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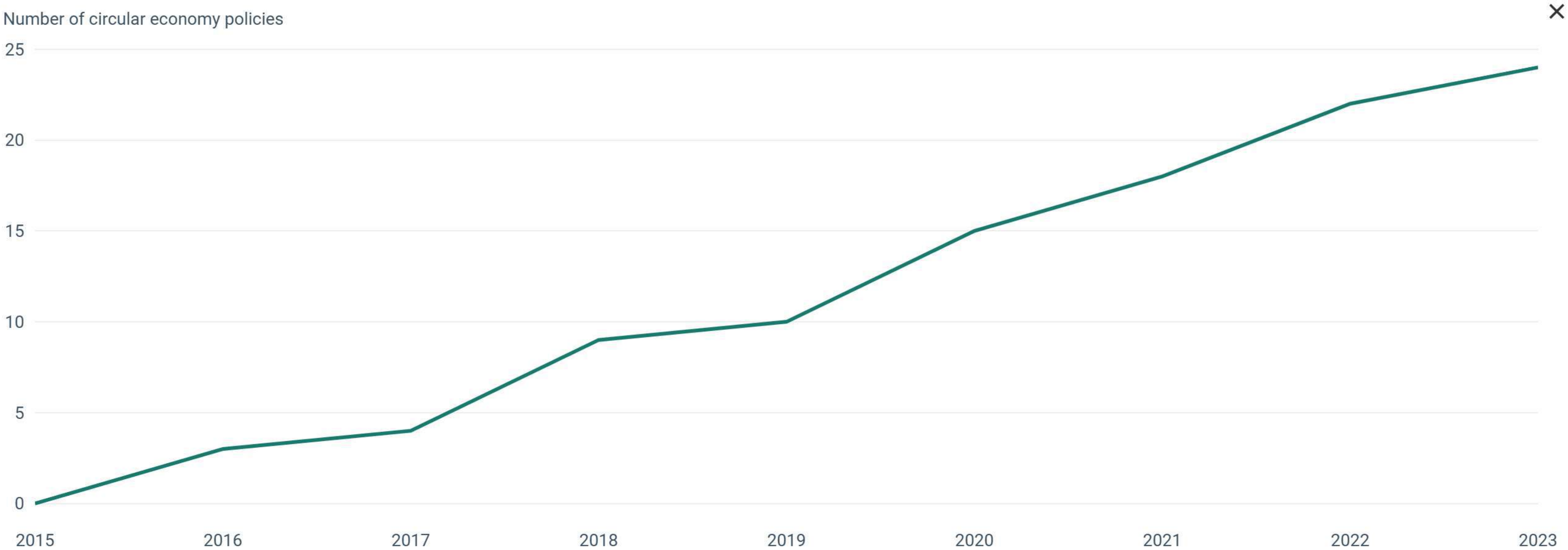
CircX

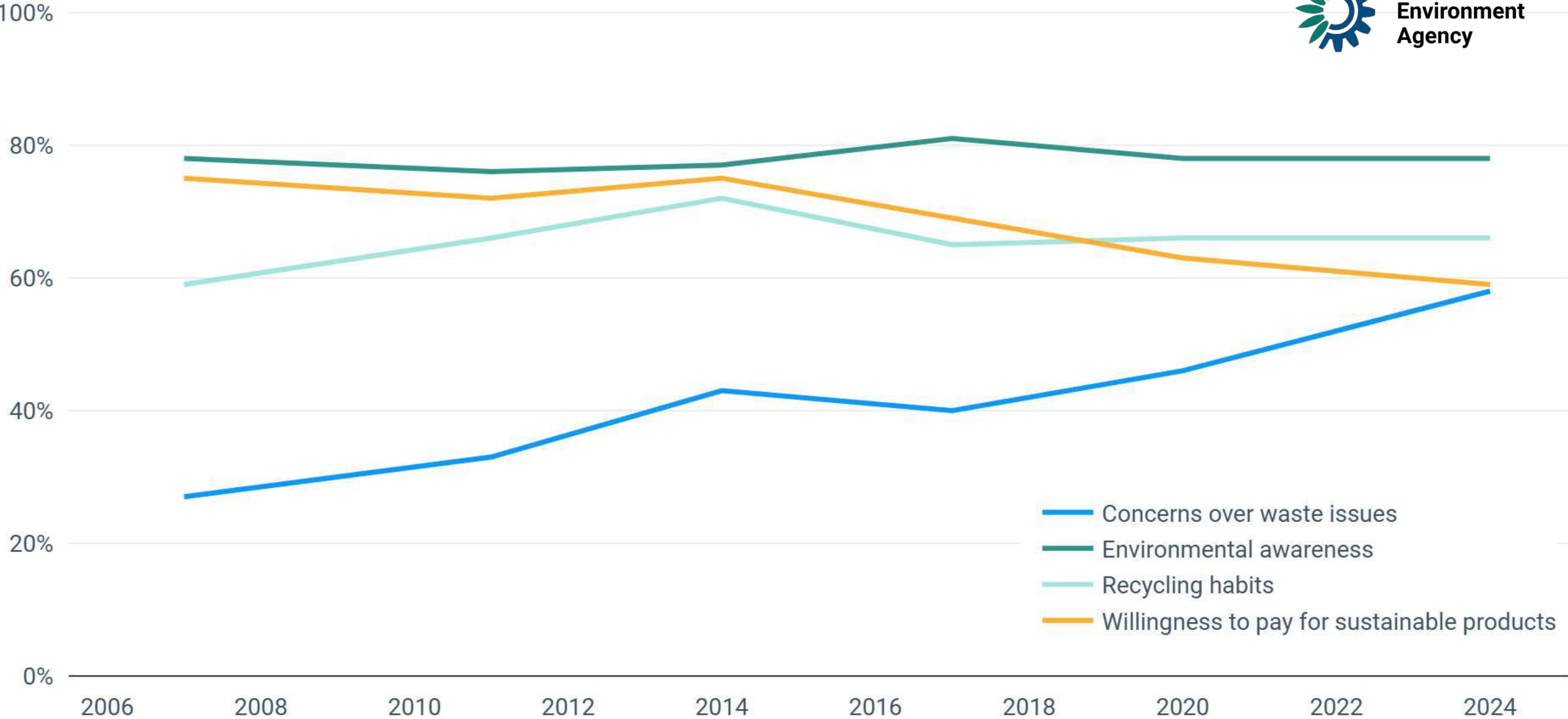
**Sustainability Regulation
As Driver To Successfully
Scale Business**

vision or reality?



Number of national circular economy policies among the EU Member States





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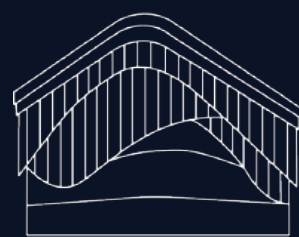
We are the innovation firm for a
circular economy.



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NEW YORK



SHANGHAI

1 Implement circular innovation

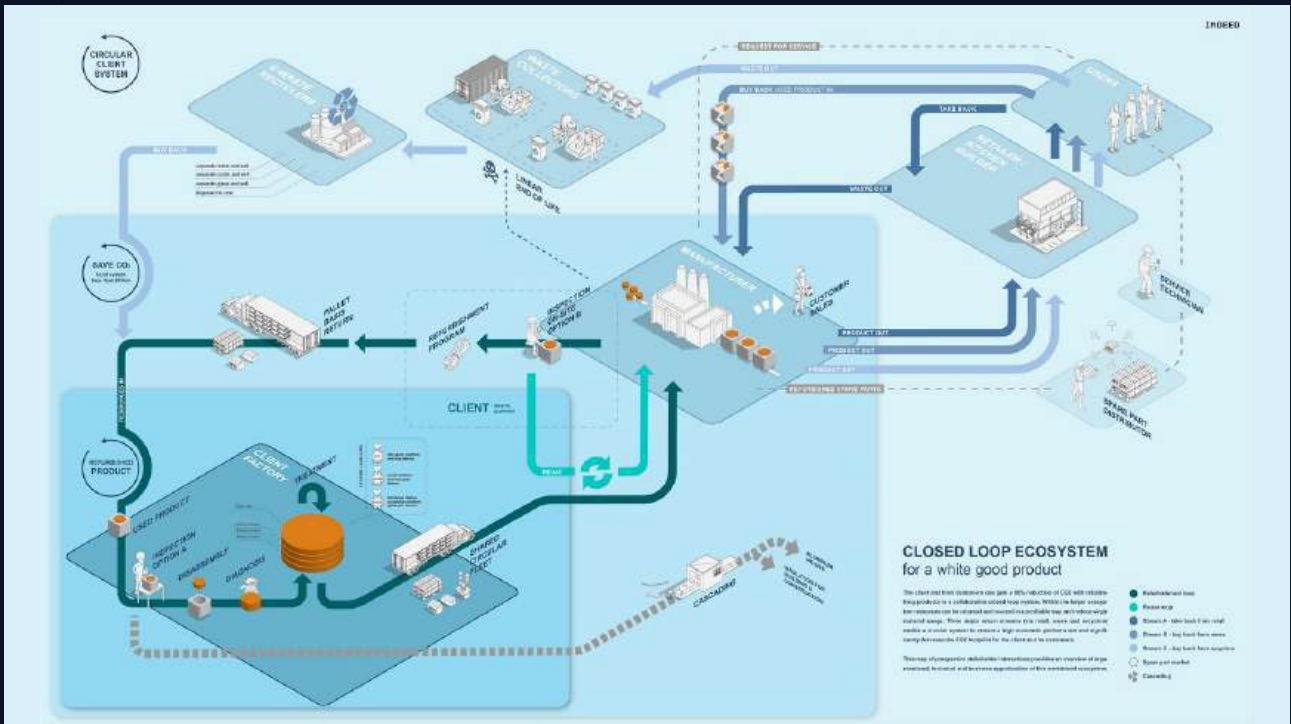
Identify Circular Opportunities and develop Circular Products, Packaging, or Services including respective Circular Business Models.



