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WHAT IS A CIRCULAR ECONOMY?

A circular economy is a regenerative system that looks to optimise the resources we use and keep them in productive loops for as long as possible. These resources include raw materials, products, energy and water.

A key aim of the circular economy is to design out waste from industrial processes, while minimising any negative impacts of these processes such as leakage of materials, energy and emissions. As the circular economy seeks to rebuild economic and natural capital, it is important that any circular model is underpinned by a transition to renewable energy.

A common misconception is that the circular economy is just about recycling – dealing with materials and products once they become waste. In fact, recycling is represented as one of the outermost loops of the circular economy because it captures the least value. Most materials and products aren't designed to be recycled, so recycling often downcycles them into lower quality resources which limits their usability.

There are other loops within the circular economy that can capture higher value from products and services such as refurbishment, remanufacture and asset utilisation. However, such processes are more challenging to implement as they often require a fundamental rethink of how goods and services are designed, produced and accessed. ▶



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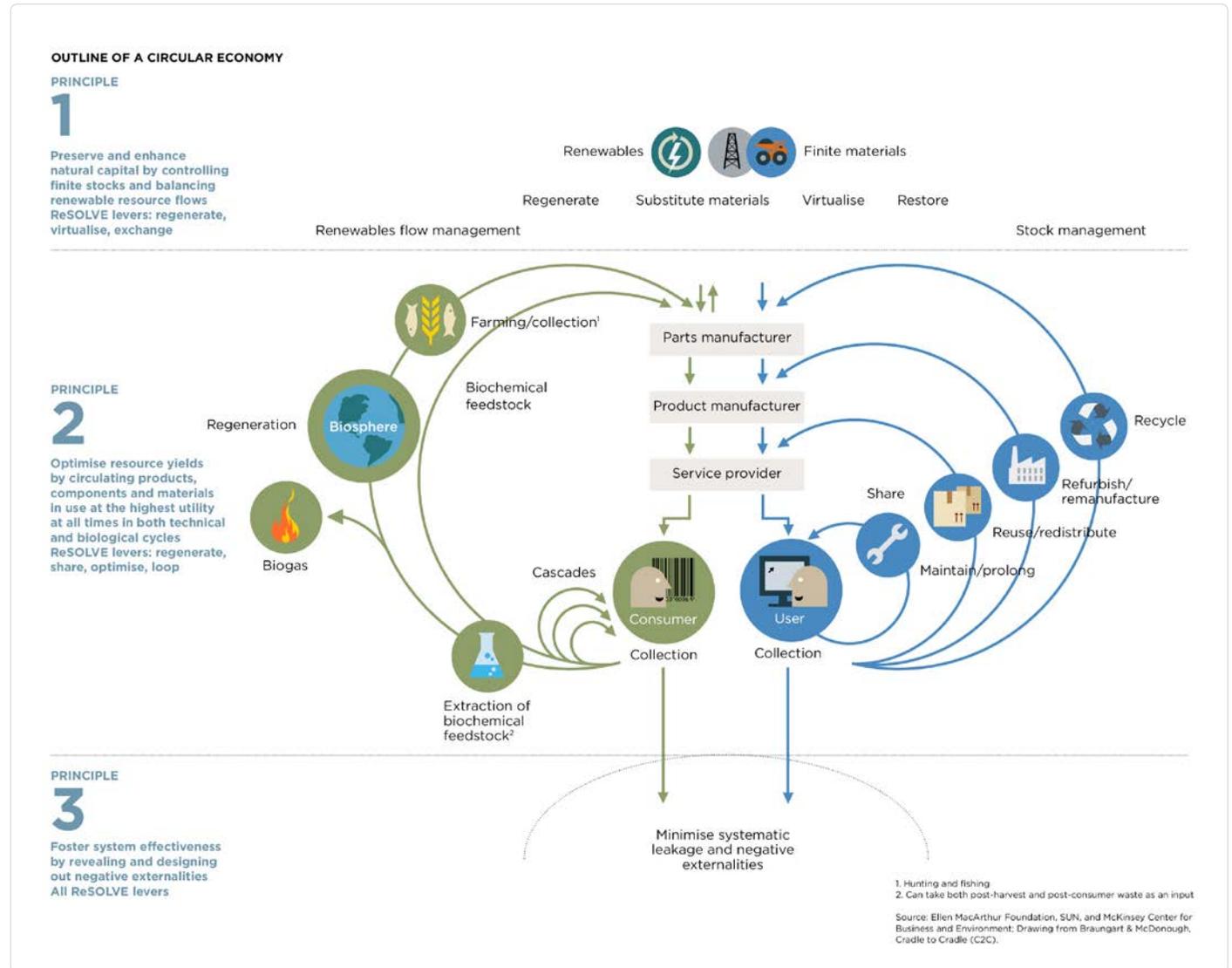
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The concept of a circular economy is not new – it dates back to the 1970s. Its approach draws from aspects of other regenerative models including [cradle-to-cradle](#), [biomimicry](#) and [industrial symbiosis](#). In practice, a circular economy seeks to replace traditional linear ‘take, make, dispose’ models of production and consumption.

WHY IS ADOPTING A CIRCULAR ECONOMY SO IMPORTANT?

Our economy must become more sustainable and resource-resilient. A growing world population, higher life expectancy rates, rising affluence – particularly the predicted doubling of middle-class consumers to almost five billion by 2030 – are all placing enormous stresses on the planet’s natural resources, which are becoming more difficult and costlier to extract. To meet society’s future consumption needs, businesses will need to engage in greater resource productivity.

A circular economy offers a practical way to achieve this, through the repurposing or reallocation of old products and waste materials to serve new demands, or by offering services that can better utilise idle assets. In time, this could change how consumers interact with the goods and services they buy – selling more products as services or subscriptions with aftercare support and free takeback should not only result in more affordable access but also help drive sustainable consumption. ▶



Credit: Ellen MacArthur Foundation

CASE STUDY



Denim For Rent

The concept of renting jeans has been successfully commercialised by Mud Jeans through its Lease A Jeans scheme. For a small monthly fee, customers can rent a pair of jeans for a year – they then have the option to keep them, exchange them or send them back. Any returned jeans are reprocessed so that the raw materials and recycled fibres can be remanufactured into new clothes. All Mud Jeans are produced from post-consumer recycled and organic cotton. Free repairs are offered throughout the lease period and if a customer decides to keep the jeans they can still return them for recycling once they are worn out and claim a discount towards a new pair. The company which began as an online start-up continues to scale and now has its jeans stocked in stores worldwide.

While it's difficult to fully assess the global value of moving towards a circular economy, the Ellen MacArthur Foundation (EMF) [estimates](#) such a transition represents a \$1trn opportunity. Separate [research](#) by the Waste & Resources Action Programme (WRAP) suggests that expansion of the circular economy could create three million extra jobs and reduce unemployment by 520,000 across EU member states by 2030.

For Europe, this could deliver €1.8trn in overall benefits, including an increase of €3,000 in household income and a halving of CO2 emissions compared with current levels, according to another EMF [study](#).

WHAT DOES A CIRCULAR ECONOMY LOOK LIKE IN PRACTICE?

Typically, a circular system is applied to a business model or industrial process and its value chain. There are certain sectors which are adopting circular processes more broadly than others and demonstrating leadership in this area such as automotive and textiles.

Renault, Toyota and Jaguar Land Rover are producing remanufactured or reclaimed automotive parts from closed loop processes while H&M, Nike and Timberland are incorporating post-consumer waste into fashion and exploring technologies that can produce more durable fibres suitable for multiple use cycles.

Circular strategies can also be applied across geographical regions such as countries, cities or towns. The concept of a circular city is gaining real traction with initiatives such as EMF's [Circular Cities Network](#). Cities can act as central infrastructure hubs for key resource flows and provide a way to recirculate valuable materials locally, fostering industrial symbiosis between different sectors. As citizens, retailers and service providers are all in close proximity to each other, cities also offer an ideal testbed for any circular pilot work. Those leading the way include Amsterdam, London, Copenhagen and Glasgow – all of whom are developing roadmaps to integrate circular thinking into living urban spaces.

