



# CIRCULAR ECONOMY AND ZERO WASTE

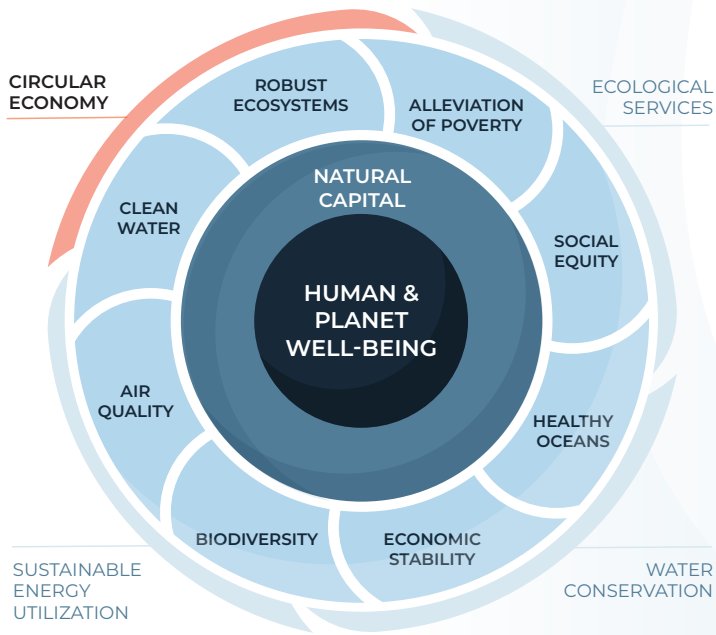
## *Accelerating a waste-free circular economy through materials management and systems thinking*

The linear economy, for years promoting a system of extraction, consumption and waste, is now recognized by many organizations as one of risk and missed opportunities.

WSP's integrated advisory services help our clients to redesign such linear systems by applying circularity to business processes and products, adopting a zero waste mindset, and creating opportunities to scale integrated impact. A robust zero waste and circularity strategy lays the foundation for product and service innovation; the mitigation of physical, regulatory and reputational risks; and improved relationships with key stakeholders across the value chain.

### OUR SERVICES

- **Baseline, inventory and goal establishment:** Waste baseline and inventory development and analysis based on an organization's waste and circularity data and practices. Waste and circularity goal development or modification and establishment of relevant targets.
- **Circularity and zero waste roadmap:** Development of a step-by-step timeline for circularity and/or zero waste goal attainment enabled by measurement methodologies that assess progress.
- **Circular economy strategy:** Circularity goal benchmarking, advice on furthering circularity in products and company processes, and support of goal alignment between parent companies and subsidiaries. Advice on relevant global policy, social impact and environmental justice, and training and communications strategies for implementation.
- **Zero waste strategy and certification support:** Waste reduction program management support, including related goals and creation of action plans, for both singular facilities and global facility portfolios pursuing zero waste. Provision of subject matter expertise and educational materials centered around best practices, facilitation and coordination of official zero waste certification processes (including UL 2799 and TRUE), and zero waste program improvement assistance.
- **Sustainable packaging strategy:** Alternative and reusable materials assessment and management of correlating supplier engagement. Packaging data collection and analysis tool design and the creation of strategies to achieve related goals.
- **Materials circularity analysis:** Waste volume assessment based on supply chain data, estimation of greenhouse gas emissions from waste inventories, and suggestion of circular interventions to reduce emissions.



## Human and Planet Well-being: the Positive Impact of a Circular Economy

This graphic illustrates the ideal state of human and planetary well-being while emphasizing their innate interdependence. The prioritization of circularity, alongside ecological services, water conservation and sustainable energy, creates the natural capital foundation necessary for human and planet well-being.

### CONTACT US

For more information about how we can help you deliver your next project, please contact:

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## OUR EXPERIENCE

### SUPPLY CHAIN PACKAGING SUSTAINABILITY STRATEGY

#### Cloud-based Business

Our team led a packaging reduction strategy for this client's supply chain by completing a study of alternative packaging materials based on a supplier engagement survey. We created a related data collection and analysis tool and developed a methodology outlining a reduction strategy and benchmarking progress over time, successfully assisting the client in achieving enterprise-wide packaging reduction goals.

### MATERIALS CIRCULARITY ANALYSIS

#### Textile Producer

We created a waste inventory by analyzing supply chain data, quantifying waste volumes and estimating the associated greenhouse gas emissions. Based on the results of our assessment, we recommended circular interventions to reduce the client's Scope 3 emissions.

### INDUSTRIAL SYMBIOSIS OPPORTUNITY ANALYSIS

#### Government Agency

Through our analysis of the feasibility of industrial symbiosis for priority manufacturers across multiple industries, the client was able to make informed decisions about how to drive increased material usage efficiency, waste reduction, and circularity through regional industrial symbiosis partnerships.

### ENVIRONMENTAL JUSTICE IN CIRCULAR SYSTEMS

#### Technology Company

Together with this client, we implemented environmental justice initiatives supporting sustainability commitments and local communities. Initiatives include the development of a framework for embedding environmental justice in energy and circular infrastructure procurement, piloting support for a local compost solution, and engagement with a coalition that supports private and public sector collaboration on circular infrastructure development.

### WASTE AND CIRCULARITY BASELINING, INVENTORY, AND GOAL SETTING

#### Global Manufacturer

Our team reviewed the client's current waste and operations data and identified opportunities for waste minimization, diversion and process improvement. We then developed waste improvement action plans with measurable goals, prioritizing interventions and opportunities based on impact.

### CIRCULARITY FUNDING MECHANISM

#### Technology Company

We supported the creation of a unique funding mechanism to accelerate localized recirculation of materials, thereby facilitating the establishment of critical infrastructure and services that progress zero waste commitments through community-based solutions.



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