

Examples list



Circulytics 2.0

This example list provides concrete examples to illustrate indicators and response options in Circulytics. See the full indicator list [here](#).

A broader case study library is available at: 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"> • Circular sourcing, operations and products • Targets include: doubling the sales of products made from renewable and recycled materials and reducing waste by ⅓ by 2030 	www.solvay.com/en/sustainability/planet-resources
1c	Strategy	Desso	Circular economy strategy informs <ul style="list-style-type: none"> • Business model • Design choices • Energy usage 	www.ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets
2a	Innovation	Nestle	<ul style="list-style-type: none"> • Cross functional innovation team with company-wide foresight • Pilot scheme to test scalability • External input from start-up 	www.nestle.com/randd/news/allnews/nestle-pilots-reusable-refillable-dispensers-reduce-single-use-packaging
2a	Innovation	Unilever	<ul style="list-style-type: none"> • Research lab for development of new packaging solutions • Collaboration with waste management sector to ensure scalability 	www.unilever.co.uk/news/press-releases/2019/unilever-pioneers-solution-that-enables-black-plastic-bottles-to-be-recycled.html
2a	Innovation	Renault	<ul style="list-style-type: none"> • Development of circular economy strategy to include short-loop plastics recycling • Feedback from maintenance activities informs design (research) • Advances in material sorting equipment 	www.ellenmacarthurfoundation.org/case-studies/short-loop-recycling-of-plastics-in-vehicle-manufacturing

2a	Innovation	Teleplan	<p>Innovations in systems</p> <ul style="list-style-type: none"> Tracking software to support reverse logistics and repair Testing solution for used smartphones <p>Innovations in processes</p> <ul style="list-style-type: none"> At home repair service After sales testing service <p>Innovations in infrastructure</p> <ul style="list-style-type: none"> Development of automated machines to repair and refurbish electronic goods 	www.teleplan.com/innovative-services/#innovation
4a	Operations - Systems	Brambles	<ul style="list-style-type: none"> Tracking of logistics assets through the supply chain before collection, repair and reuse. Data used to prevent bottlenecks, optimise transportation methods and reduce waste 	bxbdigital.com/case-studies/
4a	Operations - Systems	HP Instant Ink	<ul style="list-style-type: none"> IoT enabled subscription model that increases cartridge recovery and recycling 	www.emf.org/case-studies/bringing-printing-as-a-service-to-the-home
4a	Operations - Systems	Trove	<ul style="list-style-type: none"> Resale platform that enables brands to buy-back and resell used items 	www.ellenmacarthurfoundation.org/case-studies/the-online-platform-for-scaling-reuse
4a	Operations - Systems	Winnow	<ul style="list-style-type: none"> Smart waste bin tracks food waste, informing menu design and food preparation 	www.ellenmacarthurfoundation.org/case-studies/data-backed-stories-that-drive-change
4a	Systems	Cohealo	<ul style="list-style-type: none"> Software tracking utilisation of hospital equipment across a network, allowing greater patient through-put and evening out supply and demand 	cohealo.com/equipment-tracking/

4a	Operations - Systems	Teemill	<p>Software platform for fashion brands</p> <ul style="list-style-type: none"> • Enables real-time manufacturing • Eliminates over production 	www.ellenmacarthurfoundation.org/case-studies/an-open-access-circular-supply-chain-for-fashion
4b	Operations - Processes	Aquafil	<ul style="list-style-type: none"> • Circular procurement process ensures reliable material input from end of use plastics 	www.ellenmacarthurfoundation.org/case-studies/production-of-nylon-yarn-from-waste-materials
4b	Operations - Processes	Core- Centric Solutions	<ul style="list-style-type: none"> • Repair programme for electronics reduces the need for product replacement 	www.ellenmacarthurfoundation.org/case-studies/a-second-life-returns-management-parts-recovery-and-product-repairs
4c	Operations - Plant, property and equipment assets	Coca Cola Enterprises	<p>Recycling infrastructure projects</p> <ul style="list-style-type: none"> • Facilitates reverse logistics • Increases supply of recycled plastics to the market 	www.ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging
4c	Operations - Plant, property and equipment assets	Ostara	<p>Infrastructure that can be incorporated into wastewater treatment plants</p> <ul style="list-style-type: none"> • Allowing phosphorus and other nutrients to be recovered from industrial and municipal wastewater streams to produce fertiliser 	www.emf.org/case-studies/closing-the-nutrient-loop
4c	Operations - Plant, property and equipment assets	Tarkett	<p>New recycling centres built adjacent to manufacturing plants increase supply of non-virgin materials</p>	www.tarkett.com/en/content/closing-loop-circular-economy
4c	Operations - Plant, property and equipment assets	HP Brazil & Sinctronics	<ul style="list-style-type: none"> • Reverse logistics infrastructure • Innovative recycling processes • Increased volume of recycled materials in new products 	www.ellenmacarthurfoundation.org/case-studies/creating-a-reverse-logistics-ecosystem