Scaling-up the circular economy still remains a challenge, however. According to a [study](#) by Circle Economy, the world is only 9% 'circular' with more than 90% of raw materials used globally not yet cycled back into the economy. On a positive note, some countries are making more progress than others – [analysis](#) from WRAP estimates that one-fifth of the UK economy is already operating in a circular fashion. ▶

TOP TIP:

TREAT WASTE AS AN ASSET

Assets are tracked because they have intrinsic value, and waste should be viewed in the same way. Accurate tracking of material flows during the lifecycle of a product is an essential starting point for any business wanting to offer more circular solutions.



What the circular economy means for... **MANUFACTURING**

Manufacturers should reframe products as assets and look to extend their use cycle through closed / open loop recycling, remanufacturing or servitisation. This will create opportunities for diversified reuse of products, component parts and materials. Servitisation, the offering of products as services, can be aided through the use of smart technology such as connected devices and big data, enabling manufacturers to build in added value through predictive maintenance, asset tracking and product use patterns.



HOW DOES THE CIRCULAR ECONOMY APPLY TO BUSINESS?

The main models

Business models based on circular principles fall broadly into four categories: circular design; product as service/subscription; repurposing; and resource recovery. Circular design centres on lifecycle thinking – for example, designing more durable goods that can be reused or more easily recycled. Product service or subscription models involves companies retaining ownership of a product but selling the usage of it through leasing or access arrangements. This allows the life or performance of a product to be extended through maintenance, repair and reuse.

Repurposing turns used product parts and materials into higher value goods or materials through processes like upcycling, while resource recovery involves more traditional waste management activities such as recycling and converting residual waste materials into renewable energy.

Each of these models can potentially integrate with each other to build a circular value chain, from design through manufacture

CASE STUDY



New Cars From Scrap

Toyota's Global Car to Car Recycle Project is demonstrating closed loop approaches such as end-of-life vehicle (ELV) hybrid vehicle battery-to-battery recycling and motor magnet-to-magnet recycling for two rare earth elements, neodymium and dysprosium. The carmaker has also developed a system to extract and recycle copper from vehicle wiring harnesses using a sorting method that prevents the metal from being contaminated by impurities during dismantling. The copper has since been reintroduced into Toyota's vehicle production process. Toyota is also building in easier disassembly into its vehicle designs – these include 'easy to dismantle' marks enabling recyclers to identify specific parts that can be easily extracted.

and retail to product takeback and reuse/remanufacture. Generic examples of how the circular economy might apply to six different industries are illustrated within this guide.

Closed versus open-loop

From a circular perspective, it's important to distinguish between closed and open-loop recycling systems. [Closed-loop](#) recycling – in which a product is recycled back into the same product – is generally seen as a better option than open loop recycling, whereby a product is recycled (downcycled) into something else, usually of lower value. Examples of true closed-loop processes are still thin on the ground but include plastic bottle-to-bottle or aluminium can-to-can recycling. Under a closed-loop system, a product may be recycled back into itself indefinitely, whereas with open-loop systems this isn't the case and most materials eventually become waste. Converting plastic bottles into polyester fibre is an open-loop example.

The 'sharing' side of circularity

Businesses that are engaged with the circular economy may also be part of what's known as the [sharing economy](#), especially if they offer product service or leasing models. The sharing economy is focused on sharing of the use of assets that have untapped or unused capacity, like vehicles (e.g Uber) and rooms ▶



What the circular economy means for... RETAIL

Retailers can facilitate takeback of consumer goods by offering in-store recycling and collection points – or repair services – for items such as used clothing, shoes, furniture and electronic gadgets. More advanced propositions include offering subscription-type service contracts, in which the consumer buys access to a household appliance or gadget that they can exchange or upgrade, enabling retailer takeback and refurbishment for resale into other markets.



Business models based on circular principles fall broadly into four categories: circular design; product as service/subscription; repurposing; and resource recovery.”



(e.g Airbnb). These models optimise assets, much like a circular economy does with products or materials, by extending the amount of time they are in use. They also represent a transition to accessing products and services, rather than owning them, which is another aim of the circular economy.

