

# 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.

What are the circular economy benefits for businesses?

- New paths to growth
- Reaching new customers
- Engaging and retaining customers
  
- Lowering costs
- Disrupting market through innovation
- Building brand reputation
  
- Securing supply chain continuity
- Delivering against sustainability targets and commitments

Today's economy is hugely wasteful...

- In Europe, the average car sits unused 92% of 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 624 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

A large rectangular area defined by a dotted border, intended for writing the pitch.

## PREPARATION FOR QUESTIONS

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

Question:

Answer:

Question:

Answer: