



# Examples



## Circulytics

**Circulytics is closed for submissions.**

Against the backdrop of a fast evolving non-financial reporting landscape, the Ellen MacArthur Foundation is evolving and strengthening its approach to circular economy measurement – now is the time for harmonisation and standardisation, and we have stepped away from collecting data and individual performance assessments through Circulytics. The following resources remain available for organisations interested in the methodology or using the indicators to support circular economy data collection and streamlining or harmonising measurement efforts. More information can be found on the Circulytics website.

Please note this Examples list was originally created for the Ellen MacArthur Foundation’s Circulytics Method and should be interpreted accordingly.

**This example list provides concrete examples to illustrate indicators and response options in Circulytics, without the intention of being an exhaustive list. See the full indicator list [here](#).**

**A broader case study library is available at: [www.ellenmacarthurfoundation.org/case-studies](http://www.ellenmacarthurfoundation.org/case-studies).**

Number	Key word(s)	Company/Project	Example	Link to Case Study
1c	Strategy	Solvay	<ul style="list-style-type: none"><li>• Circular sourcing, operations and products</li><li>• Targets include: doubling the sales of products made from renewable and recycled materials and reducing waste by ½ by 2030</li></ul>	<a href="http://solvay.com/en/sustainability/planet-resources">solvay.com/en/sustainability/planet-resources</a>
1c	Strategy	Desso	<p>Circular economy strategy informs</p> <ul style="list-style-type: none"><li>• Business model</li><li>• Design choices</li><li>• Energy usage</li></ul>	<a href="http://ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets">ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets</a>
2b/2d	Innovation - Tools and metrics, user-centered, systems scope	DS Smith	<ul style="list-style-type: none"><li>• Circular economy design guidelines</li><li>• Circular economy key performance indicators used to evaluate all innovation projects</li><li>• Supply chain analysis used to inform material selection</li></ul>	<a href="http://dssmith.com/globalassets/corporate/sustainability/sustainability-2020-reports-and-docs/ds-smith-2020-sustainability-report-double-page.pdf#page=7">dssmith.com/globalassets/corporate/sustainability/sustainability-2020-reports-and-docs/ds-smith-2020-sustainability-report-double-page.pdf#page=7</a>
2c	Innovation - Collaboration	Nestle	<ul style="list-style-type: none"><li>• Multidisciplinary innovation teams with company-wide foresight</li><li>• External collaboration with a start-up</li></ul>	<a href="http://nestle.com/randd/news/allnews/nestle-pilots-reusable-refillable-dispensers-reduce-single-use-packaging">nestle.com/randd/news/allnews/nestle-pilots-reusable-refillable-dispensers-reduce-single-use-packaging</a>



<b>2c</b>	<b>Innovation - collaboration</b>	<b>Renault, Solvay &amp; Veolia</b>	<ul style="list-style-type: none"> <li>• Collaboration across the battery value chain to recover materials for reuse in new batteries</li> <li>• Feedback from maintenance activities informs design</li> </ul>	<a href="https://ellenmacarthurfoundation.org/news/groupe-renault-and-solvay-collaborate-to-create-a-circular-economy-for-ev">ellenmacarthurfoundation.org/news/groupe-renault-and-solvay-collaborate-to-create-a-circular-economy-for-ev</a>
<b>2c</b>	<b>Innovation - Collaboration</b>	<b>Unilever</b>	<ul style="list-style-type: none"> <li>• Research lab for development of new packaging solutions</li> <li>• External collaboration with waste management sector to ensure scalability</li> </ul>	<a href="https://unilever.co.uk/news/press-releases/2019/unilever-pioneers-solution-that-enables-black-plastic-bottles-to-be-recycled.html">unilever.co.uk/news/press-releases/2019/unilever-pioneers-solution-that-enables-black-plastic-bottles-to-be-recycled.html</a>
<b>3</b>	<b>People and skills - Circular economy training</b>	<b>Arup</b>	<ul style="list-style-type: none"> <li>• Circular economy training resources and events tailored by region, function and seniority</li> </ul>	<a href="https://arup.com/careers/your-life-at-arup/learning-and-development/arup-university">arup.com/careers/your-life-at-arup/learning-and-development/arup-university</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Brambles</b>	<ul style="list-style-type: none"> <li>• Tracking of logistics assets through the supply chain before collection, repair and reuse.</li> <li>• Data used to prevent bottlenecks, optimise transportation methods and reduce waste</li> </ul>	<a href="https://bxbdigital.com/case-studies/">bxbdigital.com/case-studies/</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>HP Inc</b>	<ul style="list-style-type: none"> <li>• IoT enabled subscription model that increases cartridge recovery and recycling</li> </ul>	<a href="https://emf.org/case-studies/bringing-printing-as-a-service-to-the-home">emf.org/case-studies/bringing-printing-as-a-service-to-the-home</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Trove</b>	<ul style="list-style-type: none"> <li>• Resale platform that enables brands to buy-back and resell used items</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/the-online-platform-for-scaling-reuse-trove">ellenmacarthurfoundation.org/circular-examples/the-online-platform-for-scaling-reuse-trove</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Suez</b>	<ul style="list-style-type: none"> <li>• Blockchain technology that provides reporting on all wastewater treatment plant transactions throughout the organic matter value chain, from production to its return to the soil.</li> </ul>	<a href="https://suez.com/en/who-we-are/innovating-for-the-future/circularchain-the-circular-economy-blockchain">suez.com/en/who-we-are/innovating-for-the-future/circularchain-the-circular-economy-blockchain</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Winnow</b>	<ul style="list-style-type: none"> <li>• Smart waste bin tracks food waste, informing menu design and food preparation</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/winnow">ellenmacarthurfoundation.org/circular-examples/winnow</a>



<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Cohealo</b>	<ul style="list-style-type: none"> <li>Software tracking utilisation of hospital equipment across a network, allowing greater patient through-put and evening out supply and demand</li> </ul>	<a href="https://cohealo.com/equipment-tracking/">cohealo.com/equipment-tracking/</a>
<b>4a</b>	<b>Operations - Digital, Systems</b>	<b>Teemill</b>	<p>Software platform for fashion brands</p> <ul style="list-style-type: none"> <li>Enables real-time manufacturing</li> <li>Eliminates over production</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/an-open-access-circular-supply-chain-for-t-shirts-teemill">ellenmacarthurfoundation.org/circular-examples/an-open-access-circular-supply-chain-for-t-shirts-teemill</a>
<b>4b</b>	<b>Operations - Plant, property and equipment assets</b>	<b>Coca Cola Enterprises</b>	<p>Recycling infrastructure projects</p> <ul style="list-style-type: none"> <li>Facilitates reverse logistics</li> <li>Increases supply of recycled plastics to the market</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging">ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging</a>
<b>4b</b>	<b>Operations - Plant, property and equipment assets</b>	<b>Ostara</b>	<p>Infrastructure that can be incorporated into wastewater treatment plants</p> <ul style="list-style-type: none"> <li>Allowing phosphorus and other nutrients to be recovered from industrial and municipal wastewater streams to produce fertiliser</li> </ul>	<a href="https://emf.org/case-studies/closing-the-nutrient-loop">emf.org/case-studies/closing-the-nutrient-loop</a>
<b>4b</b>	<b>Operations - Plant, property and equipment assets</b>	<b>Tarkett</b>	<p>New recycling centres built adjacent to manufacturing plants increase supply of non-virgin materials</p>	<a href="https://tarkett.com/en/content/closing-loop-circular-economy">tarkett.com/en/content/closing-loop-circular-economy</a>
<b>4b</b>	<b>Operations - Plant, property and equipment assets</b>	<b>HP Brazil &amp; Sintronic</b>	<ul style="list-style-type: none"> <li>Reverse logistics infrastructure</li> <li>Innovative recycling processes</li> <li>Increased volume of recycled materials in new products</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/creating-a-reverse-logistics-ecosystem">ellenmacarthurfoundation.org/case-studies/creating-a-reverse-logistics-ecosystem</a>
<b>5a</b>	<b>Engage suppliers</b>	<b>Danish Environmental Protection Agency</b>	<ul style="list-style-type: none"> <li>Procurement of circular goods and services using policy criteria</li> <li>Coalition across government bodies, increasing market impact</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/denmark-public-procurement-as-a-circular-economy-enabler">ellenmacarthurfoundation.org/case-studies/denmark-public-procurement-as-a-circular-economy-enabler</a>



<b>5a</b>	<b>Engage suppliers</b>	<b>Philips</b>	<ul style="list-style-type: none"><li>Identified suppliers in water stressed areas and required 'risk suppliers' to report on their water use, and management</li></ul>	<a href="https://philips.com/a-w/about/sustainability/sustainable-planet/green-operations/water.html">philips.com/a-w/about/sustainability/sustainable-planet/green-operations/water.html</a>
<b>5a</b>	<b>Engage suppliers</b>	<b>The Courtauld Commitment</b>	<ul style="list-style-type: none"><li>Collaboration across the food and drinks sector supply chain to reduce waste.</li></ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/united-kingdom">ellenmacarthurfoundation.org/case-studies/united-kingdom</a>
<b>5a</b>	<b>Engage suppliers</b>	<b>Nespresso SA</b>	<ul style="list-style-type: none"><li>Increasing recycled aluminium content in coffee capsules</li><li>Opened up recycling centres to competitor's capsules</li><li>Suppliers certified by the aluminium Stewardship Initiative.</li></ul>	<a href="https://sustainability.nespresso.com/enabling-industry-wide-capsule-recycling">sustainability.nespresso.com/enabling-industry-wide-capsule-recycling</a>
<b>5b</b>	<b>Engage customers</b>	<b>#WearNext campaign</b>	<ul style="list-style-type: none"><li>Collaborative communication campaign encouraging New Yorkers to keep clothes in use and out of landfills</li></ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/city-and-industry-in-collaboration-to-save-clothes-from-landfill">ellenmacarthurfoundation.org/case-studies/city-and-industry-in-collaboration-to-save-clothes-from-landfill</a>
<b>5b</b>	<b>Engage customers</b>	<b>BioPak</b>	<ul style="list-style-type: none"><li>Collection and composting service increases composting in practice</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/closing-the-loop-on-single-use-food-packaging">ellenmacarthurfoundation.org/circular-examples/closing-the-loop-on-single-use-food-packaging</a>
<b>5c</b>	<b>Engage policymakers</b>	<b>Dutch Phosphate Value Chain Agreement</b>	<p>Industry-government collaboration</p> <ul style="list-style-type: none"><li>Addresses legislative barriers to producing secondary phosphate fertilisers</li><li>Informs policy changes</li></ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/green-deal">ellenmacarthurfoundation.org/case-studies/green-deal</a>
<b>5c</b>	<b>Engage policymakers</b>	<b>Renault</b>	<p>Partner of EU Commission Innovation deal</p> <ul style="list-style-type: none"><li>Identifying and lifting the regulatory barriers to the implementation of a circular economy for electric vehicles.</li></ul>	<a href="https://ellenmacarthurfoundation.org/innovation-deal-for-a-circular-economy">ellenmacarthurfoundation.org/innovation-deal-for-a-circular-economy</a>