On a basic level, it may be helpful to view the circular economy as being about making products and then taking them apart at the end of their useful life for repurposing or recycling into new goods. The sharing economy is about what consumers do with these assets during their lifespan. For example, making a power tool that can be returned directly to the manufacturer and recycled into a new tool would only be part of the sharing economy if it was rented or lent out from a tool library during its use phase.



The sharing economy is focused on sharing of the use of assets that have untapped or unused capacity, like vehicles.”

WHICH ORGANISATIONS ARE MOST SUITED TO GOING CIRCULAR?

Manufacturers have the most to gain from adopting more circular approaches due to their dependency on raw materials – under an advanced circular economy scenario, the EU manufacturing sector could achieve annual net materials [cost savings](#) of up to \$630bn, according to EMF.

Besides implementing closed/open-loop processes for these materials and other resource inputs like energy and water, manufacturers can engage in remanufacturing and diversify into servitisation by offering products as services. ▶

TOP TIP:

START SMALL, THEN SCALE

De-risk any endeavour by identifying which operations, products and services are ripe for circularity and pilot a new business model or process for it. If successful, consider scaling-up.



What the circular economy means for... CONSTRUCTION

The first step is to design waste out of the construction process, but this has limited value – companies should aim to design waste of the entire lifecycle of a building. Lifecycle thinking includes designing for deconstruction so that components and materials can be disassembled, reused or reassembled, viewing buildings as ‘material banks’ underpinned by supplier material lease agreements, and adaptation strategies that enable a building’s use to change over time building to encourage longevity.



Waste management companies and construction firms should also realise significant benefits from transitioning to a circular economy as they deal with large volumes of materials. Waste companies have a key role to play in facilitating more circular material flows with their expertise in handling and extracting value from end-of-life materials, underpinned by strong logistics networks. The construction industry accounts for approximately 60% of materials use and one-third of UK waste arisings so there is a clear opportunity for this sector to not only design waste out of the construction process, but the entire lifecycle of a building. There will always be advantages to going circular for any organisation, but companies which have vertically integrated supply chains and can control how materials are sourced, manufactured and collected may find it easier than those who have complex products and supply chains locked into existing disposal infrastructure.



WHAT ARE THE BUSINESS BENEFITS OF GOING CIRCULAR?

The circular economy should be seen first and foremost as a driver for value creation. Its primary focus is on retaining value, enabling companies to get the most from the materials and resources they use. This retention and creation of value is the overarching business rationale for going circular.

Cost benefits

While many studies have highlighted the broader economical benefits of moving towards a circular economy, it has been harder to determine how these cost savings might translate at company level. Government figures suggest that UK businesses could save up to £23bn per year through implementing low cost or no cost improvements in efficient resource use. Circular approaches not only result in lower raw material costs – from a lifecycle perspective, reselling and component recovery can lower material bills while creating more durable products can reduce warranty risks.

Environmental benefits

Around 90% of raw materials used in manufacturing become waste before the product leaves the factory while 80% of products made get thrown away within the first six months of their life. By decoupling economic growth from resource consumption, circularity can help rebuild natural capital. The circular economy also encourages the use of less toxic materials – such as plant-based plastics for packaging – which will help further reduce pressures on GHG emissions, water usage and biodiversity.

Operational resilience

Adopting circular approaches helps mitigate price volatility and supply risks for companies and reduces any embedded externalities in materials and products. Shifting the economic balance away from energy-intensive materials and primary resource extraction can also lead to the creation of new revenue opportunities. This might see companies diversifying into new markets such as refurbishment or reverse cycle activities for material reuse. ▶

TOP TIP:

POSITION IT AS A PROBLEM-SOLVER

Circular propositions will gain more traction from customers if they are positioned as solutions to their problems. For example, offering a closed-loop product takeback scheme can not only save on disposal costs for a customer, but boost their sustainability credentials.



