

Supply Chain Design to Support the Circular Economy



Miriam Gilbert, Coincidency

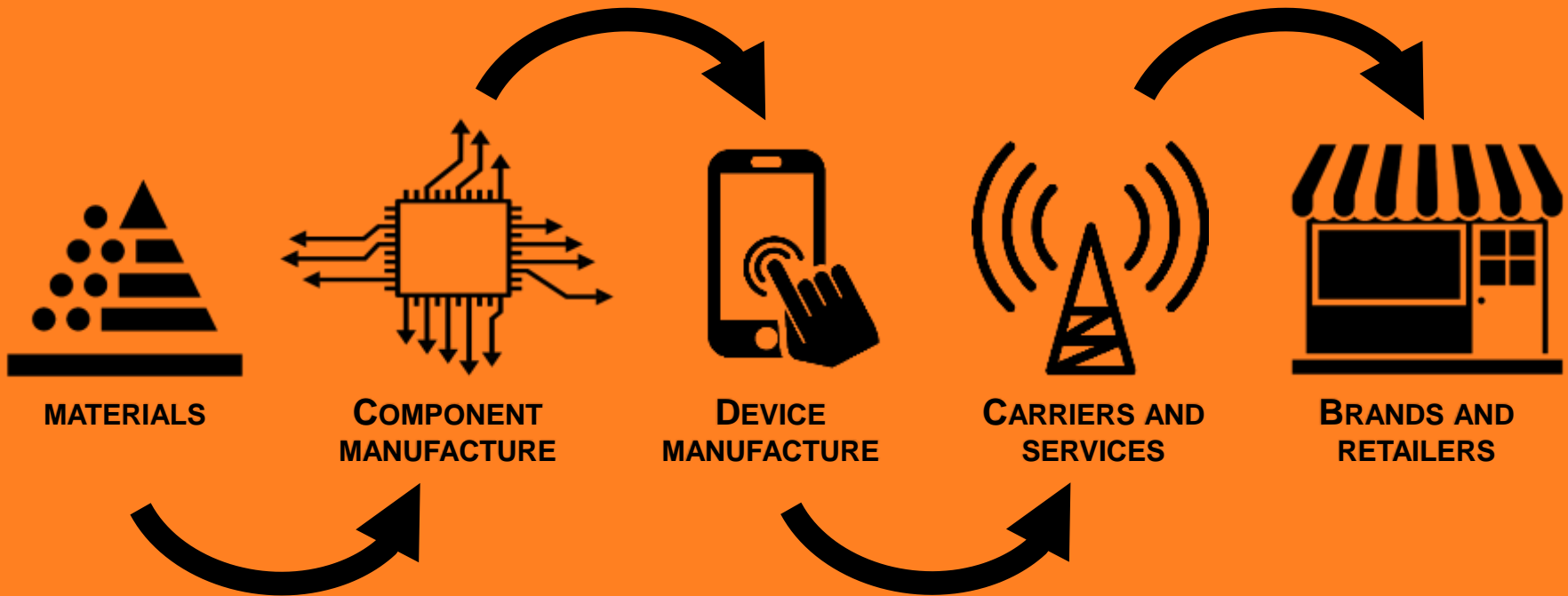
Dr Donato Masi, WMG

WELCOME TO THE CIRCULAR ECONOMY



Miriam Gilbert, Coincidency

The “take-make-dispose” approach



Circular Economy is...



