

The Black Box Institute

THE CIRCULAR ECONOMY

Part 3a: Business Models

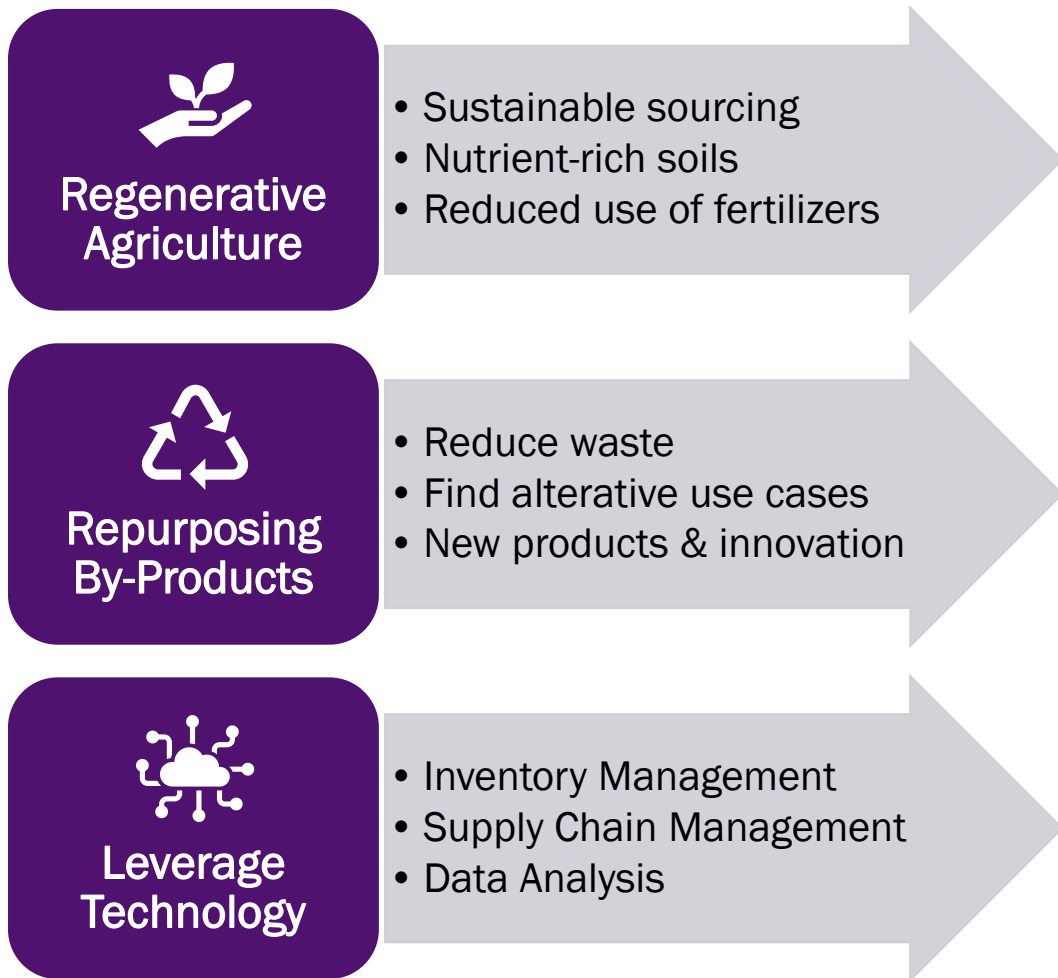
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Authors: Mei Kwan Ho
Yuvi Aravindan
Khushnoor Dhot
Mykhaylo Rozhkov

Circular Economy Business Models



Transitioning to a Circular Model



Case Study: Annie's Homegrown



Annie's approach to regenerative agriculture:



Sourcing

Driving demand for ingredients from farmers that utilize a regenerative system



Partnerships

Partners with Organic Farming Research Foundation to help promote research and industry engagement on regenerative systems



