

# Circular Business Innovation

Your journey to close the loop



Photo by Štefan Štefancik on Unsplash

Is your business ready for the circular economy? Do you know how you can deliver your product as a service system or moving from recycling to a closed material cycle? Focusing on performance increases customer satisfaction and enables a sustainable business. **Innovate and collaborate with us using our Circular Business Innovation process.**

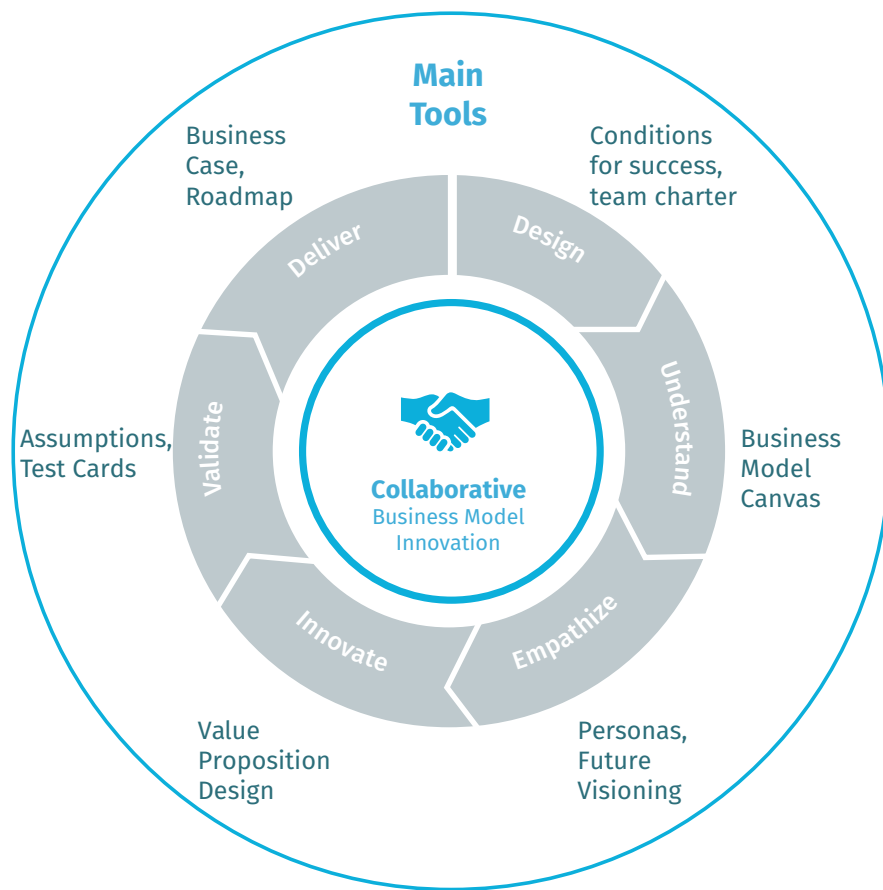
Design, understand and deliver your transition towards a circular business approach



© shutterstock, wavebreakmedia, 2017

## WHY INNOVATE TOWARDS A CIRCULAR BUSINESS?

Circular business innovation is a fast and structured process to identify, develop and test future-proof products and services that increase resilience, business value and compliance with EU policy through sustainable innovations towards circularity. With a collaborative approach, we engage key stakeholders to ensure a robust outcome and integrate social as well as environmental considerations that will support your business success in the long run.



## OUTCOMES

- ➔ Increase Resilience
- ➔ Readiness to Policy
- ➔ Employee and Customer Retention
- ➔ Increased Customer Loyalty
- ➔ Generate more value for clients and customers
- ➔ Reduce your Ecological Footprint
- ➔ Increase Resource Efficiency

## CIRCULAR BUSINESS INNOVATION (CBI) - PROCESS & IMPACT



### UNDERSTAND & DESIGN

- Identifying positive and negative impacts of your business along the entire value chain using the **handprint methodology**.
- Individual mapping of opportunity spaces and **relevant stakeholders** that can help you raise profits in sustainable ways.



### INNOVATE & VALIDATE

- We engage you and your stakeholders to innovate new business opportunities **collaboratively**.
- We take up your individual business challenges and connect you with **entrepreneurs** that can help you solve the issues at hand.



### DELIVER & EVALUATE

- With your business **innovation prototypes** delivered, we evaluate and refine.
- We use **future personas** to test your sustainable value propositions.

### IMPACT OF CBI

Circular Business Innovation can be embedded in an analytical framework that provides clear steps and a vision for scaling-up your sustainable business.

- Test your business model for **strengths and weaknesses** in the face of circular transformation.
- Iterate on Circular Business Innovations and develop a **Circular Vision**.
- Engage with other stakeholders across sectors, from civil society and policy to support a **resilient and successful** path to circularity
- Construct a **strategic product portfolio**



**We were impressed by the CSCP's ability to outline sustainable business opportunities on the basis of our core business.»** - Rolf Brunkhorst, Schüco International KG

**“I am helping companies and institutions to discover their sustainable business potential”**

CONTACT  
ME FOR MORE  
INFORMATION!



“Innovation and sustainability are two sides of the same coin. In order to make products and services that create the circular future we want, we need to redesign them accordingly. Circularity is one of the guiding principles to achieve our goals for sustainable development. I believe that therein lie great opportunities for society and business alike.”

**Patrick Bottermann**

*Head of Sustainable Business and Entrepreneurship*

+49 202 459 58 - 17

[patrick.bottermann@scp-centre.org](mailto:patrick.bottermann@scp-centre.org)

**Collaborating Centre on Sustainable Consumption and Production**

Hagenauer Strasse 30

42107 Wuppertal | Germany

[www.scp-centre.org](http://www.scp-centre.org)

## WHY CSCP?

We draw from over 15 years of experience in creating sustainable innovations that benefit businesses, the environment and society.

Following our unique multi-stakeholder approach and using our vast international network, we make sure that external perspectives and ideas add value to your innovation process.

## REFERENCES



**SCHÜCO**