- ✓ Hardware and software: Turn-key design & engineering excellence
- ✓ Packaging: Development of reusable, returnable and recyclable packaging
- ✓ Services and initiatives: Development and implementation of circular solutions (close-loop / eliminate waste / optimize lifecycle)

2 Drive circular impact

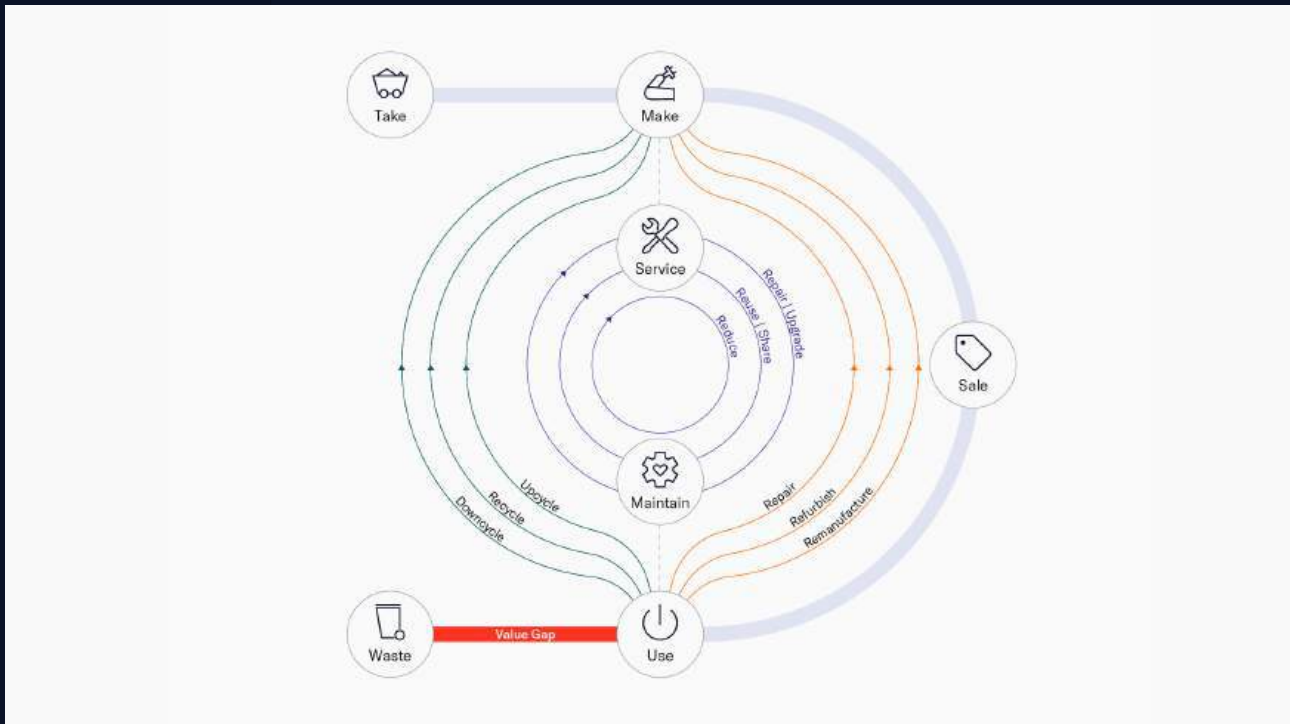
Develop a tailored strategy and action plan to implement circular practices within any organization.



- ✓ Circularity actions for compliance: Support on CSRD, DPP and other regulations.
- ✓ Strategy and roadmap: Define corporate circular vision, tactical strategy, and implementation roadmap
- ✓ Consortia program: initiate and execute collaborative industry consortia for circularity

3 Advise circular transformation

Offer targeted advice to C-suite Executives and Advisory Board members, enhancing organizational maturity for circularity.



- ✓ Circular KPIs and metrics definition
- ✓ Organization: bespoke organizational transformation journey for circularity
- ✓ Cross-sectoral program: public & private



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Beiersdorf

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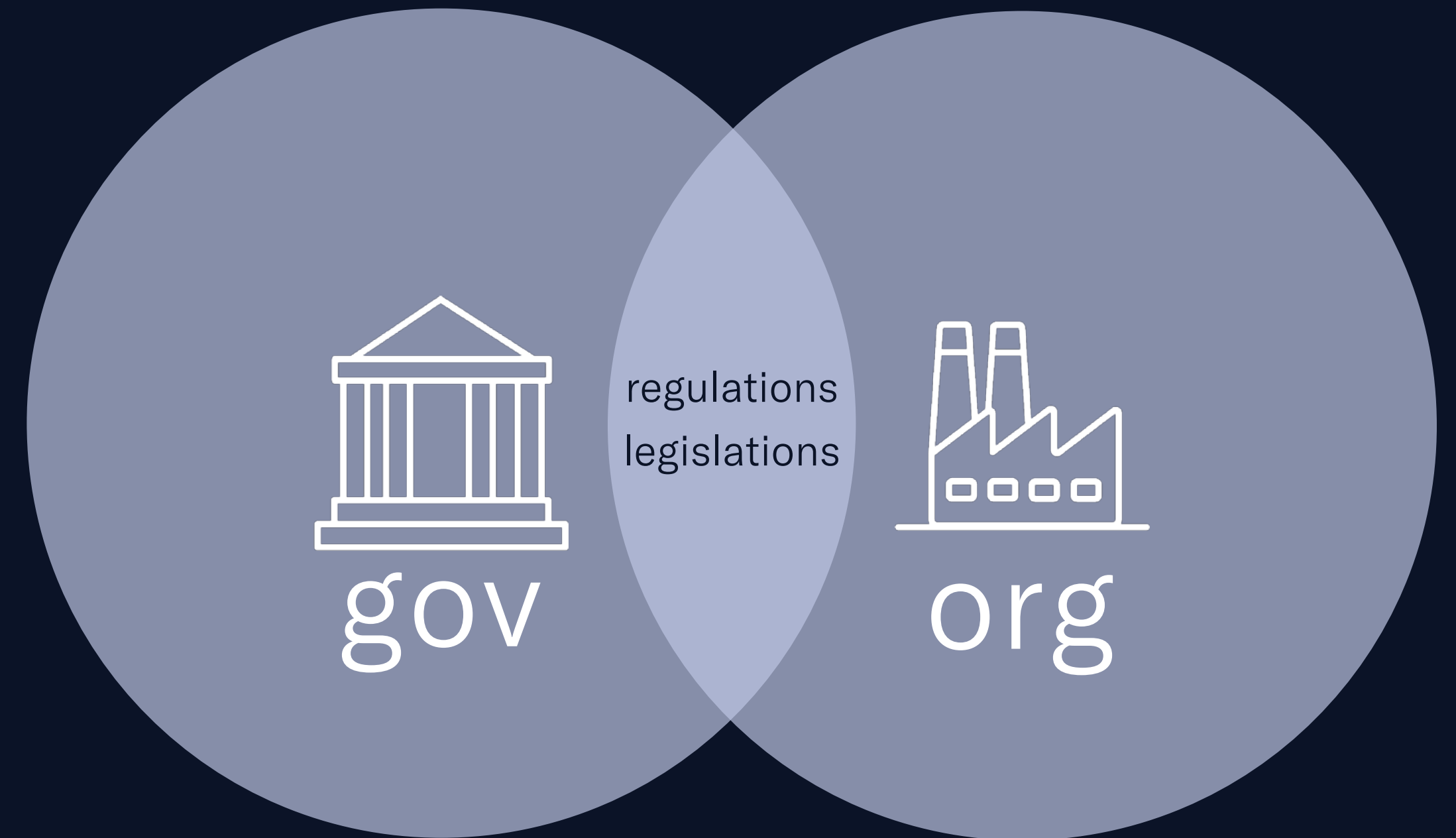
Henkel

e-on

Beyond Compliance

Innovating Circular Experiences

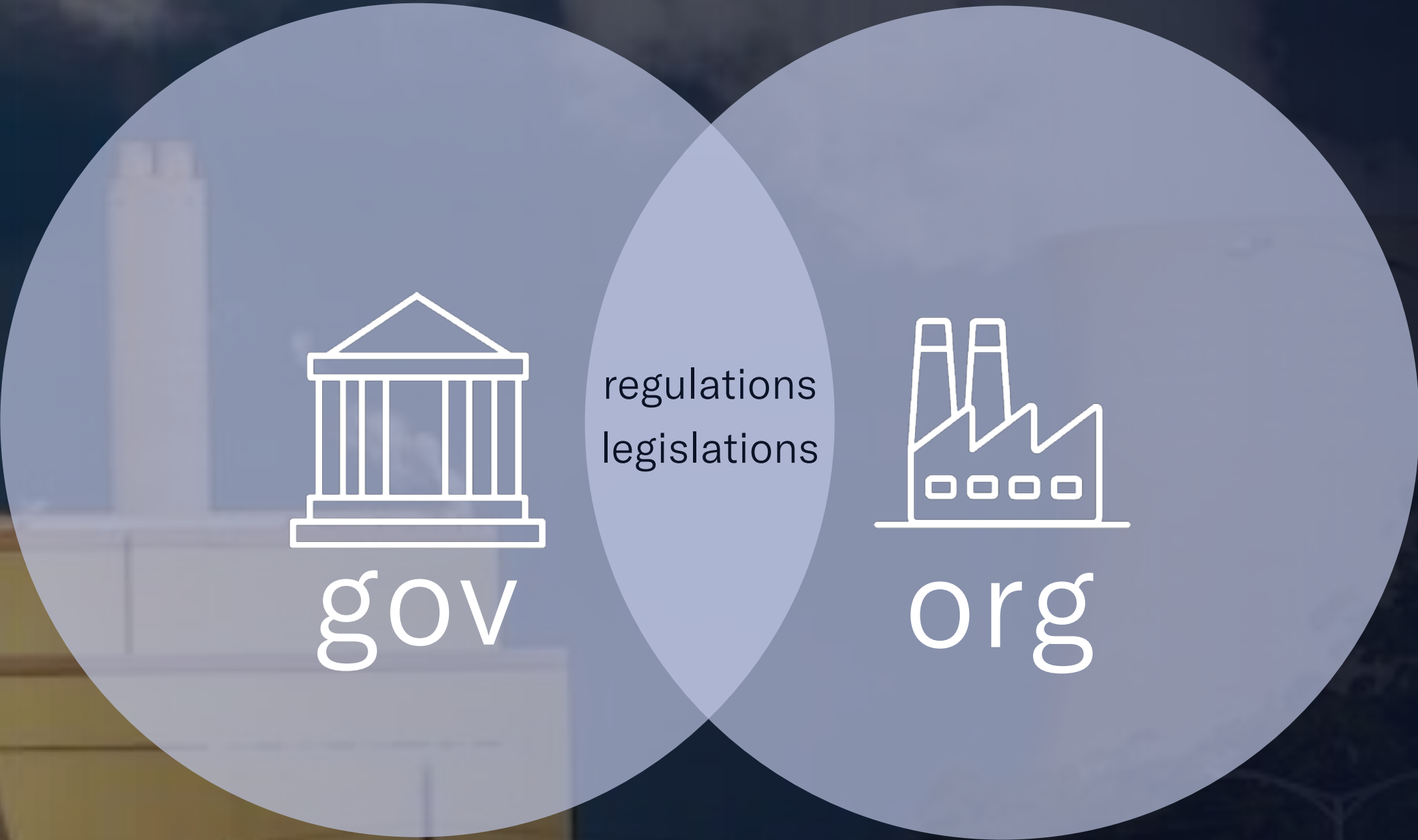
Legislation Snapshot US & EU



SB253

Climate Corporate Data Accountability
Act
(California)

Scope 1 and 2: 2026
Scope 3: 2027



R2RD & SB244

EU: Right to Repair Directive (2023/0083/COD)

Entry into force: Q1 / 2024

Application expected: 2026

US: SB 244 - Manufacturers must provide parts, tools, documentation, and software for repairing electronic and appliance products

Signed into law: 2023

Effective: 2024/JUL/01



regulations
legislations



PPWR & SB54 (EPR)

EU: Packaging and Packaging Waste Regulation
(2022/0396/COD)

Based Packaging and Packaging Waste
Directive (1994/62/EC)

Entry into force: Q1 / 2024

Application expected: 2025

US: Plastic Pollution Prevention and Packaging
Producer Responsibility Act

‘Extended Producer Responsibility’ (California)