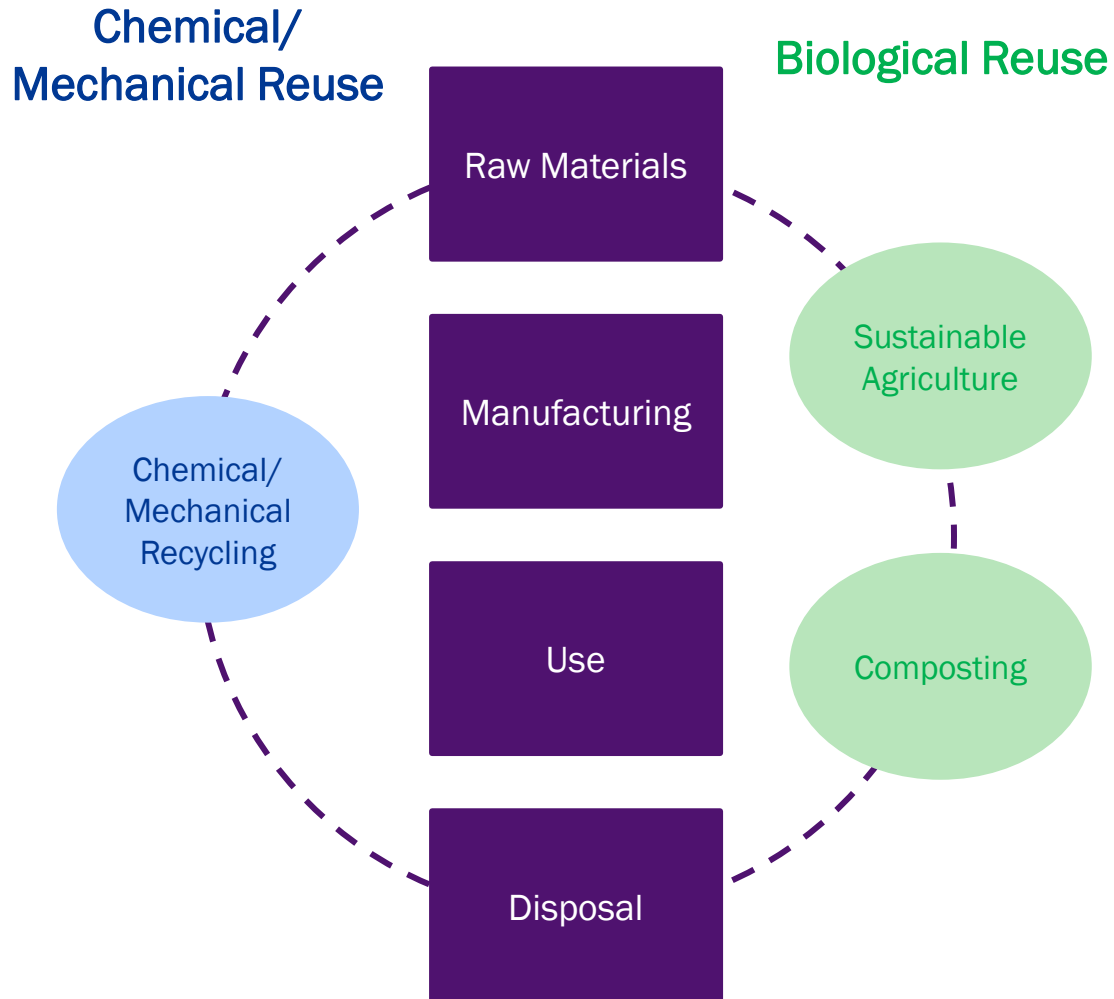
Education

Build awareness and support on regenerative systems and how it impacts our environment

Result:

- Fosters sustainable landscapes and soil health
- Promotes financial resiliency in farming communities
- Increases biodiversity and carbon sequestration

Circular Model for Packaging



Source: Good Natured, Circule Solutions

Case Study: Good Natured Products



Good Natured's approach to Biological Reuse:



Plant-Based

Good Natured products are made of plant-based material and will break down within 180 days at composting facilities.



