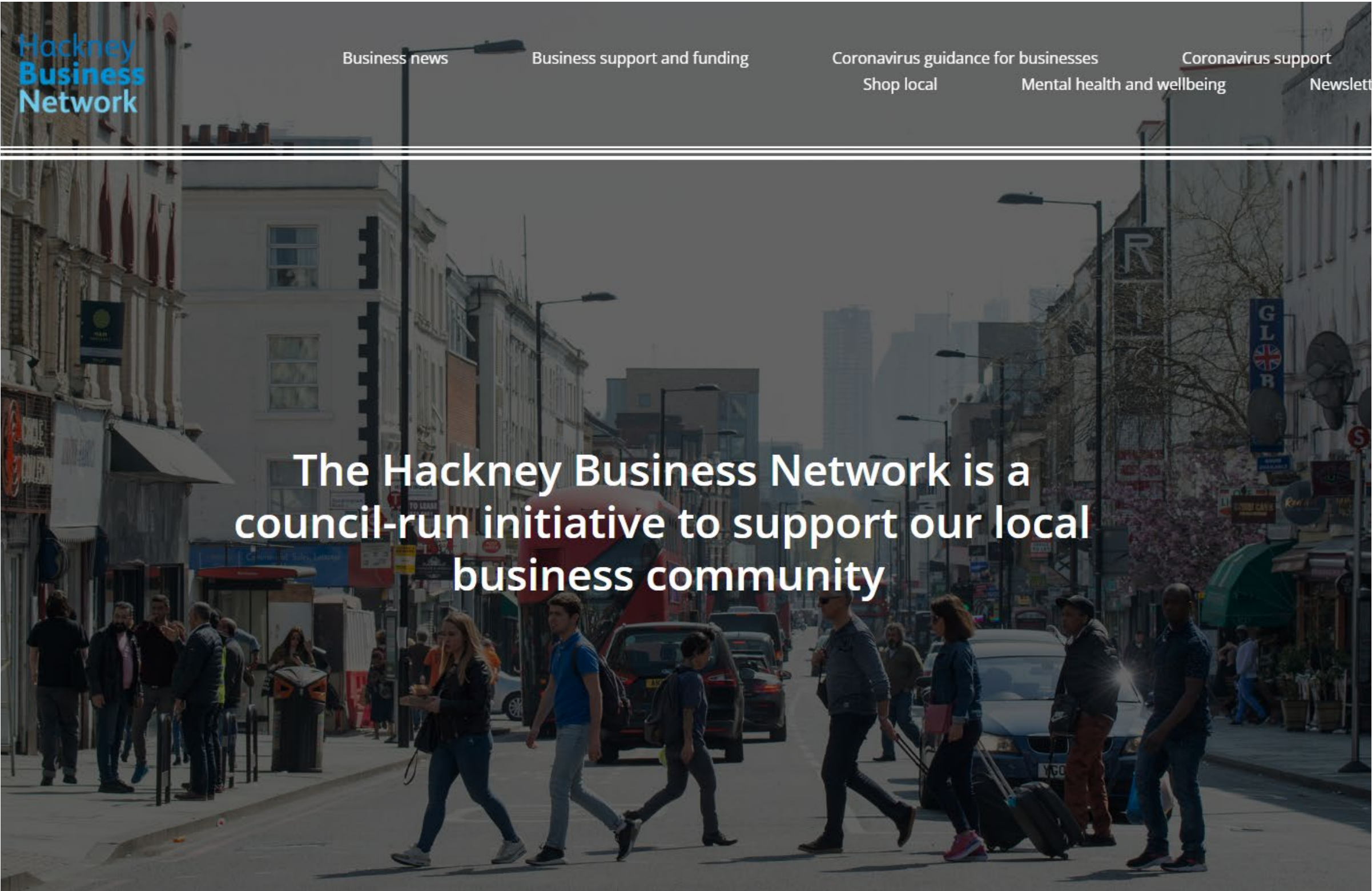
What types of funding is available for your business in Hackney?

The Hackney Business Network is your go-to place for finding funding opportunities for businesses. The business network also caters to a wide array of support initiatives to help your business thrive and scale-up.

The Hackney Business Network has developed a toolkit which sets out the offer to businesses operating in the borough, and how you can work with the Council to make Hackney a fairer place for all.