Compliance plans due: 2025

Full Compliance: 2032



gov

regulations
legislations



org

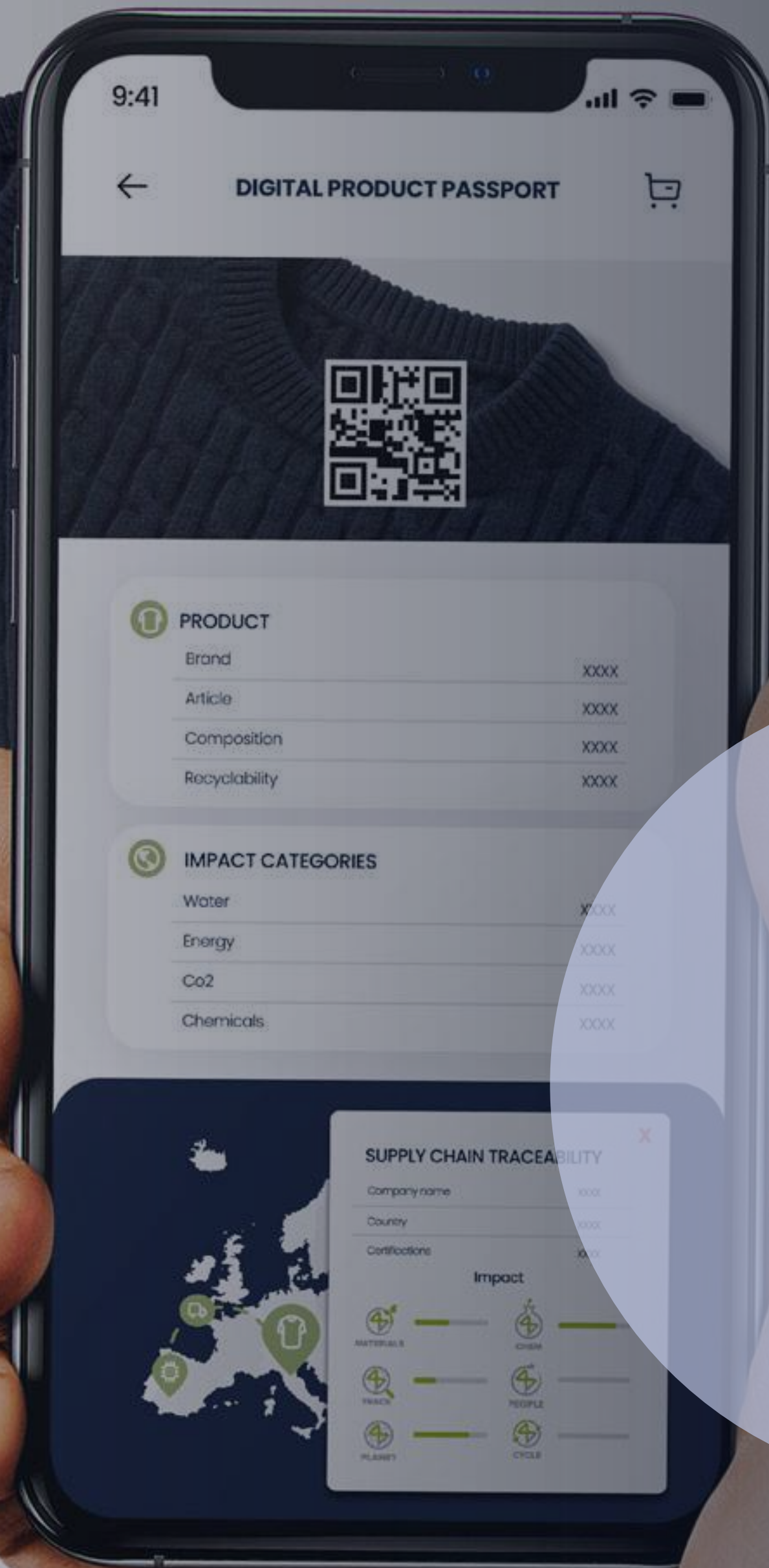
ESPR

Ecodesign for Sustainable Products
Regulation (2022/0095/COD)

Based on Ecodesign Directive
(2009/125/EC)

Entry into force : Q2 / 2024

Application expected: 2027



regulations
legislations



SUPD

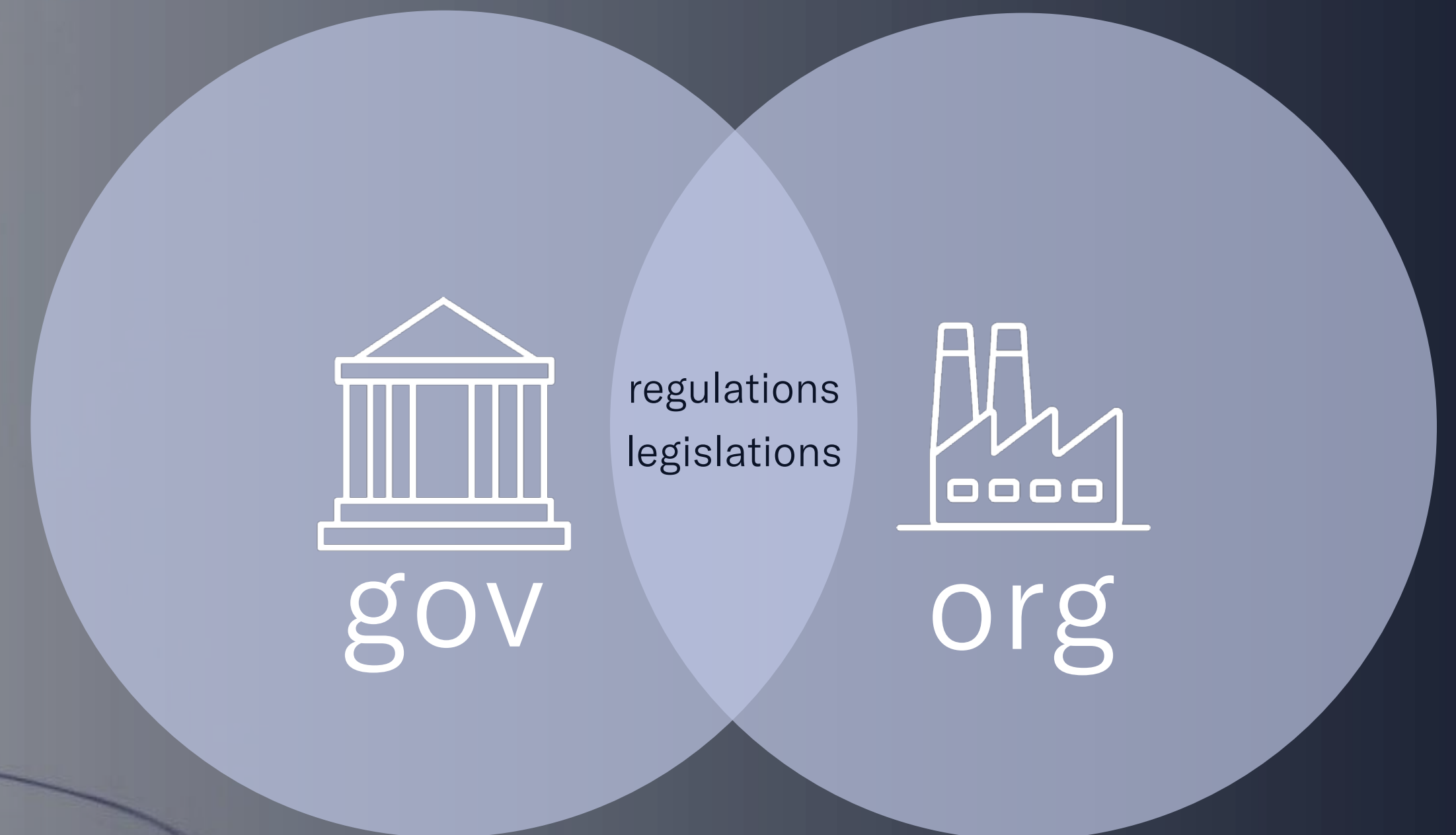
Single-Use Plastics Directive
(2019/904/EU)

'Tethered Caps'

Entry into force : Q2 / 2019

Application expected: Q2 / 2021

Source: <https://bericap.com>



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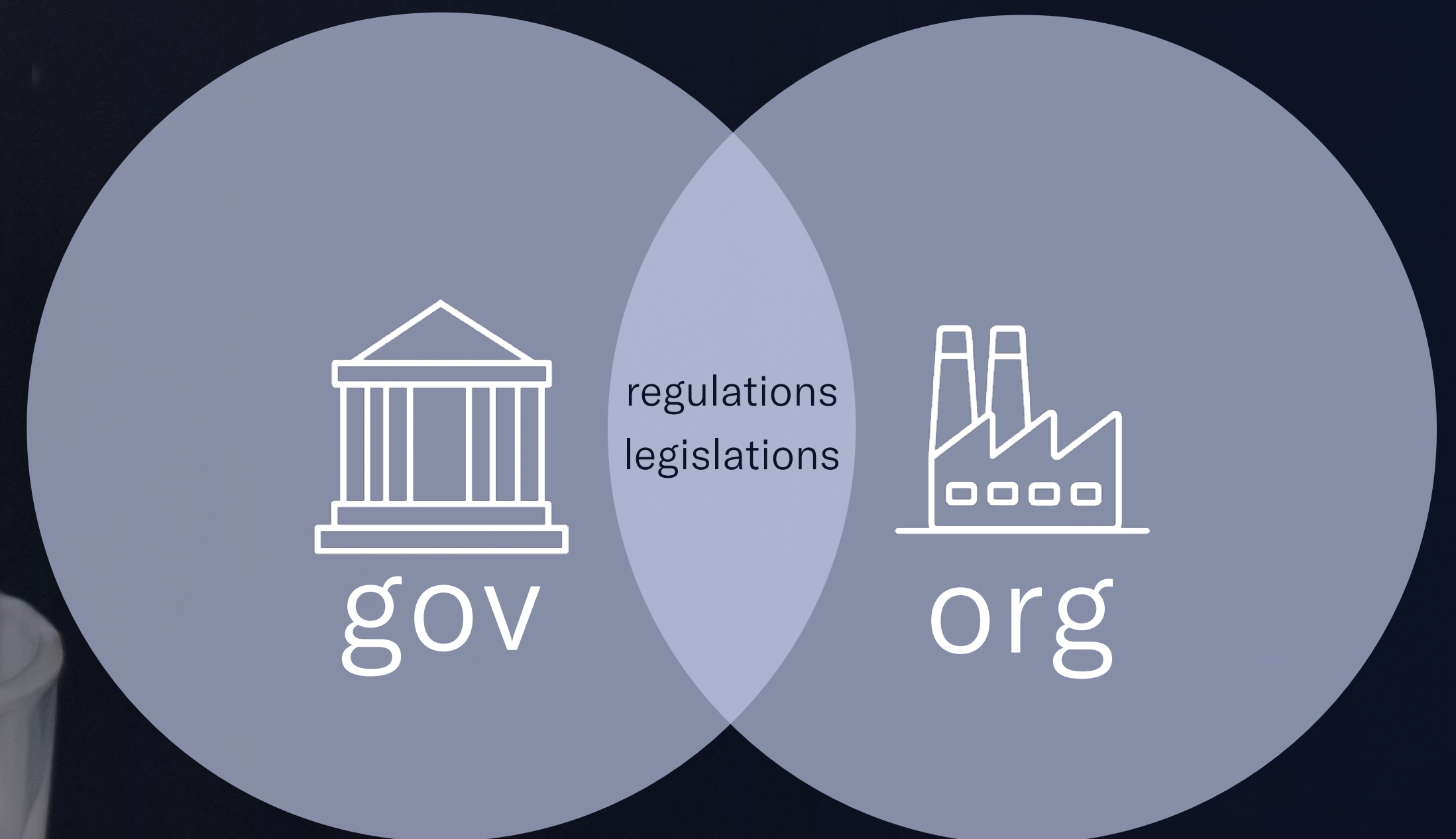
SUPD

Single-Use Plastics Directive
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'Tethered Caps'