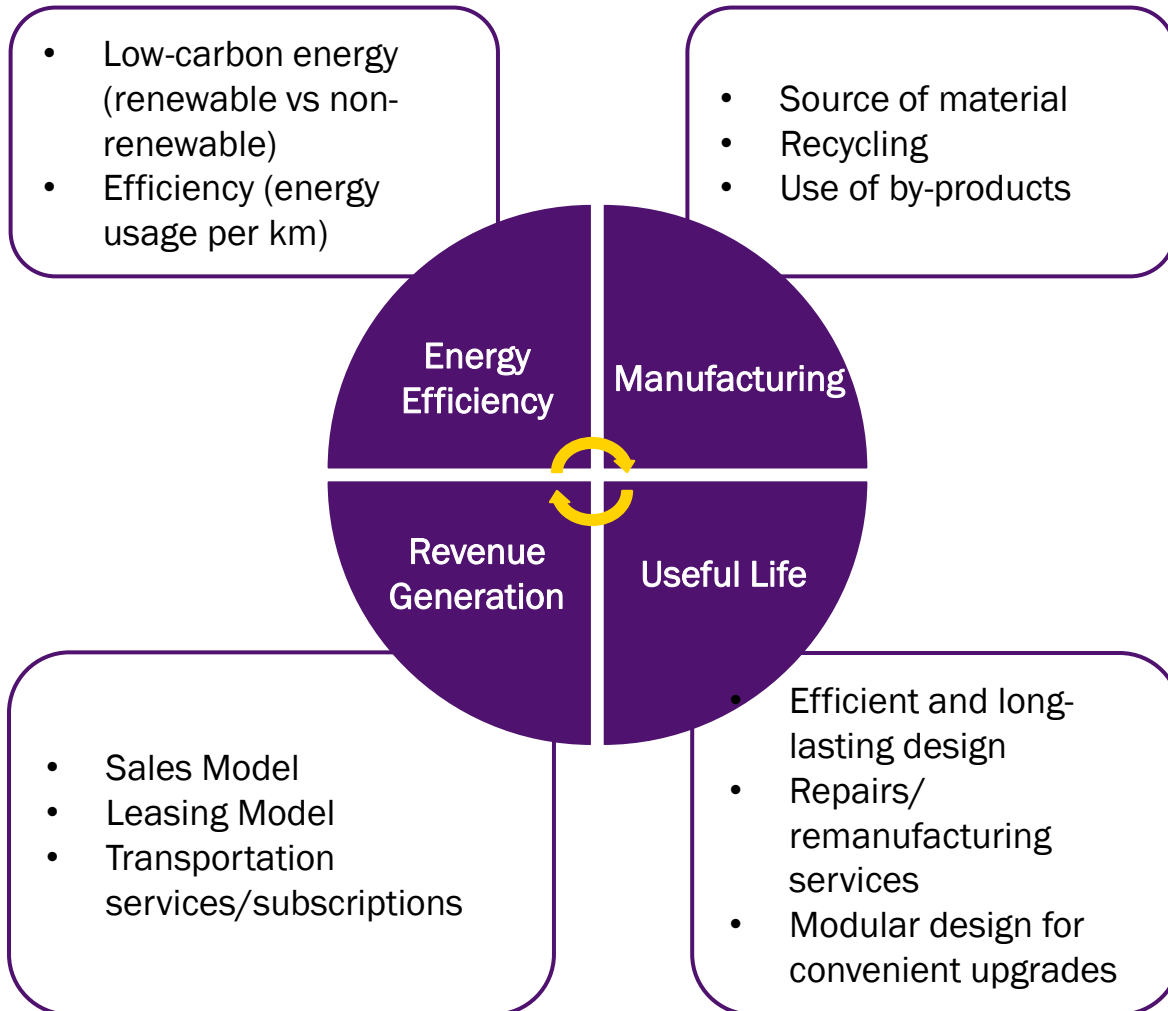
No Hazardous Chemicals

If the packages is disposed of in landfills, no hazardous chemicals will impact the surrounding soil and water supply.

Result:

- Ability to compost and biodegrade will reduce landfill waste
- Fosters sustainable water and soil health

Transitioning to a Circular Model



Source: CRUX Investor, Accenture

Case Study: Tesla



Tesla's closed-loop system to EV battery recycling:



Recycling

60% of Tesla's batteries go through the recycling program where the batteries are broken down into various materials (i.e. copper) for recovery or recycling.



