CIRCULAR NETWORK CREATION: EMPOWERING SUPPLY CHAIN THROUGH COLLABORATION

15th July 2020 · Nicola Cerantola

embrace partners

LAG Partenio

OCEANIA
NICOLA CERANTOLA

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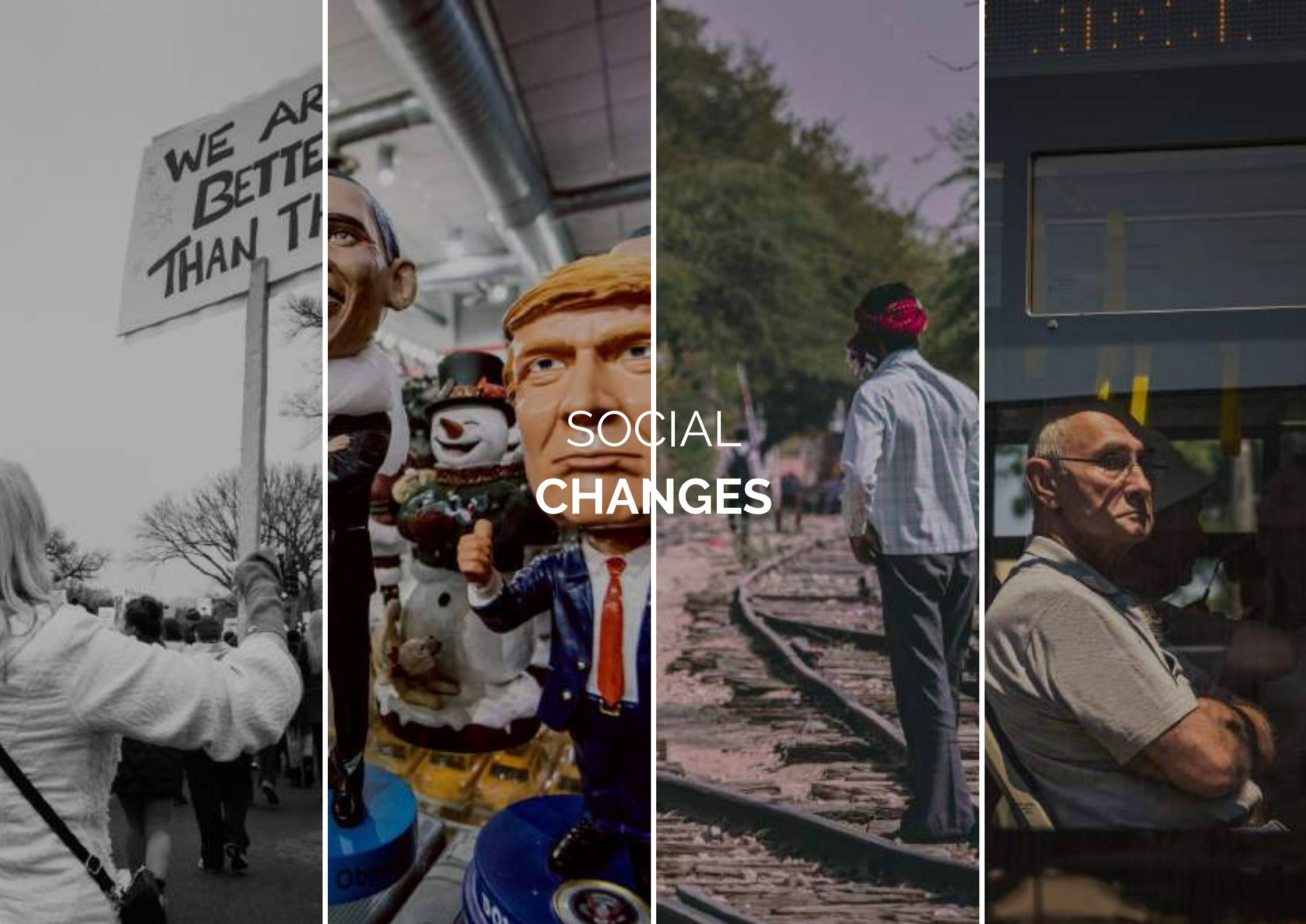
CIRCULAR ECONOMY

WHERE ARE WE GOING?

