

An initiative of



The Circulars

2015 Yearbook



In collaboration
with Accenture

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and SAB MILLER

Thank You

On behalf of the Young Global Leaders (YGL), we would like to extend our sincerest thanks to all those who participated in the inaugural Circular Economy Awards, “The Circulars”. The initiative, a world first, was a huge success, with a fantastic array of close to 200 entries showcasing their ground breaking circular economy work. Entries ranged from innovative entrepreneurs to pioneering multinationals, and from cities pushing the boundaries in sustainability, to digitally disruptive enterprises and individuals from commerce and civil society who have made notable contributions to driving circular economy principles.

The Circulars 2015 Yearbook includes short case studies on all of The Circulars 2015 Winners, Runners Up, Finalists and High Commended entries – we hope you find the stories within encouraging, and that they signify we are well on our way to making the circular economy a reality. We look forward to what The Circulars 2016 has in store!

Sincerely,

David, Ida, Peter & Rain
YGL Circular Economy Taskforce Co-Chairs



David Rosenberg
CEO & Co-Founder
AeroFarms



Ida Auken
MP & Former
Environmental Minister
Danish Parliament



Peter Lacy
Managing Director, Global
Accenture Strategy –
Sustainability Services



Rain Newton-Smith
Director of Economics
CBI

Award Categories



The Fortune Award for Circular
Economy Leadership

4



The Accenture Award for Circular
Economy Pioneer

28



The YGL Award for Circular
Economy Entrepreneurship

54



The BT Award for Circular
Economy Digital Disruptor

70



The Ecolab Award for Circular
Economy Cities & Regions

84



The Fortune Award for Circular Economy Leadership

For individuals who have demonstrated
inspirational leadership on the journey
towards circular economy



WINNER



Janez Potočnik

European Commissioner for
Environment 2009-2014

Janez Potočnik is a Slovenian politician who served ten years as European Commissioner, in the first five years term for Science and Research and in the second for Environment until October 31, 2014. He brought together CEOs, politicians, civil society and researchers to develop a policy roadmap for resource efficiency. His efforts culminated in the European Commission adopting a common and coherent framework to promote the circular economy. As part of the circular economy package, the European Commission also adopted a legislative proposal to review recycling and other waste-related targets in the European Union. Potočnik has been a tireless champion of circular economy models among businesses and policymakers, encouraging their adoption as common ground for action. He has put resource efficiency and the circular economy on the agenda of meetings of national ministers within Europe, and advocated them in New York as an important pillar of future UN Sustainable Development Goals. In September 2013, he received the UN Champion of the Earth Award.

WINNER



Sir Ian Cheshire

Group Chief Executive,
Kingfisher plc

Sir Ian Cheshire is the former Group Chief Executive of home improvement company, Kingfisher plc, whose retail brands include B&Q, Castorama, Screwfix and Brico Depot. Sir Ian's leadership has driven Net Positive, Kingfisher's restorative approach to doing business, which aims to make a positive contribution to people and the environment, while growing a stronger, more profitable business. Circular economy and closed-loop principles are firmly embedded within Net Positive. Sir Ian has used his voice as a business leader to motivate others to adopt a more circular approach. He has done so by advocating the value proposition to business – that it affords businesses lucrative opportunities now and in the future to cut resource dependence, energy use and costs while creating new avenues of income. He has challenged both the UK Government and the European Union to rethink policy to create an environment that will enable a quicker transition to a more circular economy.



FINALIST



Feike Sijbesma

CEO and Chairman of the Managing Board, DSM

Feike Sijbesma is CEO of Royal DSM, the Life Sciences and Materials Sciences company globally active in health, nutrition and materials. Part of his vision is to change conventions and ensure new technologies and innovations can work sustainably and effectively. Sijbesma's thinking is reflected in the way DSM works: the company adds value over three dimensions simultaneously, ecologically, environmentally and economically: People Planet Profit! Over the years, the company has invested to use the residues of plants – instead of oil, coal and gas – as a starting material for green energy and materials. Also DSM developed new coatings for solar panels but does not sell these but sells the function: more energy output, a new business model triggered by the Circular Economy. Sijbesma is chairing a variety of initiatives on the circular economy among others at the World Economic Forum the UN Conferences on Climate Change, the Ellen MacArthur Foundation and the newly formed Circular Economy Foundation in the Netherlands.

FINALIST



Frans van Houten

CEO and Chairman of the Board of Management and Executive Committee, Philips

Frans van Houten, CEO of Royal Philips, recognises that innovation is a critical driving force for improving people's lives. His vision for the company is centred around sustainable innovation and includes the ambition to embed circular economy principles to its business. Three years ago Frans van Houten began exploring how to transform Philips' business models from linear to circular. He championed investment into staff and external partnerships with the aim of embedding the circular economy into the organisation. The initial results of this investment programme are already visible, with new 'circular offerings' being deployed by a number of business units (e.g. Light as a Service) and through scaling up existing propositions (e.g. refurbished healthcare equipment and multi-year managed equipment services). Externally, van Houten is a strong advocate of the circular economy, evangelizing its benefits through online thought leadership pieces and appearances at global forums with the Ellen MacArthur Foundation, World Economic Forum and European Parliament. He is acting steering board chairman of Project MainStream.



FINALIST



Hannah Jones

Chief Sustainability Officer and VP
of the Innovation Accelerator, Nike

Hannah Jones is Nike's Chief Sustainability Officer and VP, Innovation Accelerator. She is responsible for stewarding Nike's global corporate responsibility efforts by driving an embedded sustainable innovation strategy across the business, which involves rethinking materials, methods of make and business models to solve complex sustainability challenges. Over the last decade, Jones and her team have been instrumental in helping Nike transform from being scrutinized for social injustices to being praised as one of the leading companies in sustainable design and operations. The company has since explored radically new and different materials, redesigned how products are made and driven social innovation in the athletic footwear and apparel industry. Jones was named a Young Global Leader in conjunction with the World Economic Forum in January 2007, and in 2013 was bestowed the C.K. Prahalad award for global sustainability leadership.

FINALIST



Peder Holk Nielsen

President and CEO, Novozymes

Peder Holk Nielsen is President and CEO of Novozymes, a global biotechnology company headquartered in Copenhagen. As the world's largest producer of industrial enzymes, Novozymes together with its global partners is committed to finding biological answers for better lives in a growing world. The vision of working in partnerships and networks with customers, consumers, governments and international organizations to develop sustainable industrial solutions has been defined in a new company strategy launched in January 2015 called "Partnering for Impact". During his leadership Novozymes continues to be ranked among the world's most sustainable companies. In September 2014, Forbes Magazine named Novozymes as one of the World's 100 Most Innovative Companies (5th in Europe and 38th overall). Nielsen has spoken at several international forums, including the UN Conference on Climate Change, G20 and World Economic Forum, on the need to decouple economic growth from carbon emissions, environmental impact and the use of raw materials. He believes companies that integrate commercial priorities and strategies with environmental and socioeconomic objectives will be the winners of tomorrow.



FINALIST



Walter R. Stahel

Founder-Director, The Product-Life Institute Geneva

Walter R. Stahel is Founder-Director of the Product-Life Institute, a not-for-profit consulting organization devoted to developing sustainability strategies and policies. Stahel is an accomplished circular economy pioneer and has been an active proponent of circular thinking since the 1970s. His point of view is that in a circular economy, waste managers become resource managers and must move up the value preservation chain. Stahel has written several papers, spoken at conferences all over the world, been nominated for multiple awards, taught at numerous universities in Europe, the U.S. and Asia, and worked as a consultant developing and designing sustainable solutions. Stahel founded The Geneva-based Product-Life Institute in 1983. In 2010, he published a second edition of his book *The Performance Economy*, in which he argues that real wealth lies in the use of goods, not ownership; in 2012 a paper in which he argues that sustainable taxation – taxing only non-renewable resources and accepting that human labour is a renewable resource – is the most effective lever to move the circular economy forward.

HIGHLY COMMENDED



Adrian Tautscher

Group Leader of Sustainable Aluminium Strategies, Jaguar Land Rover

Adrian Tautscher is the Group Leader of Sustainable Aluminium Strategies at Jaguar Land Rover. His approach to drive transformational change has been through leading a number of Circular Economy themed projects that form part of Jaguar Land Rover's Environment Innovation strategy. His 7+ years in this area have highlighted the need to change mind-sets, improve collaboration and accelerate innovation to create the business models that will deliver a circular economy. A significant part of his focus has been on increasing aluminium recycling rates as Jaguar Land Rover has moved to deliver lighter vehicle architectures (in 2013 the all-new Range Rover Sport was launched with a weight reduction of more than 400kg against the outgoing model). As project leader of the REALCAR 2 research project launched in February 2013, a 2.5 year £1 million project, Adrian is managing the team which is exploring the potential to increase aluminium recycling rates by a further 25% by extracting the higher quality aluminium from post-consumer, non-automotive scrap. The project is also assessing the future potential to source aluminium from End-of-Life Vehicles.



HIGHLY COMMENDED



Alexander Collot d'Escury

CEO, Desso

Alexander Collot d'Escury, CEO of Desso until the end of 2014, consistently helped drive changes at the company towards the circular economy since the start of transformation in 2008. He inspired and guided managers, staff and other stakeholders in the major changes required across the supply chain, production processes through to marketing and sales. As CEO, he ensured the business strengthened its competitive edge through its innovation programme of creativity, functionality and C2C, working to achieve even better operational excellence and customer service while keeping to the long term vision of C2C. The result is the company has maintained its C2C Roadmap which by 2020 will make it one of the world's leading circular economy companies. Already 90% of its carpet tiles (65% of its business) are C2C certified. Alexander showed an unwavering commitment to the circular economy, believing it will boost innovation and commercial success. Desso's vision is to deliver creative, functional and environmentally responsible products that contribute to people's health and wellbeing.