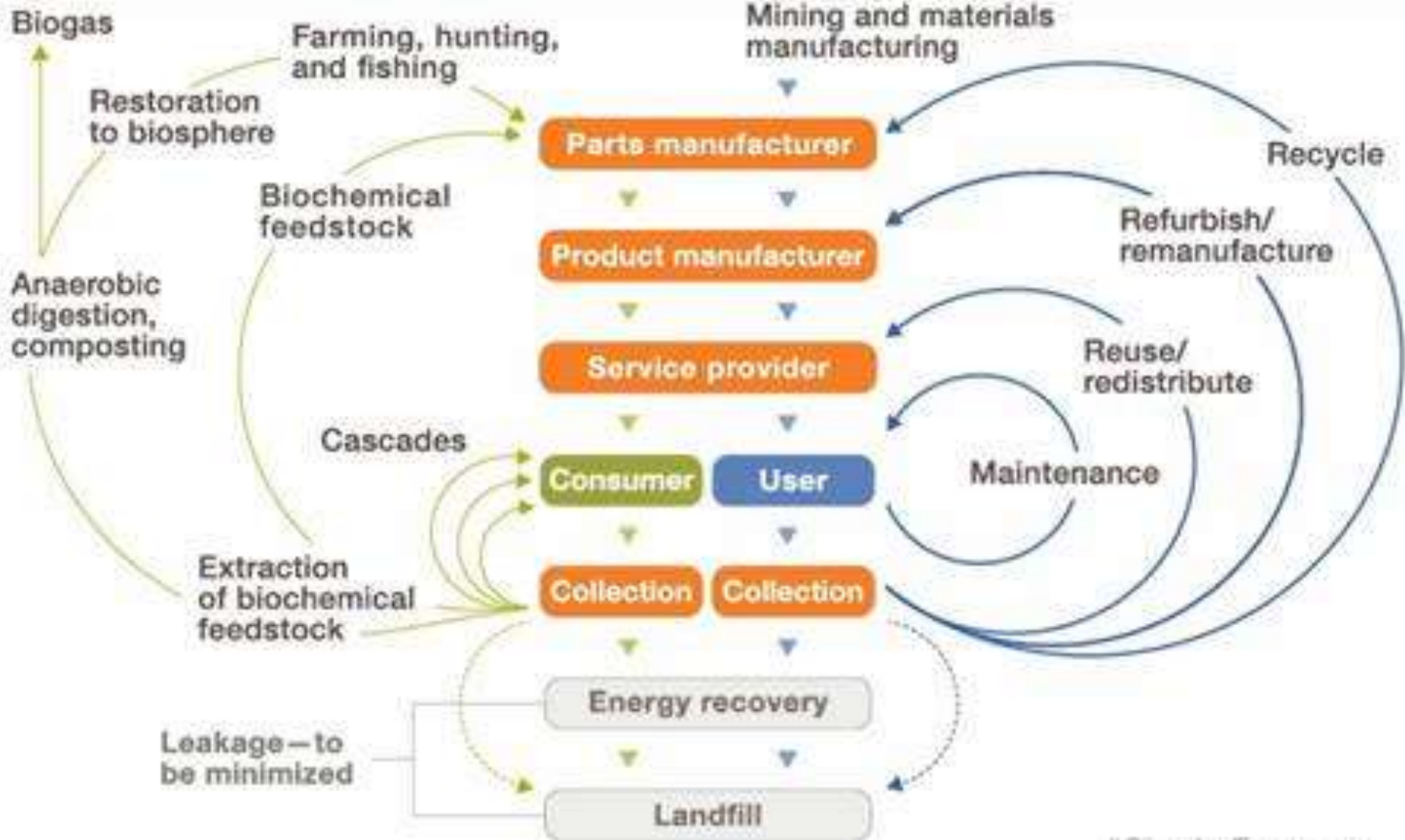
- Restorative by design,
- Aims to keep products, components and materials at their highest utility and value at all times,
- Distinguishes between technical and biological cycles.

(Ellen McArthur Foundation)