What the circular economy means for... THE PUBLIC SECTOR

Public organisations should look to develop sustainable procurement strategies that will help drive circularity in the products and services they buy. Procurement criteria could include product recyclability and lifespan, prioritising refurbished and remanufactured goods, and total cost of ownership. Some public authorities will also be involved in decommissioning public assets, and strategies should be developed to identify opportunities in which materials, components and equipment from these assets can be reused or reconditioned.

Collaboration and engagement

Transitioning to a more circular way of doing business requires collaboration on many levels – staff education, stakeholder engagement, strategic supplier partnerships and new value chain transactional relationships. This can help unlock innovation and aid best practice through a shared value approach. For example, a company that wishes to engage its suppliers in a circular initiative could allow those suppliers to apply any learnings in their own businesses in exchange for their time and expertise.

Social benefits

Keeping resources circulating in the economy for longer not only satisfies consumer demand for better, longer-lasting products, but can save customers money. Circular business models are generally more labour-intensive than those focused on simply selling products, generating demand for new skills and employment opportunities around the maintenance, collection and repurposing of such goods. Circular initiatives can also help alleviate poverty in low-income countries by encouraging micro-enterprise in repair and refurbishment or by improving incomes for informal waste collectors.



WHAT ARE THE KEY CONSIDERATIONS WHEN GOING 'CIRCULAR'?

Shifting towards a circular business model can be complex and prove disruptive for existing business models. For this reason, the circular economy shouldn't be viewed as 'just another sustainability programme'. It will require both vision and leadership, so it is important that any circular strategy is led from the top with the full involvement of the CEO and board.

Getting started...

The first step is to identify where there might be opportunities within the organisation and/or value chain to adopt more circular approaches based on the four models outlined previously: circular design; product as service/subscription; repurposing; and resource recovery. Choose a model that fits the core activities of your business. Try to determine where these circular shifts will start to create value in terms of resource efficiency, supply chain resilience, innovation, market competitiveness and customer service. Equally, assess the future risks of operating in a linear fashion.

Example questions to ask include: What percentage of our cost base is resource-related? Where can we prioritise renewables, or use waste as a resource? How can we design products for multiple use cycles? What role can digital technology play in helping to track the lifecycle of our assets, or facilitating product takeback? How do we communicate this to our staff and stakeholders?

There is no one-size-fits-all solution to going circular, but there are a few practical guides that can help organisations starting out on this journey. The World Business Council For Sustainable Development's [CEO Guide to the Circular Economy](#) offers a useful overview, while EMF has published a library of [case studies](#) and a [toolkit](#) for policy makers looking to make the transition. ▶



What the circular economy means for... **HOSPITALITY & LEISURE**

Service-based propositions have potential to scale in places like hotels, restaurants and sports venues. Facilities managers could enter into lease agreements for fixtures and fittings like lighting and air conditioning whereby they pay for the performance of the asset rather than the physical hardware. This type of model could even extend to on-site amenities like gym equipment, bike hire and laundry services.



Try to determine where these circular shifts will start to create value in terms of resource efficiency, supply chain resilience, innovation, market competitiveness and customer service.”

Costs and finance

Scaling-up a circular business model can require significant investment. For example, a company may look to finance the ownership of its products for a longer time whereby revenues are linked not to a one-off sale, but the lifetime use or performance of a product. This will often require different revenue models to be set up, and investment in new systems – for example, managing a reverse logistics network. There will also be costs associated with any initial pilot work and associated R&D.

CASE STUDY



Target-Setting

Philips has one of the most advanced strategies. By 2020, the company aims to generate 15% of its turnover from circular economy-driven propositions as it looks to link circularity to business performance. Philips defines these propositions as revenues resulting from solutions that meet specific circular requirements – products that contain at least 30% recycled plastics or have been refurbished, or service models where Philips retains ownership of the asset. Broader approaches include Nike's goal to ensure all excess materials produced in the manufacturing of its shoes will become product inputs for other processes by 2020, Kingfisher's aim to build 10 circular value chains, and IKEA's vision for all of its products to have circular capabilities.

As circular business models tend to carry different finance risk and return profiles than linear models, access to external finance may prove challenging. However government funding is available in [Scotland](#) and [Wales](#) while new private equity funds like [Circularity Capital](#) are emerging. Financing guidance is also available from organisations like [Circle Economy](#).

Engagement and collaboration

Stakeholder engagement is vital, as is being open to collaboration – no one company can achieve circularity by itself. An organisation must involve its entire value chain to co-create integrated solutions that can optimise material and resource flows. Business-to-business circular models are generally easier to implement than business-to-consumer for this reason, as companies can exert a greater degree of control over how their products and services are used by customers.

Designing for circularity such as easier product disassembly requires collaboration between designers, waste processors and producers, while product innovation requires technical and financial teams to work closely together to determine payback and investment costs. At a local level, there may be opportunities for co-located factories or offices to exchange resource inputs and outputs through industrial symbiosis. At a global level, multi-stakeholder groups including corporations and governments are engaged in pre-competitive innovation through EMF's [CE100](#) platform.

Measurement and target-setting

As more companies start to integrate circular thinking into their core business strategy, benchmarking performance will become increasingly important. Metrics such as EMF's [Circularity Indicators](#) can help organisation assess how well their business or product is transitioning from linear to circular. The [BS 8001](#) circular economy standard offers some guiding principles in the form of a practical framework, however one [study](#) suggests the standard is vague when it comes to offering guidance on monitoring progress. Businesses with more advanced strategies may find it useful to set specific targets linked to circularity. For a manufacturer, this could mean increasing the amount of recycled content in its products while a retailer may look to develop new financial models to promote durability and reuse, such as takeback and repair services for the goods it sells. ▶

TOP TIP:

KEEP THE CONVERSATION HUMAN

Ditch the jargon. Avoid talking about 'systems-thinking', 'material optimisation' or 'industrial symbiosis'. Demonstrate real-life benefits when communicating on the circular economy, and ensure these benefits are kept relevant to your target audience.



What the circular economy means for... FOOD & DRINK MANUFACTURING

Food waste prevention and packaging are obvious priorities for this sector. Companies should look to follow the food waste hierarchy wherever possible. Packaging should be designed for reuse where possible, and for more challenging materials like flexible plastics, smart labelling technologies could be applied to enable reprocessors to identify polymer type and source as a first step to extracting more value. By-products from production processes should be used as inputs for other industries, with any waste water or surplus heat recirculated or reclaimed.



WHAT IMPACT WILL FUTURE REGULATION HAVE ON THE CIRCULAR ECONOMY?

Recent UK policy signals have created a sense of momentum for circular economy action, particularly on waste streams like plastics. Defra's [25 Year Environment Plan](#) talks of encouraging greater producer responsibility on packaging while BEIS's [Clean Growth Strategy](#) pledges zero avoidable waste by 2050 and phasing out landfill food waste by 2030.

This may lead to circular interventions such as a deposit return scheme (DRS) for plastic bottles and reform of the PRN (Packaging Waste Recovery Note) system to support British reprocessing and incentives for using recycled material. Scotland is likely to lead the way here with its forthcoming Circular Economy & Zero Waste Bill.

The Scottish Government has committed to introducing a national DRS and is considering a 'latte levy' on disposable coffee cups – as is Ireland. Whether the UK will align itself post-Brexit with the [EU Circular Economy Package](#) and a higher 65% recycling target by 2035 remains to be seen, but ministers appear to be favouring a move away from weight-based recycling targets to ones focused on resource efficiency metrics such as carbon or avoided energy. If this were to happen, plastic materials would likely be targeted more for recycling.

On a global level, the [Sustainable Development Goals \(SDGs\)](#) should foster circular thinking. SDG 12 aims to ensure sustainable consumption and production patterns, encouraging measures around waste reduction, procurement of recycled materials and responsible purchasing. Meanwhile, the growing popularity of [science-based targets](#), which demand deep emission cuts, offers an opportunity for circular innovation – particularly for models that negate the need to extract virgin resources and associated energy demand. ■



Ministers appear to be favouring a move away from weight-based recycling targets to ones focused on resource efficiency metrics such as carbon or avoided energy.”



INDUSTRY VIEWPOINT: GOING CIRCULAR WITH CLOUD SUSTAINABILITY



DAN BOTTERILL
CHIEF EXECUTIVE, CLOUD SUSTAINABILITY

The way we source, produce, buy, and ultimately discard everyday items is changing, from the 'take-make-dispose' mentality of fast fashion, fast food and tech upgrades, to a more thoughtful, mindful and ecologically profitable approach known as the circular economy.

An effective circular strategy is multi-faceted by its nature. It is therefore essential to ensure that both the people working in our organisation and our key stakeholders are aware of the strategy and have the resources and skills to be able to contribute.

An engagement and training strategy is therefore paramount in achieving any long-term circular vision. This must be a multi-media approach and one that has both B2B and B2C characteristics.

Drivers for change

By 2030, the industry we know today as 'waste management' will be considerably different. The next decade will see a rapid

transformation of the resource and waste industry – similar to that we experienced between 2000 and 2010.

There are multiple drivers for change. From international accords such as the [Paris Agreement](#), to which the UK is committed; our commitment to the [UN Sustainable Development Goals \(SDGs\)](#); and European legislation around the circular economy which will be a force for prevention, redesign and recycling.

Finally, in the UK itself, new Government Strategies on [Industry, Clean Growth](#), the [25-Year Environment Plan](#), and the forthcoming Bioeconomy Strategy as well as the Resource and Waste Strategy expected in 2018, are all driving forward change and growth. ■

“The next decade will see a rapid transformation of the resource and waste industry.”

CLOUD SUSTAINABILITY CASE STUDY: LEARNING WITH DS SMITH



DS Smith is a leading British-based international corrugated and plastics packaging business, supported by recycling and papermaking operations, and is a constituent of the FTSE 100 Index.

With more than 27,000 employees, DS Smith is committed to ensuring its people understand the core principles associated with the industry they work in.

DS Smith's work by its nature involves very circular processes, with prominent messaging around 'Supply Cycle Thinking' and 'The Power of Less' being adopted as mantras at Group level.

We work closely with the DS Smith Recycling Division, providing a uniquely developed and comprehensive blended learning programme.

The aim of the e-learning programme is to help the company's people to understand core business areas operationally and why zero waste, the waste hierarchy and the circular economy are important to DS Smith as a company and its global clients. ■

LEARNING BENEFITS FOR DS SMITH:

- **A much more time efficient, cost effective and sustainable way to train staff**
- **A subscription service means that learning is continuous, rather than a one-off training impact**
- **A fully accredited process**
- **A 30% increase in knowledge and understanding (assessed pre and post learning)**
- **Ultimately changing the way businesses deliver goods and services, maintaining a healthy progressive economy**

“Cloud Sustainability's platform provides the perfect learning model for us to enhance the knowledge, and professionalism, of people at all levels in the organisation. A perfect 'it does what it says on the box' solution, that was flexible enough to be tailored to suit our brand values and L&D needs.”

Tim Price, Marketing Director, DS Smith



250+
MANUFACTURING SITES



37
COUNTRIES



3.7 MILLION
TONNES OF CORRUGATED PACKAGING PER YEAR



CLOUD SUSTAINABILITY CASE STUDY: COMPLY & IMPROVE WITH NHSSCOTLAND

NHSScotland currently employs approximately 160,000 staff who work across 14 territorial NHS Boards, seven Special NHS Boards and one public health body.

Effective waste management and resource efficiency are staples of a progressive circular economy strategy. It can, however, be very challenging for organisations that use multiple contractors for their waste streams across large geographic areas. The range of activities undertaken can be highly diverse, which leads to complex procurement processes and the generation of multiple waste streams; creating challenges from a data management and compliance perspective.

NHSScotland needed a waste management reporting system to support them in monitoring and measuring waste, trends and site performance against regulatory requirements and the requirements specified in the NHSScotland Waste Management Action Plan.

Using Cloud Sustainability software, NHSScotland now has the ability to monitor and manage their waste and resource data for all 14 NHS Boards. Each Board has access to their own data, and Health Facilities Scotland

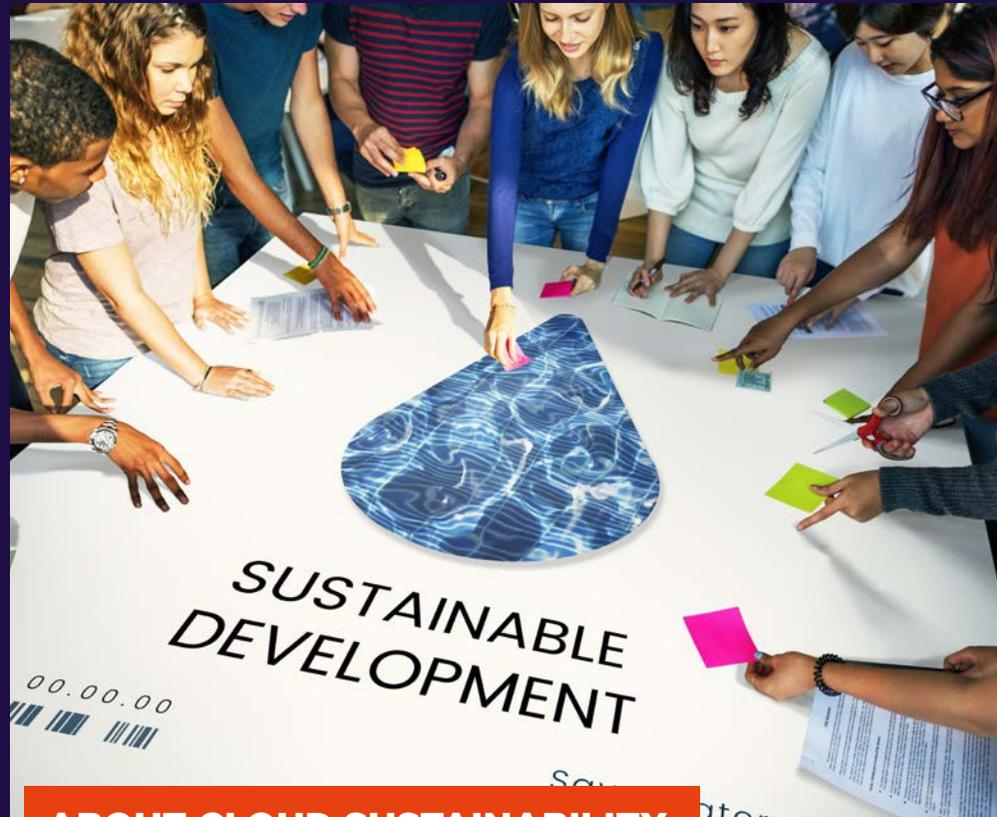
has a holistic view of all the national data. The software allows waste contractors to fulfil their requirements (as specified in the National Non-Healthcare Waste Contract) to upload consistent data per collection point in a timely fashion, incorporating on-board weighing data where appropriate.

A key feature that NHSScotland requested was allowing NHS staff (Waste Management and Sustainability Managers) to input, update and amend waste data. Using the software, NHSScotland will now be able to readily report their national data.

The dashboards, which monitor historic and current performance at a site and NHS Board level against national targets, finally give NHSScotland a real-time view with up-to-date information against their Waste Management Action Plan. ■

“Our new reporting system provides a simple yet engaging platform to allow us to better track our waste trends, and we can continue to deliver on our Waste Management Action Plan.”

Wendy Rayner, national sustainability manager, NHS National Services Scotland



ABOUT CLOUD SUSTAINABILITY:

Our accredited learning and data analysis tools educate staff and stakeholders in the core principles of resource management, circular economy and the impact waste can have on an organisation.

Through up-to-date compliance tools, our customers are able to get a clear understanding of all waste management legislation in the UK and EU and build a detailed compliance management system.

Our customers can also drive improvements in sustainability performance through the use of comprehensive strategy and data analysis tools.

Cloud Sustainability promotes self-sufficiency in the core principles of the waste hierarchy, helping organisations cut consultancy and training bills and accelerate towards a more circular economy. Cloud Sustainability will be hosting a circular economy event in London in April 2018.



700 SITES



£12.2 BILLION ANNUAL BUDGET (2015-16)