ENVIRONMENTAL **EMERGENCY**



SOCIAL **CHANGES**

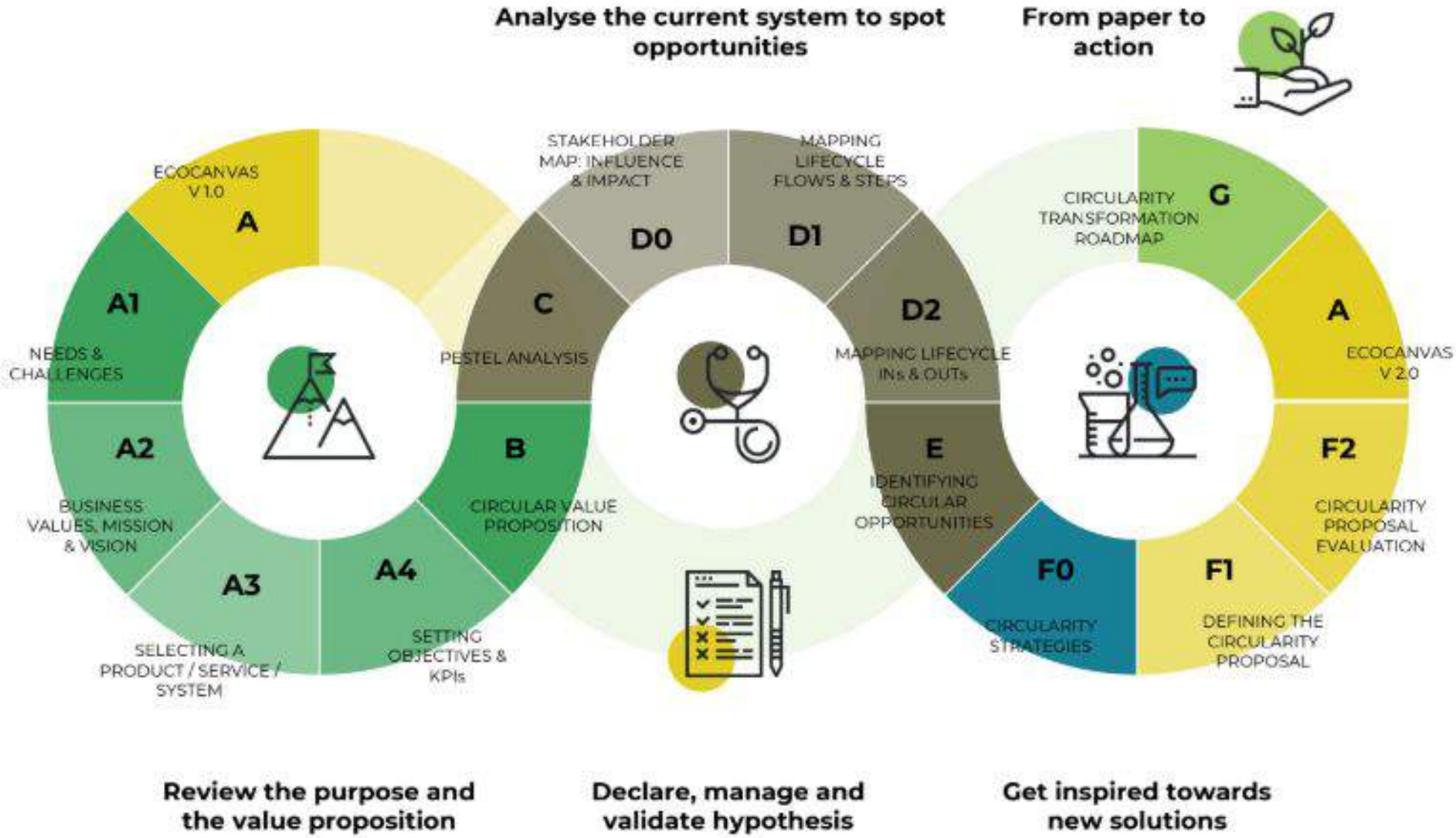
TECHNOLOGICAL **DISRUPTION**

ECOSERVICES LOSS

BUSINESS & SOCIAL **VULNERABILITY**

REDUCE
UNCERTAINTY

EMBRACE Toolkit v1.0: overview of the tools & steps



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A1 - ECOCANVAS NECESIDADES / PROBLEMAS