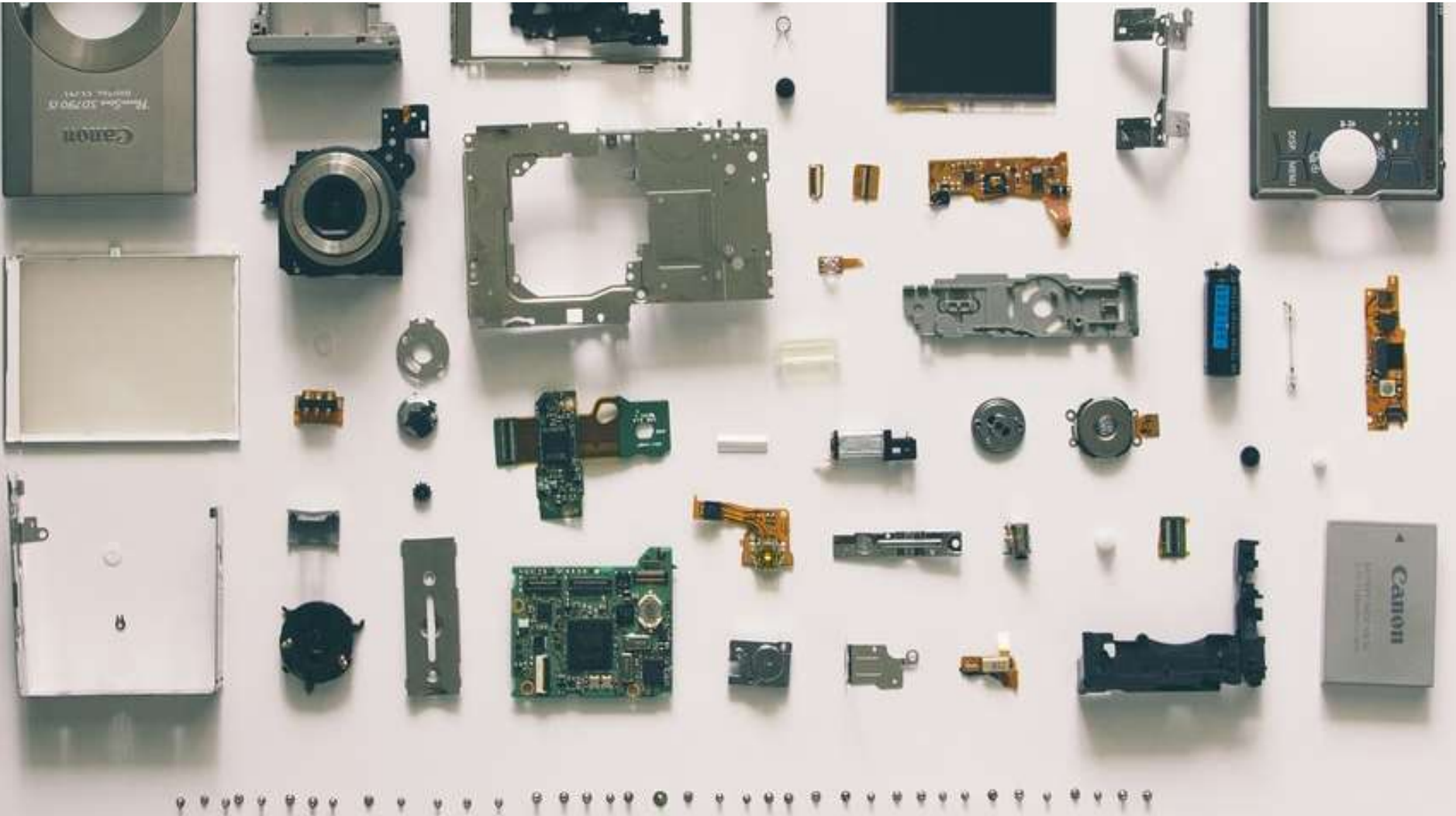


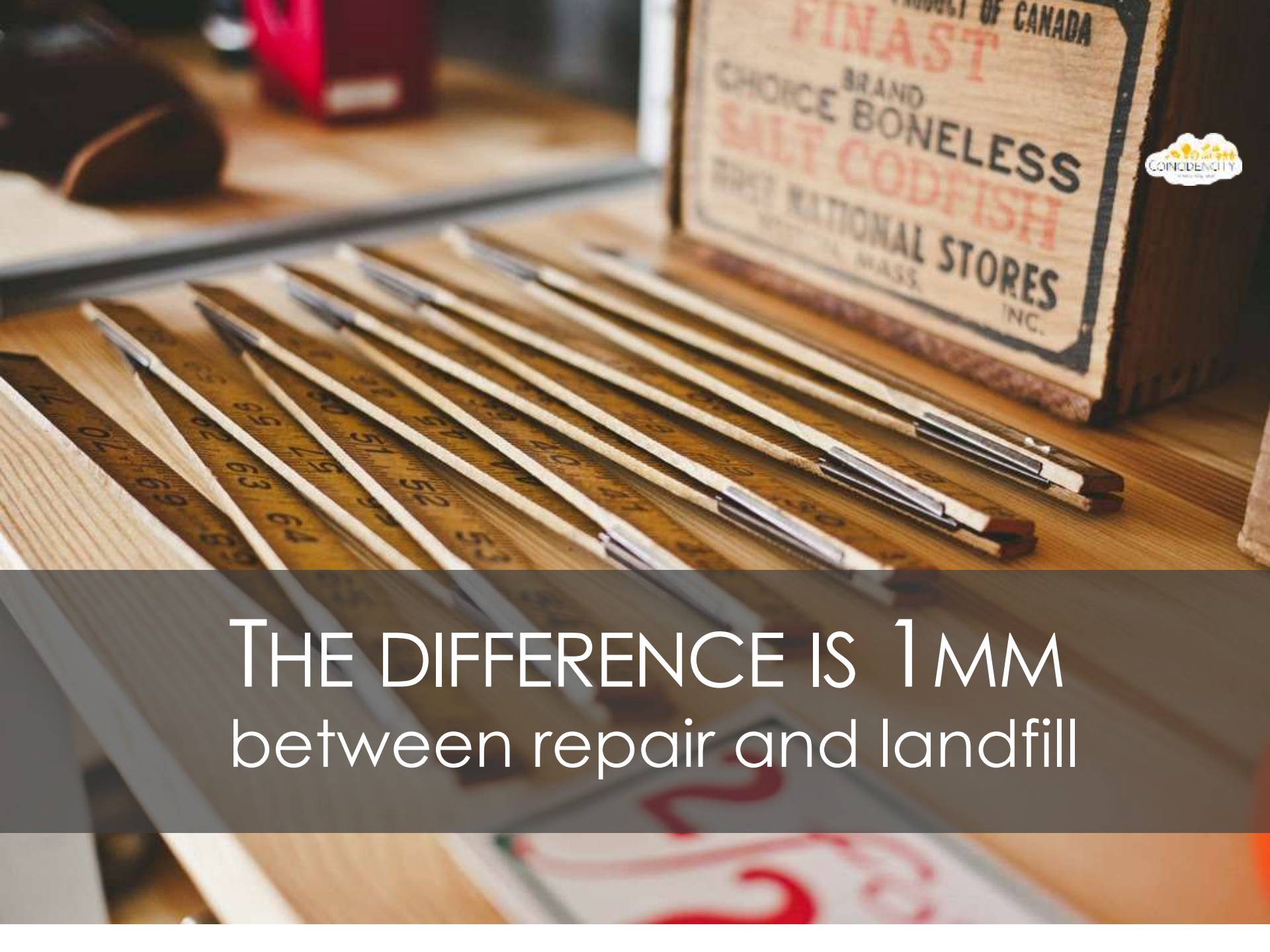
Biological materials

Technical materials



Can you replace the battery?





THE DIFFERENCE IS 1MM
between repair and landfill

DESIGN FOR REPAIRABILITY



WHAT'S THE DIFFERENCE?

One millimetre. That's the difference in difference in thickness between the 9.4 mm glued iPad and the 10.4 mm retaining-clipped Nexus. That's the difference between extending the life of your device through repair, as opposed to tossing it in a landfill.