<b>5d</b>	<b>Engage investors and financiers</b>	<b>DLL &amp; JLG</b>	<ul style="list-style-type: none"> <li>JLG developed a new business model</li> <li>DLL financed a refurbishment facility to capitalise on multiple life cycles for heavy machinery</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/financing-the-expansion-of-circular-business-models">ellenmacarthurfoundation.org/case-studies/financing-the-expansion-of-circular-business-models</a>
<b>5e</b>	<b>Engage customers</b>	<b>DS Smith</b>	<p>Circular design principles to help packaging producers:</p> <ul style="list-style-type: none"> <li>Design out waste and pollution</li> <li>Increase recyclability</li> <li>Create packaging suitable for recirculation</li> </ul>	<a href="https://dssmith.com/packaging/about/media/events/circular-design-principles?customfilter=&amp;types=">dssmith.com/packaging/about/media/events/circular-design-principles?customfilter=&amp;types=</a>
<b>6a</b>	<b>Material sourcing (non-virgin)</b>	<b>Urban Mining Company</b>	<ul style="list-style-type: none"> <li>Recycling the magnets in used electronics into new magnets</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/finding-rare-earth-elements-above-ground-not-underground">ellenmacarthurfoundation.org/case-studies/finding-rare-earth-elements-above-ground-not-underground</a>
<b>6a</b>	<b>Material sourcing (non-virgin)</b>	<b>Itelyum Regenerative</b>	<ul style="list-style-type: none"> <li>Produce lubricants for automotive and industrial sectors from 100% non-virgin inputs</li> </ul>	<a href="https://itelyum.com/en/regeneration-solutions-en/">itelyum.com/en/regeneration-solutions-en/</a>
<b>6a</b>	<b>Material sourcing (non-virgin)</b>	<b>Hp Inc</b>	<ul style="list-style-type: none"> <li>Collection and treatment of post-consumer plastic waste for incorporation into new products</li> </ul>	<a href="https://garage.hp.com/us/en/impact/hp-haiti-recycling-washline.html">garage.hp.com/us/en/impact/hp-haiti-recycling-washline.html</a>
<b>6a</b>	<b>Material sourcing (non-virgin, sustainable)</b>	<b>Circular Systems</b>	<ul style="list-style-type: none"> <li>Manufacture yarn for the textile industry</li> <li>Material inflow from post-consumer plastic waste, agricultural waste, recycled cotton, and sustainably produced virgin cotton</li> </ul>	<a href="https://circular-systems.com/">circular-systems.com/</a>
<b>6a</b>	<b>Material sourcing (by-products/waste streams)</b>	<b>Ecovative</b>	<ul style="list-style-type: none"> <li>Compostable packing solutions</li> <li>Made from mycelium grown in agriculture by-products</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/packaging-from-mushroom-plastic-ecovative">ellenmacarthurfoundation.org/circular-examples/packaging-from-mushroom-plastic-ecovative</a>
<b>6b</b>	<b>Material sourcing (by-products/waste streams)</b>	<b>Pulp Pantry</b>	<ul style="list-style-type: none"> <li>Produce upcycled food products</li> <li>All materials processing waste is cascaded to produce animal feed</li> </ul>	<a href="https://pulppantry.com/pages/impact">pulppantry.com/pages/impact</a>



