ECR COMMUNITY: REVIEW OF GLOBAL CIRCULAR ECONOMY CASE STUDIES IN RETAIL & CPG SECTOR | 2021

REVIEW OF GLOBAL CIRCULAR ECONOMY CASE STUDIES IN RETAIL & CPG SECTOR

The aim of this Review is to highlight global Circular Economy case studies in the Retail and CPG sector.

The definition of "successful" is related to the resources available to the company involved and to the sophistication of the marketplace employed.

We are seeking case studies that demonstrate circularity across a range of topics including packaging, food waste, waste management innovation, repairability, secondary raw materials & resource efficiency.

We recognise that the circular economy is a relatively new area, so we are interested in receiving submissions that demonstrate:

- A circular or closed loop system, where several companies are working together to achieve circularity.
- Projects that are on a journey – your project may not have achieved full circularity yet, but you may have lots of interesting insights and learnings from your journey to date.
- Circular projects that are using data and tools to make informed decisions.

ECR Community believes this Review of Circular Economy Case Studies will prove to be a valuable source of insight & learning and assist in developing the skillset of practitioners globally.

ECR Community is well placed to publish and disseminate a Review of global case studies. It represents ECR Nationals in 25 countries throughout the world, extensively in Europe and recently in China, Colombia, Mexico and Kazakhstan amongst others. This will allow for inclusion of case studies throughout the world and global circulation of the final review.