5a	Engage suppliers	Danish Environmental Protection Agency	<ul style="list-style-type: none"> • Procurement of circular goods and services using policy criteria • Coalition across government bodies, increasing market impact 	www.ellenmacarthurfoundation.org/case-studies/denmark-public-procurement-as-a-circular-economy-enabler
5a	Engage suppliers	Philips	<ul style="list-style-type: none"> • Identified suppliers in water stressed areas and required 'risk suppliers' to report on their water use, and management 	www.philips.com/a-w/about/sustainability/sustainable-planet/green-operations/water.html
5a	Engage suppliers	The Courtauld Commitment	<ul style="list-style-type: none"> • Collaboration across the food and drinks sector supply chain to reduce waste. 	www.ellenmacarthurfoundation.org/case-studies/united-kingdom
5a	Engage suppliers	Nespresso SA	<ul style="list-style-type: none"> • Increasing recycled aluminium content in coffee capsules • Opened up recycling centres to competitor's capsules • Suppliers certified by the aluminium Stewardship Initiative. 	sustainability.nespresso.com/enabling-industry-wide-capsule-recycling
5b	Engage customers	#WearNext campaign	<ul style="list-style-type: none"> • Collaborative communication campaign encouraging New Yorkers to keep clothes in use and out of landfills 	www.ellenmacarthurfoundation.org/case-studies/city-and-industry-in-collaboration-to-save-clothes-from-landfill
5b	Engage customers	BioPak	<ul style="list-style-type: none"> • Collection and composting service guarantees products are composted in practice 	www.ellenmacarthurfoundation.org/case-studies/closing-the-loop-on-single-use-food-packaging
5c	Engage policymakers	Dutch Phosphate Value Chain Agreement	<p>Industry-government collaboration</p> <ul style="list-style-type: none"> • Addresses legislative barriers to producing secondary phosphate fertilisers • Informs policy changes 	www.ellenmacarthurfoundation.org/case-studies/green-deal

5c	Engage policymakers	Renault	<p>Partner of EU Commission Innovation deal</p> <ul style="list-style-type: none"> Identifying and lifting the regulatory barriers to the implementation of a circular economy for electric vehicles. 	ec.europa.eu/research/innovation-deals/pdf/jdi_emobility_recycling_112017.pdf
5d	Engage investors and financiers	DLL & JLG	<ul style="list-style-type: none"> JLG developed a new business model DLL financed a refurbishment facility to capitalise on multiple life cycles for heavy machinery 	www.ellenmacarthurfoundation.org/case-studies/financing-the-expansion-of-circular-business-models
5e	Circular economy initiatives	Ellen MacArthur Foundation Food initiative	<ul style="list-style-type: none"> Collaboration between industry leaders and pioneering cities Delivering a healthy, regenerative food system 	www.ellenmacarthurfoundation.org/our-work/activities/food
5e	Circular economy initiatives	Make Fashion Circular	<ul style="list-style-type: none"> Collaboration between industry leaders and other key stakeholders Delivering a textiles economy that benefits business, society and the environment 	www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular
5e	Circular economy initiatives	New Plastics Economy Global Commitment	<ul style="list-style-type: none"> Collaboration between industry leaders, policy makers, cities, and other key stakeholders Delivering a circular economy for plastics 	www.ellenmacarthurfoundation.org/our-work/activities/new-plastics-economy
5e	Circular economy initiatives	WBCSD Factor 10	<ul style="list-style-type: none"> Project working with companies to create circular material flows 	www.wbcsd.org/Programs/Circular-Economy/Factor-10
5e	Circular economy initiatives	WEF Global Battery Alliance	<ul style="list-style-type: none"> Public-private collaboration platform to establish a sustainable battery value chain Supporting the shift to renewable energy systems 	www.weforum.org/global-battery-alliance/home
5e	Circular economy initiatives	UN Global Compact	<ul style="list-style-type: none"> Corporate sustainability initiative mobilising companies to advance SDGs through strategy alignment, operations innovation and collaboration. 	www.unglobalcompact.org/what-is-gc/mission