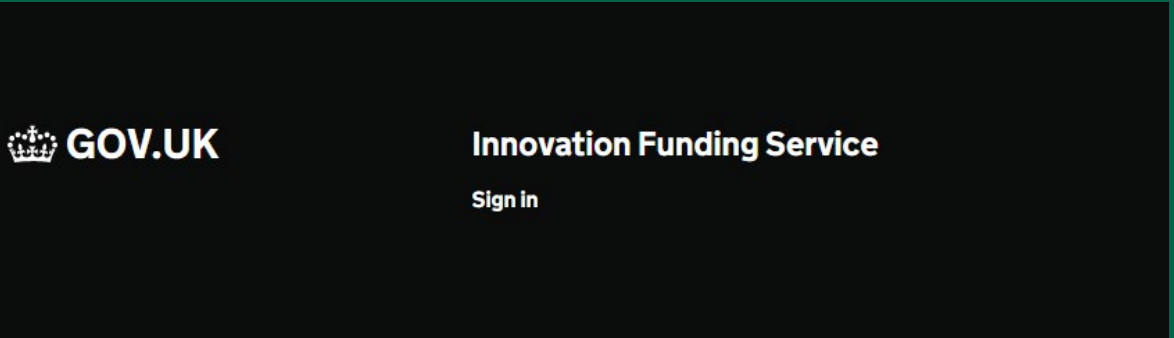
Business Toolkit from Hackney Council



Click on the image to know more about Hackney Business Network from Hackney Council

Other funding options:

Innovation Service competition grants from the national government from gov.uk



Financial boost to pilot greener products as part of Mayor of London’s Green New Deal fund from ReLondon





MONITOR

Check your circular business strategy

05

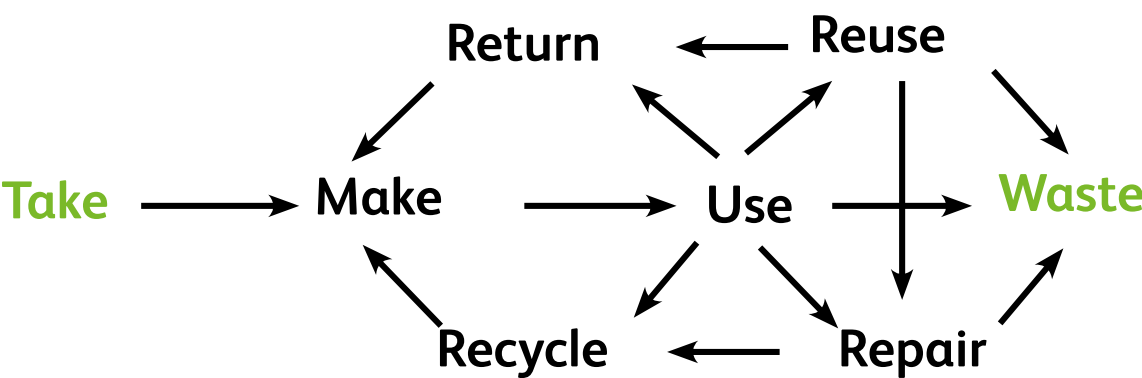
Photo by Edgar Castrejon on Unsplash

Measure Impact

Circularity should not be seen in isolation, but as informing every part of how your business runs. Measuring your circular progress allows you to understand where you are on your de-carbonisation journey against your targets and goals.

Why measure impact?

Understanding where you are at in your circular journey is crucial to realising your targets and ensuring you stay on track. According to, Fergal Byrne from Carbon Trust, measuring your impact has various uses. Internally, this can help to inform strategy and benchmark your success. Externally, this can be used to show wider impacts to a larger audience, help drive change through effective communication and influence others to join the circular path.



Different ways to create value in the circular economy. Adapted from Circular Economy business models explained from boardofinnovation.com



Baseline

It allows you to understand whether you are creating a difference at this moment and gives you a launch pad for improvement



Collaborate

Showing your impact can help to create new collaborations and prove the worth of collaboration



Communicate

By communicating impact you can help galvanise support both internally and externally



Understand Progress

You can track your improvements and recognise how you are helping people & planet

Measuring Impact by Fergal Byrne. Adapted from Fergal Byrne, Carbon Trust

Learn about measuring carbon emissions in this guide on carbon footprint of your businesses from Carbon Trust



Learn how to measure and reduce your carbon footprint to cut business costs from Sage



Use an online calculator to calculate business carbon footprint from The Carbon Footprint



Monitor progress

Understanding what to monitor and how to monitor it will prove crucial while assessing your progress. This will depend on your business model and your targets. Choose a metric that fits your business which is measurable and easy to communicate.

