

19th EUROPEAN WEEK of
REGIONS and CITIES

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Together for Recovery

**Encouraging Circular Business
Model Development through
Procurement**

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#EURegionsWeek

Encouraging Circular Business Model Development Through
Procurement



WHAT IS 'CIRCULAR BUSINESS DEVELOPMENT'?

Supplying business

- Innovating new circular products / services to fulfill unmet needs
- Experiencing growth as a result of selling more products / services that have circular attributes

PROCURE



SUPPLY

Procuring business

- Operating in a more circular way through increased use of circular products and services
- Becoming a more appealing organisation for customers to use due to improved sustainability and brand image

A COMMUNITY OF PRACTICE APPROACH

Circular Professional Clothing CoP – led by BITC as part of ProCirc

Phase 1 Roundtables on risk/opportunity and agreeing circular procurement principles

Phase 2 Report published

Phase 3 Pilot procurements

How circular business development was supported

- Involving garment suppliers / manufacturers, and their industry association, as the experts in their product who helped us shape what 'good' looks like
- Involving innovative start-ups offering new solutions and providing a forum for them to engage with suppliers
- Supporting pilot procurement projects to turn the theory into reality
- Future phase – Joint Statement of Demand from procurers to send a strong signal to the market?

OPPORTUNITIES IN THE PROCUREMENT PROCESS

Six Steps to Circular Procurement

1. Define your circular ambitions
2. Determine your functional needs
3. Formulate questions and communicate with market
4. Choose your supplier/s and award the contract
5. Implement circular usage policies
6. Evaluate success

Interrogate the request to determine what the 'functional' need is i.e. what is actually required to solve the problem. Consider whether buying a service rather than owning a product is a viable option.

Three broad types of question:
- Ambition alignment
- Functional specification
- Technical specification
Consider maturity of the market to determine most appropriate question types.

Buying a circular product does not mean that you have implemented a circular business model – think about maximizing the value of the product while in use and how the materials will be recovered .

BUSINESS DEVELOPMENT EXAMPLES

Locking in material savings

With a move to flexible working PwC no longer had a need for physical filing cabinets. The original supplier, KI, converted the filing cabinets into staff lockers, reusing around 50% of the materials from the original cabinets.



Creating added value through recycling

USEL saw opportunity to recycle mattresses with improved efficiency, creating social, environmental, and financial added value. Belfast City Council afforded the opportunity to pitch for an open tender for a project to recycle mattresses from waste collection sites.



JOIN THE NETWORK FOR CHANGE

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