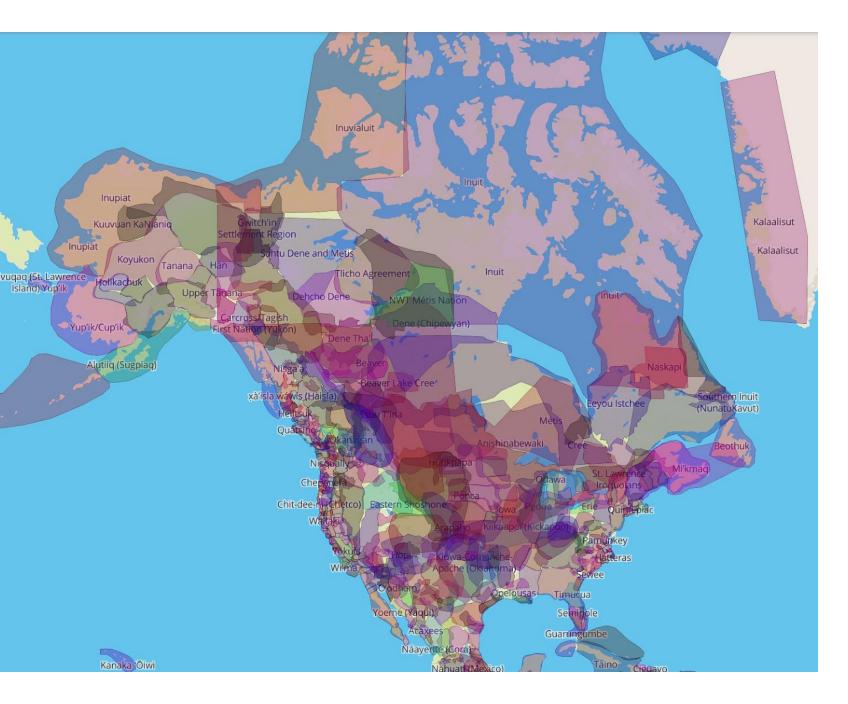
CBSR: Corporate Member Roundtable Circular Business Models November 25, 2021 10:30 – 12:00 pm EST







Learn more about the land you inhabit and the history of the land: https://native-land.ca/

Read about the Truth and Reconciliation Commission of Canada and its 94 Calls to Action.

VIRTUAL HOUSEKEEPING



Adjust your Zoom display name to show: [Your Name, Company Name]



Encouraged to switch on video & actively Participate in the chat box and discussions



Chatham House RulesTake care of your needs



Tech questions? Ask them in the **CHAT**



AGENDA

Timing (EST)	Agenda Item
10:30 - 10:40 AM	Introductions & Land Acknowledgements
10:40 - 11:00 AM	Context Setting: Circular Business Models
11:00-11:10	Case Study: Keurig Dr. Pepper
11:10 – 11:40 AM	 Breakout Rooms Barriers to Circularity Financing Circularity
11:40 – 11:55 AM	 Report Back Key Takeaways Pitching Circularity Initiatives
11:55 – 12:00 PM	Next Steps