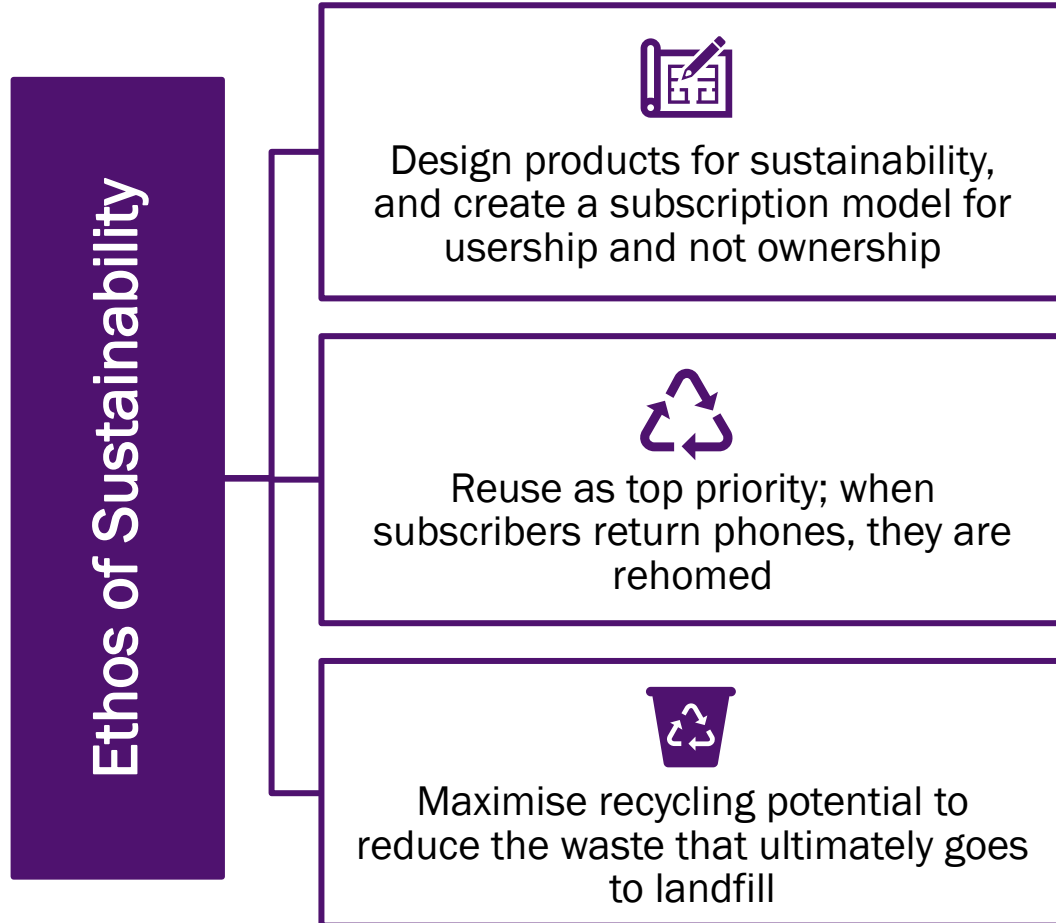
Reusing

Material is removed and tested to identify possibilities of reuse. 10% of battery case and electrical components are reused.

Result:

- Transition away from fossil-fuel based energy solutions
- Reducing the number of batteries ending up in landfills
- Recycling and reusing materials for manufacturing

Maximised Circularity Subscription Model



Case Study: Raylo



Raylo prioritises reuse by finding new homes for old phones. The devices subscribers return are recycled responsibly, *only* if they're not fit to be reused.

This is facilitated by a subscription model which shows a marked switch from ownership to 'usership', a model which promotes greater flexibility and lower outlay for the customer.

Products and packaging are designed with sustainability in mind, shipping phones with compostable cases.

Result:

- Minimized recycling to reduce waste
- Reducing the number of batteries & cases ending up in landfills
- Creating a culture of usership not ownership



The Black Box Institute

200 King Street West, Suite 1301, Toronto, Canada

www.theblackboxinstitute.com

+1.416.862.5487

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