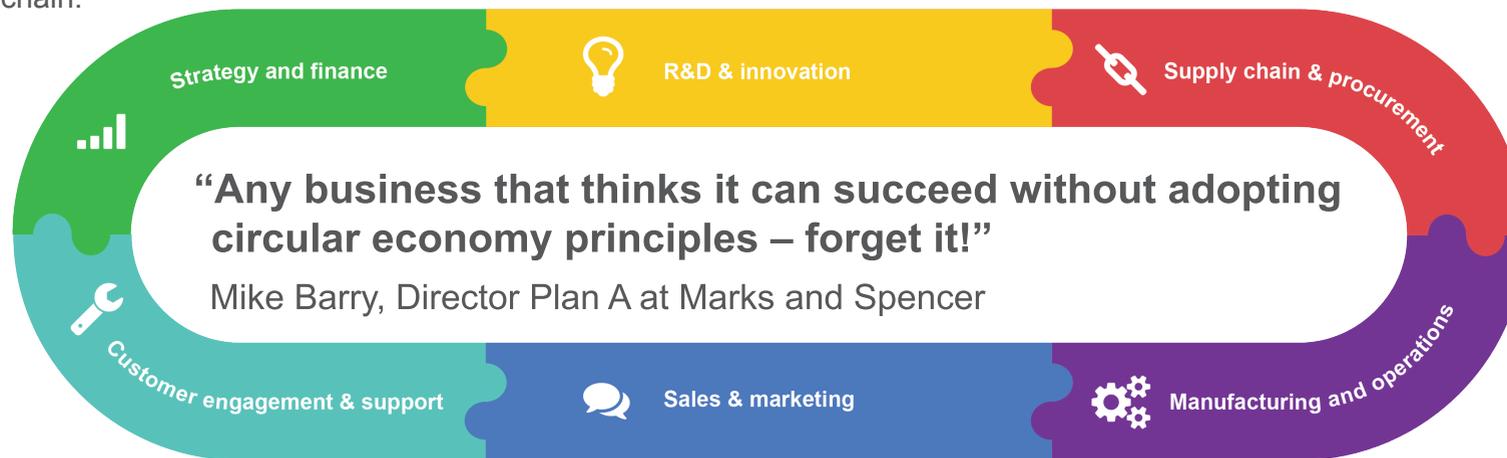


Choose your business area, and use the BITC guide to help you take action

- 1 Evaluate products and markets and consider circular economy impacts on business.
- 2 Recover the cost of your waste.
- 3 Consider the benefits of reusing resources in your supply chain.

- 1 Consider alternative ways of offering customers your product.
- 2 Bring together people with ideas and an appetite to do things differently.
- 3 Apply 'circular economy' thinking across your business.

- 1 Undertake a broad evaluation of your whole supply chain. Small changes can lead to massive savings financially and environmentally.
- 2 Think of waste as an opportunity. New markets, new relationships, new life cycles.
- 3 Investigate options within your supply chain to return packaging, damaged products and other assets through reverse logistics.



- 1 Work with your supply chain to develop a clear product take-back strategy.
- 2 Develop clear communications to support customers in recycling products and creating new life cycles for essential resources.
- 3 Develop a product tracking system to understand where your products are and who is using them.

- 1 What do your customers really want?
- 2 Circular models mean ongoing relationships with customers.
- 3 Consider options to align sustainability with the best in customer service.

- 1 Develop a baseline of waste across your business.
- 2 Explore opportunities to reduce the use of materials, components and products.
- 3 Assess the environmental impact of inputs, components and products.

Get started today

- Visit www.bitc.org.uk/environment to read the full 'Smart Growth in the Circular Economy' guide and inspire your own circular economy journey by learning how from other companies' stories.
- Identify one of the actions to start with and think through how you can engage people across your business to develop new opportunities to create value in a circular way.
- Contact environment@bitc.org.uk to get involved with ideas sharing and collaborative problem solving across our network.

Keep in touch

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Further resources

www.wrap.org.uk/content/rebus

www.wrap.org.uk/foodfutures

www.wrap.org.uk/content/scap-2020-commitment

www.wrap.org.uk/content/business-resource-efficiency-hub

www.wrap.org.uk/courtauld2025

www.anthesisgroup.com/tag/circular-economy

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**BUSINESS
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**THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK**

Smart Growth in the Circular Economy

Your guide to unlocking value

Whatever sector or profession you are in, there are risks to manage and opportunities to grab in the circular economy, and the case for action gets stronger every day. Here are six reasons you should make a start:

- **Resource risks growing:** security of supply will get more difficult with increased demand and competition from powerful emerging economies such as China and India.
- **Resource costs rising:** Raw material cost and volatility are rising with demand as countries try to protect their interests.
- **A tide of waste:** Global waste production has doubled since 2000 and is set to double again by 2030.
- **Tech changing everything:** Business models for new ways to access products and services are being made possible by technology at a pace that will finish many companies and open doors for many more.
- **Regulation in the pipeline:** The EU and others are tightening the rules on waste and recycling in an effort to get businesses to better manage resources.
- **Value at stake:** The Circular Economy could be worth €500 billion per year by 2025. What's your share?

Help is at hand. BITC has developed a new guide to help you navigate the risks and seize the benefits of the circular economy. There's a sneak preview overleaf, and the full experience online at www.bitc.org.uk/environment.