CBSR CORPORATE MEMBERS







































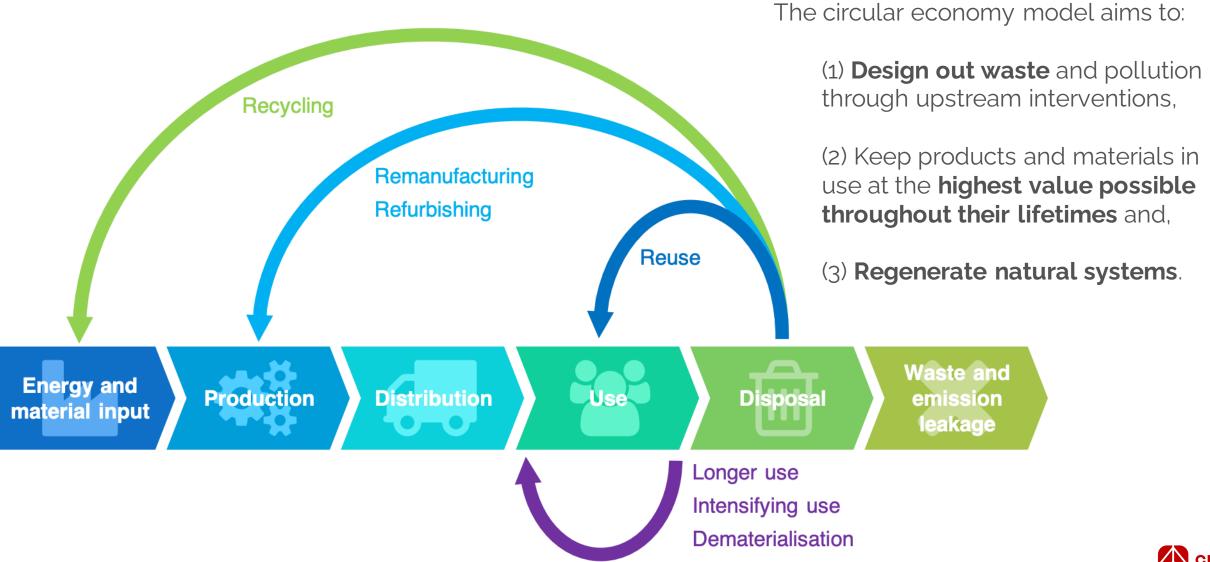








CIRCULAR ECONOMY - OVERVIEW

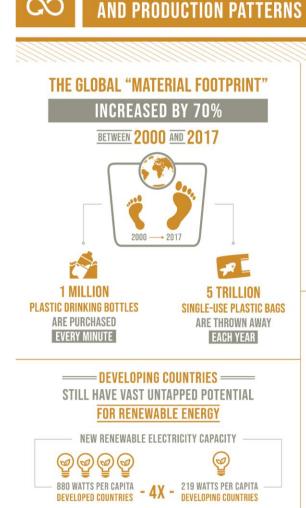




WHY INVEST IN CIRCULARITY? SOCIAL BENEFITS

Environmental & Social Benefits

- Circular economy can enhance biodiversity by reducing our reliance on resource extraction and regenerating farmland.
- If a circular approach were implemented in five sectors alone (steel, aluminum, cement, plastic, and food), annual GHG emissions would decrease by 9.3 billion tons of CO2e by 2050 – the equivalent hypothetical reduction of eliminating all transport emissions globally.
- The circular economy model presents new economic and employment opportunities while simultaneously creating more resilient communities, businesses, and supply chains.



ENSURE SUSTAINABLE CONSUMPTION



THE PARIS AGREEMENT AND

2030 AGENDA



WHY INVEST IN CIRCULARITY? BUSINESS VALUE

- Circular business models decrease exposure to linear risks, such as supply chain disruptions, price increases, and volatility
- A circular business offers fresh opportunities for companies and communities to more effectively compete and function in a resource-constrained world while providing a systems-based approach to preventing waste.
- Circular models make greater use of physical assets, prolong products' lives, and draw more on renewable sources, with the goal of retaining as much value as possible from resources, products, parts, and materials.

GROWTH POTENTIAL BY 2030 IN LINEAR WASTE STREAMS





5 PROVEN CIRCULAR BUSINESS MODELS

Circular Supply Chains use recycled, recyclable, or renewable materials instead of non-renewable resources, decreasing dependence on scarce resources and reducing waste.

Product life extension is a tactic whereby resource use is optimized through durable design and materials, and service loops (e.g., maintenance and refurbishment), all of which contribute to a longer product life. Extending often relies on a modular product design to ensure repairs or remodeling is simple and cost-effective.