HIGHLY COMMENDED



Coert Zachariasse

CEO, Delta Development Group

Coert Zachariasse has been working closely with Cradle to Cradle® founders William McDonough and Michael Braungart since 2004, and through his company Delta Development Group, has created the world's first Cradle to Cradle® inspired business park, Park 2020, at Schiphol Airport in the Netherlands. The project, started in 2008, has delivered above market returns and take-up despite a market that has been hit heavily by the economic recession. Coert has scaled up his approach outside of the Netherlands and Germany and is currently developing a portfolio of Cradle to Cradle® inspired real estate worth €800 million. Coert was chosen as the most influential person in sustainable real estate in the Netherlands in 2013, and in 2014 Fortune magazine ranked him as one of the top 25 world eco-innovators in the world.



HIGHLY COMMENDED



Doug Woodring

Co-Founder, Plastic Disclosure Project (PDP)

Doug Woodring, Co-Founder, and Andrew Russell, Director, have designed the Plastic Disclosure Project (PDP) to help organizations apply circular economy principles to plastic. Launched at the Clinton Global Initiative in 2010, the PDP continues to be the only global program for plastic waste management, which can be used in any country, by all stakeholders, without the need for bans, legislative changes or taxes. Similar to carbon and water reporting, the PDP simply requests that organizations measure their plastic use and waste generation, identify related risks and opportunities, and set action plans accordingly. Companies and institutions can use this knowledge to improve their resource efficiencies, cost, waste, environmental impact, sales and reputation. It drives use of recycled content in products and packaging, more efficient resource use and reuse, creative solutions for recovering materials after use, innovative changes in materials or design, and stakeholder awareness. Disclosers include Lush Cosmetics, UC Berkeley, SFO Airport, and many others globally and across industries. The PDP worked with Method, winner of the 2015 Young Global Leader Award for Circular Economy Leadership.

HIGHLY COMMENDED



Guido Braam

Executive Director, Circle Economy Cooperative

In 2012, Guido Braam decided to put all his energy and focus on the transition towards the circular economy. As the Executive Director of the action driven Circle Economy cooperative, he contributes to this transition on a daily basis. He strongly believes that social entrepreneurship will become the new normal. Enticing the establishment into the circular economy, a more balanced system full of innovation and (shared) value creation, is the first step. Guido is the founder of several (impact driven) start-ups and co-owns a collective of ventures in Powered by Meaning. His life motto is: 'we are the people we have been waiting for'. Guido helped to grow Circle Economy from an ambitious start-up to internationally recognized cooperative, which has six focus areas: design, finance, textiles, agri-food, regions and construction. Within these focus areas circular projects are set up with the member organizations of Circle Economy. By bringing large multinationals, SME's small start-ups, science and the government together, impact can be achieved and new models can be tested in pilots.



HIGHLY COMMENDED



Jan-Paul Kimmel

Sustainability Manager,
Royal HaskoningDHV

Jan-Paul Kimmel, Sustainability Manager at Royal HaskoningDHV, has been at the forefront of the circular economy for the past six years. As one of the major participants in Royal HaskoningDHV's 'Cradle-to-Cradle' program, he brought the idea of 'Chemical Leasing' to Royal HaskoningDHV in 2009. Since then, he has dedicated his time to the development and implementation of the circular economy. Inspired by 'Cradle-to-Cradle' and New Business Model thinking, Jan-Paul has been involved in establishing ground-breaking programmes including Recover-E® (one of the breakthrough projects at the CE BOOSTcamp 2014) and EcoProFabrics. He is also co-developer of the Rabobank Circular Economy Challenge and the innovative Take Back Chemicals program. In each of these projects, he has pushed boundaries making advances in the circular economy. His emphasis on top-level buy-in from managers has ensured that circular economy practices are implemented both within Royal HaskoningDHV, and externally with clients – extending Royal Haskoning DHV's role beyond that of a traditional engineering consultancy firm.

HIGHLY COMMENDED



Jonathon Porritt

Co-Founder, Forum for the Future

Jonathon Porritt co-founded Forum for the Future in 1996, and remains closely involved as a Founding Director and Trustee. He was also closely involved in setting up The Prince of Wales's Business & Sustainability Programme. Throughout his career, Jonathon has been able to help organisations develop their mission and objectives, emphasising [note deletion] that they cannot possibly succeed unless and until our economies are transformed in such a way as to maximise wellbeing and minimise the throughput of energy and materials. And we can't do this by threatening people with doom and gloom; it has to be done through inspiration, aspiration and celebration. He has recently helped to set up a global platform called Collectively, which showcases and celebrates sustainable innovation. His mission has always been to make sustainable development 'the central organising principle of everything we do', driving forward ideas like the circular economy and sustainable capitalism by encouraging decision-makers to see the power of sustainable innovation.



HIGHLY COMMENDED



Liz Goodwin

CEO, WRAP (Waste and Resources Action Programme)

Liz Goodwin has been the CEO of WRAP (Waste and Resources Action Programme) since 2007. Under Liz's leadership, WRAP has transformed the UK debate around the circular economy and has become increasingly influential on the EU and international stage. Liz has led WRAP with clarity and focus, steering the organisation from a UK-focused Government delivery body to an internationally recognised organisation dealing with global issues of economic competitiveness. Liz launched a consumer food waste prevention campaign, Love Food Hate Waste, which has helped reduce avoidable UK household food waste by 21%. Additionally, through R&D and lab-scale trials, WRAP proved that plastic milk bottles could be successfully recycled in a closed-loop process, and have helped the UK reprocessing sector to exploit this new technology at a commercial scale. Liz has motivated others to adopt the circular economy through leading an evidence-based organisation which provides guidance, tools and a safe space for collaboration, helping business, individuals and the public sector turn the circular economy idea into practical delivery.

HIGHLY COMMENDED



Dr. Mike Biddle

Founder and Director, MBA Polymers

Dr. Mike Biddle, Founder and Director of MBA Polymers, created the world's leading multinational company mining plastics and other materials from large complex waste streams. MBA Polymers operates the world's most sophisticated plastics recycling plants, with about 140 million kg/year of capacity. Some of the largest manufacturers in the world use MBA plastics to replace virgin plastics in their products, saving enormous amounts of CO₂, energy and devastating pollution. MBA Polymers is the world leader in recycling plastics from end-of-life durable goods such as computers, electronics, appliances, and automobiles. Mike has been living the circular economy for more than 25 years personally and professionally and has won many prestigious awards such as the Gothenburg Award for Sustainable Development (often called the Nobel Prize for Sustainability), Economist Innovation Award, World Economic Forum Tech Pioneer, World Technology Network Award, Thomas Edison Award for Innovation, Ascent Award for Entrepreneurship, among many others. He is now leveraging his pioneering work by helping other companies and organizations implement circular economy practices globally.



HIGHLY COMMENDED



Peter Bakker

President and CEO, WBCSD

Peter Bakker is the President and CEO of WBCSD. WBCSD demonstrates leadership in the circular economy by using a systemic approach to deliver business solutions that address global issues. Under the leadership of Peter Bakker, WBCSD drives business action on sustainability challenges, working with members to develop business solutions with impact, and at scale. The Action2020 platform provides businesses with a science-based framework to guide and prioritise their efforts. The platform also encourages transformative change by identifying areas where sectors and value chains can collaborate to significantly increase the impact of innovation. The circular economy is one of the ways in which the WBCSD helps members achieve their sustainable development goals.

HIGHLY COMMENDED



Peter Laybourn

Founder and CEO,
International Synergies

Peter Laybourn is the Founder and CEO of International Synergies. In 1999, Peter observed a small-scale model of industrial symbiosis in the USA. Seeing the potential for transformational change, he adapted the model and launched NISP® regionally in the UK in 2003; a national programme followed in 2005. A decade later, the model of industrial symbiosis he created has been implemented on six continents, and is recognised globally by the United Nations, OECD, and the Global Green Growth Forum. To date, the NISP model has engaged 20,000 businesses globally in implementing a circular economy approach. Peter has been instrumental in advancing industrial symbiosis in policy, practice and scale through the SME he founded, International Synergies Limited. This progress has been achieved by addressing the concerns of mainstream business: NISP® overcomes barriers (including engagement and regulation) and provides an entry point for other circular economy tools including eco-design, cleaner production and remanufacturing, whilst driving a demand-pull on eco-innovation.



HIGHLY COMMENDED



Phil Martens

Former President and CEO, Novelis

Phil Martens, former President and CEO of Novelis, is recognized within the metals industry for turning Novelis, the struggling former spin-off from primary aluminium producer Alcan, into the world's largest recycler of aluminium and the dominant global producer of low-carbon, flat rolled aluminium products. In 2011, he surprised the aluminium industry with a bold announcement that Novelis would increase the recycled content of its products from 33 percent to 80 percent by 2020. Martens launched initiatives worldwide using his "One Novelis" leadership team to support this goal, including the construction of the world's largest aluminium recycling plant in Nachterstedt, Germany, which opened in fall 2014, bringing the company's recycled content rate to 50 percent by 2015. Phil Martens secured board approval on investments totaling approximately \$2 billion in sustainable new product investments and increased recycling capacity needed to help both meet expected demands in the aluminium market and fulfill Novelis' recycling target. His leadership inspired a turning point for the company and transformed the thinking and practices of Novelis, its industry and the circular economy.