1 Can you replace the battery?

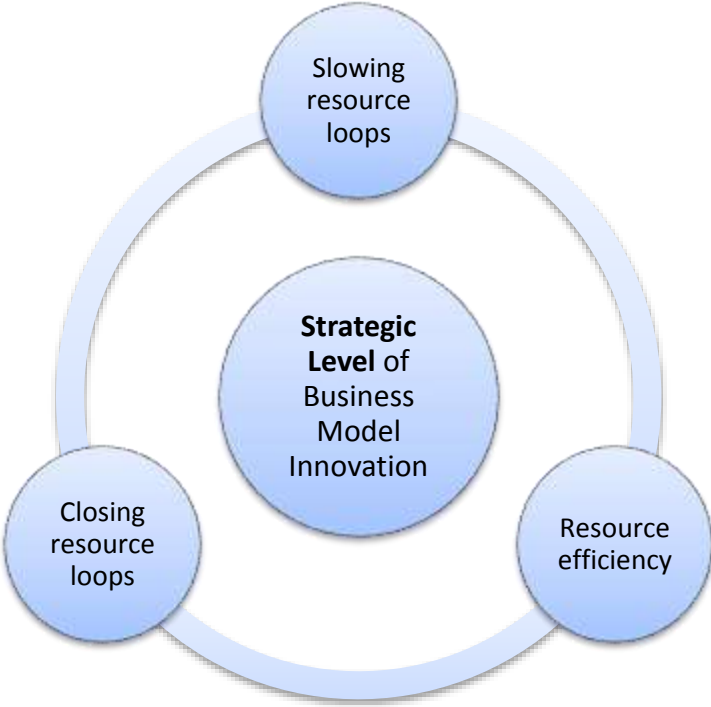
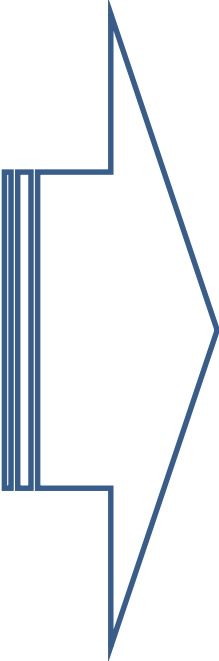
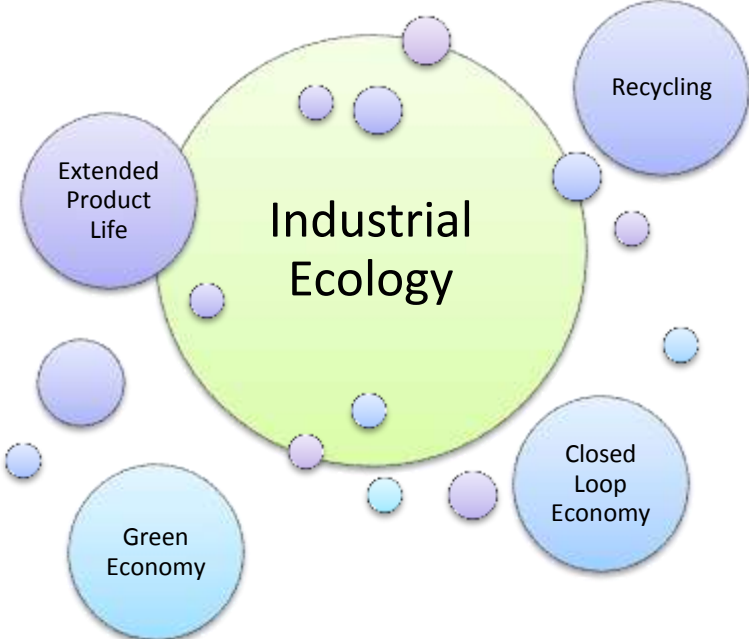
2 Can you fix the screen?

3 things...