Product as a service replaces ownership models with usage models, such as selling driving time instead of cars. This encourages companies to maintain products for longer and offers new services, such as long-term repair and maintenance.

Sharing platforms leverage digital technologies to maximize the use of underused assets and increase the utilization rate of products by making shared use, access, or ownership possible.

Recovery & recycling reclaim useful resources from disposed products or by-products.















Discussion question:

Has your company explored or implemented any circular tactics?

CIRCULAR SUCCESS STORIES



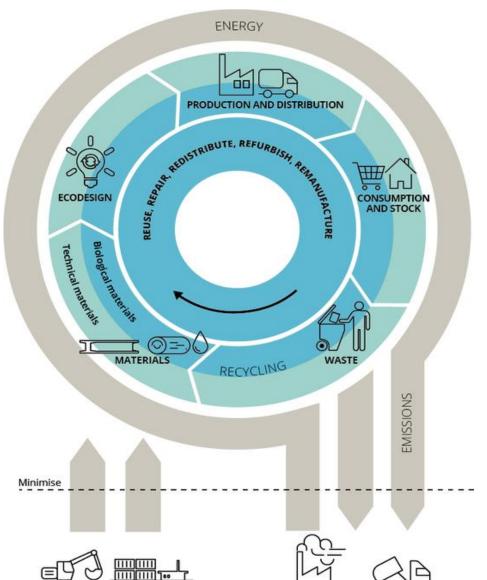








IMPLEMENTING CIRCULAR STRATEGIES: TRENDS & OPPORTUNITIES



SECTOR	OPPORTUNITY
Agriculture	Improving soil fertility
Healthcare	Reduction of hazardous waste
Construction	Reduction of virgin materials
Waste Management	Minimizing down-cycling
Financial Services	Increasing the circularity of the portfolio
Mining	Leveraging urban mining
Manufacturing	Closing the materials loop
Transport and Logistics	Maximizing use and lifetime
Energy	Carbon capture & conversion
Plastics	Modular design to promote recycling
Automotive	Subscription models



Extraction and import of natural

resources, including energy carriers







IMPLEMENTING CIRCULAR STRATEGIES: ASSESSMENT & MEASUREMENT

- Assessing your company's current circular state is a prerequisite to implementing circular strategies
- Do it yourself using guiding questions —

OR

- Circulytics Ellen MacCarthur Foundation
 - Measures circularity performance
 - Supporting decision making
 - Highlighting strengths and blind spots
 - Provides transparency
 - Identifies opportunities

Value Chain Opportunities

- What opportunities exist for adopting circular economy approaches in our value chain?
- Are there inefficiencies and waste in the value chain we can minimize or eliminate?
 - If we had to take back all the products we sold, how would that affect design and production?
 - What value could we recover from products we have sold for the last 5 years?

Customer Value Creation

- What's the real value of what we deliver to customers and how can we create more value while rethinking how we deliver it?
- Can we reimagine how customers use our products or services?
- Can we help our customers increase the lifetime and utilization of our products?
- How should our business model to change to capture the largest opportunities?

Linear Economy Risk

- What is the risk of continuing to operate in a linear fashion?
- What is our exposure to resource scarcity, a rise in commodity prices and environmental regulation over 3
 - 5 years and 10 15 years?
- How can we diversify away from increasingly scarce resources?
- What circular options will become available in the future?
- What would our business look like in a circular world?

Technology and Industry Innovation

- What is the potential to disrupt our business model through technology trends including science, engineering and digital technologies?
- If our industry standardized and shared as much non-competitive material and infrastructure as possible, how much could our industry save?

Business Benefit

- What benefits can be realized in the short and long term?
- Considering the list of business benefits from the prior section, which are most relevant to our future prospects?





Discussion question:

Has your company assessed its circular state?