HIGHLY COMMENDED



Rachel Kyte

Vice President and Special Envoy for Climate Change, World Bank Group

Rachel Kyte is the World Bank Group's Vice President and Special Envoy for Climate Change. She oversees work on climate change adaptation, mitigation, climate finance, and disaster risk and resilience across the institutions of the World Bank Group, including IBRD, IDA, IFC and MIGA. The World Bank Group works on climate change because it is a fundamental threat to development in our lifetime, and Rachel believes we urgently need an economic transformation towards a growing low-carbon and resilient economy to ensure we cut global greenhouse gas emissions to net zero before the end of the century. The World Bank challenges old ways of doing things and looks to bring outside in and inside out knowledge to foster sustainable development. Clients look towards the World Bank for global knowledge and investments that allow them to compete in a world that is changing due to climate change; the World Bank engages in discussions with industries, politicians and different stakeholders to foster the discussion around sustainability and the circular economy.



HIGHLY COMMENDED



Sophie Thomas

Co-director of Design,
The Great Recovery

Sophie Thomas leads The Great Recovery project in the UK, a unique and pioneering project that focuses on the role of design for a circular economy. Run by The RSA and supported by Innovate UK, it uses practical, hands on knowledge and the creativity of the design industry to help individuals and organisations rethink product and service design from a whole systems perspective. The project aims to engage entire value chains in closed loop practices to solve problems of waste, resource scarcity and environmental damage and act as broker to enable new collaborations. In the last two years, and with a very small team as well as limited funding, The Great Recovery has brought the concept of design for a circular economy into the spotlight. By tapping into different networks and using the power of practical demonstration as well as good communication, they have significantly influenced the debate and practice of design for circular economy and have become a go-to authority on the topic by national organisations to international Governments.

HIGHLY COMMENDED



Tom Szaky

Founder and CEO, Terracycle

Tom Szaky is Founder and CEO of TerraCycle, one of the fastest-growing green companies in the world. TerraCycle is a highly-awarded, international company that collects difficult-to-recycle packaging and products and upcycles and recycles the materials into “new” affordable, innovative products and materials. TerraCycle is widely considered a world leader in the collection and reuse of non-recyclable, post-consumer waste. TerraCycle works with more than 100 major brands in the U.S. and in over 20 countries overseas to collect discarded consumer packaging and products that would otherwise be destined for landfill. In pursuit of Tom's vision, TerraCycle has developed numerous end-of-life solutions for previously non-recyclable waste streams, including candy wrappers, toothbrushes, juice pouches and even cigarette butts.



The Accenture Award for
Circular Economy Pioneer

For established organizations demonstrating
innovation in their existing business




WINNER

RUNNER UP



Dell





Dell provides a range of technology solutions to consumers and businesses alike. Headquartered in Round Rock, Texas, Dell was an early pioneer of driving efficiency in the supply chain, and the circular economy has become an essential component of the company's vision. The circular economy is an essential component of the company's vision. From product design, packaging and shipping through recycling and reuse, Dell is finding ways to minimize its impact on the environment and communities. Dell implemented a major redesign across engineering, industrial design, procurement, logistics and marketing, resulting in the use of post-consumer recycled plastics in its products. Dell has also developed the OptiPlex 3030, the first computer made using certified closed-loop recycled plastics. Working in over 78 countries to help consumers find better ways to extend the life of their technology, Dell is also using its position as one of the leading global technology vendors to move standards, infrastructure and international policies toward a circular economy.

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Novelis

Novelis supplies premium aluminium sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. In 2011, Novelis set out to increase the recycled content in its products from 33 percent to 80 percent by 2020, making Novelis the world's most sustainable aluminium company and closing the loop on global aluminium production and consumption. It aims to cut embedded carbon in its products in half and remove 10 million tons a year of carbon from customers' supply chains. Novelis is on track to achieve 50 percent recycled content by 2015 and is focusing on continued innovation, business transformation and capacity investments to reach its 2020 goal. Thus far, Novelis has committed nearly US\$500 million to increase the capacity of its recycling operations around the world. In 2012, it opened a new research center to improve recycling technology and develop new product design for recycling and sustainability.

-  novelis.com/
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FINALIST

Balfour Beatty

Balfour Beatty

Balfour Beatty is a leading infrastructure group with more than 100 years of experience in delivering highly complex infrastructure projects. The company's core geographic markets are the U.K. and U.S. Balfour Beatty is committed to minimizing waste, optimizing material usage and delivering restorative construction solutions at every project—both on and off site. It adheres to circular economy principles by manufacturing to design, leading to efficient use of materials and a significant reduction in waste production, improved efficiency in energy and water use, both at the factory and at the installation site. Employees are trained to think in more circular terms to accelerate the use of circular processes, enabling clients to benefit from closed-loop project delivery. The company also collaborates with suppliers to identify better ways of working on site, and works closely with key clients to identify circular innovation opportunities.



<http://www.balfourbeatty.com/>



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DESSO

A Tarkett Company

THE ULTIMATE
FLOORING EXPERIENCE

FINALIST

Desso

In 2008, Desso, a leading carpets, carpet tiles and sport pitches company (part of the Tarkett Group since January 2015) set out a business case for going circular, based on its commitment to the Cradle to Cradle® philosophy, in which goods are designed to be made again and again in a non-toxic closed loop system. The company is on target to have all its products C2C certified by 2020 and can claim today that that 70% of the materials in its carpet tiles are positively defined according to C2C human health and environmental criteria. It has ambitious 2020 targets to reach around material health, material reutilization, renewable energy, water stewardship and social fairness. This process is part of the company's strategy that it is smart business to develop circular systems that enable companies to respond to growing global demand for goods and services without causing harm to the environment or human health. Desso encourages other companies to follow suit via initiatives such as the World Economic Forum's Project MainStream and fully support the aims of the Circulares.



desso.com/



Anette Timmer, Director Corporate Communications & CSR



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GROUPE RENAULT

FINALIST

Renault

French carmaker Renault, based in Boulogne-Billancourt, France, has manufacturing facilities in more than 15 countries and sells vehicles in 118 countries. Since 1995, Renault has implemented a policy aimed at reducing the environmental footprint of its products and has adopted a circular approach at a group level. In addition to its industrial-scale remanufacturing and incorporation of recycled plastic materials (remanufacturing has a turnover of US\$248 million, and dismantling and material recycling has a turnover of US\$460 million), Renault continues to innovate in new business areas. It has invested in a company specializing in the dismantling of end-of-life vehicles, coordinating a French network of 400 end-of-life vehicle processing companies. Renault commercializes a unique offer of reused parts to prolong the lifespan of vehicles, in addition to that already available of remanufactured parts. Renault is the first carmaker to enter electric battery leasing and has a car-sharing industrialization, design and sales development partnership. Renault has also switched from product purchase to service provision for the cutting oils used on the shop floor.

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HIGHLY COMMENDED



Alcatel-Lucent

Alcatel-Lucent is the leading IP networking, ultra-broadband access and cloud technology specialist dedicated to making global communications more innovative, sustainable and accessible for people, businesses and governments worldwide. As a recognized global leader in sustainability, for over two decades, Alcatel-Lucent has been remanufacturing telecommunications equipment as an “eco-sustainable” alternative to manufacturing new equipment. It has chosen to segment the supply chain for legacy products into a single and centralized group called Special Customer Operations (SCO). The aim of SCO is to disrupt the linear supply chain in favour of circular solutions. To accomplish this Alcatel-Lucent has focused innovation on leveraging displaced equipment as a low cost alternative to new supply and blending this “used” supply into new customer orders as remanufactured products. This production strategy has not only transformed the traditional manufacturing model and enhanced delivery performance, it has also ensured Alcatel-Lucent gets as much as possible out of mature and end-of-life products. Alcatel-Lucent continues to maintain high standards of product stewardship and consider the environmental impact of its products throughout their life cycles, from design to end-of-life.