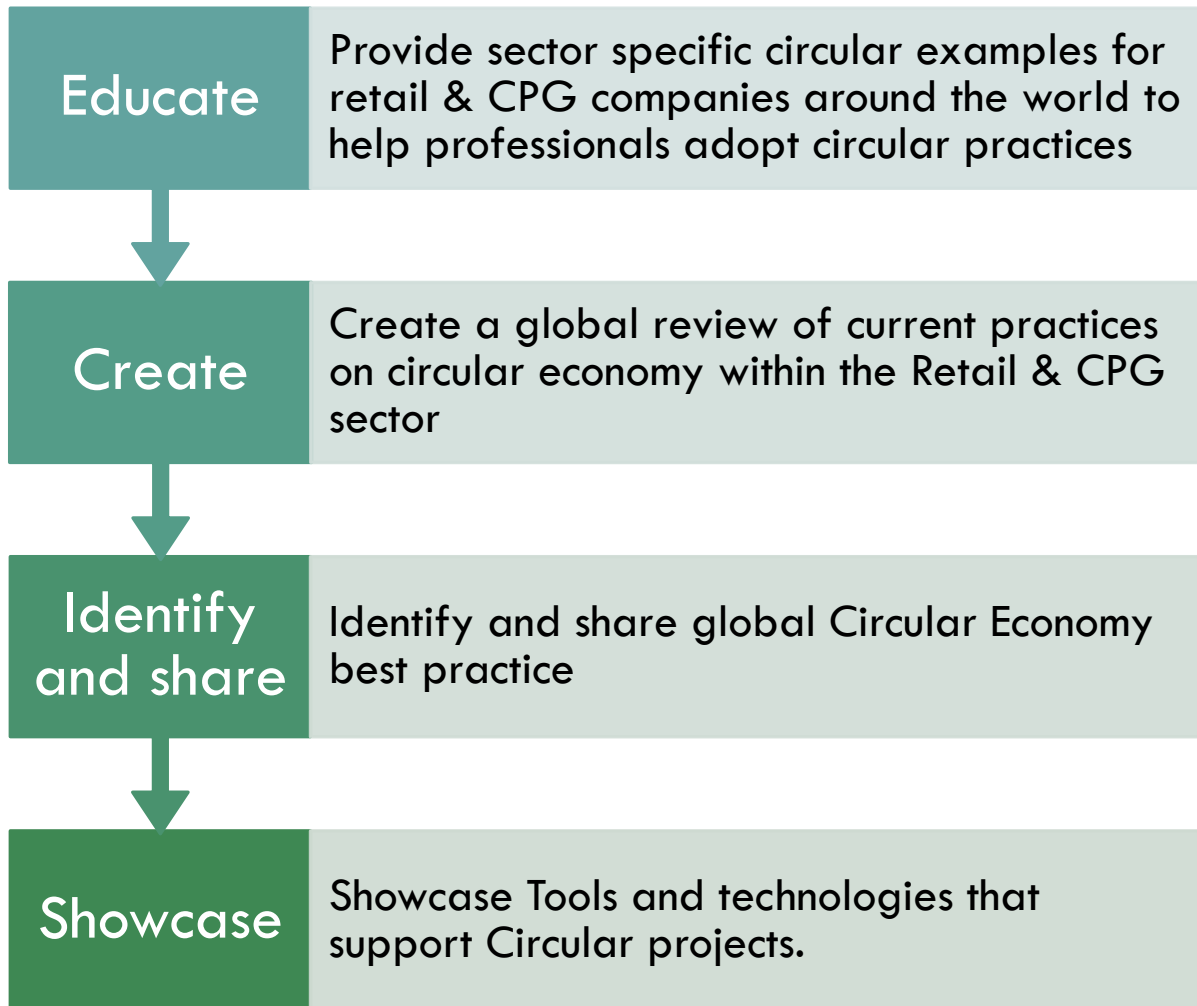# EXAMPLES OF CASE STUDIES WE ARE LOOKING TO INCLUDE*

- Sustainable Packaging - restricting Single-use Plastics
- Minimizing food waste
- Reducing the carbon or environmental impact of your process / product (energy, water, waste)
- Improving the durability, reusability, upgradability, repairability of products
- Introduction of high-quality recycling
- Reduced plastic content or increased recycled content of product
- Counters premature obsolescence
- Digitalization of product information (watermarks, product passport
- Refill models
- Creates a market for secondary raw materials / Remanufacturing
- Product-as-a-service
- Rental
- Sharing platform
- Empowers consumer i.e. right to repair
- Producer keeps ownership

* This list is not exhaustive

WHY SHOULD RETAILERS, MANUFACTURERS OR SERVICE PROVIDERS PARTICIPATE?

- Highlight your company's sustainability & circular economy **credentials & expertise.**

- Promote **circular and collaborative opportunities** with trading partners.

- Demonstrate **leadership on this topic** and support the global shift to a low carbon & circular economy.

- Gain **global** exposure.

OBJECTIVES OF THE REVIEW

Educate
Provide sector specific circular examples for retail & CPG companies around the world to help professionals adopt circular practices

Create
Create a global review of current practices on circular economy within the Retail & CPG sector

Identify and share
Identify and share global Circular Economy best practice

Showcase
Showcase Tools and technologies that support Circular projects.

PROPOSED FORMAT OF THIS REVIEW

3 sections of this Review

1. **Insights**

   Hear from leading experts on the Circular Economy and the latest trends emerging, new ways of collaborating, new processes and formats.

2. **Action**

   Selected case studies from retailers and manufacturer's on recent Circular Economy Projects.

3. **Technology**

   Case studies illustrating how certain technologies have been used to advance Circular Economy i.e. tools

1. INSIGHTS

This section will cover the emerging trends and drivers to transition from a linear to a circular economy. Topics may include

- Policy and Regulation i.e. EU Circular Economy Package, Right to Repair, Waste and Plastics
- Consumer demand
- Circular measurement – product assessments, data and tools
- Stress on Global Supply Chains
- The role of CE in reducing carbon emissions