What to monitor?

There is very limited industry standards on what to monitor for circular economy unlike other mainstream practices such as the environment, social, governance (ESG) reporting. The available metrics can be tedious due to their complexity. Most businesses measure circular economy in terms of waste cycles which are often not accurate. Therefore, there is a higher need for standardised monitoring frameworks that can be widely applicable.

These are some of the top metrics used to assess corporate circularity:

- Resource productivity
- Percentage of materials that are renewable
- Percentage of re-cyclability of the products
- Percentage of circular water consumption
- Percentage of circular water discharge
- Percentage of renewable energy consumption
- Estimated environmental saving of rentals
- Repairability of product
- Warranty period
- Progress towards circular goals



Indicators for effective measurement and reporting of circular economy in business from Business in the Community's (BITC)

How to monitor?

Due to the complexity of circular processes, it is difficult to measure them. There are several independent online pathways and tools that describe what is best for your circular system. However, most of them are still based on theoretical study rather than practical application.

Some interesting initiatives like the Circularity Indicators Projects (developed by the Ellen MacArthur Foundation and Granta Design) aims to bridge this gap and develop indicators that help to measure how advanced a business is in its circular journey. A main indicator called the Materials Circularity indicator allows you to measure and understand complex material flows. The MCI formula lets the participating company to input its material data and measure the circularity of material flows in selected products. The indicators can be used as decision-making tool for designers, and for several other purposes, including internal reporting, procurement decisions, and the evaluation or rating of companies.



Circular economy
Introduction

Topics
Plastics, fashion and more

Resources
Guidance and tools



Material Circularity Indicator (MCI)

Material circularity Indicator (MCI) - Ellen McArthur Foundation



COMMUNICATE 06

Learn to network with stakeholders and engage with your consumers

Photo by Sébastien Dahl CC BY-NC-SA

Communicate your circular strategy

Building relationships and engaging your audience are key to successfully communicating your business strategy. Find out various opportunities to network and build your brand.

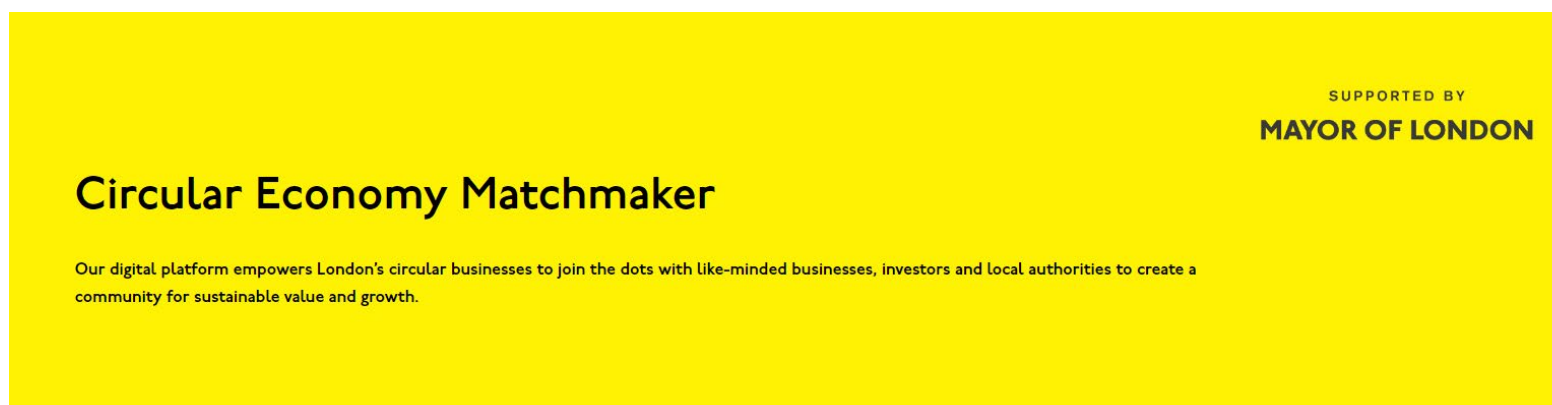
Understand your consumers

According to Paul McSweeney, CEO of ZeroNet, incentives are needed to influence consumer behaviour to adopt circular products. Businesses need to think about consumer demands and how to effectively communicate with consumers to help them understand the benefits. Consumers are increasingly aware of their environmental impact so those businesses that can demonstrate they are doing their part will have an advantage in capturing their attention.