5e	Circular economy initiatives	The Flanders Materials Programme	<ul style="list-style-type: none"> Private-public sector collaborative programme closing material loops through infrastructure projects, policy, and education 	www.ellenmacarthurfoundation.org/case-studies/belgium-flanders-materials-programme
5e	Circular economy initiatives	DS Smith	<p>Circular design guide to help packaging producers:</p> <ul style="list-style-type: none"> Design out waste and pollution Increase recyclability Create packaging suitable for recirculation 	www.dssmith.com/packaging/about/media/news-press-releases/2020/5/ds-smith-launches-circular-design-principles-to-drive-sustainability-in-packaging
6b	Non-virgin technical material	Urban Mining Company	<ul style="list-style-type: none"> Recycling the magnets in used electronics into new magnets 	www.ellenmacarthurfoundation.org/case-studies/finding-rare-earth-elements-above-ground-not-underground
6b	Non-virgin technical material	Itelyum Regenerative	<ul style="list-style-type: none"> Produce lubricants for automotive and industrial sectors from 100% non-virgin inputs 	itelyum.com/en/regeneration-solutions-en/
6b	Non-virgin technical material	Circular Systems	<ul style="list-style-type: none"> Manufacture yarn for the textile industry Material inflow from postconsumer plastic waste, agricultural waste, recycled cotton and virgin but sustainably sourced cotton 	www.circular-systems.com/
6c	Biological material sourced from by-products/waste streams	Ecovative	<ul style="list-style-type: none"> Compostable packing solutions Made from mycelium grown in agriculture by-products 	www.ellenmacarthurfoundation.org/case-studies/growing-alternatives-to-petroleum-based-packaging
6d	Material processing waste and by-products	Pulp Pantry	<ul style="list-style-type: none"> Produce upcycled food products All materials processing waste is cascaded to produce animal feed 	pulppantry.com/pages/impact
6f part 1	Circular design (during use)	The Jeans Redesign	<ul style="list-style-type: none"> Designed for durability, material health, recyclability, traceability Materials regeneratively/ sustainably sourced 	www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular/projects/the-jeans-redesign

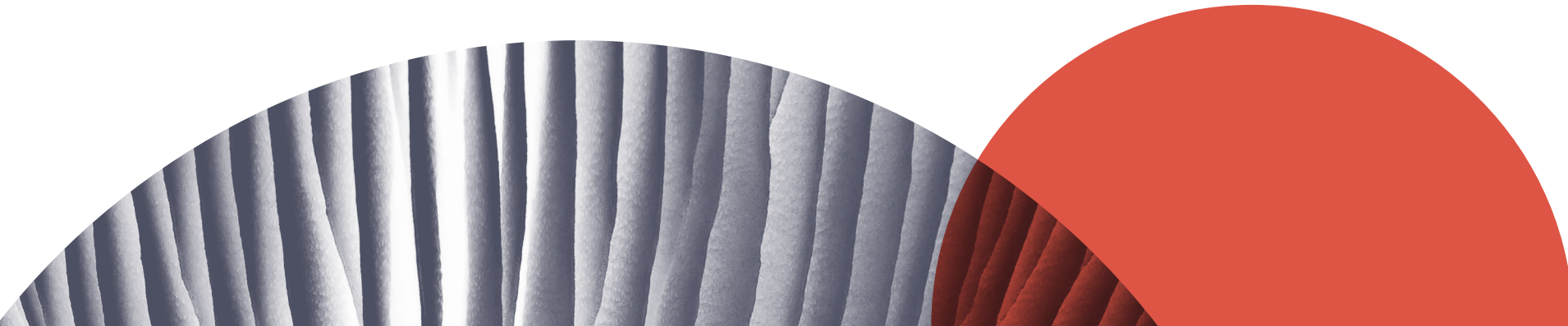
6f part 1	Circular design (during use)	Replenish	<ul style="list-style-type: none"> • Refillable, durable spray bottles for cleaning products • Refills sold in concentrated form 	www.ellenmacarthurfoundation.org/case-studies/customisable-packaging-platform-for-liquid-concentrates
6f part 1	Circular design (during use)	Balbo Group	<ul style="list-style-type: none"> • Regenerative farming of sugarcane • Innovative harvesting techniques and organic fertiliser programme 	www.ellenmacarthurfoundation.org/case-studies/regenerative-agriculture-at-scale
6f part 1	Circular design (end of functional life)	Gerrard street	<ul style="list-style-type: none"> • Modular headphones that are easy to disassemble, facilitating repair, refurbishment and upgrade 	www.ellenmacarthurfoundation.org/case-studies/modular-design-and-a-new-business-model-create-a-circular-music-experience
6f part 1	Circular design (end of functional life)	Caterpillar	<ul style="list-style-type: none"> • Heavy machinery designed for remanufacturing • Modular design and component recycling 	www.ellenmacarthurfoundation.org/case-studies/design-and-business-model-considerations-for-heavy-machinery-remanufacturing
6f part 1	Circular design (end of functional life)	Maersk Line	<ul style="list-style-type: none"> • Steel components in ships catalogued using product passports • Improved recovery and reuse at end of life 	www.ellenmacarthurfoundation.org/case-studies/using-product-passports-to-improve-the-recovery-and-reuse-of-shipping-steel
6f part 1	Circular design (end of functional life)	DSM-Niaga	<ul style="list-style-type: none"> • 100% recyclable furniture • Use of non-toxic, mono-material components and reversible adhesives 	www.ellenmacarthurfoundation.org/case-studies/redesigning-medium-life-bulky-products-from-scratch
6f part 1	Circular design (end of functional life)	Desso	<ul style="list-style-type: none"> • Low material complexity carpets • Recycled into new products via take-back scheme 	www.ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-design-of-carpets
6f part 1	Circular design (end of functional life)	Ooho	<ul style="list-style-type: none"> • Packaging that is edible and biodegrades within 4-6 weeks 	www.notpla.com/products-2/