A2 - ECOCANVAS VALORES, MISIÓN y VISIÓN CIRCU

A3 - ECOCANVAS SELECCIÓN DEL PRODUCTO / SISTEMA

A4 - ECOCANVAS OBJETIVOS y KPIs

B - ECOCANVAS PROPUESTA ÚNICA DE VALOR CIRCULAR

C - ECOCANVAS ANÁLISIS P.E.S.T.A.L.

D0 - ECOCANVAS MAPEO STAKEHOLDERS INFLUENCIA e IMPACTO

D1 - ECOCANVAS MAPEO CIRCULAR FLUJOS y ETAPAS

D2 - ECOCANVAS MAPEO CIRCULAR ENTRADAS y SALIDAS

E - ECOCANVAS IDENTIFICANDO OPORTUNIDADES CIRCULARES

F0 - ECOCANVAS ESTRATEGIAS DE CIRCULARIZACIÓN RESUMEN

DISEÑA

COMPRA · PRODUCE · VENDE

USA y REVALORIZA

FINANCIA

IMPULSA y REGULA

F1 - ECOCANVAS DEFINIENDO LA PROPUESTA CIRCULAR

F2 - ECOCANVAS EVALUACIÓN DE PROPUESTA CIRCULAR

A - ECOCANVAS DISEÑO DE NEGOCIOS PARA LA ECONOMÍA CIRCULAR

G - ECOCANVAS HOJA DE RUTA CIRCULAR

ENTERING
startup

TRY, ERROR & LEARN.. **REPEAT**

PROTOTYPES & **PILOTS**

¿HOW?

BUSINESS

CIVIL SOCIETY

CITIZENS

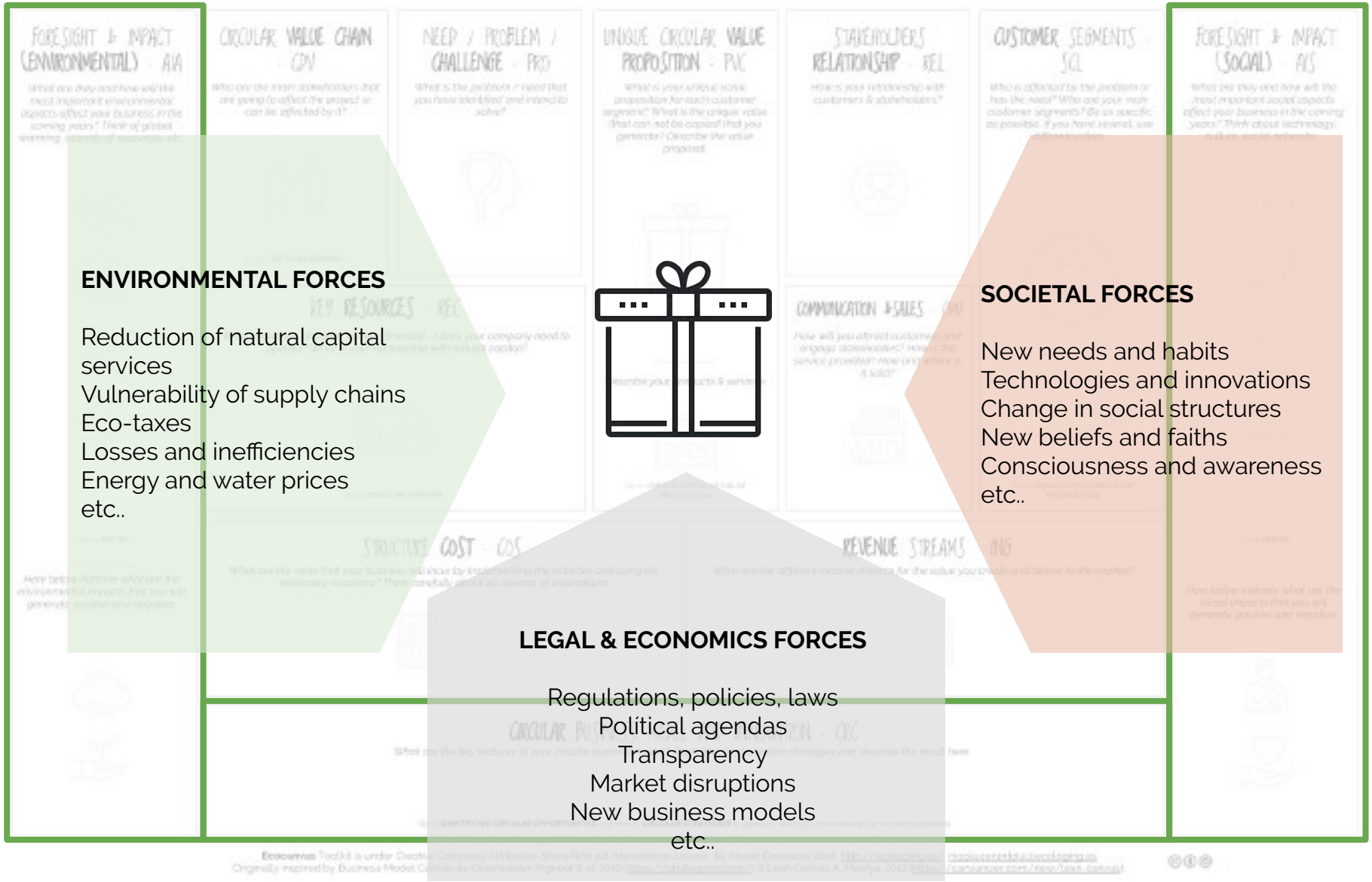
EPIC CHALLENGE