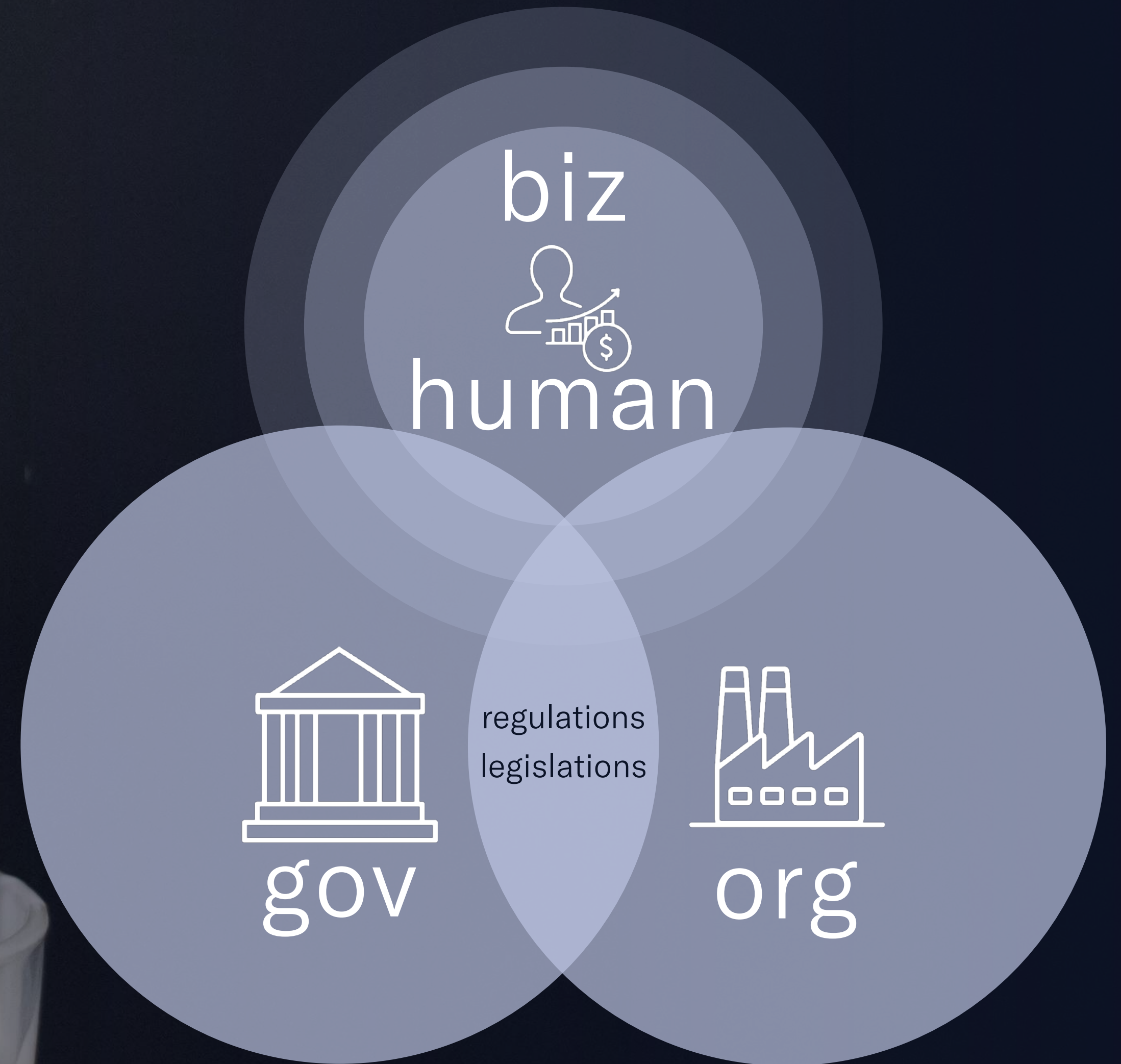
Entry into force : Q2 / 2019

Application expected: Q2 / 2021





We are missing the **business** & **human** focus in Circular Economy

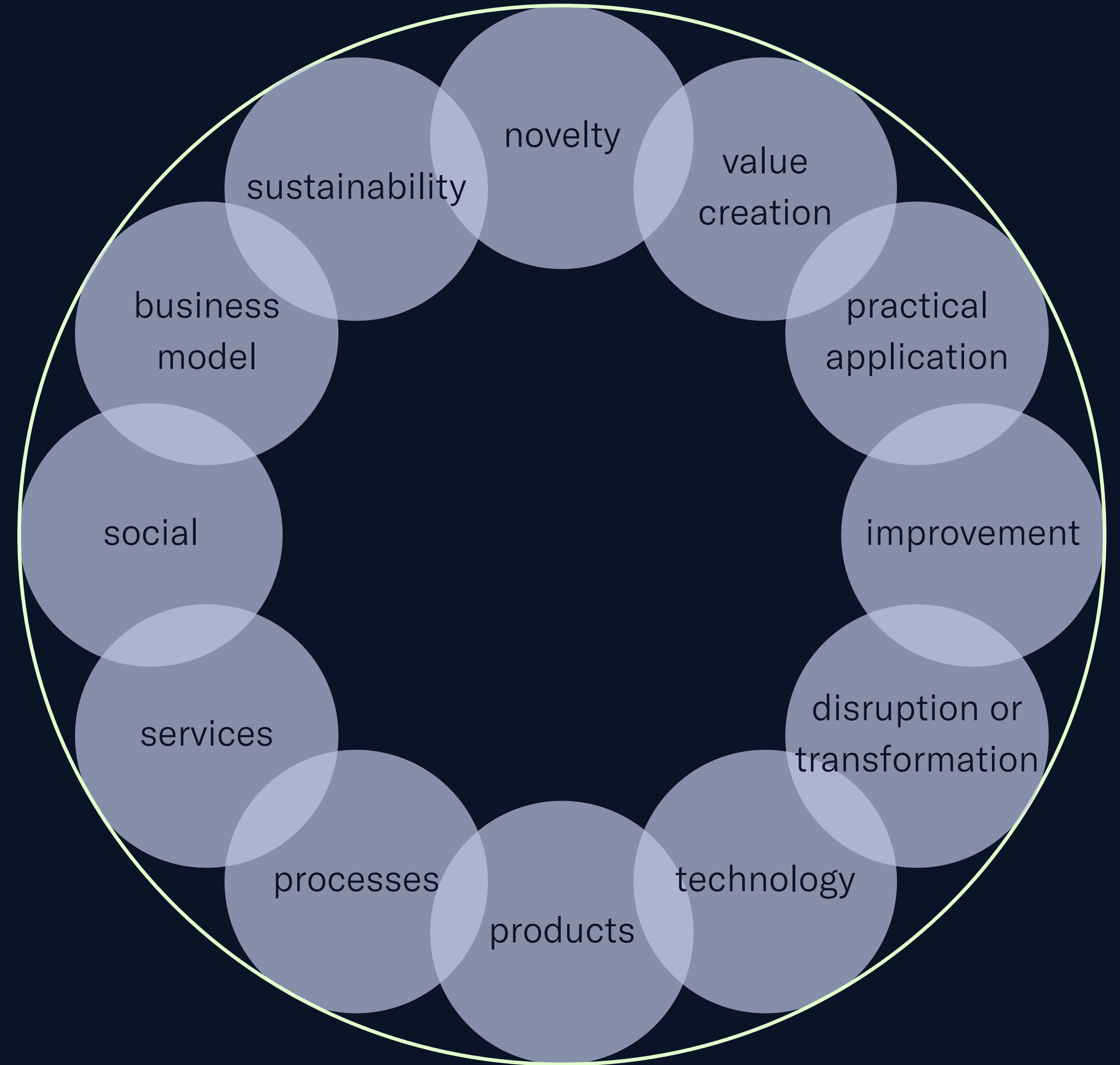


Beyond Compliance

Innovating Circular Experiences

Innovating Circular Experiences

What we mean by **Innovating**

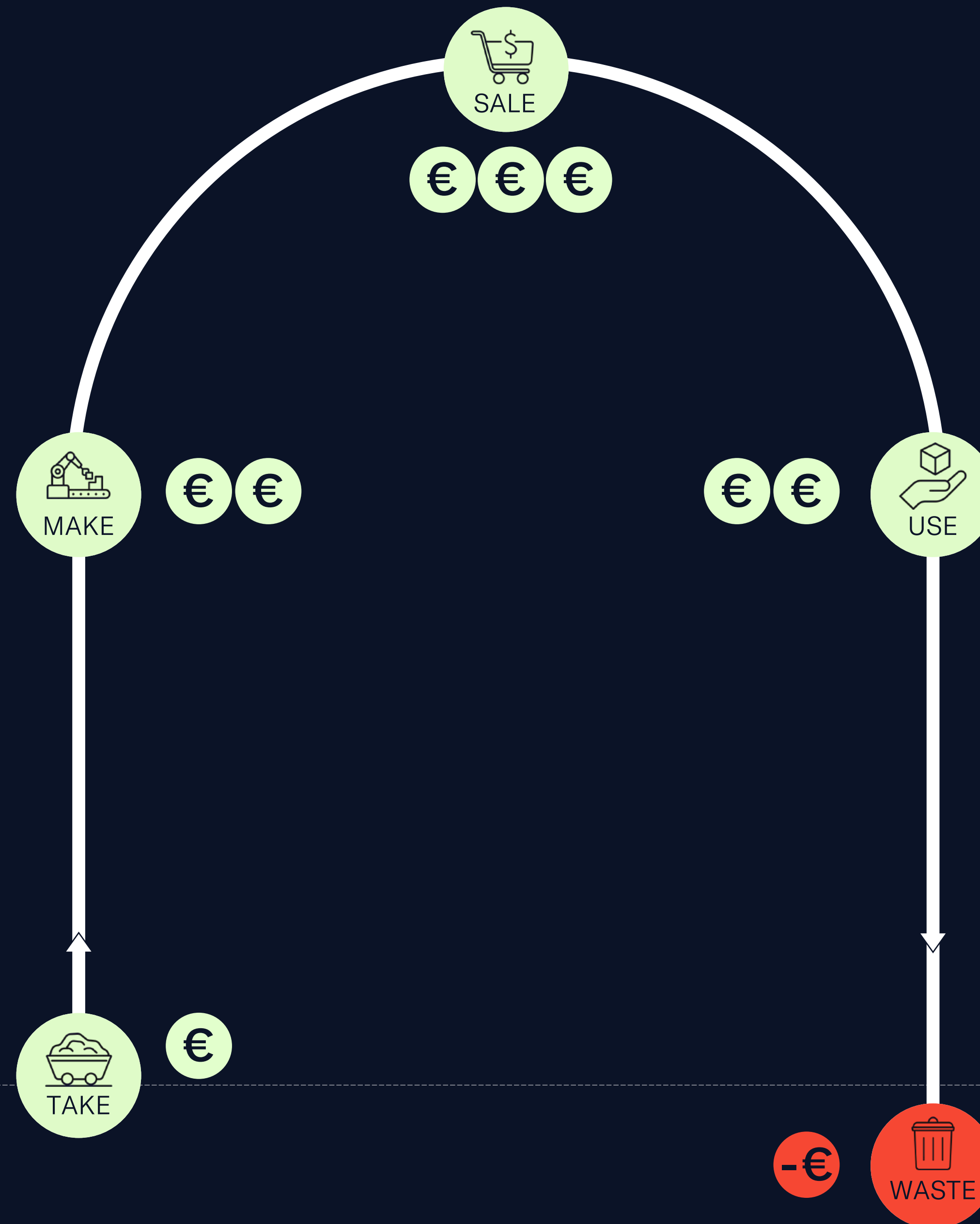


Innovating Circular Experiences

Circular Economy

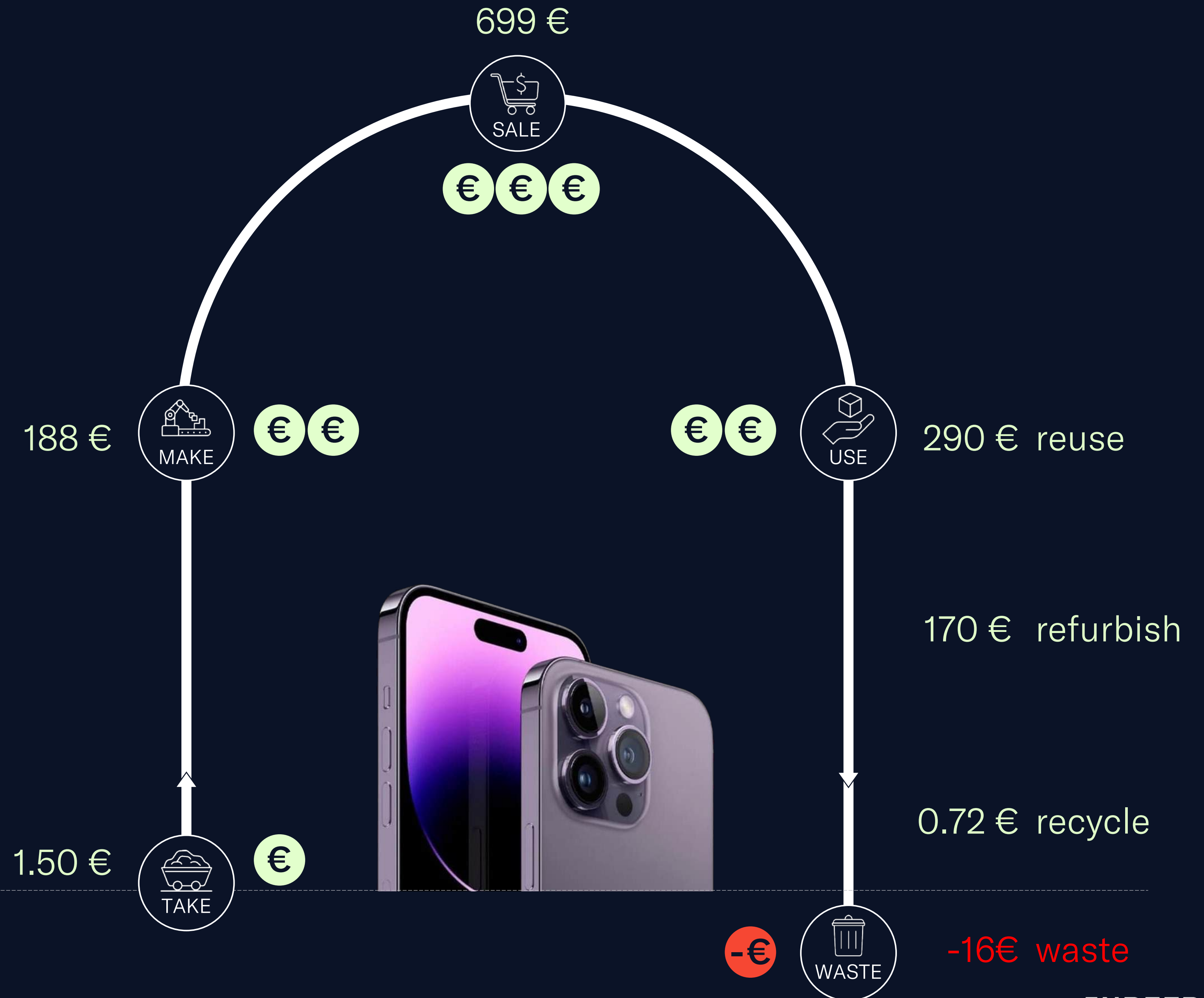
Linear Economy

& the value hill



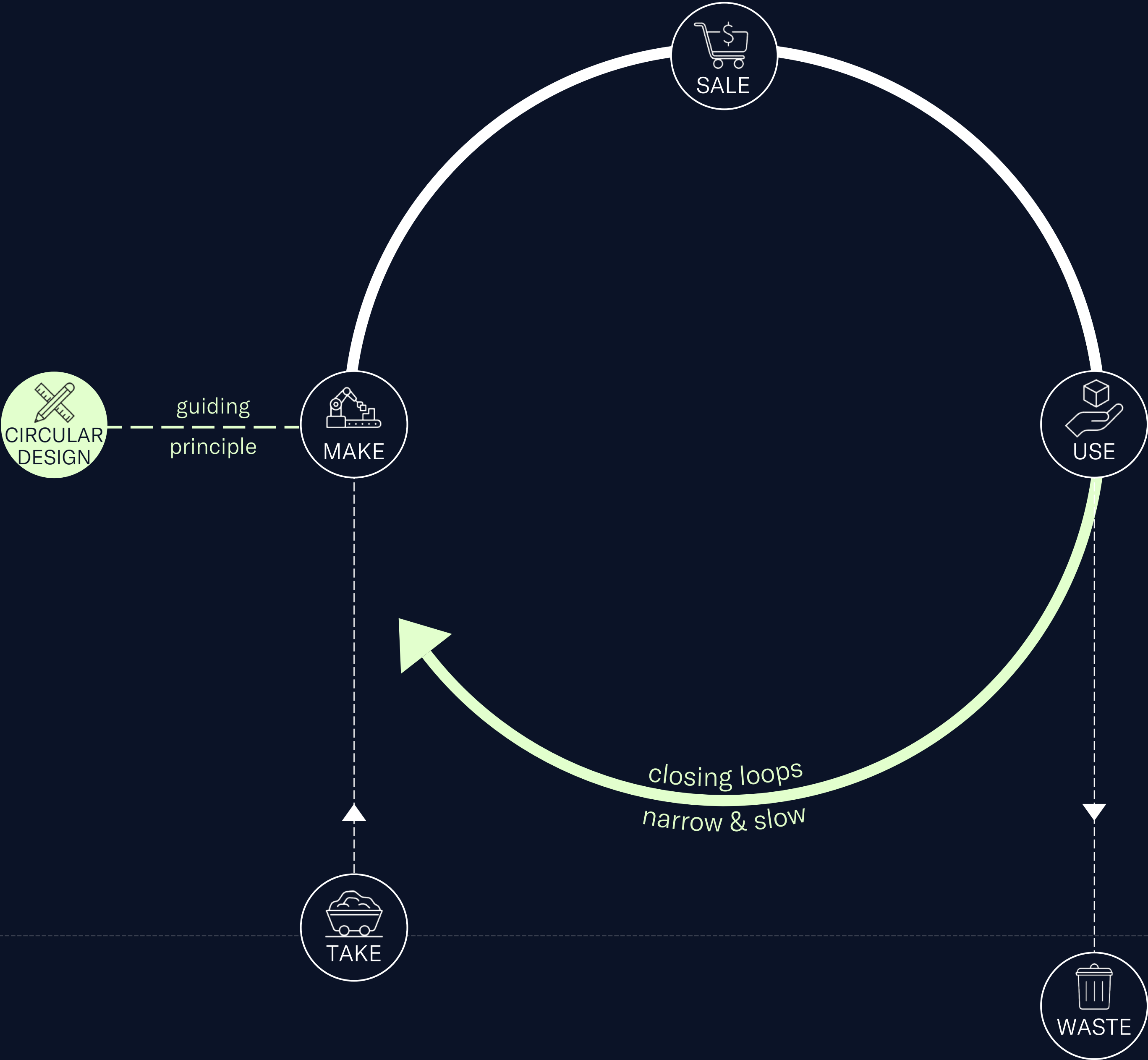
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Linear Economy & the value hill