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HIGHLY COMMENDED



Aquafil

Aquafil has been involved in the production of Nylon 6 for more than 40 years. The company's ECONYL® Regeneration System represents a significant step towards the company's involvement in the circular economy, and is the world's most efficient industrial system for the production of Nylon 6 from 100% regenerated waste materials. With the company's dedication and determination, the closed loop innovation came to fruition after only four years of research and development and nearly €25 million in investment. Along with the ECONYL® Regeneration System, Aquafil also established the ECONYL® Reclaiming Program to collect post-consumer nylon waste, such as threadbare carpets and old fishing nets, from around the world to feed through the Regeneration System. Aquafil continues to find new resourceful ways to recover post-consumer nylon waste by engaging in various impactful global environmental and social programs, such as the Healthy Seas Initiative, Net-works™ and the Derelict Fishing Gear Management System in the Adriatic region.

 aquafil.com/

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HIGHLY COMMENDED



Billund BioRefinery

The philosophy behind Billund BioRefinery is that waste and wastewater are not waste – they are resources containing immense potential for a circular economy. Billund BioRefinery combines the strongest environmental technologies to lead the way forward to a more sustainable cycle with a better use of resources. Within their facility, wastewater and organic waste from households and industry are treated in the same plant. The result is an even better cleaning of wastewater, and an even better use of the energy from the organic waste – the amount of energy produced is three times that which the facility needs for its own operational. The energy excess is sold to the surrounding communities in the form of electricity or heat, and the nutrients are recovered for an effective and odour-free fertiliser that attracts significant interest from the agriculture community. The project is established through a Private-Public Partnership and exceptionally rooted in the local community. The project has the potential to be a real driver for change towards a circular economy.

 billundbiorefinery.dk/

 Mads Munk-Poulsen, Project Manager

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HIGHLY COMMENDED



Brightstar

The demand for mobile electronics continues to accelerate – and as a result we are dealing with much higher levels of e-waste. Brightstar gives wireless devices a second life, and has resold nearly 15 million used devices since 2009. Brightstar's program is one of the biggest in the world by volume, and the largest in the world in terms of geographical reach. Brightstar recovers more than 22 tons of PCB, 42 tons of screens and 35 tons of batteries every year. Brightstar's "Buyback & Trade-in" (BBTI) solutions for wireless original equipment manufacturers (OEMs), retailers and wireless operators, takes devices from first world economies and makes them marketable in emerging and developed markets - creating programs that meet legal, compliance, environmental, and logistical requirements. Brightstar also offers device insurance programs using refurbished phones collected through BBTI programs. Global expertise and scalable platforms (e.g. online, in-store, etc) enable Brightstar to move into new markets, creating more circular opportunities benefitting consumers, businesses and the environment.

 brightstar.com/

 Erik Hofmeyer, Director Corporate Communications

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HIGHLY COMMENDED



Canon

Canon's long-standing commitment to the circular economy includes designing products for disassembly and recycling; remanufacturing multifunction printers to good as new standard; using plastic recycled from Canon products in new products; a global toner cartridge recycling programme celebrating 25 years in 2015; and a European inkjet recycling programme in 15 countries. Canon re-uses up to 93% of parts (by weight) when remanufacturing multifunction printers under its 'Factory Produced New Models' programme. Customers can access these high quality devices, which are as good as new, to support their business and save around 80% CO₂ compared to a new model. Going beyond competitors' traditional remanufacturing processes, Canon's more rigorous process means models comply with latest environmental, new product and product safety legislation, disrupting the value chain and existing markets to deliver high quality, more sustainable imaging options to non-traditional customers at up to 60% lower cost. From 2010-2013, almost 9,000 remanufactured units were sold across EMEA; and 2014 sales almost doubled vs 2013 sales.

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HIGHLY COMMENDED

Carlsberg

Carlsberg Group, a Danish brewing company, formed the Carlsberg Circular Community (CCC), a cooperation with selected global partners, to rethink the design, production and retrieval of packaging material using the Cradle-to-Cradle® design framework. They launched the initiative to develop the next generation of packaging – optimised for recycling and reuse, while retaining or improving its quality and value. This approach is increasingly referred to as ‘up-cycling’. They believe that by catalysing the development of sustainable solutions in the full value-chain, they can create real transformational change, by enabling the developed solutions and assessments to be used by all the customers and partners of the Community's participants. This enables the scale and speed which is needed to make a truly circular economy. Further they are developing circular innovations, such as the Green Fiber Bottle – a fully biobased and biodegradable bottle made from wood fibers, to be developed over the coming three years with Technical University of Denmark, EcoXpac and Innovation Fund Denmark.

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HIGHLY COMMENDED

CHEP

CHEP is the global leader in managed, returnable and reusable packaging solutions, serving many of the world's largest companies in sectors such as consumer goods, fresh produce, beverage and automotive. Thousands of companies use their pallets within their supply chain, but they don't buy them, they share them - product life extension and platform sharing is in the heart of their business, maximizing circular resource productivity. CHEP invests in optimizing their network, finding innovative ways to collaborate together with customers, and developing new products and services that further enhance their circular model. CHEP is providing the supply chain with returnable packaging solutions that maximize the use of natural resources and minimize the amount of waste. It is transforming the supply chain into an integrated collaboration platform that maximizes efficiencies. Even in regions where CHEP is well established, they are constantly looking to expand their solution beyond FMCG supply chains. From a geographic point of view, they are investing heavily to transfer their know how and pooling principles to new regions and geographies every year.

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HIGHLY COMMENDED

Ecolab

At Ecolab, a global leader in water, hygiene and energy technologies and services, protecting people and vital resources is not simply the way they do business – it's core to their purpose. One of the natural resources that connects all the sectors and geographies that Ecolab serves is water, and water scarcity can be a constraint to growth. Ecolab's innovation, expertise and service around water management revolve around circular economy principles. For example, their 3D TRASAR technology helps businesses globally reuse and recycle water of various qualities and from different sources where clean water is not readily available. This solution detects unfavorable water conditions, delivers the minimum level of chemistries needed to deliver sufficient water quality, and optimizes performance while lowering operating costs and environmental impact. Businesses across sectors have embraced this technology within their cooling water applications. The technology has expanded to other applications such as boilers, wastewater and process applications as the case for water stewardship and the circular economy grows.

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HIGHLY COMMENDED

Interface®

Interface

In 1994, Interface, the world's largest carpet tile manufacturer, set out to achieve Mission Zero: a commitment to "be the first company that, by all its deeds, shows the entire world what sustainability is in all its dimensions: people, process, product, place, and profits – and in doing so, become restorative through the power of influence". For over 20 years, Interface has embraced these principles establishing itself as a leading pioneer in the circular economy. An example of this is their initiative Net-Works, an inclusive business established by Interface, Zoological Society of London (ZSL) and nylon supplier, Aquafil. Net-Works is driving a net-positive impact commercially, socially and ecologically by creating community-based supply chain for discarded fishing nets that provides access to finance for the artisanal fishing communities that the partnership works with. In addition to Net-Works, Interface is driving a number of other circular economy initiatives across their value chain such as ReEntry 2.0, where they reclaim used carpet tiles to be re-used, or disassemble and recycled into new products.

 interface.com

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HIGHLY COMMENDED



Jaguar Land Rover

Jaguar Land Rover is leading several projects focused on materials sustainability with REALCAR, REALCAR 2, MaDE-ELV and is a supporting partner on the Aluminium Stewardship Initiative. Recycled Aluminium Car (REALCAR) was launched in 2008 as a Jaguar Land Rover led Technology Strategy Board research project to enable lightweight automotive body structures to be built using aluminium sheet derived from low cost, energy efficient, recycled sources. A key output was the development of a recycled tolerant 5xxx series aluminium sheet alloy for use in stamped automotive body components. Jaguar Land Rover is investing to deliver material segregation in manufacturing facilities, to increase recycling quality and value. The closed loop model developed through the REALCAR project is considered scalable to other materials (metallic and non-metallic) and is potentially applicable to other non-automotive business sectors. A group project with the Cambridge Institute for Sustainability Leadership has evaluated the transferable lessons from the REALCAR project that can support future innovations.

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HIGHLY COMMENDED



Marks & Spencer

Over the last 130 years M&S has grown from a single market stall to become a sustainable international multi-channel retailer. Plan A is their ground-breaking eco/ethical plan which they started seven years ago. They updated Plan A in 2014, setting 100 new and extended commitments. The new plan places a significant focus on the circular economy as M&S believe it will play a major role in helping them achieve their sustainability goals. For example, they were the first major UK retailer to become 'zero waste to landfill' in 2012; they have developed the world's most sustainable suit and sofa; 65% of all products now have at least one social or environmental quality; and 2.8m items alone were Shwopped in 2014-15 through their clothing re-use or recycling scheme, helping raise £1.75m for Oxfam. Plan A 2020 focusses on engaging with their millions of customers, employees and 1,000s of other businesses by making Plan A the way they do business through inspiration, being in touch, integrity and innovation, as they build towards their long-term goal of being a truly sustainable retailer.

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HIGHLY COMMENDED

nationalgrid

National Grid

National Grid builds and manages the electricity and gas networks that connect consumers to the energy they need, safely, sustainably and cost effectively. Getting the maximum value from materials they use requires rethinking how they manage assets. Much of their infrastructure, such as electricity transmission towers and gasholders, requires large volumes of finite materials, including aluminium and copper. They have undertaken a number of pilot projects to investigate the financial value embedded in these metallic assets and remodel their lifecycles to optimise this value. Through projects such as overhead line upcycling and cable extraction, National Grid is leading their supply chain to challenge accepted market practices and embed innovative techniques into processes. They are looking to extend these pilots to all of their major asset types, setting themselves an ambitious target to reuse or recycle 100% of recovered assets by 2020. By embedding the principles of the circular economy in their processes, they are reducing direct costs to consumers and exposure to commodity market fluctuations whilst making a positive contribution to the environment and society.

 nationalgrid.com

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HIGHLY COMMENDED

Ostara

Vancouver-based Ostara Nutrient Recovery Technologies (Ostara) helps protect precious water resources by changing the way cities around the world manage excess nutrients both in wastewater streams and due to fertilizer runoff. The company's technology, the Pearl® Process, recovers otherwise polluting nutrients, phosphorus and nitrogen, from municipal and industrial water streams, and transforms them into a slow release, eco-friendly fertilizer marketed as Crystal Green®. By upcycling phosphorus, Ostara offers a closed-loop solution to nutrient management challenges, both economically and environmentally. The process helps wastewater treatment plants reduce nutrient management costs and meet increasingly stringent discharge limits, while Crystal Green's innovative Plant-Activated™ mode-of-action improves crop yield and performance, while reducing the risk of nutrient leaching and runoff. Today, Ostara operates multiple nutrient recovery facilities throughout North America and Europe and has a number of projects under construction, design and development, including the largest nutrient recovery facility in the world in partnership with the Metropolitan Water Reclamation District of Greater Chicago.

 ostara.com/

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HIGHLY COMMENDED

RICOH
imagine. change.

Ricoh

Ricoh, a Japanese multinational imaging and electronics company, established Comet Circle™ in 1994 as a catalyst for reducing environmental impact to help build up sustainable society, which embodies the belief that all product parts should be designed and manufactured such that they can be recycled or reused. They set targets in 2009 for resource conservation to minimize new material consumption by 25% in 2020 and 87.5% in 2050 from their 2007 levels. Ricoh has made steady and continuous efforts in all areas of the business to bring the Comet Circle™ into reality over the years, through implementing measures such as: developing environment technologies to ensure products longevity; establishing refurbishment and remanufacturing centres across the globe; and developing a portfolio of products and services to improve the sustainability of their customers, focusing on carbon emission reduction and resource conservation - one such product is GreenLine, quality pre-owned products with lower selling price, which created a new customer value to the existing product line.

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HIGHLY COMMENDED

Royal HaskoningDHV

At engineering consultancy Royal HaskoningDHV, consultants and engineers are continuously working to develop new systems and solutions that will enhance society, while meeting the world's needs and challenges not just today, but also in the future. Royal HaskoningDHV has focused on the circular economy for many years, leading on projects such as Recover-E®, EcoProFabrics, and Take Back Chemicals. It has demonstrated a real commitment to seeing the circular economy adopted by many, not just the few, and ensuring that its programmes can be easily scaled up and adapted to different industries. The projects Royal HaskoningDHV work on are aimed at transforming existing business models from linear to circular, and to making changes that help to close the loop in different industries. By working closely with partners, embedding trust in these relationships and applying their own operational knowledge of several sectors, the company has come up with a range of innovative solutions that help keep businesses ahead of the curve. Royal HaskoningDHV's circular economy programmes have already been implemented in the Netherlands and Belgium and clearly have potential to be adopted even further afield.

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Royal Society for the encouragement of Arts, Manufactures and Commerce

The RSA, or Royal Society for the encouragement of Arts, Manufactures and Commerce, is a London-based charitable organisation committed to finding practical solutions to today's societal challenges. The Great Recovery, run by the RSA and supported by Innovate UK, is a unique project pioneering the focus on design for a circular economy. It uses practical, hands-on knowledge and the creativity of the design industry to help individuals and organisations rethink product and service design from a whole systems perspective. The project engages entire value chains in practical system and product design challenges to solve problems of waste, resource scarcity and environmental damage, and acts as broker to enable new collaborations. Since the project's launch in 2012, their online platform has been viewed by tens of thousands globally, and the RSA have collaborated with SMEs, large corporates, universities, policymakers, individual designers and NGOs. They constantly strive to share the potential of the circular economy with their entire Circular Network and recently opened a 're-make' city space with Fab Lab London to develop innovations around technology and circularity.

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TIMBUK2

Timbuk2

Started 25 years ago in a garage in San Francisco, Timbuk2 was founded based on a belief that personalized, locally manufactured, urban gear could lead a movement to responsible, community building. Timbuk2 is a pioneer and leader in customization and urban manufacturing and has built over 10 million bags by hand since 1989. On Earth Day, April 22 of 2014, Timbuk2 launched Timbuk2 Life Cycle, an environmental responsibility program to reduce, reuse, repair, recycle, and reimagine Timbuk2 bags. In the Life Cycle program, all materials undergo extensive testing to ensure they are long-lasting and up-cycled where possible; majority of their materials are Bluesign® certified, which sets and controls standards for environmentally friendly and safe production manufacturing processes; and they offer 20% off a new bag with the return of an old bag. Timbuk2 has grown at an average of 20% annually in the past 5 years and plans to continually push progress of sustainable and circular initiatives over the next 5 years by focusing on Greenhouse gas emissions reductions, water savings and energy savings.

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HIGHLY COMMENDED

Troldekt® 
Natural acoustic solutions

Troldekt

Founded in 1855 and having produced Troldekt acoustic panels (wood wool panels) since 1935, Troldekt's new business model is based on the Cradle to Cradle® (C2C) concept. Today, 92% of their products are C2C Silver certified and it is their goal to become an entirely C2C-business. Thus, they have formed an ambitious roadmap towards 2022, which will lead to a very high degree of recycling, a substantial reduction of CO₂-impact, heat production based on renewable energy and new products based on C2C principles. Troldekt acoustic panels are made from natural raw materials, Danish cement and FSC® or PEFC™ certified wood; 95% of the energy for production is derived from CO₂-neutral left over wood; and 100% of the production electricity is derived from wind power. Troldekt panels contain no harmful substances. Production waste from their factory is composted and used for soil improver, and a take-back scheme for used Troldekt panels is to be implemented this year – the used panels will be recycled and used in the production of new cement.

 troldekt.com/

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HIGHLY COMMENDED

Visy Industries

Visy Industries is a leading paper and packaging company with its headquarters in Australia. Visy's scalable, replicable circular business model has delivered strong, continuous revenue growth. The Company recently extended its early success with paper into recycled plastics and other products. Visy's first 100% recycled paper mill, commissioned in 1979, triggered a transformation in Australia's recycling sector. Visy's subsequent recycling mills in Australia and the USA provided commercial stimuli for national recycling movements. Australia now leads the world in its paper recycling record. As well as recycling and packaging, Visy champions sustainable investment policies with government and businesses to address core circular economy concerns such as climate, water-saving, clean energy, inclusive business, sustainable agriculture and food security. Visy's innovations critique and routinely disrupt traditional approaches and markets by challenging conventional linear business thinking. By integrating circular thinking across its entire supply chain, Visy enhances customer value beyond that of its competitors.

 visy.com.au/

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The YGL Award for Circular Economy Entrepreneurship

For early stage organizations at the vanguard of the circular economy demonstrating innovation and market disruption



WINNER

RUNNER UP



Method

Based in San Francisco, Method Products is a pioneer in premium, environmentally-conscious and design-driven home care, fabric care and personal care products. The company has a product development engine built on circular economy principles to ensure that all its products are sustainable. This includes using materials that can be infinitely recycled in technological and biological cycles, using renewable sources of energy, producing clean water and practicing social fairness. The company's products and processes have brought about innovations that have saved millions of tons of waste, eliminated countless toxic chemicals from homes, and reduced the carbon footprint of ordinary household products by more than a third. More than 75 percent of Method's products are 'Cradle-to-Cradle' certified at the Gold level. The company has just completed building the first LEED Platinum certified manufacturing facility in the industry, which is powered by on-site wind and solar energy and will be carbon neutral, water neutral, and landfill free.

 methodhome.com/ | twitter.com/methodtweet | facebook.com/method

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Ecovative

Ecovative is a biomaterials company based in Green Island, New York. The company is a global leader in using mushroom mycelium, a living organism that acts as a natural resin replacement, to develop high performing, natural biocomposite materials. Ecovative's sustainable material platform is helping companies replace unsustainable materials like plastic foams and engineered woods with environmentally responsible alternatives. With a foundation in biology and engineering, Ecovative produces biocomposites that compete on cost and performance with their environmentally harmful alternatives. Rather than using high-embodied energy processes and finite resources to manufacture materials in unsafe conditions, Ecovative's Mushroom® Materials take advantage of regionally sourced agricultural waste to grow the biological resin that binds the desired product in a self-assembling process. True to circular economy principles, Ecovative is helping to build a sustainable future through its disruptive Mushroom Materials.

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Dutch aWEARness

Based in Nijmegen, the Netherlands, Dutch aWEARness is a textile company that has adopted circular economy principles across its supply chain to create a unique solution and service model for work wear. The company's disruptive manufacturing process for garments includes incorporating reuse at the design stage, an improved recall process for worn garments, and the development of recycling technologies and infrastructure. All Dutch aWEARness work wear is 100 percent recyclable. By decomposing the fabric to its elementary fibers and weaving them again, the company has reduced carbon dioxide emissions by 73 percent, waste by 100 percent, water usage by 95 percent and energy usage by 64 percent. The company also has an "accessibility-based" business model, wherein clients don't own but use the clothing when required. Additionally, clients are offered services that include track and trace management, as well as washing and repair. Users pay a fee for the service as opposed to buying the garment.

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EcoTech Recycling

EcoTech Recycling is an Israeli company that uses patented technology to transform waste rubber into industrial rubber – a commodity that is widely used by multiple industries. EcoTech's process overcomes obstacles in existing recycling methods that result in high costs and reduced quality. EcoTech uses a process that converts recycled rubber into a proprietary powder that is transformed into rubber. This conversion process has zero emissions. EcoTech helps cut carbon dioxide emissions by reducing the amount of rubber waste that is burnt for disposal and avoiding the production of new rubber. Compared to synthetic rubber manufacturers, EcoTech produces rubber at 300 percent lower cost and maintains profitability despite fluctuations in the commodity market. The company works with local waste rubber/tire collectors by providing them a clean and profitable way to dispose waste rubber. EcoTech's manufacturing design enables scaling with actual growth to match the needs of the local market.