ALIGNING INTERESTS

COLLABORATION IS **KEY**

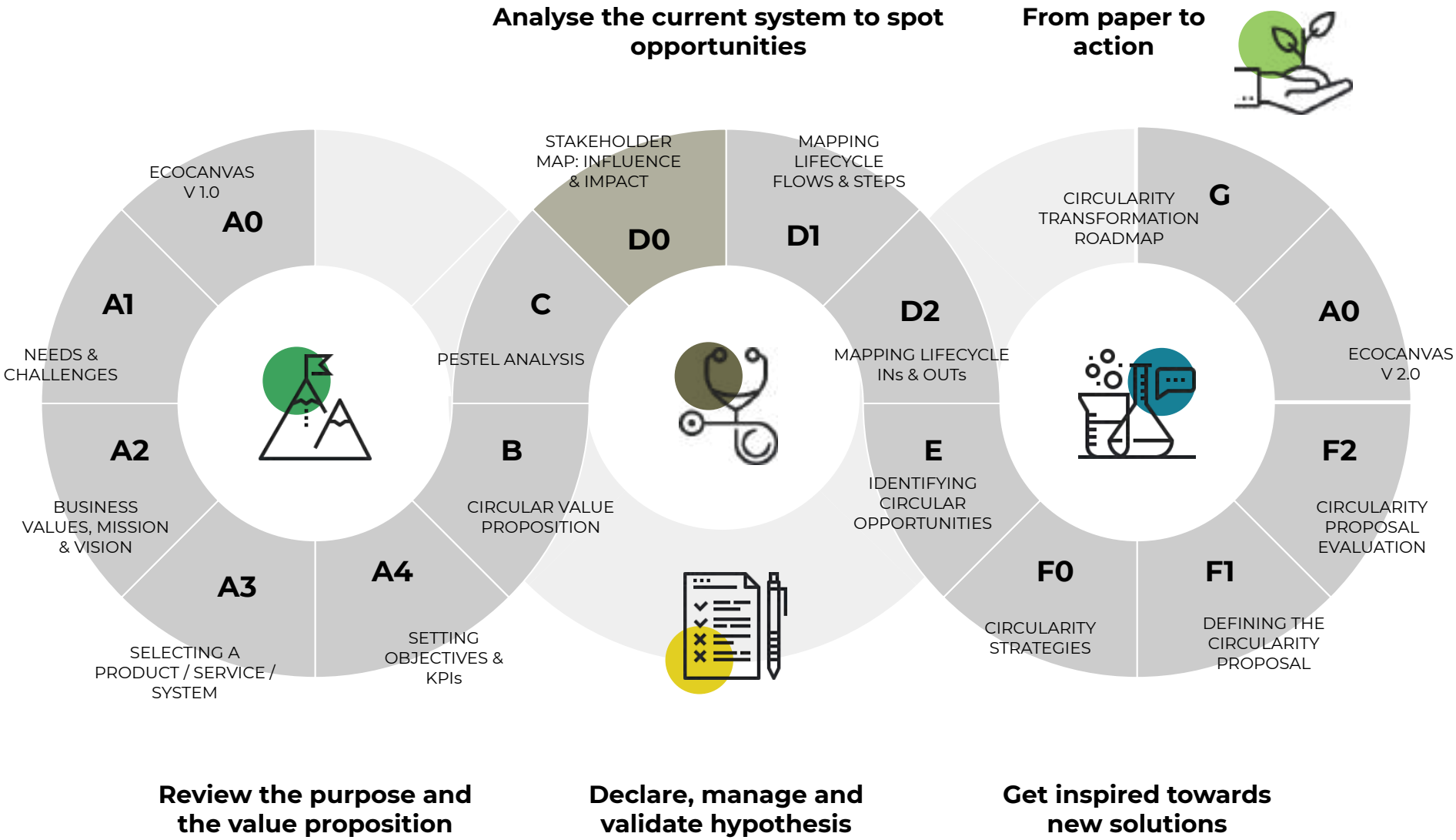
BUT.. ¿WHO IS WHO?

