Resiliency is the New Normal: Using Zero Waste and Circular Economy Principles to Manage Risk and Drive Innovation

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4/14/2021
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Zero waste consulting for small businesses
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- Conduct educational workshops for Circular Economy curious
- Support businesses in transition to circular business models or jumpstart circular ventures
- Test/validate business concepts with end-customers, support design of back-stage operations needed to implement new ideas
- Part of Circulab international network of circular economy experts
Workshop Overview

- What is Zero Waste (ZW) and Circular Economy (CE)?
- Building Resilience/Managing Risk with ZW and CE principles (with case studies)
- Workshop Exercise: Building a more resilient business
- Q & A
What are Zero Waste and Circular Economy?
LINEAR ECONOMY:

TAKE → MAKE → WASTE

EXTRACTION → MANUFACTURING → END OF LIFE
3 Principles of the Circular Economy

1- Design out waste and pollution from the very beginning
2- Keep products and materials in use
3- Regenerate natural systems
THE COFFEE CHERRY CO.
Recycle. 
Reuse. 
ReGirlfriend.

Good things come to those who don’t waste.
How do you define resilience for your business? What are your challenges and needs in this area?
COVID surfaced our precarious supply chains
pushed businesses to redefine their value prop
and created opportunities to innovate, collaborate and build community
Looking down the pipeline...
We’re all in this together.
CE and Zero Waste Resiliency Strategies

1- Minimizing raw material use

TWINE COLORS EXPLAINED

Learn how to tell which tamal is which
CE and Zero Waste Resiliency Strategies

2- Decoupling business growth from use of materials (esp. virgin materials)
CE and Zero Waste Resiliency Strategies

3- Optimizing what’s already available (reuse, remanufacture, upcycle)
CE and Zero Waste Resiliency Strategies

4- Localizing supply chains
CE and Zero Waste Resiliency Strategies

5- Knowledge sharing, encouraging interaction, and partnerships between stakeholders
CE and Zero Waste Resiliency Strategies

6- Diversification (e.g., Product offerings, channels for selling, revenue streams, supply chains)
CE and Zero Waste Resiliency Strategies

7- Redundancy (e.g., Are main functions ensured?)
8- Use clean energy and materials
CE and Zero Waste Resiliency Strategies

9- Think systemically
CE and Zero Waste Resiliency Strategies

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Take 1–2 resiliency strategies and apply them to your business.
What business opportunities did you surface?
Plan new strategy with Circular Business Canvas
Always start and lead from the Mission
Identify key activities and human resources
List all natural, technical and energy resources
Know your users and identify contexts where value is created
Describe how you will sell your product/service and what is next use for it?
Address neg and pos impacts for each column
Address cost and revenue streams for each column
Questions/Comments?

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Download this free guide for your roadmap to zero waste: bluedaisi.com/free-guide

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