“Circular Economy is the next big driver of change in business and being ahead of the curve can be a route to business opportunity”

Ellen McArthur Foundation

Circular business models



Learn about ReLondon's circular economy matchmaker



7 Tips for Engaging Consumers on Circularity from Sustainable Brands



Join the The Circular Economy Innovation Network from KTN - Innovate UK

Three key steps below from Ellen McArthur Foundation on how to successfully pitch your circular economy ideas:

Step 1: Understand who you want to influence.

To prepare your pitch, start by thinking about who you want to influence. It is useful to name who they are and explore their objectives, priorities, and motivations.

Step 2: Describe context within and outside your organisation.

The next step in preparing your pitch is to think about internal and external context within and outside your organisation.

Step 3: Define your circular economy idea.

The third step in preparing your pitch is to articulate a potential circular economy idea you want to establish in your organisation. Ask yourself, what it is you want to implement, practically?

(Source: Ellen McArthur Foundation)

Address misconceptions

There are various ways to interpret circular economy which often results in myths and misconceptions about the concept. As a business, you may encounter them from different people. It is important to address them while communicating your strategy.

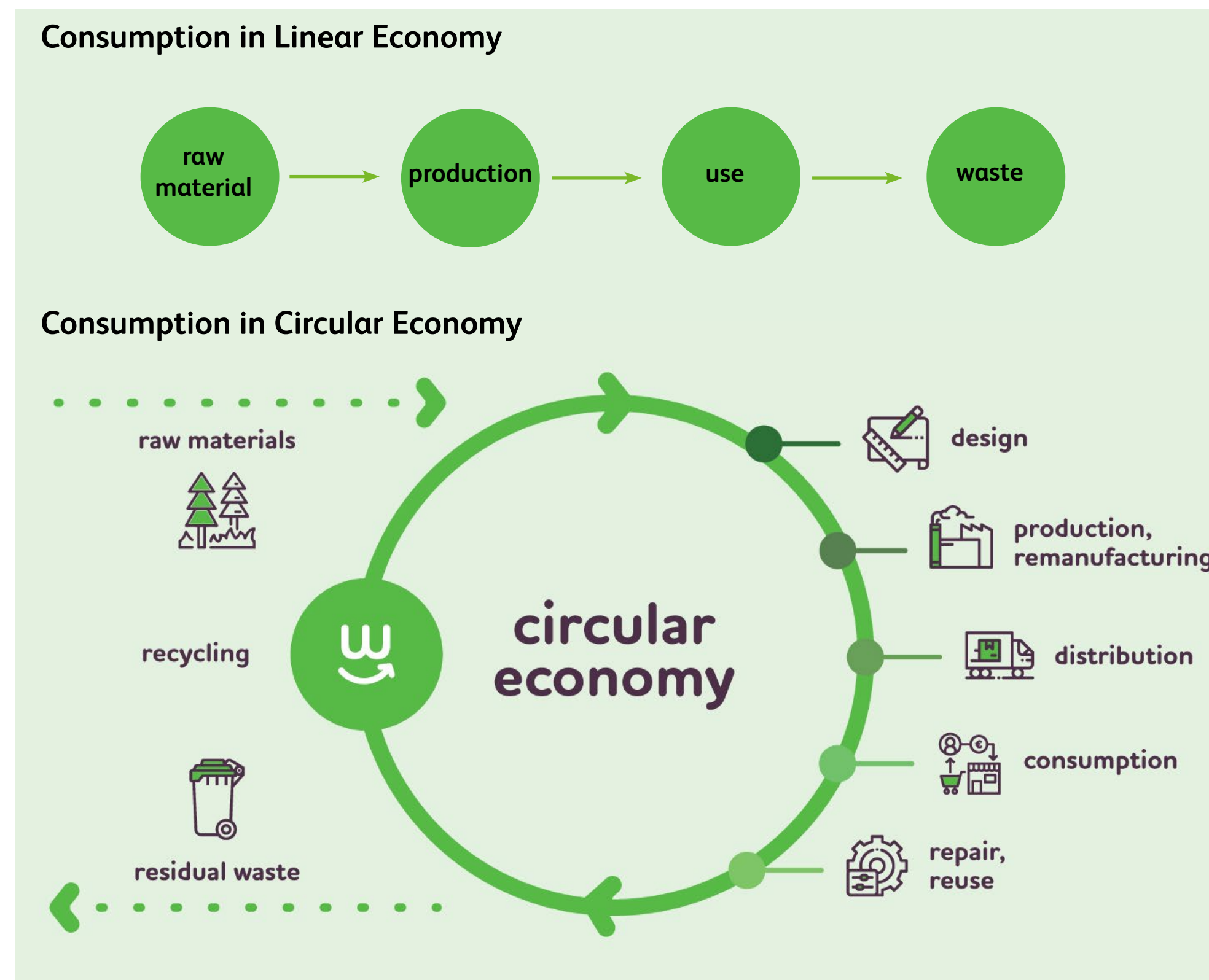
Myths and misconceptions about circular economy

