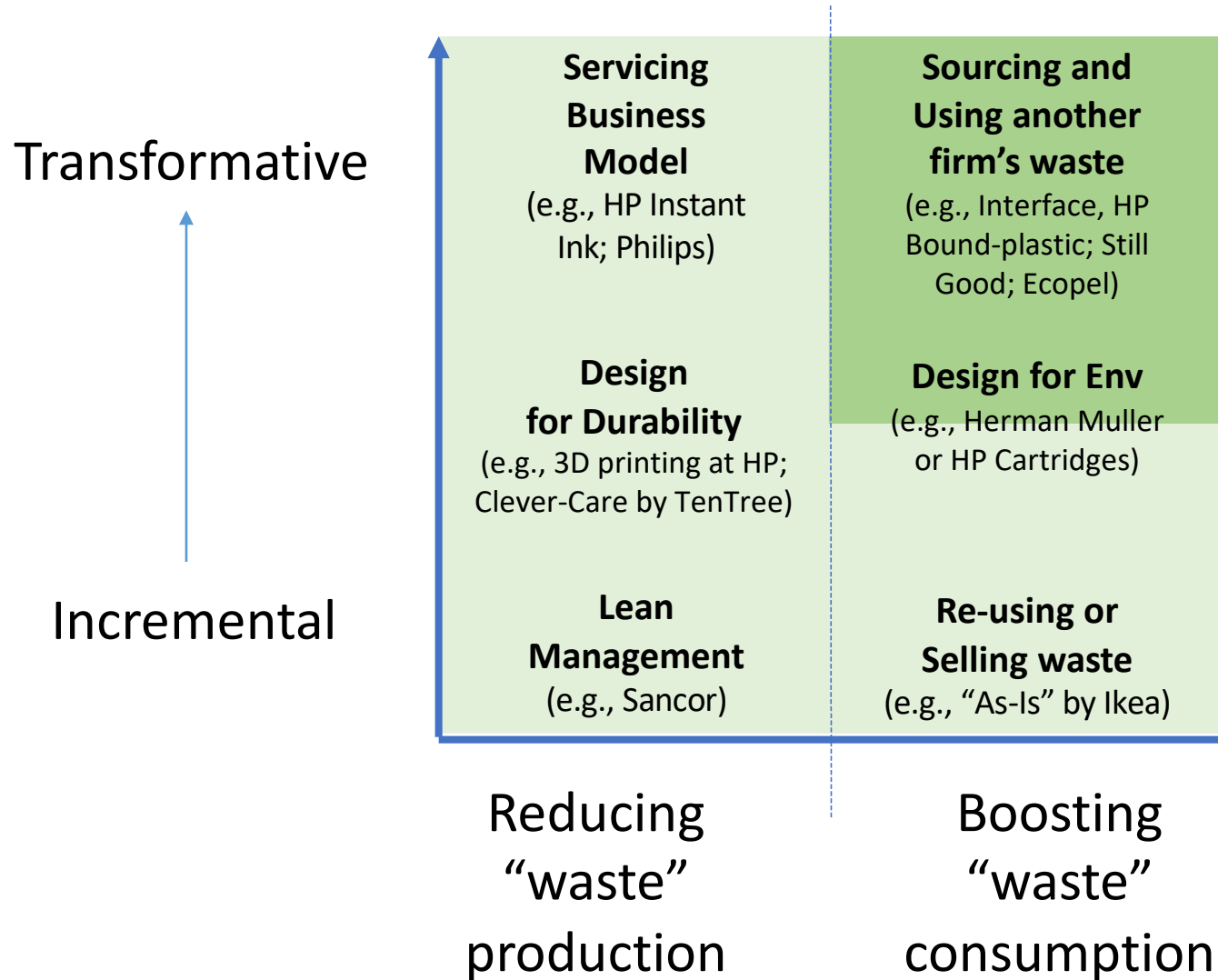


The circular economy from a business perspective



Legend:

OPEN - LOOP

CLOSE - LOOP

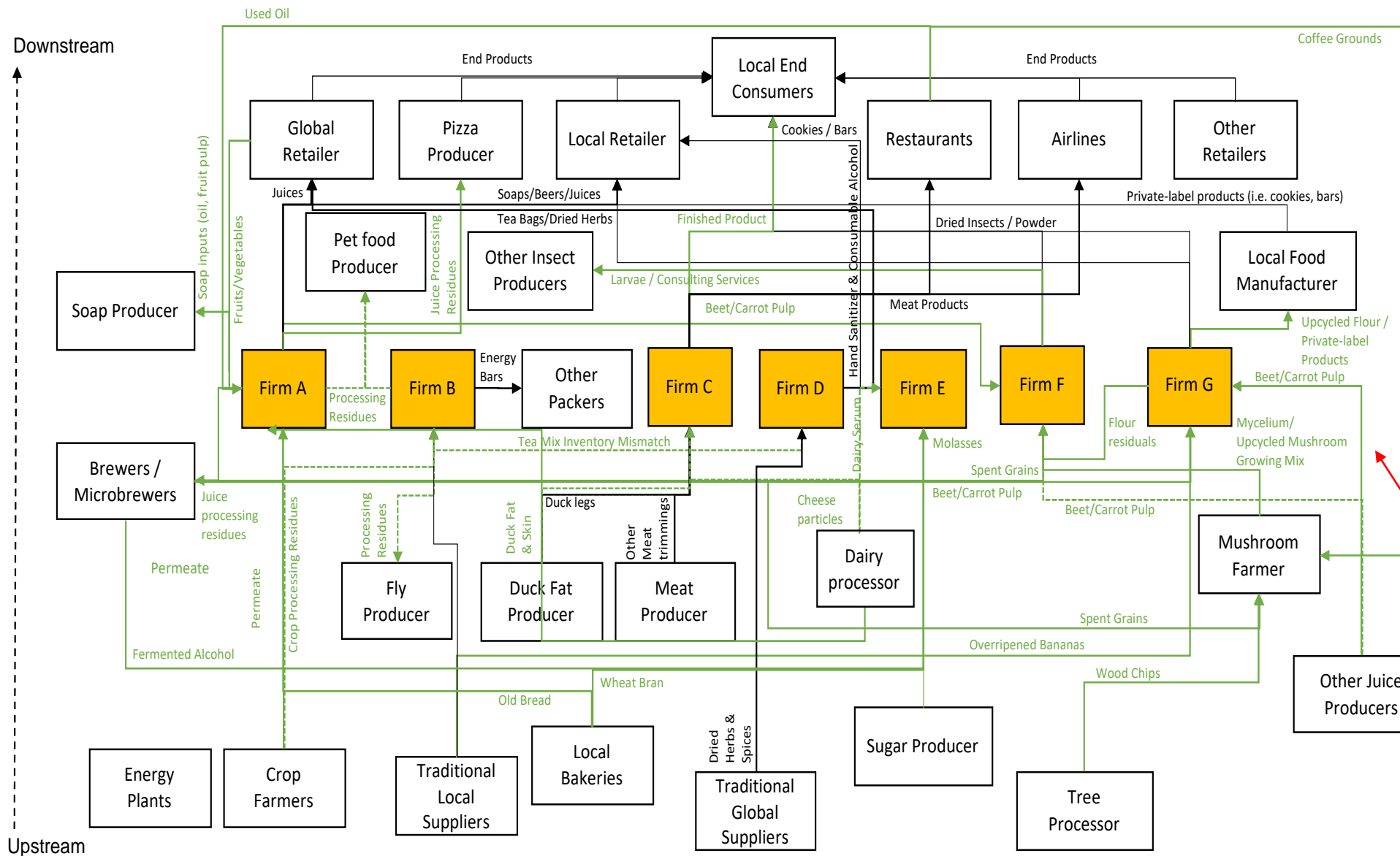


IVEY Research Program on the Circular Economy

Inspire and enable effective action to tackle food waste and plastic waste:

- (Micro-level) **Managerial cognition**: what helps managers to recognize value in waste?
- (Meso-level) **Operational agility**: under what conditions can firms productively integrate the waste of others into their supply chain operations?
- (Macro-level) Secondary markets and **reverse supply networks**: what's the structure and functioning of a circular economy?
- (Macro-level) What **institutional conditions** stimulate innovation and organic growth in secondary markets and reverse supply networks?





How to recognize valuable opportunities in waste?

How to productively source and use waste?



Polymer Feedstock
 •Could potentially include chemically recycled polymers?

Virgin Plastic Resin

Production of HP Products and Packaging

PCR Plastic Resin

Blend

Lavergne Group and 3 other suppliers

Wash & Purify

Mix Additives

HP Planet Partners Program; Haiti; Retailers like Best Buy; Others.

How to stimulate Circular Procurement in business and institutional buyers?

What's the role of EPR Programs to stimulate collective action?

Legend:

- HP
- Lavergne Group
- Other supply chain members

The circular economy: inspiring and enabling transformational action

There is perhaps agreement on the needs and **ENDS** of a circular economy

Poor understanding and disagreement on the **MEANS** for a circular economy

Many firms are “**passive**” **due to externalities** i.e., they do not pay for the full cost of their environmental and social impacts.

Progressive firms, both large and small, feel “restricted”:

- **Information gaps:** what waste? By who? When and Where?
- **Capabilities gaps:** How can we make the business case? What product designs, operational processes and coordinative mechanisms need to be established?



Who is IVEY working with?

Large firms: Walmart, MLF and AgroPur on Food; HP, Philips and A&W on Plastics.

Small firms: ChefBrigates; Still Good; TriCycle; Loop Mission

Facilitators: CTTEI, NISP, PPG and others like Enviro-Stewards

Municipalities: City of Guelph



Towards the Circular Economy: from the macro to the micro and then back again.

1. Circular Economy:
Introduction.

2. Evolving EPR policy frameworks:
Intentional and unintended implications for businesses.

3. Operational agility:
Best practices in sourcing and using food waste.

4. Opportunity recognition:
How can managers recognize value in waste?

5. Markets & networks:
What secondary markets and reverse supply networks are emerging?
How to leverage them?