<b>6d</b>	<b>Circular design (during use)</b>	<b>The Jeans Redesign</b>	<ul style="list-style-type: none"><li>Designed for durability, material health, recyclability, traceability</li><li>Materials regeneratively/ sustainably sourced</li></ul>	<a href="https://ellenmacarthurfoundation.org/the-jeans-redesign">ellenmacarthurfoundation.org/the-jeans-redesign</a>
<b>6d</b>	<b>Circular design (during use)</b>	<b>Replenish</b>	<ul style="list-style-type: none"><li>Refillable, durable spray bottles for cleaning products</li><li>Refills sold in concentrated form</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/replenish">ellenmacarthurfoundation.org/circular-examples/replenish</a>
<b>6d</b>	<b>Circular design (during use)</b>	<b>Balbo Group</b>	<ul style="list-style-type: none"><li>Regenerative farming of sugarcane</li><li>Innovative harvesting techniques and organic fertiliser programme</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/the-balbo-group">ellenmacarthurfoundation.org/circular-examples/the-balbo-group</a>
<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>Gerrard street</b>	<ul style="list-style-type: none"><li>Modular headphones that are easy to disassemble, facilitating repair, refurbishment and upgrade</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/gerrard-street">ellenmacarthurfoundation.org/circular-examples/gerrard-street</a>
<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>Caterpillar</b>	<ul style="list-style-type: none"><li>Heavy machinery designed for remanufacturing</li><li>Modular design and component recycling</li></ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/design-and-business-model-considerations-for-heavy-machinery-remanufacturing">ellenmacarthurfoundation.org/case-studies/design-and-business-model-considerations-for-heavy-machinery-remanufacturing</a>
<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>Maersk Line</b>	<ul style="list-style-type: none"><li>Steel components in ships catalogued using product passports</li><li>Improved recovery and reuse at end of life</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/using-product-passports-to-improve-the-recovery-and-reuse-of-shipping-steel">ellenmacarthurfoundation.org/circular-examples/using-product-passports-to-improve-the-recovery-and-reuse-of-shipping-steel</a>
<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>DSM-Niaga</b>	<ul style="list-style-type: none"><li>100% recyclable furniture</li><li>Use of non-toxic, mono-material components and reversible adhesives</li></ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/redesigning-medium-life-bulky-products-from-scratch">ellenmacarthurfoundation.org/circular-examples/redesigning-medium-life-bulky-products-from-scratch</a>
<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>Desso</b>	<ul style="list-style-type: none"><li>Low material complexity carpets</li><li>Recycled into new products via take-back scheme</li></ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets">ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets</a>



<b>6d</b>	<b>Circular design (end of functional life)</b>	<b>Notpla</b>	<ul style="list-style-type: none"> <li>• Packaging that is edible and biodegrades within 4-6 weeks</li> </ul>	<a href="https://notpla.com/products-2/">notpla.com/products-2/</a>
<b>6d</b>	<b>Circular design (downstream)</b>	<b>Winnow</b>	<ul style="list-style-type: none"> <li>• Smart waste bin collects data on food waste in commercial kitchens</li> <li>• Informs menu design and food preparation, reducing waste</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/winnow">ellenmacarthurfoundation.org/circular-examples/winnow</a>
<b>6d</b>	<b>Circular design (downstream)</b>	<b>IFIXIT</b>	<ul style="list-style-type: none"> <li>• Replacement parts, tools and free online repair manuals for electronic goods</li> <li>• Increasing intensity of use and product life span</li> </ul>	<a href="https://ellenmacarthurfoundation.org/assets/downloads/ce100/Empowering-Repair-Final-Public1.pdf">ellenmacarthurfoundation.org/assets/downloads/ce100/Empowering-Repair-Final-Public1.pdf</a>
<b>6d</b>	<b>Circular design (downstream)</b>	<b>Ostara</b>	<ul style="list-style-type: none"> <li>• Nutrient recovery process</li> <li>• Phosphorus recovered from wastewater plants converted into fertiliser</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/closing-the-nutrient-loop">ellenmacarthurfoundation.org/case-studies/closing-the-nutrient-loop</a>
<b>6d</b>	<b>Circular design (downstream)</b>	<b>Powervault</b>	<ul style="list-style-type: none"> <li>• Smart energy storage units that provide grid balancing services</li> <li>• Reduces pressure on grid during peak times</li> <li>• Increases use of renewable energy</li> </ul>	<a href="https://powervault.co.uk/powervault-to-store-your-solar-energy/">powervault.co.uk/powervault-to-store-your-solar-energy/</a>
<b>6f</b>	<b>Recirculation in the technical cycle</b>	<b>DLL Group &amp; NHS ambulances</b>	<ul style="list-style-type: none"> <li>• Refurbishment of ambulances to extend product lifespan</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/how-refurbishing-can-work-even-when-safety-and-performance-matter-the-most">ellenmacarthurfoundation.org/case-studies/how-refurbishing-can-work-even-when-safety-and-performance-matter-the-most</a>
<b>6f</b>	<b>Recirculation in the technical cycle</b>	<b>Coca Cola Enterprises</b>	<ul style="list-style-type: none"> <li>• Recycling infrastructure projects</li> <li>• Increased recycled plastic content in packaging</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging">ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging</a>





<b>6f</b>	<b>Refurbishment and resale (keep products and materials in use)</b>	<b>Mazuma Mobile</b>	<ul style="list-style-type: none"> <li>• Secondary marketplace for mobile phones</li> <li>• Collecting, refurbishing and reselling handsets</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/collection-refurbishment-and-resale-of-mobile-phone-handsets">ellenmacarthurfoundation.org/case-studies/collection-refurbishment-and-resale-of-mobile-phone-handsets</a>
<b>7a part 2</b>	<b>Circular Services (design out waste)</b>	<b>Agency of Design</b>	<ul style="list-style-type: none"> <li>• Design and prototype products for clients along circular economy principles</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/designing-for-a-circular-economy-has-more-than-one-solution">ellenmacarthurfoundation.org/case-studies/designing-for-a-circular-economy-has-more-than-one-solution</a>
<b>7a part 2</b>	<b>Circular Services (design out waste)</b>	<b>Teemill</b>	<b>Software platform for fashion brands</b> <ul style="list-style-type: none"> <li>• Enables real-time manufacturing</li> <li>• Eliminates over production</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/an-open-access-circular-supply-chain-for-t-shirts-teemill">ellenmacarthurfoundation.org/circular-examples/an-open-access-circular-supply-chain-for-t-shirts-teemill</a>
<b>7a part 2</b>	<b>Circular Services (keep products and materials in use)</b>	<b>Superuse</b>	<ul style="list-style-type: none"> <li>• Harvestmap .org: An open-source online platform selling construction and industrial waste for use by professional upcyclers</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/finding-and-utilising-waste-materials-for-construction-purposes">ellenmacarthurfoundation.org/case-studies/finding-and-utilising-waste-materials-for-construction-purposes</a>
<b>7a part 2</b>	<b>Circular Services (keep products and materials in use)</b>	<b>Ahrend</b>	<ul style="list-style-type: none"> <li>• Furniture as a service</li> <li>• Units designed for disassembly allowing easy refurbishment and recycling</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/bringing-office-furniture-full-circle">ellenmacarthurfoundation.org/circular-examples/bringing-office-furniture-full-circle</a>
<b>7a part 2</b>	<b>Circular Services (keep products and materials in use)</b>	<b>FLOW2</b>	<ul style="list-style-type: none"> <li>• Asset sharing platform</li> <li>• Businesses share overcapacity of equipment and personnel</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/business-to-business-asset-sharing">ellenmacarthurfoundation.org/case-studies/business-to-business-asset-sharing</a>
<b>7a part 2</b>	<b>Circular Services (regenerating natural systems)</b>	<b>Terra Genesis</b>	<ul style="list-style-type: none"> <li>• Supply chain consultant for sourcing regeneratively grown material</li> </ul>	<a href="https://terra-genesis.com/our-approach/">terra-genesis.com/our-approach/</a>
<b>8a</b>	<b>Procuring plant, property, and equipment assets</b>	<b>San Francisco City Government</b>	<ul style="list-style-type: none"> <li>• Cradle-to-Cradle certification screening for carpets purchased for city government buildings</li> </ul>	<a href="https://ellenmacarthurfoundation.org/circular-examples/cradle-to-cradle-carpets-for-city-buildings-san-francisco">ellenmacarthurfoundation.org/circular-examples/cradle-to-cradle-carpets-for-city-buildings-san-francisco</a>



