



# Circular Economy

The current economic model based on the extraction of raw materials; its transformation; commercialization and use; and finally, its disposal, is not designed in such a way as to achieve the reduction of waste generated or its valorization. Today this inefficiency has led to and intensified negative impacts on the environment, such as air, soil and water pollution, loss of biodiversity and the worsening of climate change.

As a response to the inefficiencies and negative impacts of the linear economy, the **Circular Economy** arises, which addresses each production cycle with a systemic and regenerative approach, by identifying and optimizing each of the resource flows that take part within a product. With the formation of alliances throughout the value chain, it **manages to enhance the competitiveness and well-being of companies** by regenerating the natural ecosystem, optimizing the use of resources, and mitigating risks by reducing dependence on finite primary resources.

The circular economy represents the opportunity to create an **innovative and adaptable design** that manages to generate value by converting the risks represented by a linear economy into business opportunities with economic, environmental, and social benefits throughout the value chain.

# Circular Route of SustainLuum

**SustainLuum** has developed the following route of implementation of Circular Economy models that allows companies to outline an execution plan and thus generally identify the status of their model. The Route is designed in such a way that it is adaptable to any organization regardless of its needs, with the inclusion of key aspects of the design and implementation of a circularity strategy with the aim of achieving positive impacts in the economic, environmental, and social fields.

The Circular Route comprises six stages in which the actions and expected results are delimited, which, together with the proposed tools, manages to generate a **model with a systemic and regenerative approach**, that is, that by redesigning its process it achieves positive economic impacts, social and environmental. Within each stage, there are specific services that SustainLuum offers to its clients to enhance their transition to the Circular Economy under the advice of a **team of experts committed to a sustainable future**.



# Stage

## Circular Capacities

The first stage of the redesign of a circular business model is proposed with the objective that the company manages to identify in a panoramic way the potential that the circular economy represents and the benefits that can be obtained by adopting it. This stage includes the development of capacities on the concepts, benefits and risks to mitigate when integrating circularity in the business, as well as the characteristics of circular business models.

### Tools

- Recreational workshops

## Circular Use of Resources and Energy

Based on the identification of the circular potential, to identify the specific opportunities and risks within the organization and move towards a circular model, an analysis of the current use of resources is carried out, both materials, energy, and water through a Circular Diagnosis, which involves collaboration with various areas of the company.

### Tools

- BS 8001 Standard
- ISO 31000 – Risk Management
- ASI and ISCC Certifications
- R2Pi Toolkit
- Life cycle assessment

# Services

## Innovation Workshops in Circular Economy

SustainLuum designs and teaches workshops aimed at training on the essence of the circular economy, its benefits, and how to implement it. The workshops, taught with educational and recreational tools and instruments, allow an organization to identify the opportunities that the circular economy offers, strengthening its process of innovation and value optimization.

## Circular Diagnosis

The diagnosis carried out by SustainLuum allows companies to identify their status and progress in the face of circularity aspects that influence a product or service, as well as to identify opportunities and risks that can be addressed through circularity supported by general and sectoral international standards. Through the Diagnosis, a mapping of actions to be implemented is generated, as well as the integration of optimal circularity measures in the sustainability agenda.

# Stage

## Innovation in the business model

In the circular economy it is essential to redefine the way in which companies obtain value, so this stage identifies the potential for impact in all areas of the business that can be influenced by the implementation of circular economy measures. Actions are designed to take advantage of the identified opportunities, as well as the organization's execution plan to accelerate the transition. As a coordination and implementation tool, a roadmap is generated that determines the specific actions and indicators of the new circular model.

### Tools

- Materiality analysis
- Circular Business Model CANVAS
- Circular Diagnosis
- Life cycle assessment
- PESTEL Analysis

## Circular Processes

Execution protocols for the specific actions contained in the Circular Strategy are designed and implemented. The protocols are defined based on the resources allocated by the company and the current ability to adapt in its use of resources, technology, and profitable business models.

### Tools

- Circular Strategy
- Internal operating plans
- Operational processes

# Services

## Circular Strategy Design

As a master instrument for the definition of a circular model, a strategy is generated that includes the circular context of the organization; circular goals and objectives; associated benefits; key indicators of performance; as well as circular actions and their possible impacts. As a strategy guiding tool, a Roadmap is designed that specifies the actions to be carried out and the necessary resources for the optimal operation of the strategy.

## Model Implementation

SustainLuum supports organizations by accompanying them in the implementation of the defined Circular Strategy, with the design of execution protocols; coordination of activities of the Strategy, as well as, in the supervision of the generation of results.

# Stage

## Collaboration Platform

Collaboration with the companies' value chain is essential to generate greater success of the circular model implemented. With this, the shared value is potentiated, with which extended benefits are obtained and an additional economic value is generated for the circular product or service.

### Tools

- Horizons architecture

## Regenerative System

In order to identify how the implemented model is managing to regenerate the social and environmental fabric by creating positive impacts on the environment and society; The following are proposed: indicators that comprehensively measure the impact of the circular models used; the implementation of performance evaluation processes; and the design of communication plans for internal and external key stakeholders.

### Tools

- Indicators Implementation Guides of: Ellen MacArthur Foundation, WBCSD, SDG Compass
- Communication Plan

# Services

## Model Implementation

SustainLuum supports organizations in the implementation of their circular model with the design of a Collaboration Platform and the coordination with key actors to potentialize the advantages of integrating a joint project with the value chain and thus generate positive impacts on the organization and its community.

## Circular Performance Evaluation and Monitoring

The circularity evaluation is crucial to identify and monitor the performance of a circular product, process or company, which allows assessing the impacts generated in the transition process, and that can be integrated into the performance metrics of the company linked to the circular goals and objectives.

## Communication and Diffusion Strategy

Organizations that include sustainability as part of their corporate image need to socialize the positive impacts generated, by making their internal and external key stakeholders aware of the results obtained by the circular model implemented. The Strategy is directed towards the various key actors of the organization so that the message manages to permeate within the common interest within the organization, its sector and community.

From the implementation of a circular model, the company can generate progress in meeting its goals in efficiency in the use of resources, water and waste management, mitigation of climate change, among others. Likewise, the benefits achieved have the potential to spread throughout the company's value chain, including its customers and its supply chain.

For more information about our services:

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