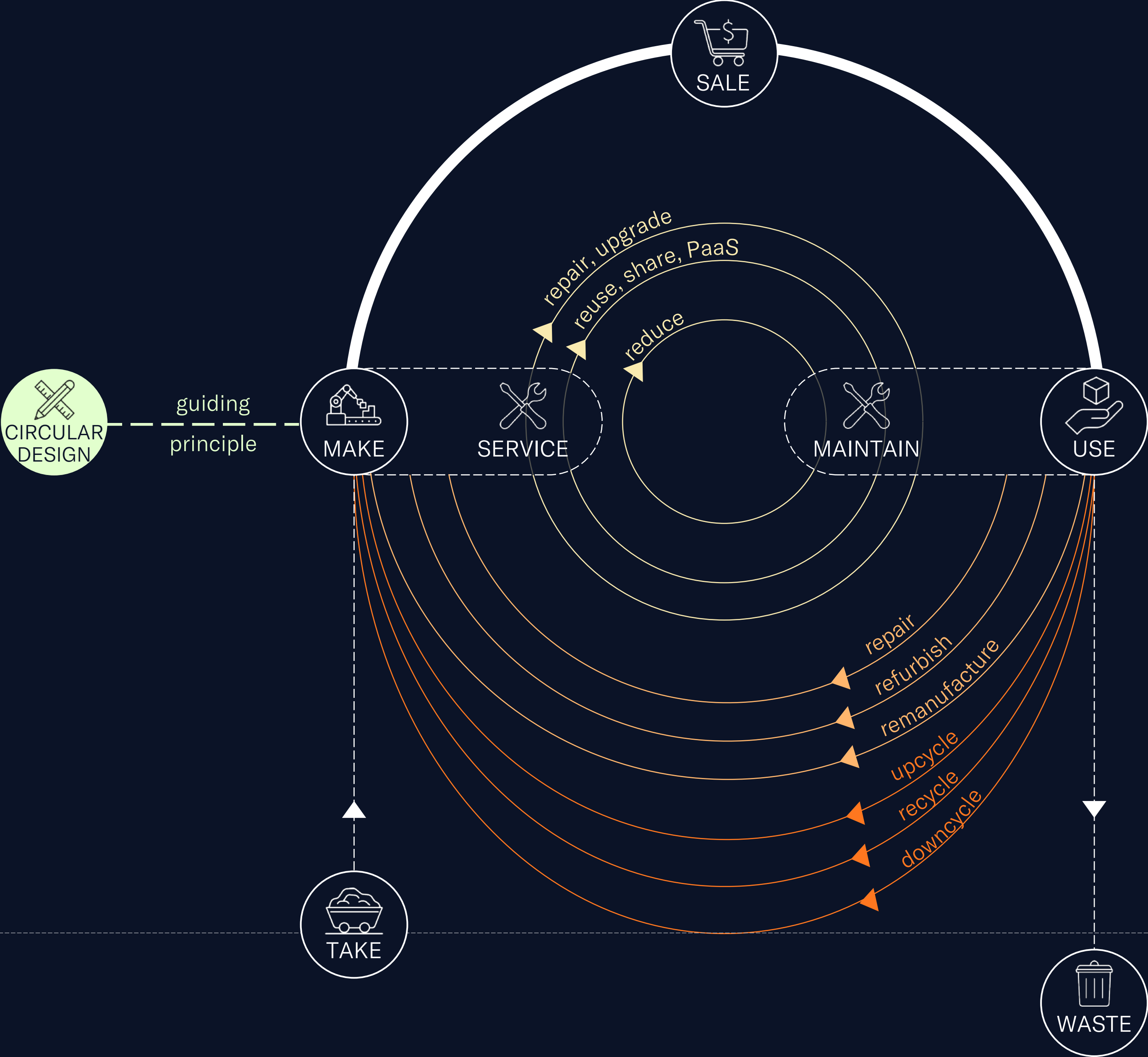


bottom line

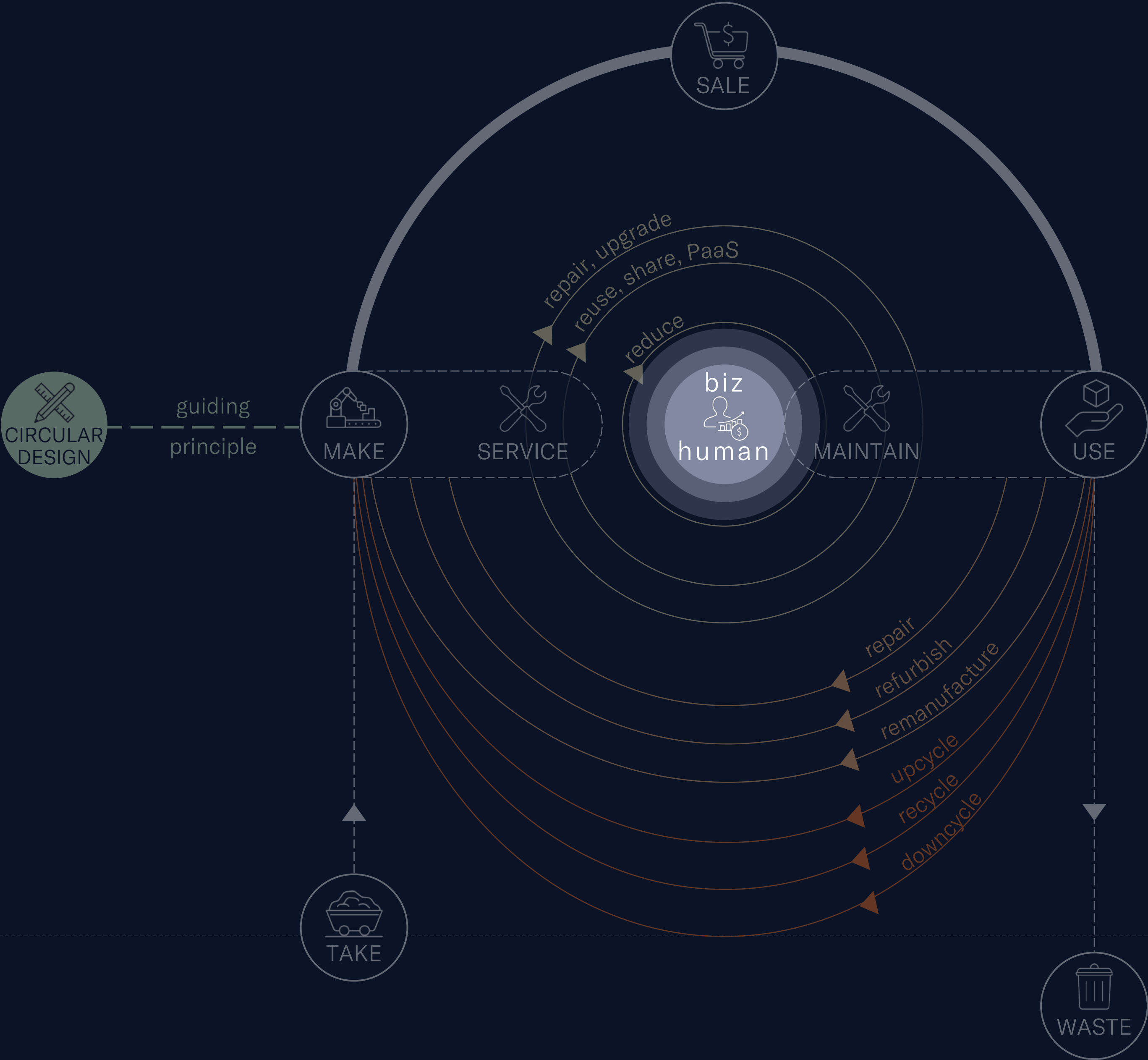
Circular Economy



Circular Economy



Circular Economy



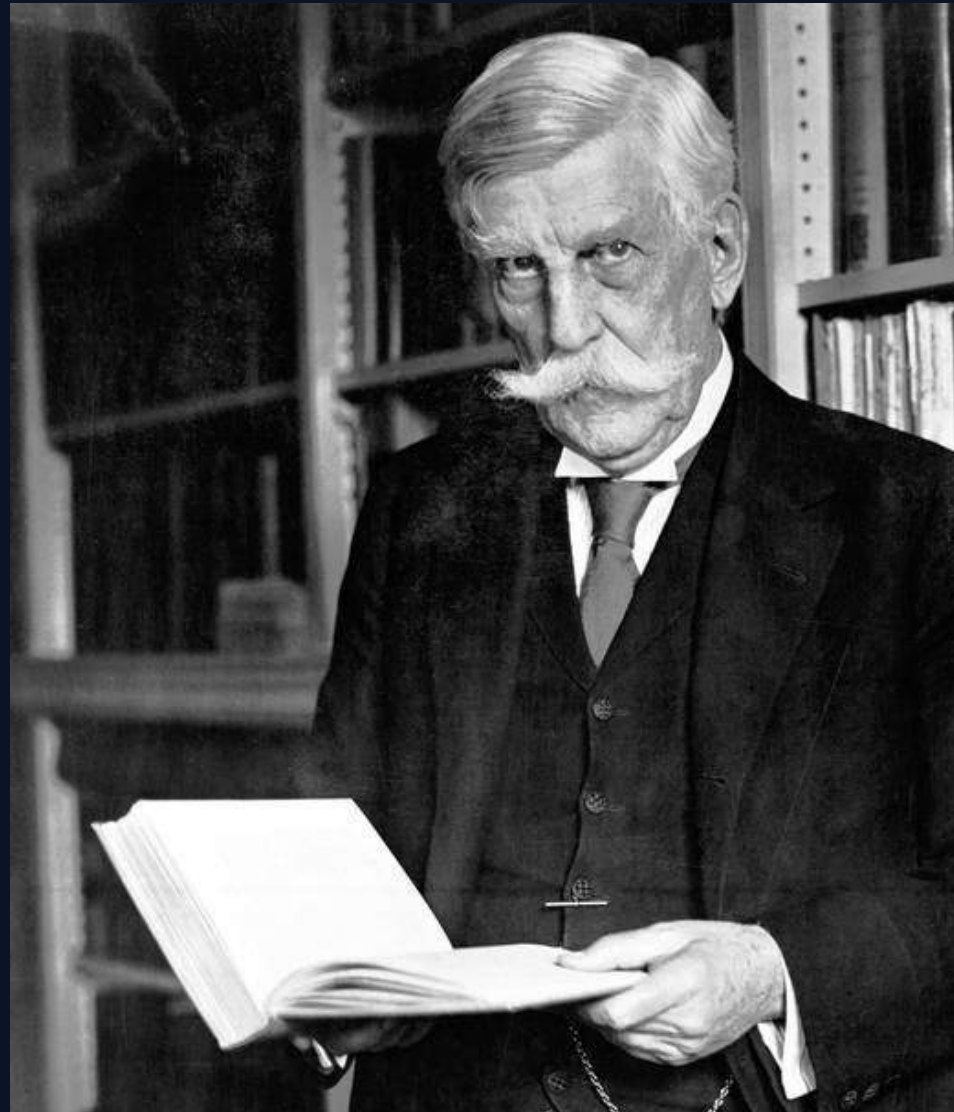
Innovating Circular Experiences



Source: 'Anay Skateboarding' on YouTube

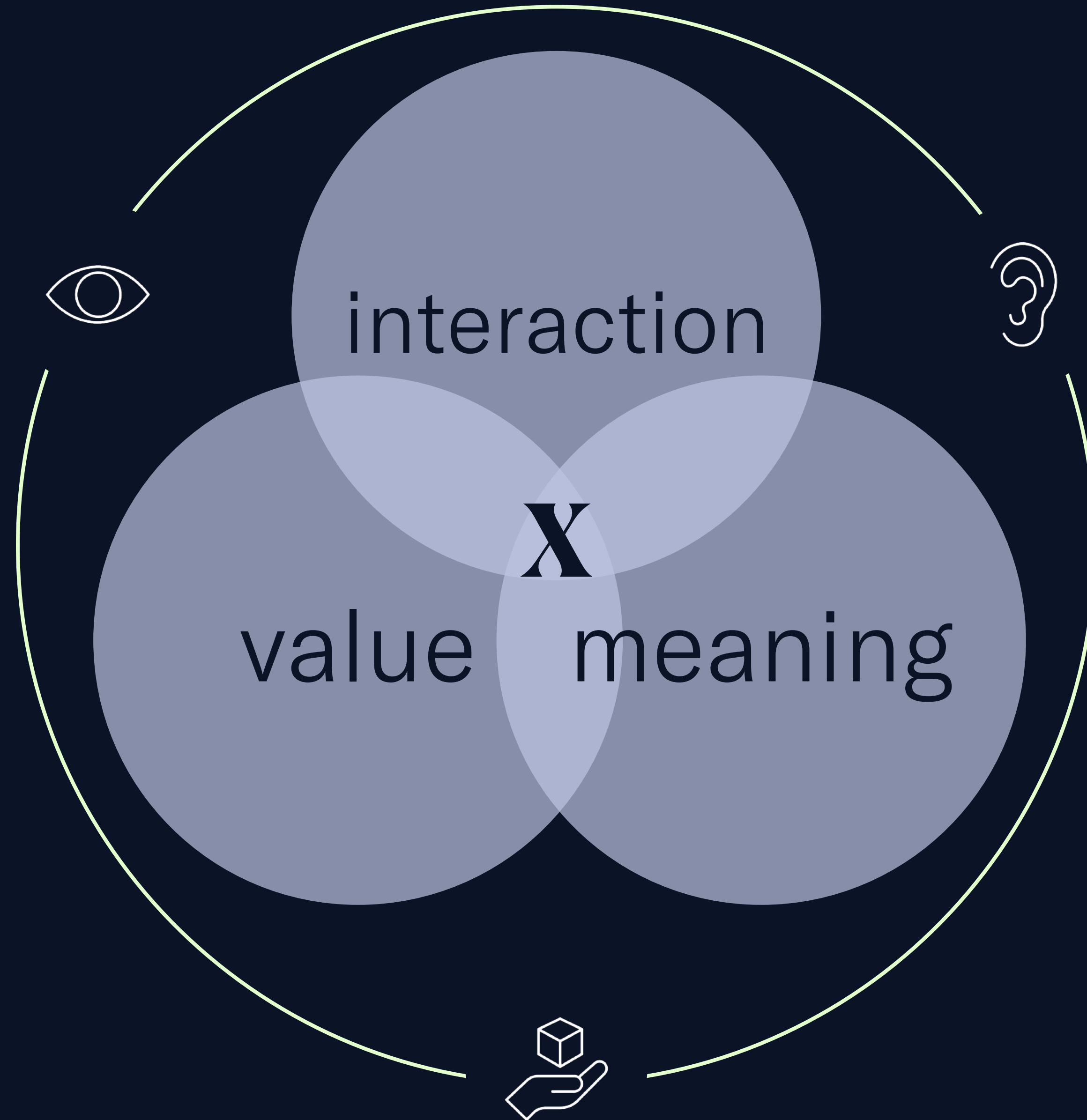
What is an Experience?