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FINALIST



LanzaTech

LanzaTech is based in Skokie, Illinois and designs and develops alternative fuel and chemical solutions, turning waste carbon into an opportunity, rather than a liability. The company's gas-to-liquid platform has been demonstrated globally and uses proprietary microbes to ferment carbon-rich waste gases, such as those from industrial flue stacks, to produce useful everyday products. LanzaTech is helping to open up vast new resources for the production of low-carbon chemicals and fuels that can displace petroleum and at the same time reduce greenhouse gas and particulate emissions and enhance global food and energy security. The company has the potential to disrupt the petroleum-based energy system by enabling regional production of low-cost, energy from local waste and residues. LanzaTech has demonstrated circular economy principles through its focus on reusing carbon from waste streams, in the breadth of resources it can utilize and the array of low-carbon products it can make.

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Olleco

Olleco have created an organic recycling initiative that provides a circular solution to the problem of waste produced by the food manufacturing, catering and hospitality sector. In 2014, they completed the construction of their Liverpool recycling centre which features a 16 million litre biodiesel plant powered by the 1Mwh output of an Anaerobic Digestion plant. The project is complex in its design but simple in its concept. Olleco collects waste food and used cooking oils and fats from its 50,000 food industry customers who would otherwise throw waste food into landfill and pour used oils into drains. Once collected, the wastes are transferred to their recycling facility, which cleverly uses the waste food to produce renewable heat and power which in turn is used to run a conversion technology that produces biodiesel from the used oils and fats. The final product saves more than 95% Greenhouse gas emissions compared to fossil fuels, taking the company a step closer to achieving its vision of a 100 percent resource recovery in the food industry.

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FINALIST

HIGHLY COMMENDED

WASTECAPITAL PARTNERS

Waste Capital Partners

Waste Capital Partners is a San Francisco-based startup that has developed a “table-to-farm” approach to tackle the unprecedented growth in solid waste generated and largely untreated in emerging markets. Using this approach, 80 percent of organic waste is composted into soil conditioner and sold to farmers, thereby reducing waste, lowering emissions and replenishing soil that suffers from chemical fertilizer overuse. Not only does this approach demonstrate circular thinking, but by economically incentivizing waste collection it is also disruptive. The Waste Capital Partners’ business model requires municipalities to provide land, buildings and waste processing equipment under a multi-year contract with the company. In return, Waste Capital Partners provides waste management services, including training of municipality and contractor staff to separate waste collected at the source. The company covers its operating expenses through the sale of compost and recyclables. With no money exchanged, contract negotiations take only three months. The table-to-farm model is fully scalable and customizable across emerging economies.

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The Agency of Design

The Agency of Design

The Agency of Design is a London-based design studio established with circular economy thinking at its core. After a research project into electrical waste they realised what huge potential was at stake and how pivotal design was in unlocking it. The founders created the company to provide the kind of innovation services companies would need to achieve a circular future. Today The Agency of Design is a team of designers, engineers and strategists with a wealth of knowledge on the circular economy and in a unique position to develop ground breaking circular economy solutions. To date they have: reimaged the DIY retail market with B&Q, helped CE100 members shift their products to circular services, developed their own disruptive lighting service, tackled disposable toothbrushes, and designed a better kettle.

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HIGHLY COMMENDED

The Closed Loop Fund

The Closed Loop Fund, based in New York City, is an innovative financing mechanism that convenes major stakeholders across consumer goods industries to invest in the infrastructure required to collect and process products and packaging. The Fund expects to invest \$100 million USD, an unprecedented amount, over the next 5 years. To date the fund has raised more than \$60 million USD. The initial investors include 3M, Coca-Cola, Colgate-Palmolive, Goldman Sachs, Johnson & Johnson Family of Consumer Companies, Keurig Green Mountain, Inc., PepsiCo, Procter & Gamble, Unilever, and Walmart. By providing zero-interest loans to municipalities and below-market interest rate loans to companies, the Closed Loop Fund is committed to providing consumers the opportunity to recycle more easily and efficiently and municipalities an enhanced ability to recycle material and improve their recycling rates. As investments mature, the Closed Loop Fund will serve as a 'center of excellence' by providing business cases that other municipalities can trust in for funding, providing scale beyond the initial capital.

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HIGHLY COMMENDED

DURABILIT

DURABILIT, based in The Netherlands, a leading provider of refurbished network hardware, has developed a methodology which enables companies to get a clear insight into how much CO₂ emissions are reduced when deploying used hardware rather than new hardware. People want more insight into the carbon footprint of the supply chain of products, but struggle to quantify this. Together with Professor Dr. Ir. Krikke of the Open Universiteit Netherlands, they developed the unique and innovative Greener Network Methodology, which shows the amount of CO₂ kg reduced when using refurbished products. Research shows that a closed loop supply chain reduces emission by 50% compared to a traditional forward supply chain without refurbishment. Since Green IT currently mainly focuses on reduction of local energy usage, the relative carbon emissions of the supply chain becomes even higher. The Greener Network Methodology enables users to get an immediate insight into the CO₂ emission reduction that they can achieve, and enables them to take immediate action and implement their strategy accordingly.

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Mud Jeans

The textile industry is one of the greatest polluters - it takes 8,000 liters of water to produce one pair of jeans, and in the Netherlands alone, 135 million kilos of cotton is thrown as waste and burned yearly. Mud Jeans, a company based in The Netherlands, introduced 'Lease a Jeans', an innovative fashion concept that aims to not only make fashion affordable, but also sustainable. Customers can lease durable jeans for a fixed, low monthly sum of €6, next to that you can also just buy a pair and get a switch reward when send back. The jeans are made of organic and recycled cotton and are 100% produced according to sustainable standards. When a pair of Mud Jeans is returned by the wearer, the manufacturer shreds and blends the jeans with organic cotton out of which a new denim yarn is born. From this yarn, they create new jeans or other products.

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HIGHLY COMMENDED



NewGen Surgical, Inc.

NewGen Surgical Inc., based in California, is changing the way medical devices and surgical products are designed and manufactured. Their mission is to redesign and reimagine what can be done about single-use plastic in the healthcare setting through understanding what doctors and nurses need their products to deliver, and designing products which are made with sustainable materials. By utilizing up-cycling principles in design and production, their initial product, the NGS35W Skin Stapler, is the first medical device to use bagasse, a sugarcane by-product, as the primary input material. By creating a medical device that uses plant-based material, they have demonstrated that clinical functionality can be achieved with sustainable materials.

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HIGHLY COMMENDED



HIGHLY COMMENDED

OpenHighStreet

OpenHighStreet (OHS)

The OpenHighStreet (OHS) project transforms the way that shopping is done on the high street. It draws customers away from the regular weekly “supermarket” shop with its proven tendencies towards overspending, waste, unnecessary packaging and lengthy centralised distribution journeys and replaces it with a modern shared localised e-commerce platform. The OHS model ensures that local economies thrive, packaging materials reduce and delivery materials are re-used. It increases access to local independent retail-suppliers by connecting them with their local customers. OHS looks to lead the towns of tomorrow to rely on their traditional locally-based independent suppliers providing their consumers with a collaborative modern service based on a networked collection/delivery hub powered by a local e-commerce platform and run as a local independent business. The model can be expanded or contracted to fit different sizes of community and can be rolled out speedily on a local, regional or national scale. Having recently successfully trialed the model over a 3-month period in a UK market town OHS is now looking to roll out to wider locations in 2015.

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HIGHLY COMMENDED



TerraCycle

TerraCycle, founded in New Jersey, USA, is the world leader in the collection and recycling of post-consumer, non-recyclable waste. Only four types of waste are widely recycled today: paper, glass, certain metals and rigid plastics. Just about everything else is sent to landfill or is incinerated because it's cheaper to use a linear disposal method (and make a new product from virgin materials) than it is to recycle materials. TerraCycle solves the economic barrier to recycling by working with major consumer product companies, which pay to have their waste streams (product and/or packaging) collected and recycled through a national TerraCycle platform. TerraCycle has created numerous end-of-life solutions for previously non-recyclable waste streams, including candy wrappers, toothbrushes, juice pouches and even cigarette butts. They have expanded from a one-country operation to over 20 countries in less than five years, working with over 100 of the world's largest brands. TerraCycle has seen fast and consistent growth: from \$6.4 million USD in revenue in 2008, to nearly \$19 million USD in 2013.