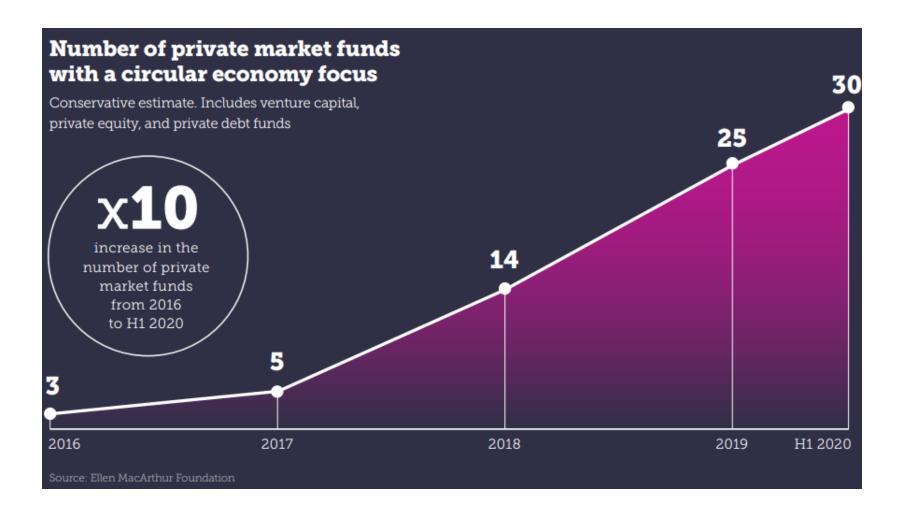
What process did you use?

What were the results?

IMPLEMENTING CIRCULAR STRATEGIES: FINANCING

Private Financing Landscape

- Increasing options for debt and equity instruments related to the circular economy
- More than ten corporate bonds have been issued to finance circular economy
- Between 2016 and 2020, there was a tenfold increase in the number of private market funds, such as venture capital, private equity, and private debt, investing in circular economy activities.





IMPLEMENTING CIRCULAR STRATEGIES: FINANCING

Public Financing Options



Government of Canada

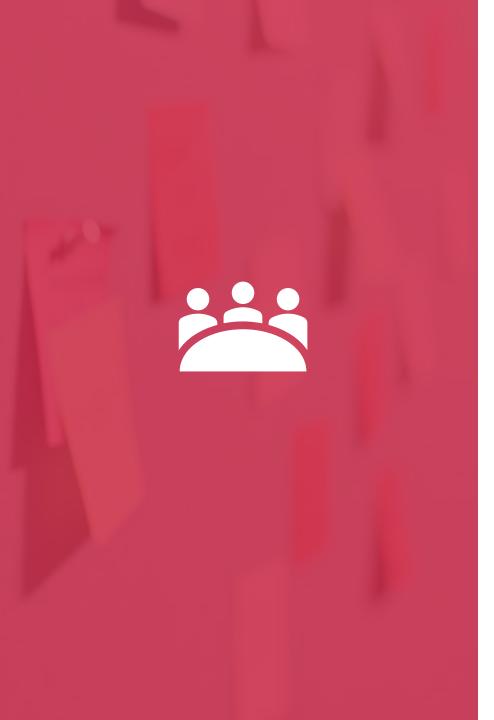
Gouvernement du Canada





- Agricultural Clean Technology Program Aims to develop and increase adoption clean technology to achieve a low-carbon economy and promote sustainable growth in Canada's agriculture and agri-food sector
- <u>Clean Growth Program</u> Covers environmental challenges and economic opportunities for Canada's natural resource operations
- <u>Food Waste Reduction Challenge</u> Supports new solutions and business models to reduce food waste, to increase food availability, save consumers and businesses money, reduce greenhouse gas emissions, and strengthen food systems.
- Innovative Solutions Canada Supports businesses in the early development, testing and validation of prototypes, as well as preparing a pathway to commercialization.