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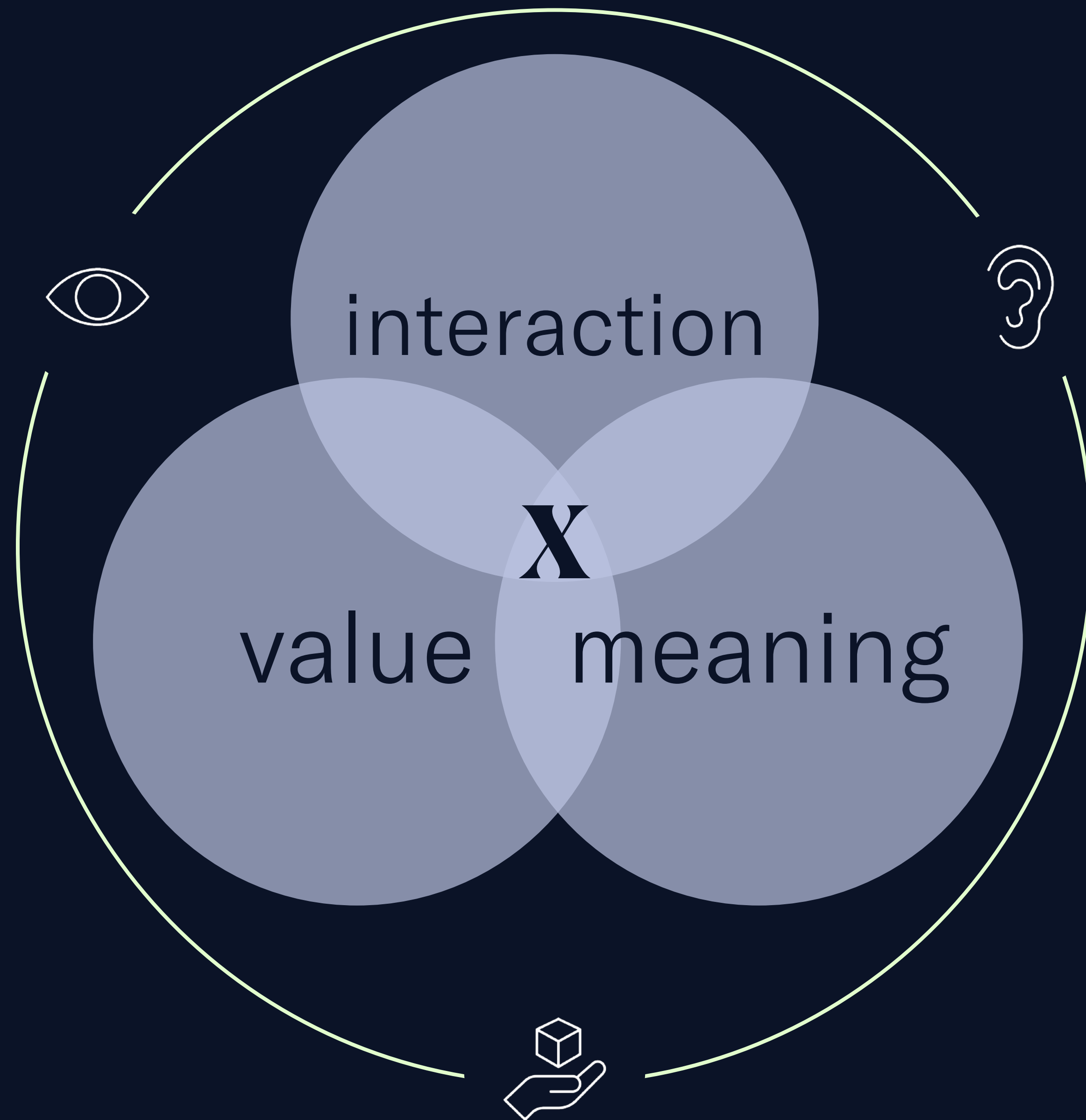


Oliver Wendell Holmes Jr.
(March 8, 1841 – March 6, 1935)

“A mind that is stretched
by a new **Experience** can
never go back to its old
dimensions.”

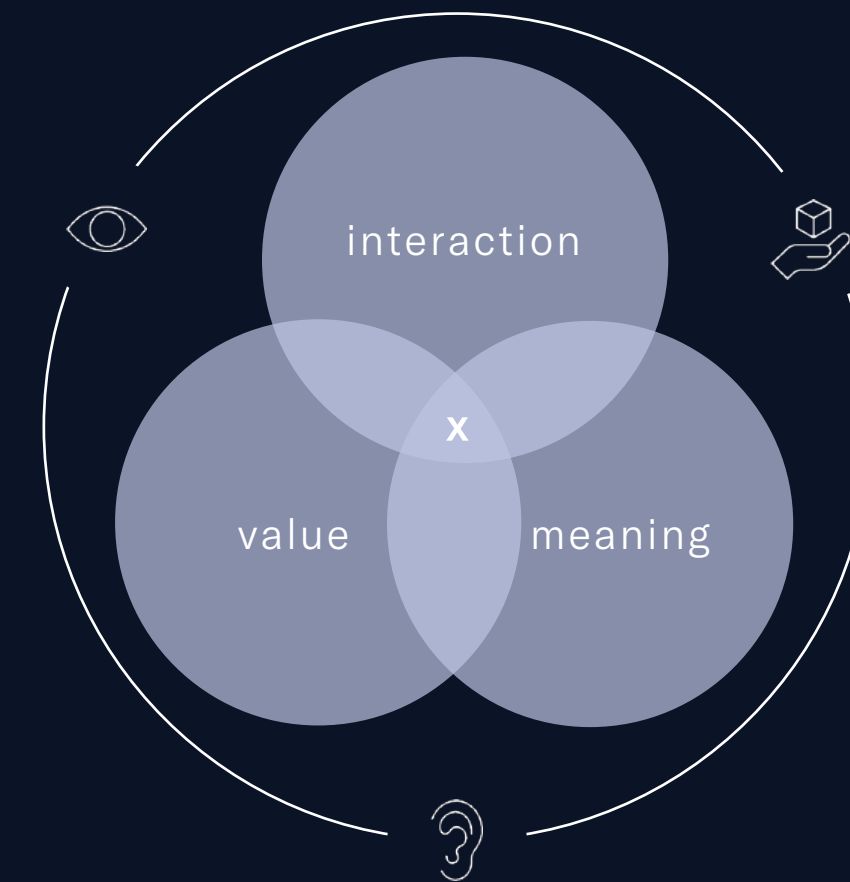
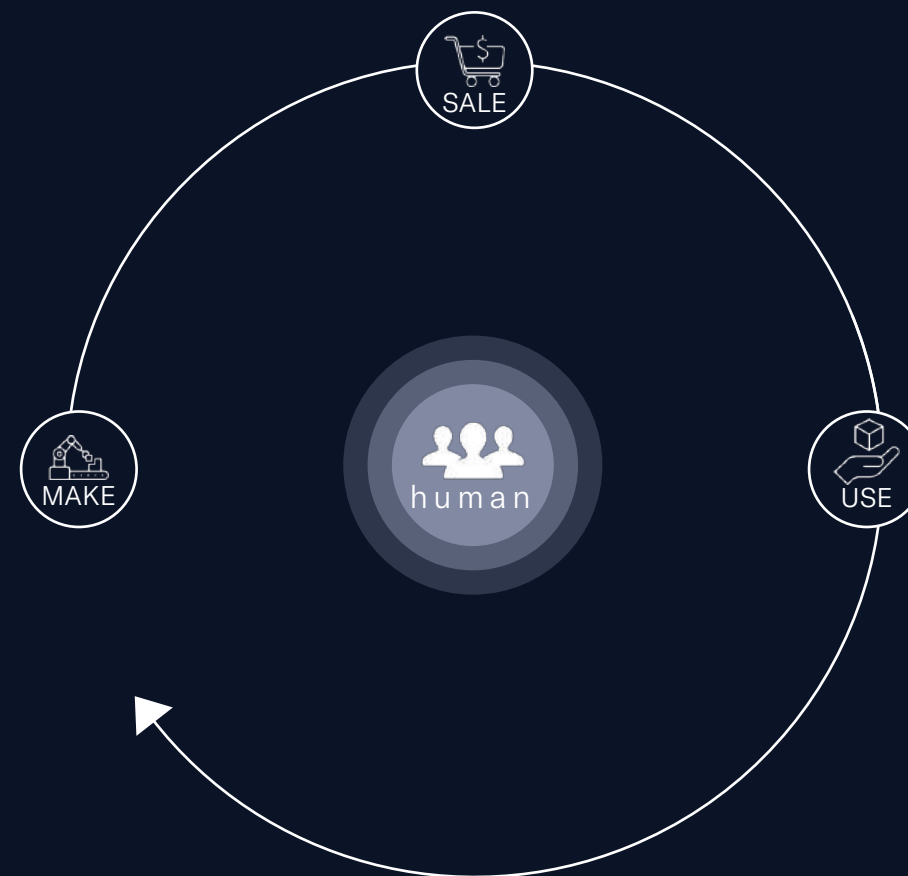
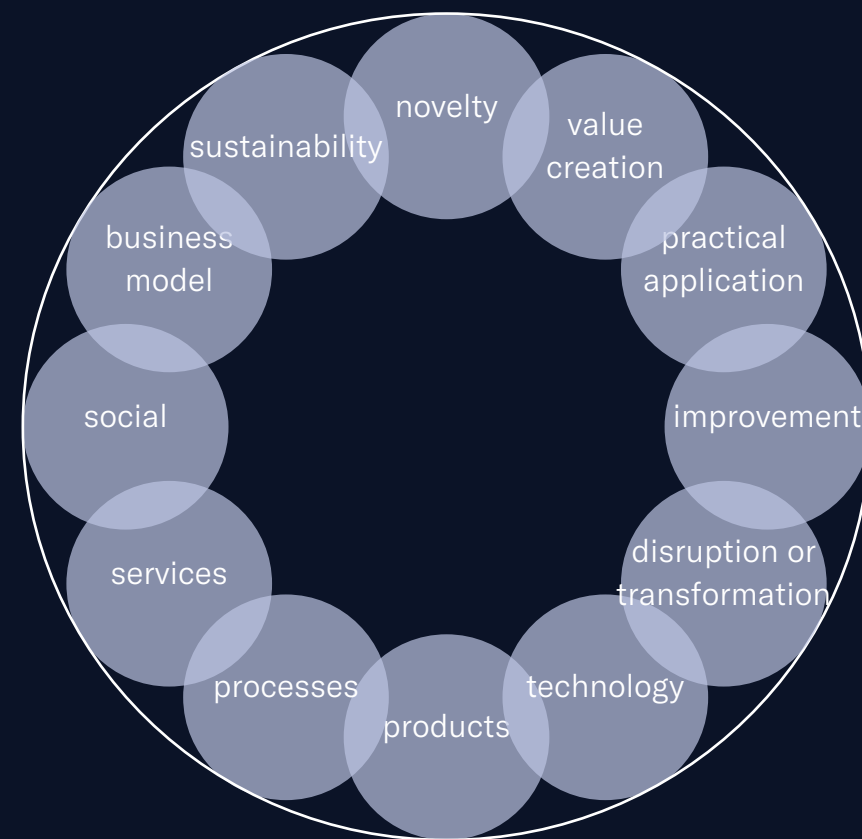