A · ECOCANVAS: CIRCULAR BUSINESS DESIGN



About this tool..

D0 · Ecocanvas: Stakeholder map (influence and impact)



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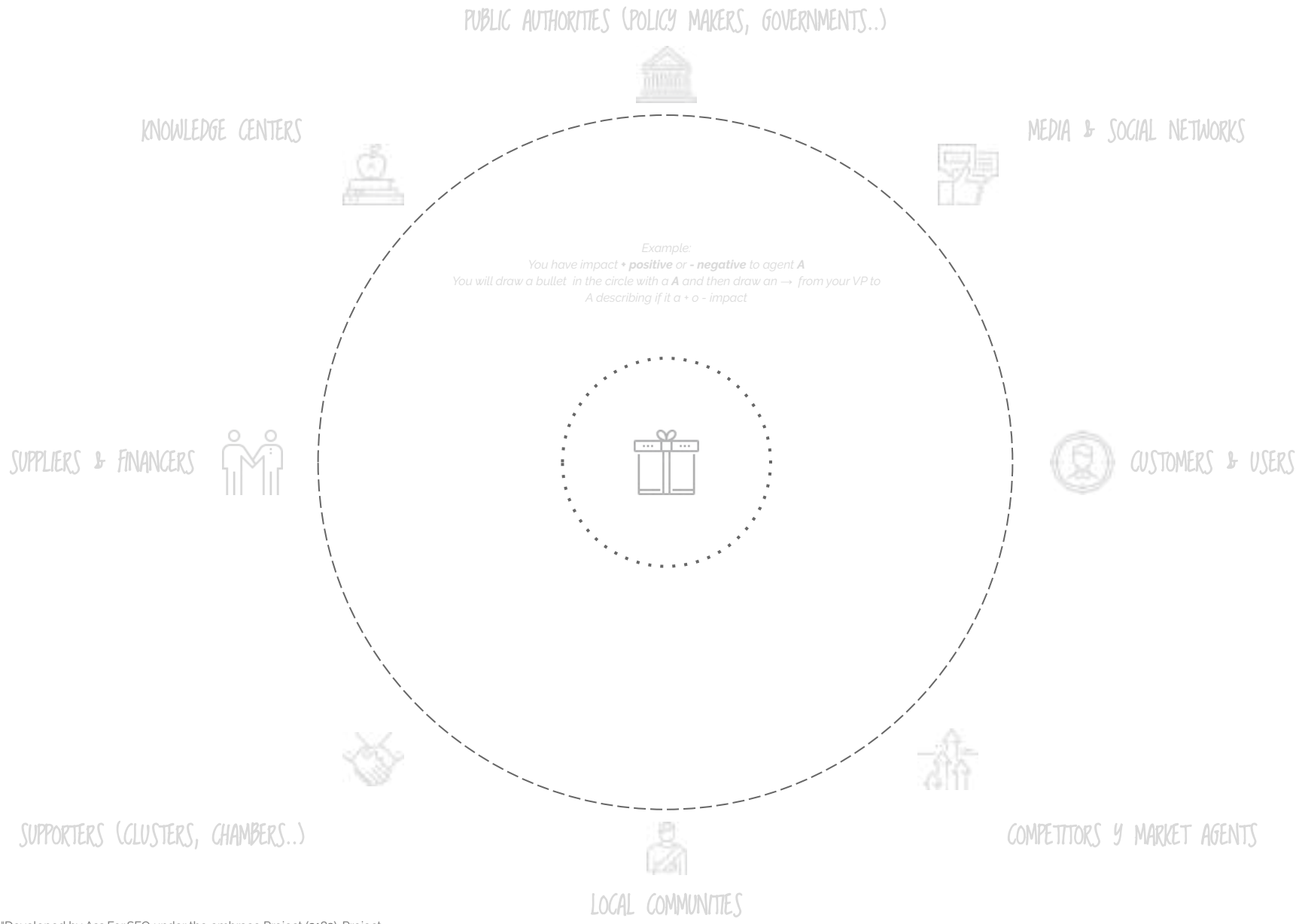
Do · ECOCANVAS: STAKEHOLDERS MAP (INFLUENCE & IMPACT)