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The BT Award for Circular Economy Digital Disruptor

For companies who are disrupting business as usual by enabling the circular economy with data driven technologies



WINNER

RUNNER UP

TRADESHIFT®

Tradeshift

Headquartered in San Francisco, Tradeshift is redefining how buyers and suppliers work together. Tradeshift connects buyers, suppliers, and all their processes in one network. Its global business-to-business platform helps companies run more efficiently, using cloud-based technology to improve processes like AP Automation, procurement, supplier management and working capital optimization. Companies rely on Tradeshift to transform their supply chains from a focus on cost-reduction to value and growth creation. As an open platform, third parties build new applications on Tradeshift, creating a whole new app ecosystem on top of open business data. Since inception, Tradeshift has connected more than 500,000 companies in 190 countries, with more than a third coming from emerging markets. Tradeshift estimates that up to 30 million companies will be connected via its network by 2017. Given that a circular supply chain – with new kinds of inputs, new types of vendors and more real-time processes – is many times more complex than a linear supply chain, Tradeshift believes total electronic transaction and collaboration will be increasingly critical in the future.

 tradeshift.com/circular-economy/

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INNOVERNE®

Innoverne

Innoverne is a software company that delivers circular economy, circular commerce and closed-loop solutions for meaningful brands and sustainable businesses. It is based in Reading, near London, in the United Kingdom. Innoverne's SaaS technology platform helps brands and businesses weave together emerging business models such as product-as-a-service & collaborative consumption, while optimising product and material reuse, refurbishment, remanufacturing and recycling loops. The company is working closely with leaders in the Automotive and Manufacturing sectors. Innoverne is a member of the Circular Economy 100, a global platform bringing together leading companies, emerging innovators & regions to accelerate the transition to a circular economy. In March 2015, Innoverne was named a Future 50 company, a programme supporting disruptive new businesses that are triggering change in their markets.

 innoverne.com

 Chris Hoskin, Chief Marketing Officer

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Bundles

Bundles is a startup based in Amsterdam, the Netherlands, that provides Internet-connected washing machines to customers, who pay per use. Bundles brings together manufacturing, energy monitoring, data analytics and customer relationship companies to create an interdependent ecosystem with potential benefits for each participant. Using a smartplug attached to the washing machine that sends usage data to the cloud, Bundles monitors use, identifies patterns and predicts the need for service or repair. These insights enable Bundles to help its customers achieve a better laundry performance while cutting energy, water and detergent use. With access to usage data, manufacturers are incentivized to use more recyclable materials in their products and apply remanufacturing principles to cut wastage. As customers pay for clean laundry – not for a washing machine – a standardized appliance with fewer features distributed directly reduces inventories, logistics and sales cost. Bundles also reduces service and replacement by ensuring optimum use of the appliance.

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Lyft

San Francisco-based Lyft's peer-to-peer platform unites humanity and technology to facilitate welcoming, affordable, and memorable rides. Launched in 2012, the company's mobile application is available in approximately 65 U.S. cities, delivering more than 2 million rides each month. More than 100,000 people are approved to drive for Lyft, providing a safe and affordable transportation choice in underserved areas and making it easier for passengers to live car-free. Lyft's ridesharing model aims to address two major challenges in urban transportation today. First, 80 percent of seats on roads go unused every day. Second, car ownership is the second highest household expense for families. Lyft uses existing information infrastructure to fill those empty seats, reduce transportation costs and relieve traffic congestion. Lyft aims to improve daily commutes and eliminate traffic, thereby contributing to CO₂ reduction, improved air quality and better transportation planning. Lyft also reconnects people and communities in cities thanks to the new connections that result from shared rides.

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ParkFlyRent

ParkFlyRent is a Dutch car rental company with one important difference: it owns no vehicles. Disrupting the traditional industry model, the company rents out cars parked by outbound travelers at Amsterdam's Schiphol Airport. In return, car owners receive free parking and a car wash, as well as part of the rental proceeds. Inbound travelers can book a car online, have a wide choice of vehicles and save at least 25 percent compared to traditional car rental firms. On any given day, more than 15,000 cars sit idle in parking lots around Amsterdam Airport, while car rental firms buy more than 9,000 new vehicles every year. ParkFlyRent says every 14 people that use its service to park their vehicles reduces the requirement of traditional rental firms by one car. ParkFlyRent is now rolling out a corporate program under which it will rent out company cars – both idle stock and cars parked at the airport by traveling executives.

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Spare to Share

Spare to Share is a Chicago-based company that has developed software to build a private collaboration network within residential buildings. A web and mobile application connects residents of the building, enabling them to share items, space, skills and activities. For example, residents can share tools, rent a parking spot, find someone to walk their dog or collaborate on a home improvement project. The app allows users to keep an inventory of items they are willing to share or sell. As a security measure, users only share items with people they invite into their personal network using a unique code. Property managers also use the app to provide residents with notifications, alerts and maintenance requests. The platform promotes the circular concept by enabling reuse of one-time use items. It helps lenders make money and borrowers save money. Spare to Share also aims to strengthen community ties at a hyper-local level.

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vandebron.nl

Vandebron

Vandebron, a startup headquartered in Amsterdam, the Netherlands, has brought the sharing economy to green energy. The company's website enables consumers to buy electricity directly from independent producers such as farmers with wind turbines in their fields. By cutting utilities out of the transaction, both producers and consumers benefit. Producers get a higher price per unit because they are no longer forced to accept what the utility offers. Consumers save as they do not pay the mark-up that utilities charge for passing on that power. Consumers can also choose from whom they want to buy energy, leading to greater transparency. Vandebron's approach disrupts the traditional industry model, wherein utilities have an interest in selling more units. In contrast, Vandebron's interests are aligned with its customers – when customers save energy, it signs up more customers for each producer, thereby increasing its subscription fees. The service also makes the business case for investing in renewable energy even stronger.



vandebron.nl/#!/



Jaap Grolleman, Copywriter



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2degrees

2degrees is the world's leading collaboration platform and service for sustainable business with over 47,800 members from 177 countries. The company's large scale programs and member services enable thousands of people to solve problems, share best practice and collaborate to procure solutions. As a result, members and clients are able to accelerate their sustainable business strategies to innovate and cut costs, risks and impacts, whilst at the same time driving shareholder value. 2degrees runs a number of large-scale supply-base and innovation programs, enabling thousands of operational managers from within organisations that are usually competitive, to work together to solve problems, share best practice and collaborate to procure solutions. The company believes that most of the knowledge and capability needed to address the challenge of making businesses more sustainable already exists across organisational value chains. 2degrees have contributed to significant cost savings due to reductions in waste, water and energy and the creation of more transparent, resilient and secure supply bases within organisations.



2degreesnetwork.com/



2degrees Team



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JustPark

JustPark

JustPark is transforming the stressful, inefficient and polluting process of parking. Using the company's website and app, drivers can book convenient parking spaces in advance or on-the-spot, choosing from over 180,000 spaces located across the UK in local driveways, churches, pubs, schools and businesses. JustPark therefore allows drivers to navigate directly to their pre-booked space, a process which contributes to reductions in the urban congestion and pollution and helps promote more efficient use of urban space. Alongside digital innovation provided by JustPark's website and app, the company is also committed to reducing motoring impacts on the environment. JustPark are actively reviewing their business operations to ensure that their carbon footprint is minimised and are commissioning research into how peer-to-peer parking can help ease congestion and cut carbon emissions in urban centres around the world. Compared to on-street parking and traditional car park models, JustPark is providing a more efficient, affordable and sustainable way to park.

 justpark.com/

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Opower

Opower is an enterprise software company that is transforming the way utility companies engage with their customers. Opower's cloud-based customer engagement platform enables utilities to reach their customers at moments that matter through proactive and digitized communications that drive energy savings, increase customer engagement and satisfaction, and lower customer operation costs. Opower's software has been deployed to more than 95 utility partners around the world. The 50 million households and businesses on the Opower platform have so far saved over 7 terawatt hours of energy while the company's cumulative impact has saved consumers over \$850 million on their energy bills.

 opower.com/

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Positive Luxury

Positive Luxury awards a unique Trust Mark to luxury lifestyle brands, recognizing them for their commitment to craftsmanship, service and sustainability. The programme is revolutionizing the way brands engage with consumers, helping to create better and more informed customer experiences, fostering loyalty and generating trust. Most recently, Positive Luxury launched the world's first interactive Trust Button, which is displayed alongside brand's products on their own website and/or intermediary channels. Using pioneering technology, luxury lifestyle brands are given a better understanding of their consumer's behaviour online, helping them to own the consumer conversation. To date, Positive Luxury has 250 best in class luxury brands signed up to the programme, and has recently moved into the American market, with Japan and China to follow.

 positiveluxury.com/

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The Ecolab Award for Circular Economy Cities & Regions

For cities or regions which are establishing
the enabling environment for the circular
economy to develop and flourish



WINNER





RUNNER UP



DANISH BUSINESS AUTHORITY

Danish Business Authority, Denmark

With 5.6 million inhabitants, Denmark has been at the vanguard of nations adopting circular economy principles. The government of Denmark has shown its commitment to securing a sustainable future for its citizens by launching a strategic program: Denmark without Waste. Aimed at transforming policies, businesses and society, the program has several initiatives in place to encourage new green business models, green technology, innovation funding, better regulation, favorable waste policies, as well as improved education and training. With ambitious targets such as recycling 50 percent of all household waste by 2022 and becoming independent of fossil fuels by 2015, Denmark is hoping to set the standard amongst nations in becoming a resource-efficient and circular economy, where green business is good, profitable business. These national initiatives are supplemented by initiatives at a regional level. The city of Copenhagen plans to become the first carbon-neutral capital by 2025. In 2011, Copenhagen had already reduced CO₂ emissions by 21 percent compared to 2005.

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Office of
Environment
& Heritage

Office of Environment and Heritage, NSW, Australia

With a population of more than 7.3 million, New South Wales has Australia's largest state economy, accounting for almost a third of the nation's GDP. Sustainability Advantage is a unique industry/business partnership program launched by the New South Wales Government's Office of Environment and Heritage. Sustainability Advantage has been recognized as an effective and strategic broker in the emerging circular economy, building bridges between unlikely collaborators and traditional competitors. It has created a circular community in which members can take advantage of the opportunities created by the circular economy. It also helps develop the business case for smarter technologies and processes that recover resources as renewable inputs for a more productive economy, often facilitating and accelerating their early adoption. In recent years, Sustainability Advantage's support of circular economy projects has diverted more than 700,000 tons of waste from landfills, saving US\$20 million, creating 79 jobs and leveraging almost US\$40 million in infrastructure investment by the private sector.

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City of Atlanta, USA

The City of Atlanta's flagship redevelopment project known as the Atlanta BeltLine is an internationally awarded economic, urban redevelopment and mobility project generating a 3:1 return on investment. Once completed by 2030, this project will deliver a new system of public trails, transit and parks along a historic 22-mile rail corridor circling downtown Atlanta and connecting more than 45 communities throughout the city and region with over one million visitors expected annually. The Atlanta Beltline will bring greater and safer non-motorized transportation options and improve linkages between job centers, neighborhoods, schools. Circular principles have also underpinned many initiatives of Mayor Kasim Reed's Administration. The Mayor's Office of Sustainability, along with more than 300 stakeholders, focuses on circular systemic impacts ranging from air and water quality to improving our community's health and vitality through the Power to Change sustainability initiative. Example projects include legalizing residential systems to harvest rainwater for potable use; offering residents and businesses expedited permitting for electric vehicle charging stations; and reducing energy and water use in commercial buildings across the city.

 beltline.org/

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Sunderland City Council, UK

In 2010, The U.K.'s Sunderland City Council decommissioned buildings across the city, resulting in a large number of assets such as furniture becoming redundant. The council joined an online reuse platform, Warp-it, which allows its staff to give, receive and loan surplus assets within and between organizations. The Sunderland Partnership, which brings together multiple organizations to improve the quality of life for local residents, recognized the potential benefits of the Warp-It scheme in developing a sharing network where members reduce costs and waste by swapping or loaning out resources such as office furniture, electrical goods, stationery and consumables. Members of the Sunderland Partnership, 360 schools and over 300 nonprofit organizations became members of Warp-it over the following year. The system now operates across the city, diverting 4,550 tons of waste from landfills and saving more than US\$686,000 in procurement costs for the partners involved. The software is easy to set up and is applicable to any town, city or region.

 warp-it.co.uk/the-sunderland-partnership.aspx

 warp-it.leadpages.net/warp-it-webinar-registration/

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City of Tokyo, Japan

Sustained economic growth over the last half a century has led to high volumes of waste, placing a huge strain on Tokyo's landfills. With limited landmass, it became imperative for Tokyo to reduce the volume of waste and find solutions for quick waste disposal. Since then, Tokyo has made great strides in waste collection and management. The city has implemented several circular practices such as separating and recycling of waste, developing incineration plants with strict pollution standards that dispose of waste and supply heat to nearby facilities and incineration ash (bottom ash) is used as the raw material to make ordinary Portland cement. As a result of these initiatives, Tokyo has seen a 95 percent reduction in waste volumes, 85 percent reduction in landfill volumes and US\$10 million (exchange rate in Apr-2015) of valuables are recovered from waste. In 2011, Clean Authority of TOKYO 23cities established the International Cooperation Office for Waste Management to share its skills and contribute to the advancement of waste management in other countries.

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Western Cape Government, South Africa

The Western Cape Industrial Symbiosis Programme (WISP) was initiated by the Western Cape Government (WCG) of South Africa in April 2013 and is funded by the WCG's Green Economy initiative. Although funded by WCG, WISP is delivered by GreenCape, a Sector Development Agency for the Green Economy. Industrial symbiosis (IS) is a resource efficiency approach where companies find productive uses for the unused or residual resources (e.g. materials, energy, water, infrastructure & assets, logistics and expertise) of others companies. These resource exchanges or "synergies" between companies typically result in mutual economic, social and/or environmental benefits. WISP is a free service for industry in the Western Cape and uses facilitators to assist companies to identify and progress synergies. In this way, the programme promotes the development of circular systems within the industrial sector, diverting material from landfill and enabling the resource to be returned to the economy. The initiative has yielded impressive results in terms of waste diversion, reduction of carbon dioxide emissions and cost savings.

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ARC+, Europe

ACR+ is a network of cities and regions that, since 1994, has been developing an information exchange platform on waste management, following the multi-R (Reduce, Reuse, Recycle) approach. ACR+ network is comprised of almost ninety members, including European cities and regions with the most active waste and resource policies. In an innovative and transparent way, ACR+ encourages the evolution of waste management and material resource use to increase the adoption of more circular methods. Initially, ACR+ focused on boosting knowledge exchange and good practice around methods of waste collection. More recently, ACR+ has begun compiling an inventory of policy initiatives (on national, regional and local levels) related to strategic territorial planning of the circular economy. In November 2014, ACR+ launched the Circular Europe Network to support local and regional authorities in being ambitious on circular economy by helping them to adopt aspiring circular economy strategies. Ultimately, it is the evolution of European policy that is at the heart of ACR+'s work, with publications, conferences and workshops actively contributing to EU initiatives on eco-innovation.

 acrplus.org/

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Buenos Aires Ciudad

Buenos Aires, Argentina

Diminishing landfilled waste by increasing recycling rates is one of the main objectives of the Integrated Solid Waste Management Plan (ISWMP), developed and implemented by Buenos Aires City Government. In the last three years the government has already reduced 43% of overall waste sent to landfills, with the aim of increasing that figure to 72% by 2017. The reduction was due to a diverse array of new policies ranging from awareness campaigns to investment in waste treatment technologies, including: a Mechanical- Biological Treatment Plant (1,000 tons/day capacity, 50% recovery rate, 120 jobs), 8 Recycling Centres (600 tons/day capacity, 4.200 waste pickers were formalized and now work in the streets and the Centers), a Construction & Demolition Plant (C&D) (2,400 tons/day capacity, 90% recovery rate, 70 direct Jobs generated), a Wood Plant (100 tons/day, 17 jobs), a Compost Plant (10 tons per day, 19 jobs), and a Plastic Bottle Recycling Plant (20 tons/day capacity, 23 jobs). These last four plants are located next to a soon-to-be opened "Information and Recycling Promotion Center" that will welcome students and generate 25 direct jobs.

 turismo.buenosaires.gob.ar/en/article/waste-management

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LIPOR Intermunicipal Waste Management of LIPOR, Portugal

LIPOR is responsible for the management, recovery and treatment of the municipal waste produced in the eight associated municipalities of Greater Porto, Portugal. The area of Greater Porto represents 10% of the Portuguese population and 11% of the national waste production. LIPOR is responsible for managing approximately 500,000 tons of urban waste per year, ensuring a circular business model is utilised with its integrated waste management strategy. The organisation is committed to transforming waste into a usable resource, diverting waste away from landfill, ensuring high quality recycling, enhancing industrial symbiosis and implementing appropriate policies. Sustainability has been at the heart of LIPOR since it was formed in 1982 and this vision, combined with responsible waste management, has meant it is a natural contributor to the circular economy. The project LIPOR Vision towards Circular Economy is the result of more than 30 years' experience and knowledge that has allowed the organisation to maintain a leading position in both national and international contexts.

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City of Newburyport, USA

The City of Newburyport has always been at the cutting edge of sustainability/ circular economy initiatives by participating in state-sponsored programs such as: The Carbon Challenge (helping individuals and households reduce their carbon footprint); local bans on plastic bags; launching an organisation to inform and prepare residents for issues on sea level rise; and the formation of Toward Zero Waste Newburyport (TZWN). The TZWN initiative aims to reduce both tonnage and expenditure on waste through education and non-traditional diversion. After a year of measuring types of waste, comparing different types of packaging and products, and hours of research to find new diversion streams and other towns' and organisations' best practices, Newburyport received a state grant to launch TZWN for over 140 households. Over the course of the pilot, average waste reduction was over 50% and as high as 80% for some households. The success of the program was recognized by the US Environmental Protection Agency and featured in a video project to encourage other cities to reduce waste.

 facebook.com/%2fpages/%2fToward-Zero-Waste-Newburyport%2f3967077016102

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City of Sydney, Australia

The City of Sydney is committed to transforming environmental performance under its Sustainable Sydney 2030 strategy. Part of delivering this is the development of the Better Buildings Partnership (BBP), a collaboration between major institutional property owners and funds under management in Australia. In Sydney, 400,000 square metres of office space released every year creates 25,000 tonnes of waste, the majority of which goes to landfill. The BBP recognised an opportunity for radical market change and commissioned work to understand the volumes of waste materials generated, their current recycling pathways and opportunities for improvement. The BBP engaged industry and government to focus on each waste material, linking tenants, landlords and contractors to develop solutions, re-engineer processes and enable change. Rapid, iterative proof of concept trials run by the BBP confirmed the city's ability to overcome barriers to waste management and resulted in a realistic roadmap for a circular market model that is able to divert 20,000 tonnes of waste per year in Sydney.

 betterbuildingspartnership.com.au

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City of Yokohama, Japan

In 2010, the Yokohama Smart City Project (YSCP) was launched, focusing on the efficacy of the latest smart technologies including PV generation, storage batteries and various levels of energy management systems (EMS). The aim of the YSCP was to develop a smart city model via cooperation between citizens, private companies, and the city government, that could then be exported as a concept to other cities in Japan. Recognized for its commitment to renewable energy and for spearheading electric vehicle implementation, Yokohama's standout project is Transformation Towards Low Carbon City Infrastructure, which combines technologies and mechanisms to reduce CO₂ emissions and dependency on fossil fuels. In 2009, Yokohama was selected by the World Bank as one of the first six Eco2 Cities (Ecological Cities as Economic Cities) and, in 2011, the city won the first Smart City Award at the Smart City Expo World Congress in Barcelona. Yokohama plans to continue its contributions based on its experience, technology and know-how, and together with private partners, plans to spread its eco-friendly development and living standards throughout the world.

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