6f part 2	Circular design (downstream)	Winnow	<ul style="list-style-type: none"> • Smart waste bin collects data on food waste in commercial kitchens • Informs menu design and food preparation, reducing waste 	www.ellenmacarthurfoundation.org/case-studies/data-backed-stories-that-drive-change
6f part 2	Circular design (downstream)	IFIXIT	<ul style="list-style-type: none"> • Replacement parts, tools and free online repair manuals for electronic goods • Increasing intensity of use and product life span 	www.ellenmacarthurfoundation.org/assets/downloads/ce100/Empowering-Repair-Final-Public1.pdf
6f part 2	Circular design (downstream)	Ostara	<ul style="list-style-type: none"> • Nutrient recovery process • Phosphorus recovered from wastewater plants converted into fertiliser 	www.ellenmacarthurfoundation.org/case-studies/closing-the-nutrient-loop
6f part 2	Circular design (downstream)	Powervault	<ul style="list-style-type: none"> • Smart energy storage units that provide grid balancing services • Reduces peak demand on grid • Increases use of renewable energy 	www.powervault.co.uk/powervault-to-store-your-solar-energy/
6g	Recirculation in the technical cycle	DLL Group & NHS ambulances	<ul style="list-style-type: none"> • Refurbishment of ambulances to extend product lifespan 	www.ellenmacarthurfoundation.org/case-studies/how-refurbishing-can-work-even-when-safety-and-performance-matter-the-most
6g	Recirculation in the technical cycle	Coca Cola Enterprises	<ul style="list-style-type: none"> • Recycling infrastructure projects • Increased recycled plastic content in packaging 	www.ellenmacarthurfoundation.org/case-studies/increasing-post-consumer-plastic-content-in-packaging
7a part 2	Circular Services (design out waste)	Agency of Design	<ul style="list-style-type: none"> • Design and prototype products for clients along circular economy principles 	www.ellenmacarthurfoundation.org/case-studies/designing-for-a-circular-economy-has-more-than-one-solution

7a part 2	Circular Services (design out waste)	Teemill	Software platform for fashion brands <ul style="list-style-type: none"> Enables real-time manufacturing Eliminates over production 	www.ellenmacarthurfoundation.org/case-studies/an-open-access-circular-supply-chain-for-fashion
7a part 2	Circular Services (keep products and materials in use)	Harvestmap .org	<ul style="list-style-type: none"> An open-source online platform selling construction and industrial waste for use by professional upcyclers 	www.ellenmacarthurfoundation.org/case-studies/finding-and-utilising-waste-materials-for-construction-purposes
7a part 2	Circular Services (keep products and materials in use)	Mazuma Mobile	<ul style="list-style-type: none"> Secondary marketplace for mobile phones Collecting, refurbishing and reselling handsets. 	www.ellenmacarthurfoundation.org/case-studies/collection-refurbishment-and-resale-of-mobile-phone-handsets
7a part 2	Circular Services (keep products and materials in use)	Ahrend	<ul style="list-style-type: none"> Furniture as a service Units designed for disassembly allowing easy refurbishment and recycling 	www.ellenmacarthurfoundation.org/case-studies/bringing-office-furniture-full-circle
7a part 2	Circular Services (keep products and materials in use)	FLOW2	<ul style="list-style-type: none"> Asset sharing platform Businesses share overcapacity of equipment and personnel 	www.ellenmacarthurfoundation.org/case-studies/business-to-business-asset-sharing
7a part 2	Circular Services (keep products and materials in use)	Stuffstr	<ul style="list-style-type: none"> Platform allowing companies to buy-back clothing from customers Resale and recycling 	www.ellenmacarthurfoundation.org/assets/downloads/4_Products_Accessing_Mar19.pdf
7a part 2	Circular Services (regenerating natural systems)	Danone-Evian	<ul style="list-style-type: none"> Organic waste collection scheme and anaerobic digestion plant Hazardous raw manure converted into regenerating fertilisers Reduced water contamination 	www.ellenmacarthurfoundation.org/case-studies/watershed-protection-program-builds-resilience-value-and-employment
7a part 2	Circular Services (regenerating natural systems)	Terra Genesis	<ul style="list-style-type: none"> Supply chain consultant for sourcing regeneratively grown material 	www.terra-genesis.com/offerings/#ssa