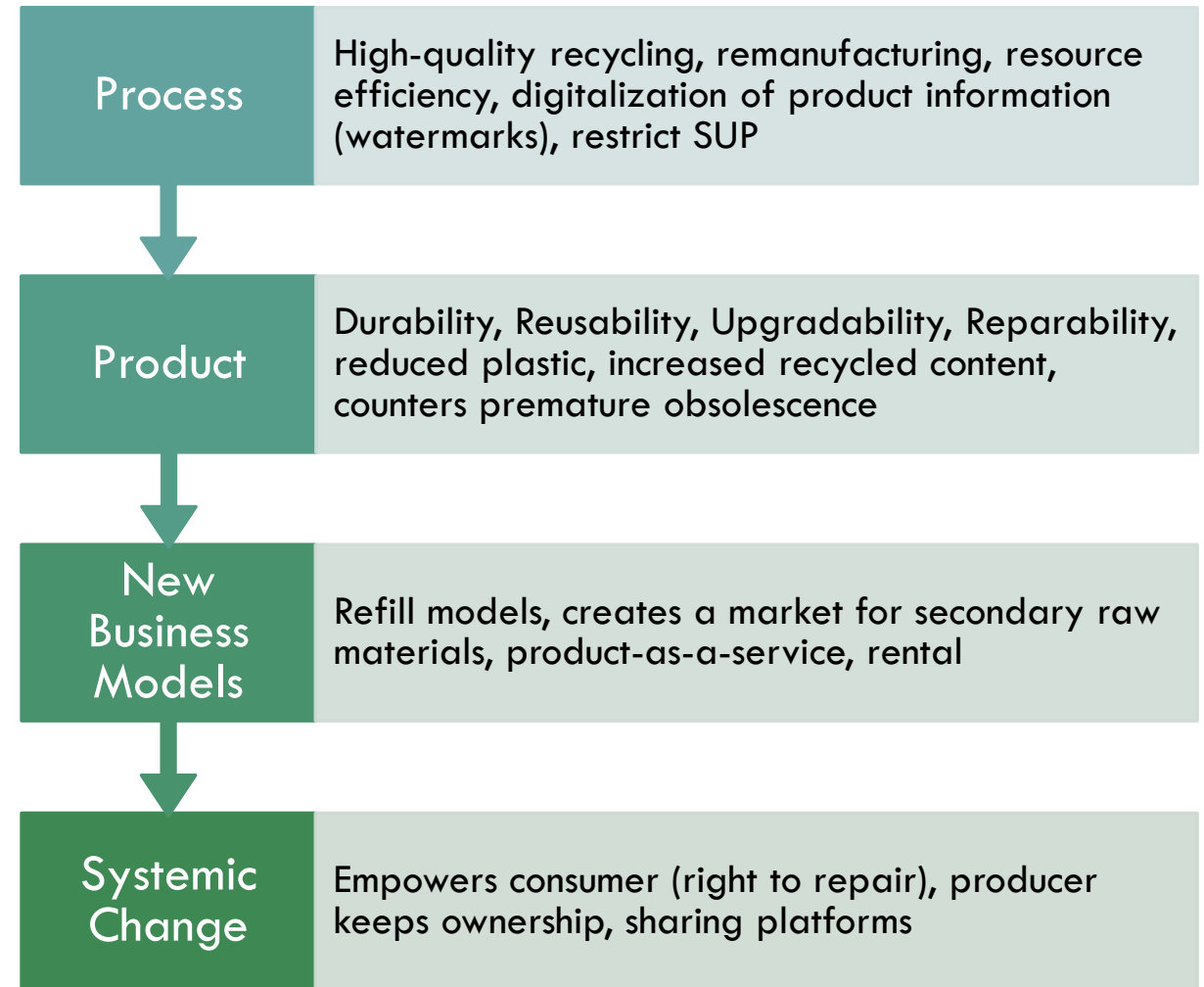What is the role for GS1 and other standards from this sector.

How do retailers and manufacturers engage with each other to achieve circularity.

2. ACTION
ONLINE CASE STUDY TEMPLATE

- Companies can register their interest in being part of

  this Review via our online case study template.

- Click Here for Template

- The template uses a Classification System (Process,

  Product, New Business Models, Systemic Change) to

  categorize the case studies.

- The template also requests information on project

  drivers, project partners, key steps, and main results.

Process	High-quality recycling, remanufacturing, resource efficiency, digitalization of product information (watermarks), restrict SUP
Product	Durability, Reusability, Upgradability, Reparability, reduced plastic, increased recycled content, counters premature obsolescence
New Business Models	Refill models, creates a market for secondary raw materials, product-as-a-service, rental
Systemic Change	Empowers consumer (right to repair), producer keeps ownership, sharing platforms

3. TECHNOLOGY

▪Case studies from companies who have developed tools or data management solutions to support the circular economy.

▪Insight articles from sponsor companies.

NEXT STEPS

Companies interested in being included in this Review should complete the following application Click Here

Deadline is **Friday 21ˢᵗ May**

The Steering Committee will review all submissions and revert with initial feedback by the **end of June**.

Successful applications will be asked to submit a final submission in the format required for the Review by **end of July**.

Publication of the Review is scheduled for Q4 2021.

STEERING COMMITTEE... SO FAR

- **Charles Allart, Petrel (France)**

- **Christopher Hill, Food Cloud (Ireland)**

- **Manfred Tacker, University of Applied Sciences, Vienna (Austria)**

- **Emilie Chalvignac, ECR France / Institut du Commerce**

- **Teresa Mischek-Mortiz, ECR Austria**

- **Silvia Scalia, ECR Italy**

- **Carolina Gomez, ECR Italy**

- **Declan Carolan, ECR Ireland**

- **Ché McGann, ECR Community**

We are still looking for international experts to join the SC, so please contact me if you have any suggestions che.mcgann@ecrireland.ie

ECR Community is the global association for all ECR organisations in the Retail & Consumer Product Group sector.

These include:-

1. ECR Nationals

2. ECR Expert Groups

3. Industry Representative Associations & Service Providers

WHAT IS ECR COMMUNITY?