Mapping the influencers and influenced *Map and list all the relevant Stakeholder: External in the discontinued line circle & Internal in the dotted circle. Plot a specific agent in the area of belonging (Suppliers or Media, for example) and draw an arrow from the agent to your VP if he is influencing and impact you. If you are generating an impact to him, do the opposite, draw a arrow from your VP to him. See the example below. You can also map and work on internal stakeholders and use different colors pencils if you have a lot of agents.*



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Ecocanvas: Stakeholder map (influence & impact) is under Creative Commons Attribution-ShareAlike 4.0 International License By Nicola Cerantola,(Ass For SEO) 2018

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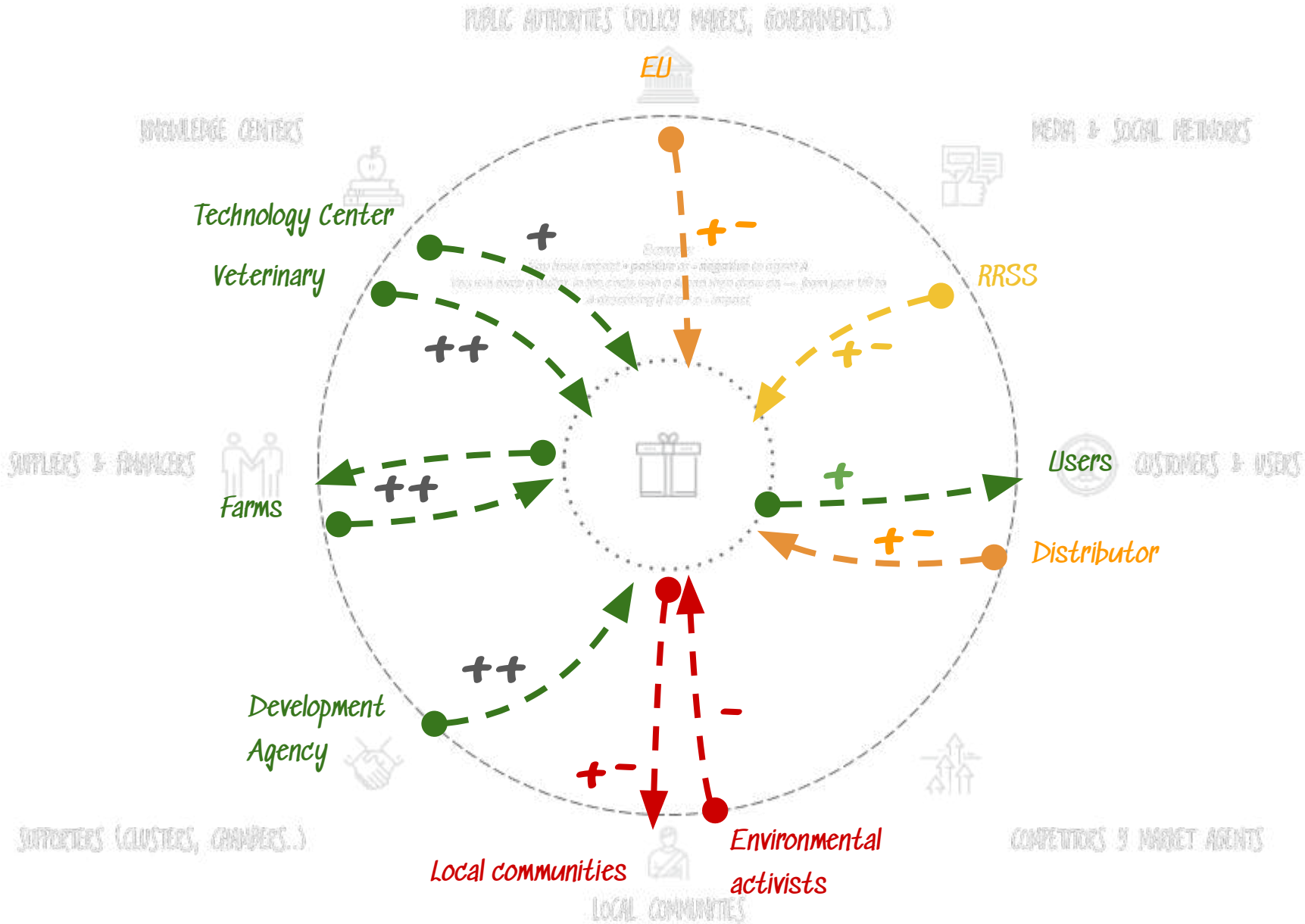

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D2 · ECOCANVAS: MAPPING LIFECYCLE INs & OUTs

All the INs & OUTs of the lifecycle of your product, service or process. *Starting from the first row: the 1st step of the lifecycle you are evaluating, fill the first 3 columns with all you need to generate your product, service or process leaving for the 4th columns, what comes out in terms of outputs. You can customize all the rows as you wish in order to get closer to your real lifecycle. Good work!*

Your customized lifecycle!
Write below your own customized steps. If you need a more detailed or inspiring Mapping go to the D1 or D2 to have a look.

Check the first row example:

STEP 1.. For example EXTRACTION

RESOURCE BILL (INPUT)

For each step of the life cycle list (adding all the information you might have: weight, volume.. etc) the type and amount of resources used. ***Don't forget additives, oils, other substances etc*** *used in the processes.*

List of BIOresources entering the system during step 1

Now list of TECHNICAL resources..

ENERGY BILL (INPUT)

For each step of the life cycle list (adding all the information you might have: kW, hours of use.. etc) the type and amount of energy used. ***Don't forget energy losses such as heat dissipation etc., in this case list them in the last column (outputs).***

List of energy types coming in step 1

WATER BILL (INPUT)

For each step of the life cycle list (adding all the information you might have: m3, usage.. etc) the type and amount of water consumed. ***If is disposed list it in the next column (outputs).***

Now, list of water types coming in..

BY-PRODUCTS, WASTE & EMISSIONS (OUTPUT)

For each step of the life cycle list (adding all the information you might have: m3, CO2 tons, Kg.. etc) the type and amount of byproducts, waste and emission to air, water and soil your processes generate.