Circular economy is often confused with activities like recycling, going to zero waste or making something useful from waste. Even though they are all components that form the foundations upon which circular economy is based, they are simply one of the many components. Circular economy is about the bigger picture. Some think its just about better PR - all part of the new green marketing. However, it is important to avoid such misconceptions.

Common misconceptions about the circular economy:

- It's a better form of recycling or waste management.
- It's a perfect circle
- It's all about closed loop
- It doesn't account for energy
- It'll happen instantly

Ellen McArthur Foundation



Consumption in the linear and circular economy. Diagram adapted from EU Political Report. Sourced from <https://www.eupoliticalreport.eu/consumers-in-the-circular-economy/>

Read this article from the Guardian on popular myths about circular economy and how to navigate them

How to bust the biggest myths about the circular economy

Tired of being told the circular economy is just a fancy term for recycling that will cause profits to slump? Here's how to fight back

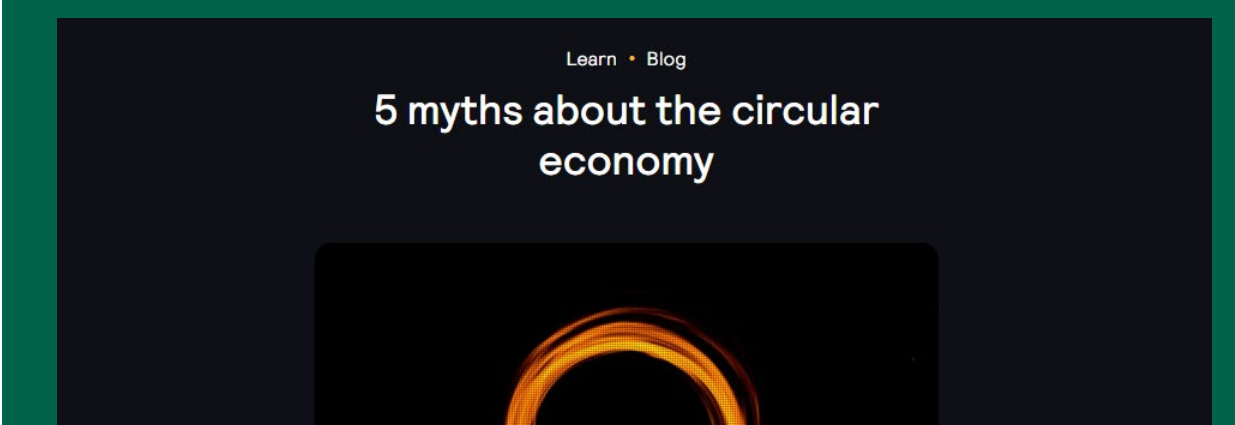


Circular economy myths and opportunities form Bulletin

The circular economy and mining – myths and opportunities

Ashleigh Morris
CEO, Ceres
01 Dec 2020 · 1200 words, 5 min read

5 myths about the circular economy from Aliter Networks



Branding and Marketing

Marketing plays a key role in circular economy. The campaigns need to help convey the mission and impact of the brand. Sustainable and innovative design must be showcased through the product specifications and attract the right consumer base.