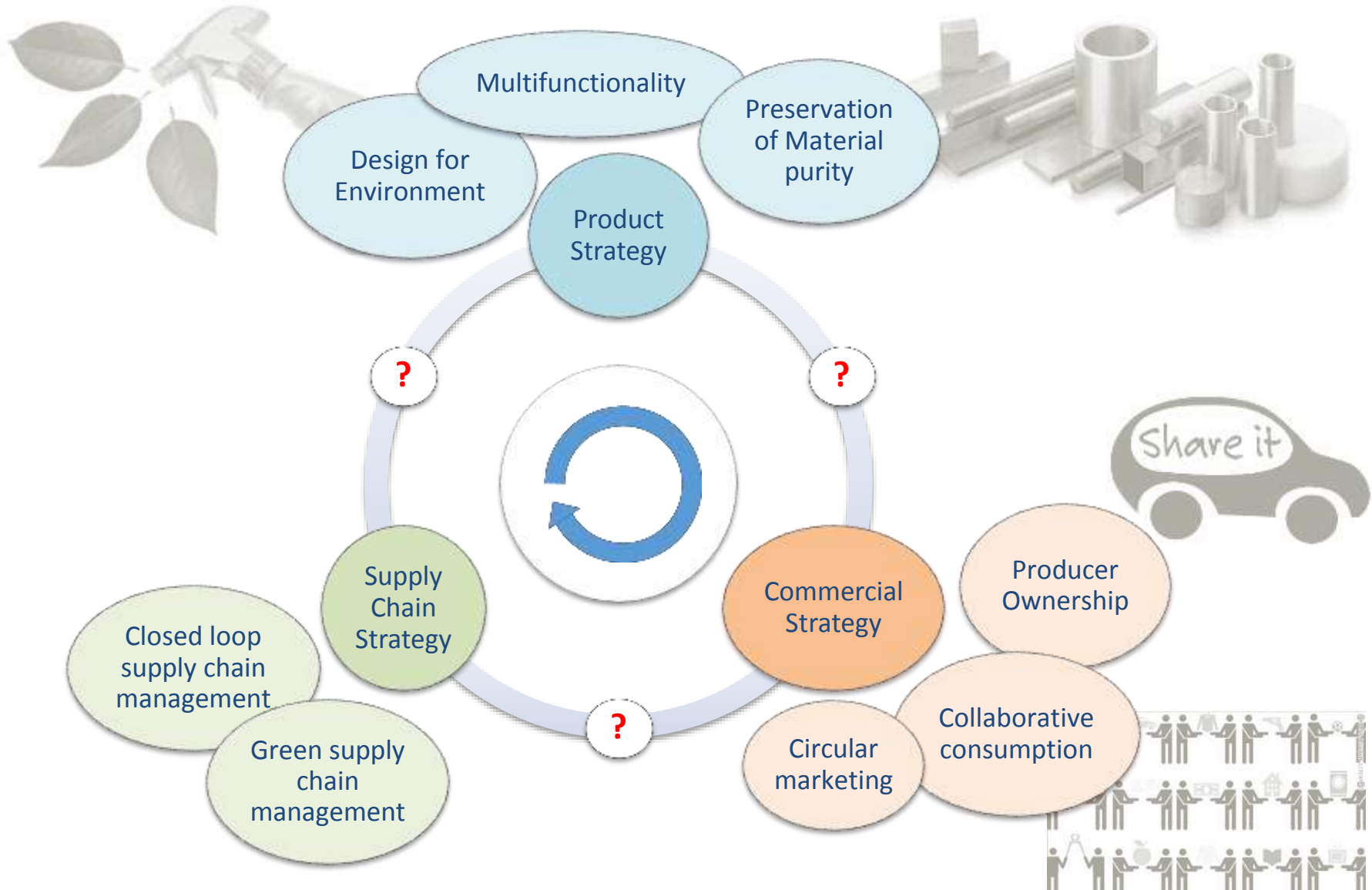
1. What's new?
2. A Value Chain perspective
3. Strategic Alignment



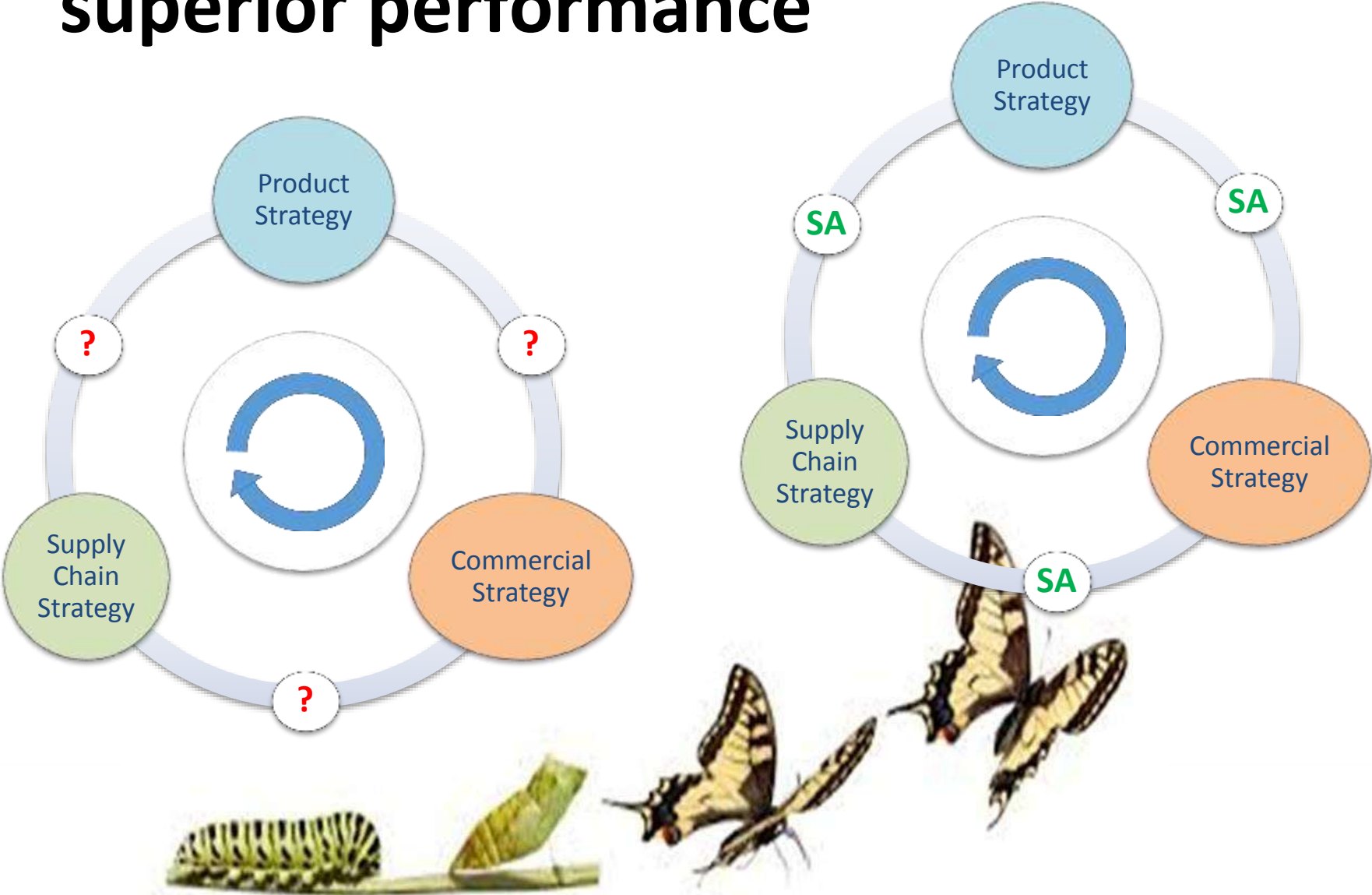
What's new?



