Making a Circular Economy Pitch

WHAT CIRCULAR ECONOMY IDEA AM I PITCHING?

STEP 1 • MY AUDIENCE
WHO AM I PITCHING TO?
Name, role, external or internal?

WHAT ARE THEIR OBJECTIVES & PRIORITIES?
What challenges are they facing? What are their success metrics?

WHAT MOTIVATES THEM PERSONALLY AND PROFESSIONALLY?

STEP 2 • THE CONTEXT
WHAT IS THE ORGANISATIONAL CONTEXT?
What is the purpose/strategy/values of my/their organisation? Have any specific commitments been made?

WHAT IS THE EXTERNAL CONTEXT?
What are the competitors doing? Are there regulatory motivators?

WHAT DO DIFFERENT FUNCTIONS PRIORITISE?
Strategy, Senior management:
Growth, reputation, disruption potential, competitors, regulation, cost saving.

Operations, Procurement:
Cost reduction, waste avoidance, availability of materials, efficiency.

R&D, Innovation:
New product & service opportunities, product to service, packaging meeting corporate commitments, new claims & benefits, regulation, cost saving.

Marketing:
Understanding and addressing customer needs and problems, maintaining and reflecting brand purpose and positioning, attracting and retaining Gen Z consumers, new claims and benefits, having something new to communicate, packaging.
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### STEP 3 • THE PRACTICALITIES

**WHAT DO I NEED NOW TO GET MY IDEA OFF THE GROUND?**
- What exactly do I want to achieve?
- What help do I need?

**ARE THERE ANY EXAMPLES WHERE THIS IS ALREADY BEING DONE?**
- Write stories and the benefits achieved.

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<th>Benefits for Businesses</th>
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<td>New paths to growth</td>
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<td>Reaching new customers</td>
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<td>Engaging and retaining customers</td>
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<td>Lowering costs</td>
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<td>Disrupting market through innovation</td>
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<td>Building brand reputation</td>
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Today’s economy is hugely wasteful...
- In Europe, the average car sits unused 92% of the time.
- The average office is used only 35-50% of the time, even during office hours.
- Every second around the world, the equivalent of one garbage truck full of textiles is landfilled or burned.

A circular economy creates new opportunities for growth and prosperity...
- Applying the circular economy in China could save businesses and households approximately CNY 70 trillion by 2040.
- By adopting the circular economy principles, Europe can create a net benefit of €1.8 trillion by 2030.
- A circular economy could bring India annual benefits of USD 824 billion in 2050, compared with current predictions – a benefit equivalent to 30% of India’s current GDP.

The transition to a circular economy is happening...
- Technologies like smartphones, 3D printing, Internet of Things, and Blockchain mean we can make more circular products, business models or entire systems e.g. Zipcar or YCloset.
- Governments such as Finland, Italy, France, and China all have circular economy plans, and cities including London, Phoenix, and Milan are on board.
- Danone, Google, H&M, Philips, and Unilever are all working on the circular economy.
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MY PITCH

PREPARATION FOR QUESTIONS
What questions might I be asked during my pitch?
How will I respond to them?

Question:

Answer:

Question:

Answer: