



### **PRE SORT TO A CIRCULAR FUTURE**

With this Championship Program you can pre-sort to a circular future. Your organization can become one of the circular champions in your sector. The use of worldwide expertise and international norms to be developed by ISO on Circular Economy<sup>1</sup> will provide your organization with a clear direction, proper business models and a valid measurement approach.

### **OBJECTIVES**

Europe and The Netherlands are striving to a performance of 45% and 50% on the road to a circular economy in 2030, with the ultimate goal of 100% circularity in 2050.

This Program will guide and assist organizations with the transition to a circular economy.

### **UNIQUE PROGRAM BY USING INTERNATIONAL DEVELOPMENTS FROM ISO**

This program offers organizations a unique opportunity to benefit from the latest international developments of ISO norms and standards for a circular economy.

With this program organizations can pre-sort to its customers and suppliers with these new and important international norms. The implementation focus will assist in testing business models and pilots in real practice. Enhancing the circular performance is one of the spotlights, so the organization can profit within its value chain together with its customers.

And last but not least, this program will look at value to society and people of the different circular solutions. This means that contribution to the United Nations Sustainable Development Goals (SDGs) Agenda 2030 is taken into account as well.

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<sup>1</sup> The wording 'Circular Economy' is abbreviated frequently in this document to 'CE'

### TARGET GROUP

The target group for this program are organizations in the private and public sector that show ambition to apply circularity in their processes and value chain activities.

- **Private sector:** especially companies who are doing international business (sales, distribution, procurement, production, assembling, B2B, B2C) and who are willing to enhance their circular performances (processes, products, services, projects).
- **Public sector:** organizations from the (semi) public sector who are open to include circular (and sustainable) criteria in their procurement activities.

Also government organizations can benefit from new global insights regarding territorial, geographical circularity for communities, cities, regions and countries.



### ACCELERATOR

This program will accelerate the transition to a circular economy. By involving stakeholders in the value chain (like customers, suppliers, business partners, peer organizations) a powerful multiplier effect can be achieved. Every year new organizations can join the program. For instance stakeholders who participated in pilots and knowledge institutions and government.

### RESULTS

The program and advice & support are focussing on achieving the following results:

1. Policy, strategy and implementation will benefit from the latest international expertise, insights and norms to be developed for CE, like the measurement of circularity.
2. Show the performance of the degree of circularity of organization processes and relevant products, services and projects.
3. Become a circular champion in your sector.
4. Implementing one or more circular pilot projects; this can involve a product or a service.
5. Receiving first hand information on the development and progress of international standards and norms for Circular Economy.

## BENEFITS



Important benefits include:

- Globally agreed terminology and better (internal and external) communication on circular economy, both improving the effectiveness and efficiency.
- Strengthening the collaboration possibilities in the value chains (and where applicable also cross sectoral).
- Pre-sorting on upcoming certifications on new international norms for measuring circularity of products, services and projects.
- Profiting from the latest expertise, insights, business models, practices and approaches of circular economy.

### THREE PROGRAM LINES

The Circular Championship Program 2021 – 2025 consists of three different lines, each strengthening the internal and external communication, collaboration and exchange of expertise and practices:

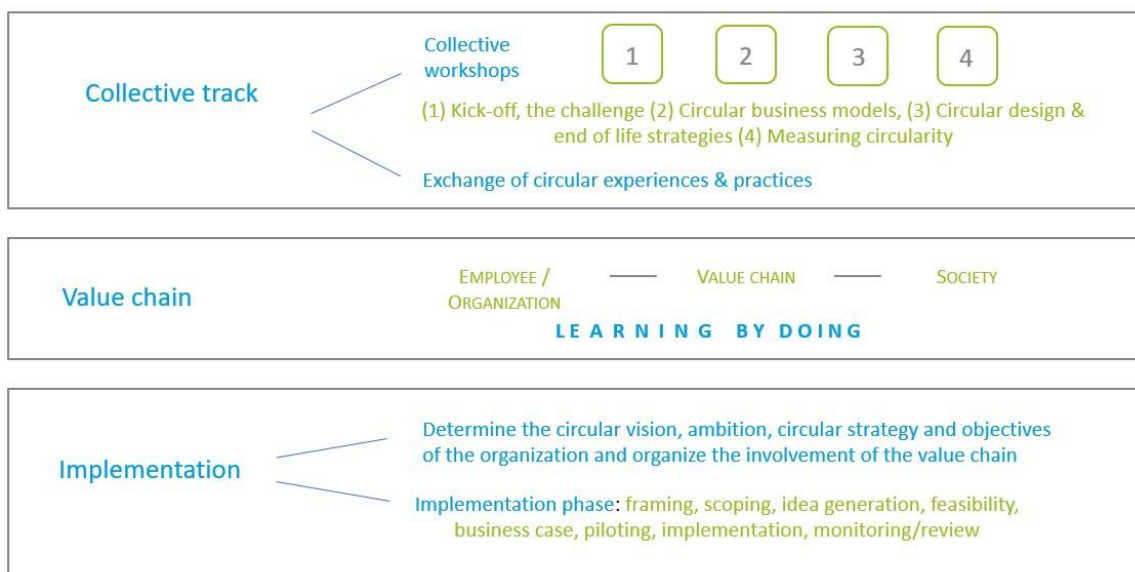
1. A collective program.
2. Learning by doing
3. Implementation and pilot(s).

#### 1. THE COLLECTIVE TRACK

During the collective program several CE experts will bring in their expertise within workshops, presentations and specific advice. This collective program consists of a kick-off and three sessions, in which the latest information regarding the ISO norms are being presented for circular business models, circular design & end of life strategies and measuring circularity.

This program line will focus on circularity in core business activities, in a way that the own organization will become 'mature'. Where useful, policy, business models and internal processes & collaboration are reviewed to improve circular opportunities.

### Circular Champions Program



## 2. LEARNING BY DOING: FOR EMPLOYEES, ORGANIZATION, VALUE CHAIN AND SOCIETY

Opportunities within the value chain and/or outside (cross sectoral) are examined. The participants are reviewing activities with value chain organizations to produce opportunities, ideas and actions towards step-by-step implementation of circular products and services.

Knowledge and expertise of management, staff and budget holders will be strengthened.

## 3. IMPLEMENTATION (AND PILOTS)

The objective is to execute during the first year at least one pilot project within the value chain.

Involvement of existing or new stakeholders inside/outside the value chain (customers, suppliers, distributors, business partners, knowledge/education institutions) will cause a powerful multiplier effect for the organizations involved

The CE implementation focusses on:

- Define goals, business models, opportunities and pilot case(s).
- Strengthen processes and knowledge of the organization.
- Doing the implementation steps of one or more pilot projects.

### PROFITING FROM INTERNATIONAL SUSTAINABILITY GUIDELINES AND FRAMEWORKS



An additional benefit of this program is that it applies the principles and practices of sustainable procurement: the 'ISO 20400 Sustainable Procurement' guidance framework.

The development of circular solutions for the organization and society needs an integrated approach in thinking and acting.

This program assists organizations towards a sustainable strategy and applies circular solutions in

connection with the best frameworks like UN SDGs, OECD Due Diligence, ISO 26000 and Integrated Reporting.

## INVESTMENT

The investment for participating in this program in the first 12 months is based upon 25 consulting days at € 1.200,- = € 30.000,- per year (prices are excluding VAT).

The development of workshop material for the collective track will not be charged. If organizations want to use this training material for internal purposes, an additional fee will be agreed. The copy rights will stay with Circular Champions.

## CIRCULAR CHAMPIONS: A SOCIAL ENTERPRISE

Circular Champions is a Social Enterprise. Maximizing social profit over financial profit is our primary goal. It is founded by two experienced sustainability entrepreneurs Hans Kröder en Lex Eschauzier.

Circular Champions supports sustainable initiatives that add value to society by reserving every year 5 % of the financial results. The founders of Circular Champions are representatives of the Dutch ISO-NEN Mirror Committee Circular Economy and play active roles in the international development of the ISO/TC 323 Circular Economy program.

## CONTACT

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