ECR COMMUNITY OBJECTIVES

1. Act as a forum to share knowledge and successful initiatives from ECR Nationals throughout the global ECR Community.

2. Agree on ECR Community Focus Areas and generate relevant output for each.

3. Provide a support network for ECR Nationals.

4. Promote the output of ECR Nationals & Expert Groups.

5. Promote ECR as a "Collaboration Model".

6. Broaden ECR Community membership & participation.

7. Identify global retail trends and discuss how to represent these locally through collaboration & sharing knowledge.
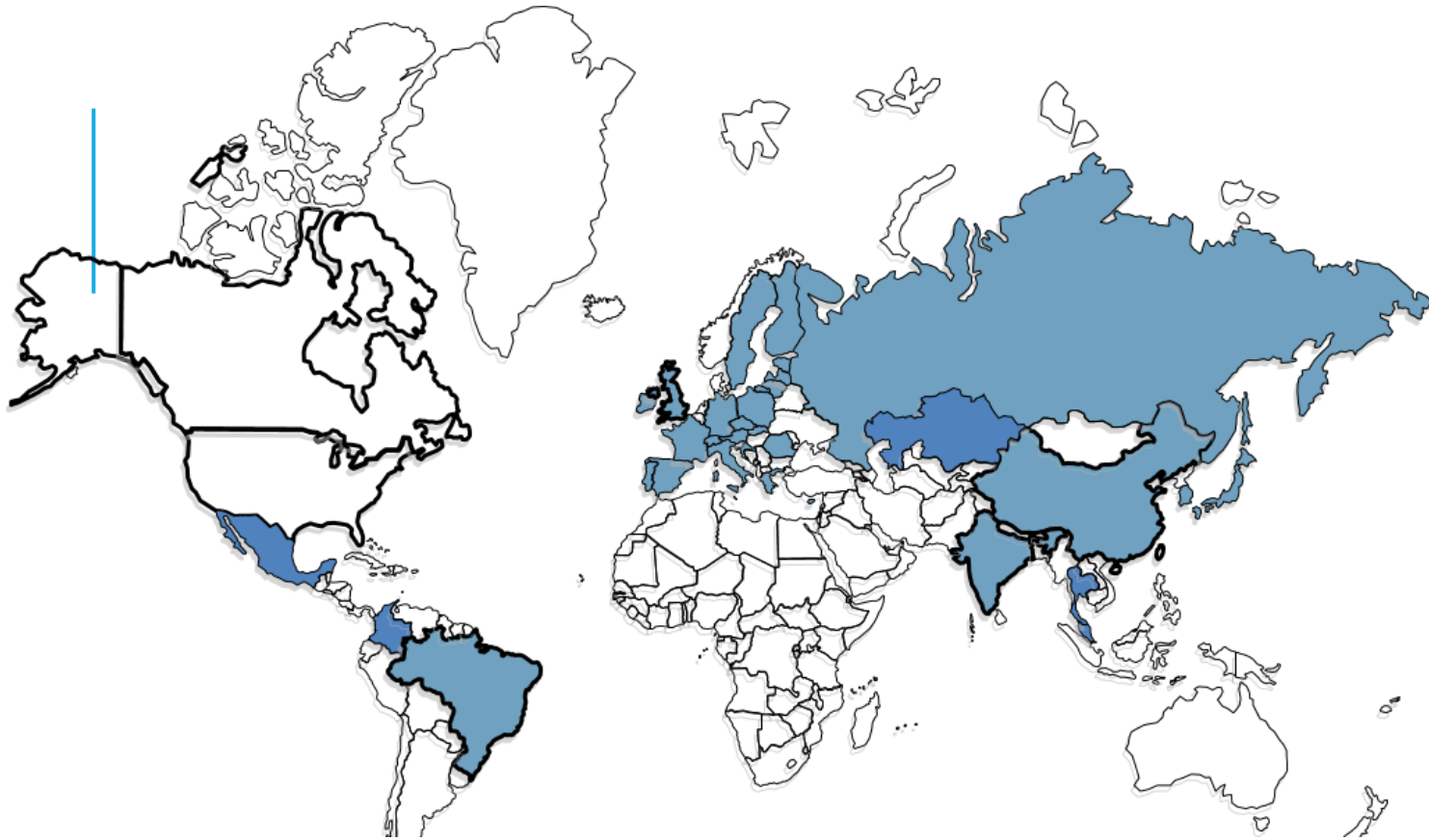
ECR IS GROWING GLOBALLY

ECR COMMUNITY
ECR RUSSIA
ECR IRELAND
ECR POLSKA
ECR AUSTRIA
ECR FRANCE
ECR CZECH & SLOVAKIA
ECR ITALY
GS1 SWITZERLAND
ECR UK
ECR SPAIN
ECR GREECE
ECR CYPRUS
ECR SWEDEN
ECR PORTUGAL
ECR CROATIA
ECR ROMANIA
ECR HUNGARY
ECR BALTICS

ECR FINLAND
ECR KAZAKHSTAN
ECR SHRINK & OSA GROUP
ECR MEXICO
ECR COLOMBIA
ECR BRAZIL
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ECR CHINA

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