8c	Procuring plant, property, and equipment assets	San Francisco City Government	<ul style="list-style-type: none"> Cradle-to-Cradle certification screening for carpets purchased for city government buildings 	www.ellenmacarthurfoundation.org/case-studies/cradle-to-cradle-carpets-for-city-buildings
8c	Procuring plant, property, and equipment assets	Land Rover Ben Ainsley Racing Headquarters	<ul style="list-style-type: none"> Demolition and recycling of 100% of existing concrete on site Used to produce foundations of new building 	sppregions.eu/fileadmin/user_upload/Resources/Circular_Procurement_Case_Study_Collection.pdf
8c	Procuring plant, property, and equipment assets	Philips & Turn Too	<ul style="list-style-type: none"> Lighting as a service for office spaces 	www.ellenmacarthurfoundation.org/case-studies/selling-light-as-a-service
8d	Plant, property, and equipment assets (end of life)	Google data centres	<ul style="list-style-type: none"> Refurbishment, reuse, resale, and recycling of server components 	www.ellenmacarthurfoundation.org/assets/downloads/data-center-case-study-14-9-16.pdf
9c	Water (demand)	Esholt Wastewater Treatment Works	<ul style="list-style-type: none"> Reuse of water and cascading use of water Partnership of industries, housing, and wastewater treatment plants 	https://nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf
9c	Water (demand)	Renault (Tangier plant, Morocco)	<ul style="list-style-type: none"> Recycling of 100% of industrial wastewater Water requirements reduced by 70% compared to a conventional plant 	group.renault.com/wp-content/uploads/2017/07/2017-groupe-renault-tanger-wastewater-infographic.png
9e	Water (resource extraction)	VCS (Ebjy Mølle treatment plant)	<ul style="list-style-type: none"> Wastewater treatment plant using chemical and heat recovery to generate surplus heat and electricity 	https://nextgenwater.eu/wp-content/uploads/2018/10/Water_and_circular_economy-Co.Project_White_paper.pdf
9f	Water (outflow)	Koningshoeven BioMakery & Biopolus	<ul style="list-style-type: none"> Industrial and municipal wastewater treated and reused on-site for irrigation and local aquifer recharge Nutrient, heat and mineral recovery 	www.ellenmacarthurfoundation.org/case-studies/a-new-operating-system-for-urban-living-1

10d	Renewable energy production	British Sugar Plc.	<ul style="list-style-type: none"> Bioethanol production using extracted beet sugar syrup 	www.ellenmacarthurfoundation.org/case-studies/increasing-diversity-building-resilience
10d	Renewable energy production	Enel	<ul style="list-style-type: none"> 46GW of installed capacity for renewable energy production 	www.enelgreenpower.com/en
11c	Financing (lending)	Intesa Sanpaolo	<ul style="list-style-type: none"> Dedicated credit facility to support SMEs and corporates with circular economy projects 	group.intesasanpaolo.com/en/newsroom/indepth/all-indepth/2020/the-circular-economy-and-sustainability-in-intesa-sanpaolo
11c	Financing (listed equity)	BlackRock	<ul style="list-style-type: none"> Dedicated fund investing in circular economy-aligned listed equities 	www.blackrock.com/uk/intermediaries/...
11c	Financing (private equity)	Circularity Capital	<ul style="list-style-type: none"> Private equity firm investing in growth-stage SMEs that operate within the circular economy 	circularitycapital.com/





CIRCULYTICS®



**ELLEN MACARTHUR
FOUNDATION**