
CIRCULAR
STRATEGY
Most businesses have failed to define and execute a circular economy strategy. Until now.
GATE C

Resource extraction has a major environmental impact

90%

Part of biodiversity loss caused by resource extraction and processing

50%

Part of greenhouse gas emissions caused by resource extraction and processing

Source: European commission.

GATE C

Circular economy could reduce this impact while improving competitiveness

40%

Average spending on materials of manufacturing firms in the EU

€600 billion

Savings for EU businesses from circular economy

8%

Part of the annual turnover that would be saved by EU business from circular economy

Source: European commission.

GATE C

Still circular economy adoption rate remains low

12%

Part of secondary materials and resources being brought back into the economy

6%

Part of recycled plastics for the plastic demand in Europe

1,5%

Minimum percentage of global plastics production ending up in the oceans every year

Source: European commission.

GATE C

To define and execute a robust circular economy strategy, firms should follow a 4 steps approach

1

Identify inefficiencies

2

Map circular business models benefits

3

Measure capability gap

4

Build a roadmap

GATE C

Example of framework output

Business unit A

Process	Level of circularity	Impact	Improvemen
Product design	10%		
Purchasing	35%		
Production	83%		
Sales	48%		
Usage	16%		
End of life	80%		

1

★☆☆

Identify inefficiencies

First, we understand current inefficiencies in the existing linear value chains and evaluate circularity status quo.

To evaluate a company's circularity status quo, we collect answers to approximately 100 questions through a proprietary tool.

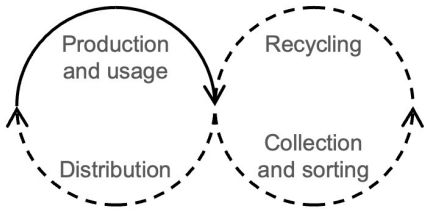
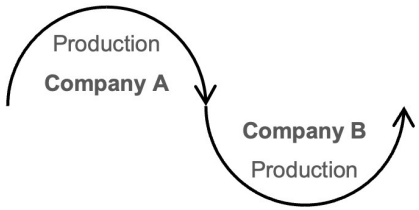
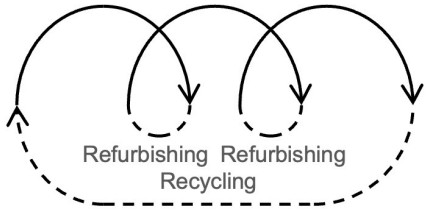
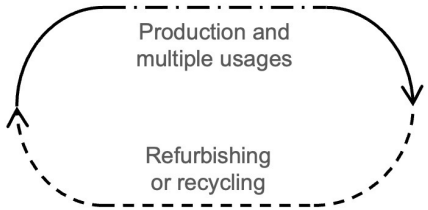
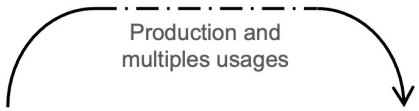
Source: Circular Strategies.

2

Map circular business models benefits

Then we assess the potential of circular business models to address existing inefficiencies.

During workshops we use the Circularity deck, a 52 cards deck that describe each circular business model.

Recycling		**Recycle in clos** **Recycle in open loop**	
Industrial symbiosis		**Industrial symbiosis**	L m
Product life extension		**Repair & Maintain** **Resell** **Refurbish** **Remanufacture**	Rep cura Rese Retu Retu
Product as a service		**Pay-per-use** **Pay-per-performance**	Bu
Product sharing		**Share within an organization** **Share across organizations**	

2

Map circular business models benefits

We evaluate the business case (return on investment, risks, etc.) for each relevant business model.

We use our value-case tool that give a high-level understanding of the value potential of each circular economy business models.

Example of capabilities required to operate circular econom business models

Capabilities		
Organisational	Circular design	Design for recycling
		Design for reuse, repair, refurbishing or rema
		Design for reverse logistics
	Circular sourcing	Buy a product as a service
		Source recycled, recyclable or renewable ma
	Circular production	Repair, refurbish or remanufacture used prod
		Sell by-products as resources
		Reduce, reuse or recycle production scrap
	Circular sales	Sell lifecycle services
		Sell a product as a service
		Take back used products (reverse logist
Technological	Digital	Collect data on product lifecycle using
		Analyse data on product lifecycle usi
	Biological	Leverage new material technologie

3

Measure capability gap

Circular business models can require major transformations. We identify the required capabilities needed to operate selected business models.

We use a maturity assessment questionnaire to qualify capability gaps.

Example of circular economy indicators

Indicator	Level	Implementation difficulty	Source
Percentage of circular inflow total	Company	◕	WBCSD
Material Circularity Indicator	Product	●	Ellen MacArthu Foundation
Recyclability rate	Product	◔	ISO
Material reutilization score	Product	◑	C2C Certified Product Standar
Material Input Per Unit of Service	Product	◔	Wuppertal Institu
Circular revenue	Company	◔	Philips
Material efficiency of natural rubber	Material	◕	Michelin
Value retention	Company	●	Renault

4

Build a roadmap

Finally, we define a circular economy strategy, integrated into the business strategy, and a roadmap to execute this strategy.

We help setting out clear KPIs chosen from our list of more than 100 qualified circularity indicators.

We have already helped many businesses various industries defining their circular economy strategy

Chemicals

We helped a chemical company design circular offerings.

Metals

We helped a metallurgical company leverage circular economy models to reduce sourcing and production costs.

Consumer Packaged Goods

We helped a consumer packaging goods company imagine circular products, packaging, and services to reduce the environmental impact of a product line.

Retail

We helped a specialized retailer to identify circular offering, such as second-hand and refurbished products sales, to face declining sales.

GATE C

We are a consulting firm helping businesses to capture the value of the circular economy

contact@gatecconsulting.com

www.gatecconsulting.com

GATE C