List of waste, emissions etc coming out of the system getting back to nature (biosphere)

List of those that go back to tech. metabolism (technosphere)

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Check the first row example:

	RESOURCE BILL (INPUT)		ENERGY BILL (INPUT)	WATER BILL (INPUT)	BY-PRODUCTS, WASTE & EMISSIONS (OUTPUT)	
	*For each step of the life cycle list (adding all the information you might have: weight, volume.. etc) the type and amount of resources used. **Don't forget additives, oils, other substances etc. that are used in each processes.***		*For each step of the life cycle list (adding all the information you might have: kW, hours of use.. etc) the type and amount of energy used. **Don't forget energy losses such as heat dissipation etc., in this case list them in the last column (outputs).***	*For each step of the life cycle list (adding all the information you might have: m3, usage.. etc) the type and amount of water consumed. **If is disposed list it in the next column (outputs).***	*For each step of the life cycle list (adding all the information you might have: m3, CO2 tons, Kg.. etc) the type and amount of byproducts, waste and emission to air, water and soil your processes generate.*	
STAGE 1 · Crops for forage and feed	NPK Ground Seeds	Oil for machinery Spare parts Workforce Pesticides (?) Machinery	Tractor fuels Handwork Electricity Sun	Water irrigation	Vegetable biomass not harvested	Used oils Spare parts and damaged parts Discharges to the ground
STAGE 2 · Breeding of calves / heifers	Soil (space) Forage (fiber) Feed (proteins)	Workforce Antibiotics and bovine health supplements Chemical disinfection	Fuels for agricultural machinery Electricity installations Handwork	Water for livestock hydration Water for washing and maintenance facilities	Manure and animal urine Units that have not survived / sick	Used disinfection chemicals Methane and CO2 emissions Discharges to the ground
STAGE 3 · Production cycle Milk (5 years)	Soil (space) Forage (fiber) Feed (proteins)	Workforce Antibiotics and bovine health supplements Chemical disinfection	Fossil fuels of agricultural machinery Electricity installations Milk heat treatment Cold chain	Water for livestock hydration Water for washing and maintenance of tanks	Manure and animal urine Milk for sale and use internal Cows discard / sick	Used disinfection chemicals Methane and CO2 emissions Discharges to the ground
STAGE 4 · Transformation of milk into other products	Milk Additives Vitamins, minerals, enzymes and microorganisms	Workforce Machinery	Fossil fuels for electricity facilities Milk heat treatment Cold chain	Water for washing and maintenance of tanks Transformation processes	wheys Waste waters Sugars, proteins Cheeses, yoghurts, others	Used disinfection chemicals
STAGE 5 · Packaging, transport and distribution		Secondary and tertiary packaging (cardboard) Boxes for transport Chemical disinfection	Fossil fuels for trucks Electricity installations Milk heat treatment Cold chain	Water for washing and maintenance of warehouses		Secondary and tertiary packaging (cardboard) Boxes for transport Labels Used disinfection chemicals
STAGE 6 · User consumption	Milk cheese Yogurt and others	Shopping bag	Domestic cold chain		Remains of inedible cheese peel Waste milk and yoghurt in packaging	Primary packaging Decorative packaging Labels
STAGE 7 · Container disposal		Oil for machinery Spare parts Workforce Pesticides (?)	Fossil fuels Packaging processing energy	Water for cleaning containers before recycling	Vegetable biomass not harvested	Drained oils Spare parts and damaged parts Discharges to the ground

AGREEMENTS BASED ON **COOPETITIVENESS**

CLUSTERS

SHARING

¿HOW?

DESIGNING CIRCULAR **SERVICES & INFRASTRUCTURES**

GIVE
(GET)

GET
(GIVE)

GIVE
(GET)

GET
(GIVE)

WIDENING

TAKING ADVANTAGE OF **THE POWER OF DIGITAL COLLABORATION**

miro

https://miro.com/app/

BUILD TOGETHER A **CIRCULAR** ECONOMY

contact for further information:

Ass.For.SEO
progettazione04@assforseo.it
p.luci@assforseo.it

embrace partners

LAG Partenio