BREAKOUT ROOMS

WE WILL COME BACK AS A GROUP AT 11:40 AM EST









Discussion question:

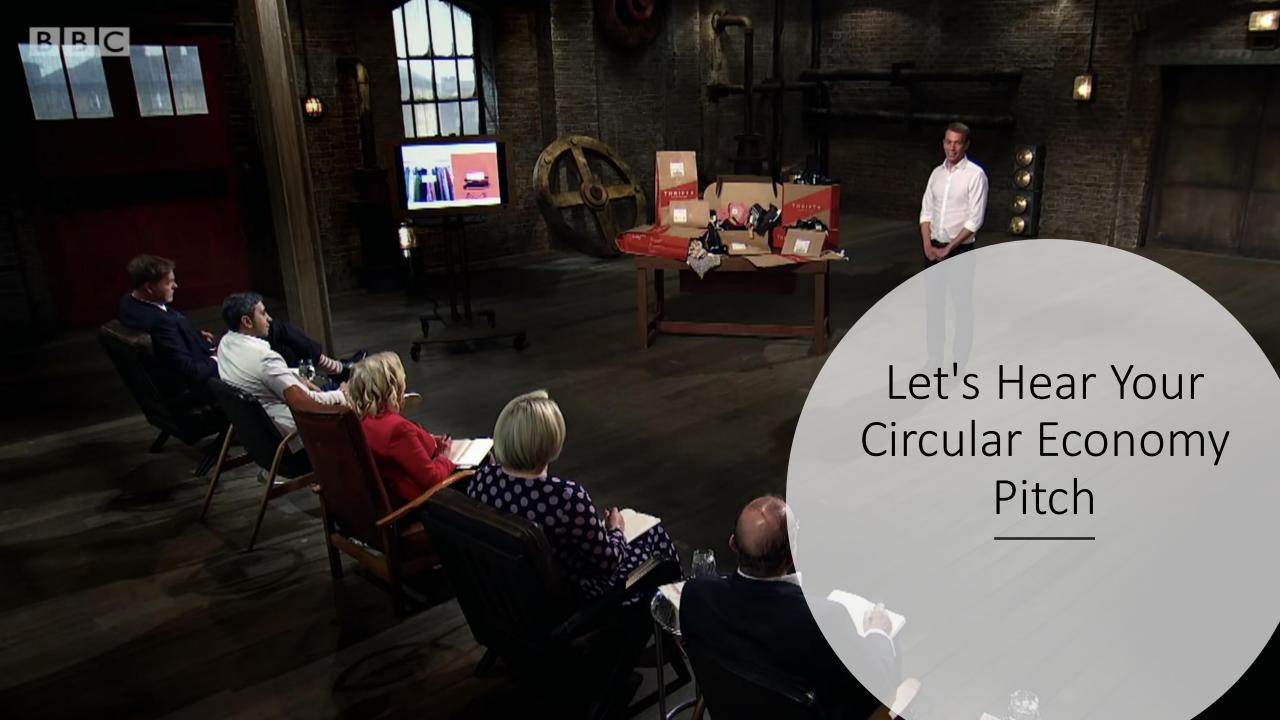
What forms of investment has your company accessed or provided to fuel circular initiatives?



REPORT BACK



Key Insights





SUMMARIZE ROUNDTABLE OUTPUT

UPLOAD RESOURCES TO MEMBER PORTAL

2022 PROGRAMMING SURVEY



Platform Explainer Video







KEY TAKEAWAYS

Ecosystem partners are essential

- Being more closely involved with your supply chains can reinforce relationships with customers and stakeholders, ease circular logistics, and enhance value for your organization
- Ecosystem partners can align industry best practices and shape public policy to encourage circularity
- We are all a service, or product, or a venue away from each other, and circular solutions require collaboration

Consider circularity from a value generation standpoint

Turning a waste stream into a value stream is a powerful business model

Begin with the basics

• Start the circular process by developing a system diagram that illustrates the continuous flow of materials through your organization's value chain.



Thank you!