<b>8a</b>	<b>Procuring plant, property, and equipment assets</b>	<b>Land Rover Ben Ainsley Racing Headquarters</b>	<ul style="list-style-type: none"> <li>Demolition and recycling of 100% of existing concrete on site</li> <li>Used to produce foundations of new building</li> </ul>	<a href="https://sppregions.eu/fileadmin/user_upload/Resources/Circular_Procurement_Case_Study_Collection.pdf">sppregions.eu/fileadmin/user_upload/Resources/Circular_Procurement_Case_Study_Collection.pdf</a>
<b>8b</b>	<b>Plant, property, and equipment assets (end of life)</b>	<b>Google data centres</b>	<ul style="list-style-type: none"> <li>Refurbishment, reuse, resale, and recycling of server components</li> </ul>	<a href="https://emf.thirdlight.com/link/b8mzcd8s1dc1-5j9azt/@/preview/1?o">emf.thirdlight.com/link/b8mzcd8s1dc1-5j9azt/@/preview/1?o</a>
<b>9a</b>	<b>Water (demand)</b>	<b>Esholt Wastewater Treatment Works</b>	<ul style="list-style-type: none"> <li>Reuse of water and cascading use of water</li> <li>Partnership of industries, housing, and wastewater treatment plants</li> </ul>	<a href="https://nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf">nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf</a>
<b>9a</b>	<b>Water (demand)</b>	<b>Renault (Tangier plant, Morocco)</b>	<ul style="list-style-type: none"> <li>Recycling of 100% of industrial wastewater</li> <li>Water requirements reduced by 70% compared to a conventional plant</li> </ul>	<a href="https://group.renault.com/wp-content/uploads/2017/07/2017-groupe-renault-tanger-wastewater-infographic.png">group.renault.com/wp-content/uploads/2017/07/2017-groupe-renault-tanger-wastewater-infographic.png</a>
<b>9c</b>	<b>Water (resource extraction)</b>	<b>VCS (Ebjy Mølle treatment plant)</b>	<ul style="list-style-type: none"> <li>Wastewater treatment plant using chemical and heat recovery to generate surplus heat and electricity</li> </ul>	<a href="https://nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf">nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf</a>
<b>9d</b>	<b>Water (outflow)</b>	<b>Koningshoeven BioMakery &amp; Biopolis</b>	<ul style="list-style-type: none"> <li>Industrial and municipal wastewater treated and reused on-site for irrigation and local aquifer recharge</li> <li>Nutrient, heat and mineral recovery</li> </ul>	<a href="https://ellenmacarthurfoundation.org/case-studies/a-new-operating-system-for-urban-living-1">ellenmacarthurfoundation.org/case-studies/a-new-operating-system-for-urban-living-1</a>
<b>10d</b>	<b>Renewable energy production</b>	<b>British Sugar Plc.</b>	<ul style="list-style-type: none"> <li>Bioethanol production using extracted beet sugar syrup</li> </ul>	<a href="https://britishsugar.co.uk/about-sugar/co-products">britishsugar.co.uk/about-sugar/co-products</a>
<b>10d</b>	<b>Renewable energy production</b>	<b>Enel</b>	<ul style="list-style-type: none"> <li>46GW of installed capacity for renewable energy production</li> </ul>	<a href="https://enelgreenpower.com/en">enelgreenpower.com/en</a>



11c	Financing (lending)	Intesa Sanpaolo	<ul style="list-style-type: none"><li>Dedicated credit facility to support SMEs and corporates with circular economy projects</li></ul>	<a href="https://group.intesasanpaolo.com/en/newsroom/indepth/all-indepth/2020/the-circular-economy-and-sustainability-in-intesa-sanpaolo">group.intesasanpaolo.com/en/newsroom/indepth/all-indepth/2020/the-circular-economy-and-sustainability-in-intesa-sanpaolo</a>
11c	Financing (listed equity)	BlackRock	<ul style="list-style-type: none"><li>Dedicated fund investing in circular economy-aligned listed equities</li></ul>	<a href="https://blackrock.com/uk/intermediaries/...">blackrock.com/uk/intermediaries/...</a>
11c	Financing (private equity)	Circularity Capital	<ul style="list-style-type: none"><li>Private equity firm investing in growth-stage SMEs that operate within the circular economy</li></ul>	<a href="https://circularitycapital.com/">circularitycapital.com/</a>



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