A value chain perspective



Strategic alignment: The key to superior performance



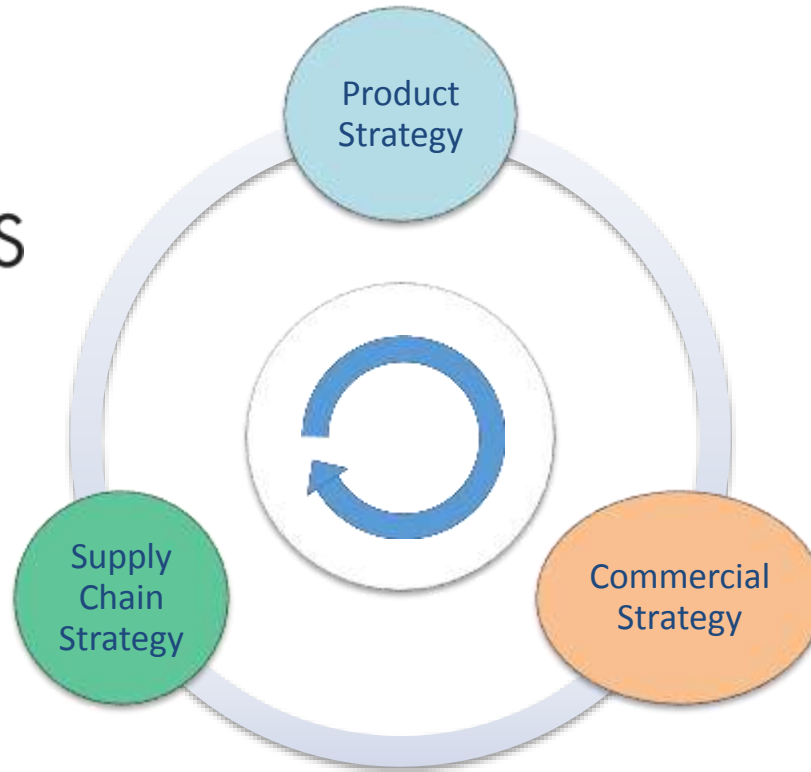
The degree of strategic alignment varies...



MUD JEANS



RENAULT



Concluding thoughts...

Theory

Policies, Eco-parks and technologies
Functional perspective
Regulation driven

Practice

Systems optimisation
Value chain perspective
Business driven