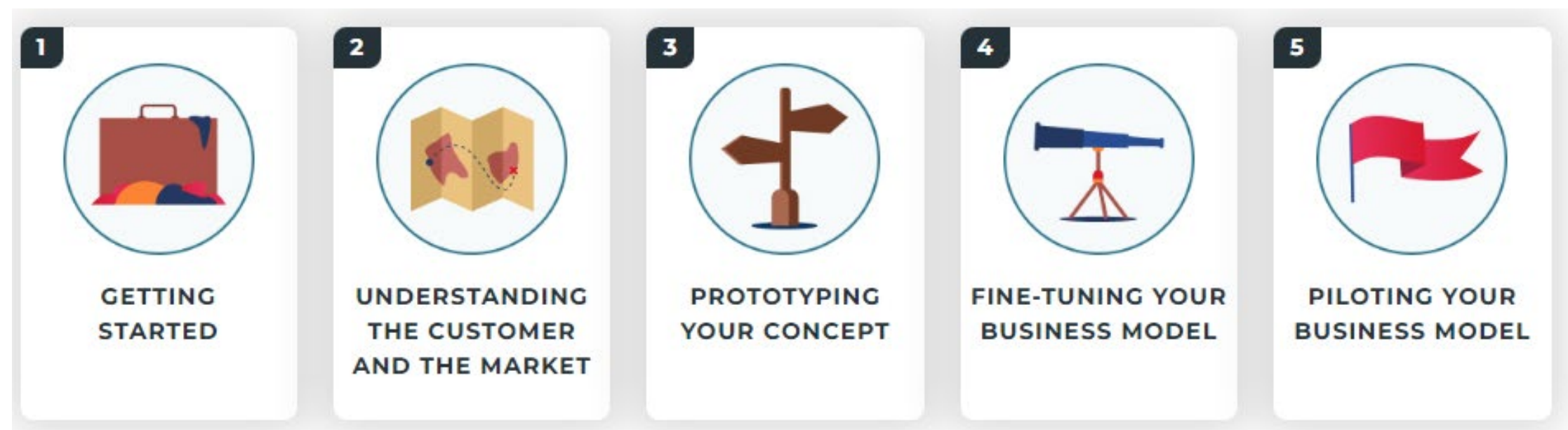
What is your product story?

Focus on the product narrative and story to make the consumers understand your circular business and the products/services you sell. Think about how you can provide a better consumer experience, while making the consumers aware of the positive impact they are creating on the planet. Explain also, how the product stands apart - how the design is innovative, cost-effective and or resource efficient - which makes you a valuable business.

Tips for sustainable marketing:

- Choose your platform wisely
- Practice what you preach - re-use, reduce and recycle what you can
- Find your clientele
- Invest in the right resources

Adapted from Colibri Digital Marketing



Click on the image to know more about The Circular Toolbox from thecirculartoolbox.com



10+ Brands That Embraced the Circular Economy in 2021

Words by Mary Mazzoni



JAN 13, 2022



Click to read about the brands that have embraced circularity from [Triple Pundit](https://triplepundit.com)

Additional Information

Find out about what the London Borough of Hackney is doing towards circularity and net zero and how you can be a part.

Climate Action Plan (CAP) for Hackney

The Hackney Climate Action Plan (CAP) sets out how the Council, working with residents and businesses, will tackle the climate and ecological crisis at a local level – with an ambition for a greener Hackney by 2030. The CAP details how we will reduce emissions and provide directions for adaptation through shifts across society, technology and policy – with community at its centre.

“At Hackney Council we’re committed to doing everything within our power to deliver net zero emissions across Council functions by 2040.”

Climate emergency declaration, London Borough of Hackney



Click on the image to learn more about Hackney's draft Climate Action Plan for 2023-2030. Image from Hackney Council

Read about Hackney council's vision and roadmap to net zero in 'Rebuilding a Greener Hackney'

REBUILDING A GREENER HACKNEY

Know more about Hackney Council's draft implementation plan to address climate crisis

Draft Hackney Council Implementation Plan 2023–2026

prd

 Hackney

 Hackney
Business
Network

CIRCULAR HACKNEY



prdweb.co.uk