**What creates an
Experience?**



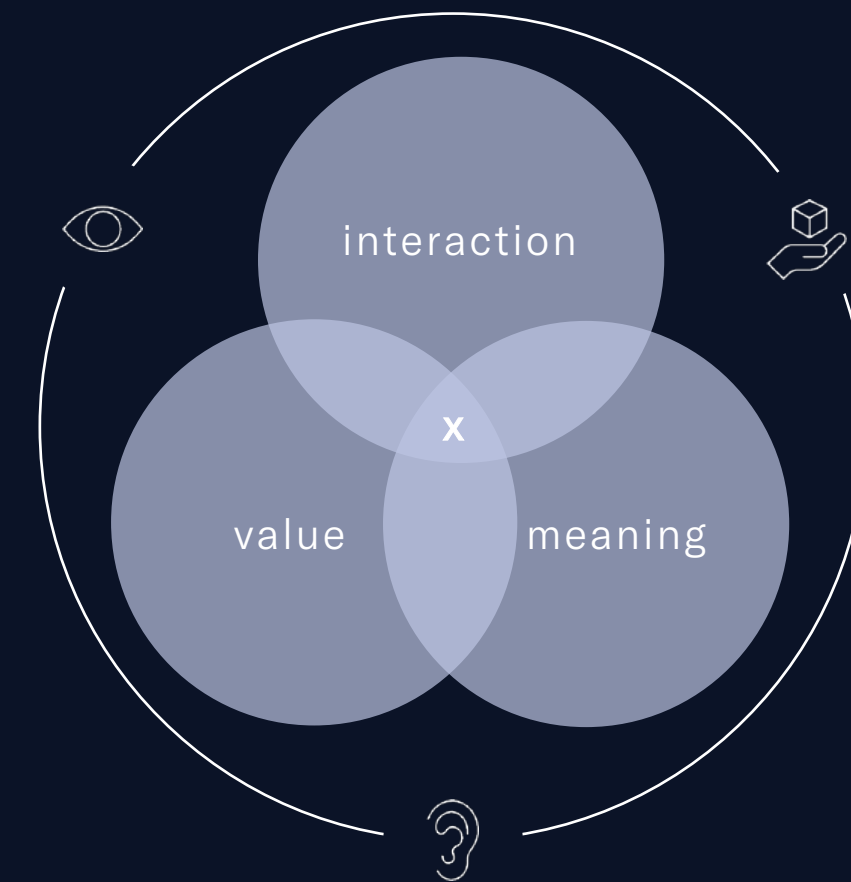
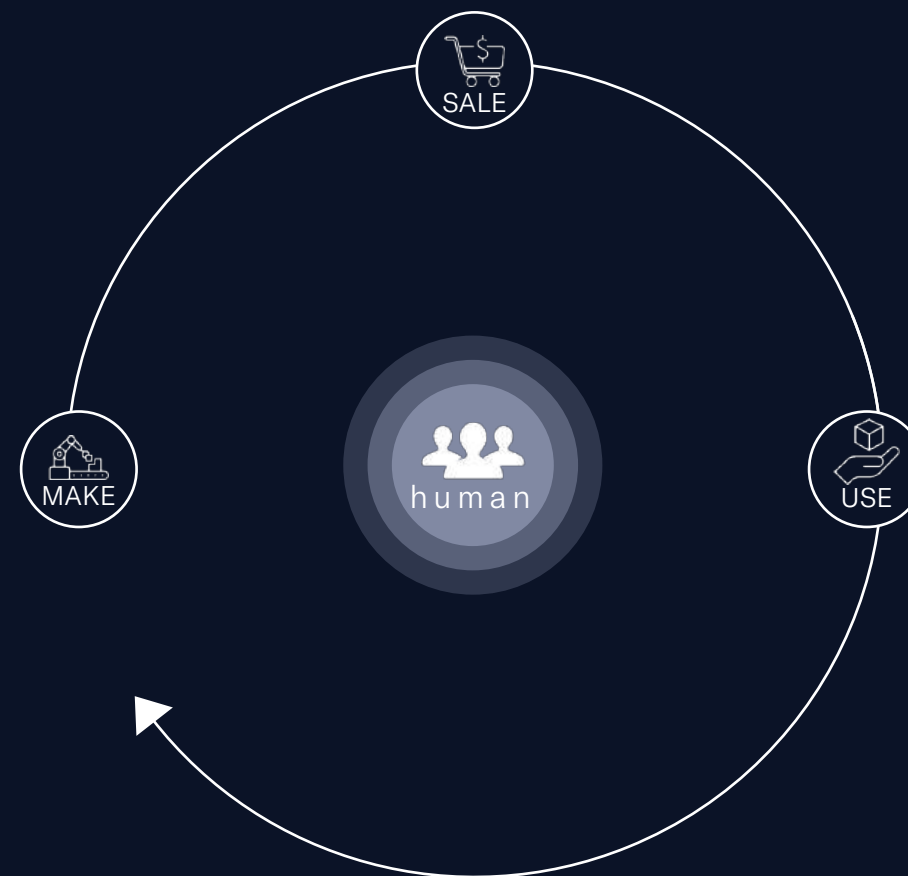
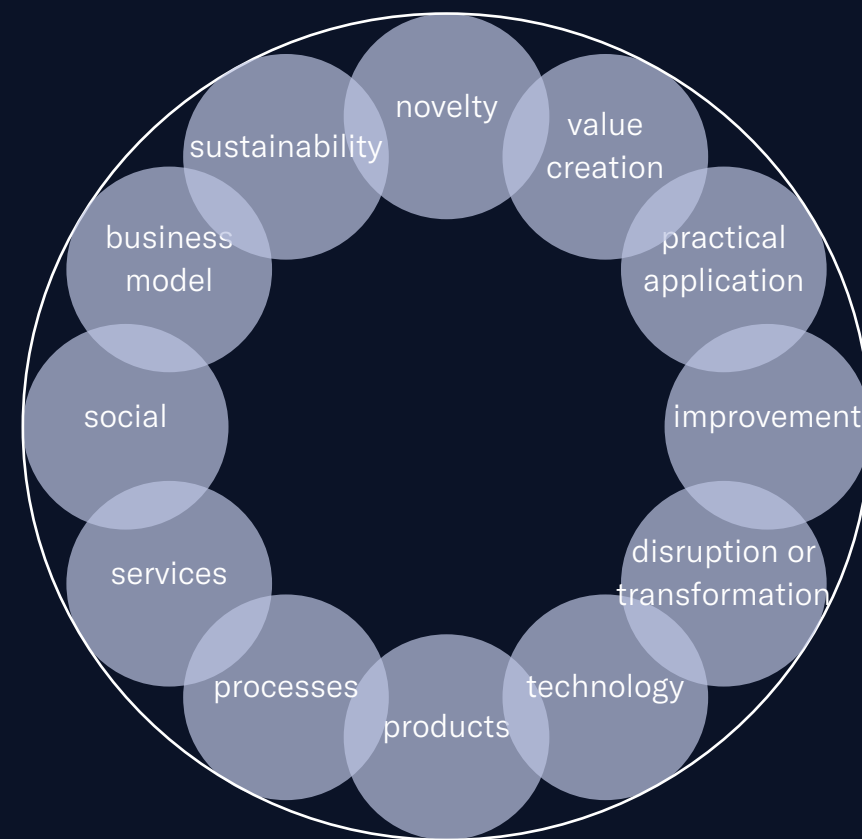
You cannot **not**
experience!
We create
Experiences
all the time.

Innovating Circular Experiences



CircX

Innovating Circular eXperiences



CircX

**...is all about
creating human-
centered experiences,
while scaling business
across highly complex
circular ecosystems.**

multi dimension (physical/digital/systemic)

multi disciplinary (ID/UI/SD/PD/CX/BX)

systemic & contextual

biz-model & behavioral science

partnerships & stakeholder

processes & material

regulations & legislations

EOU (end of use)

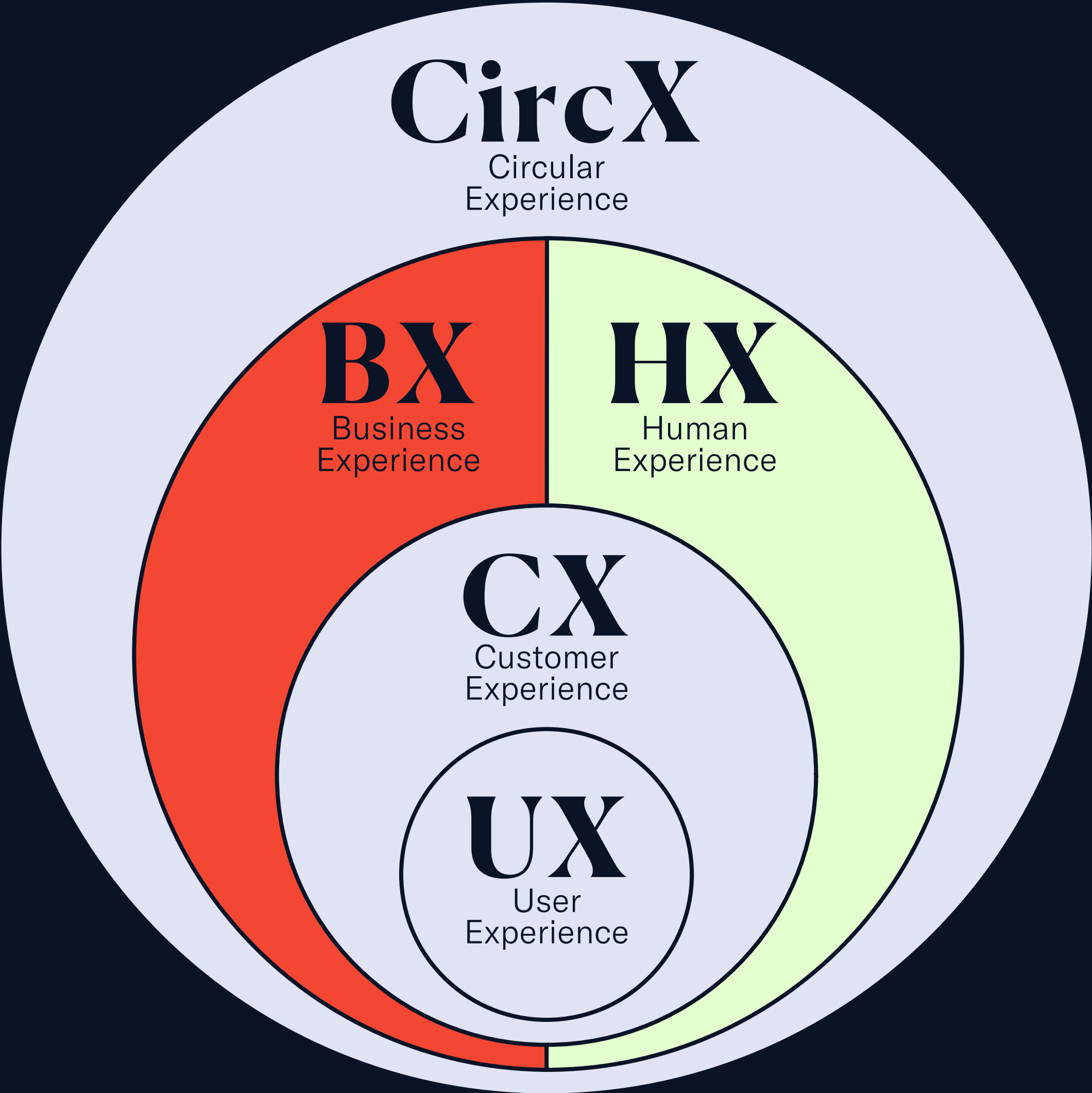
LCA (life cycle assessment)

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CircX

Business
Experiences

Systemic
Sustainable
Viable

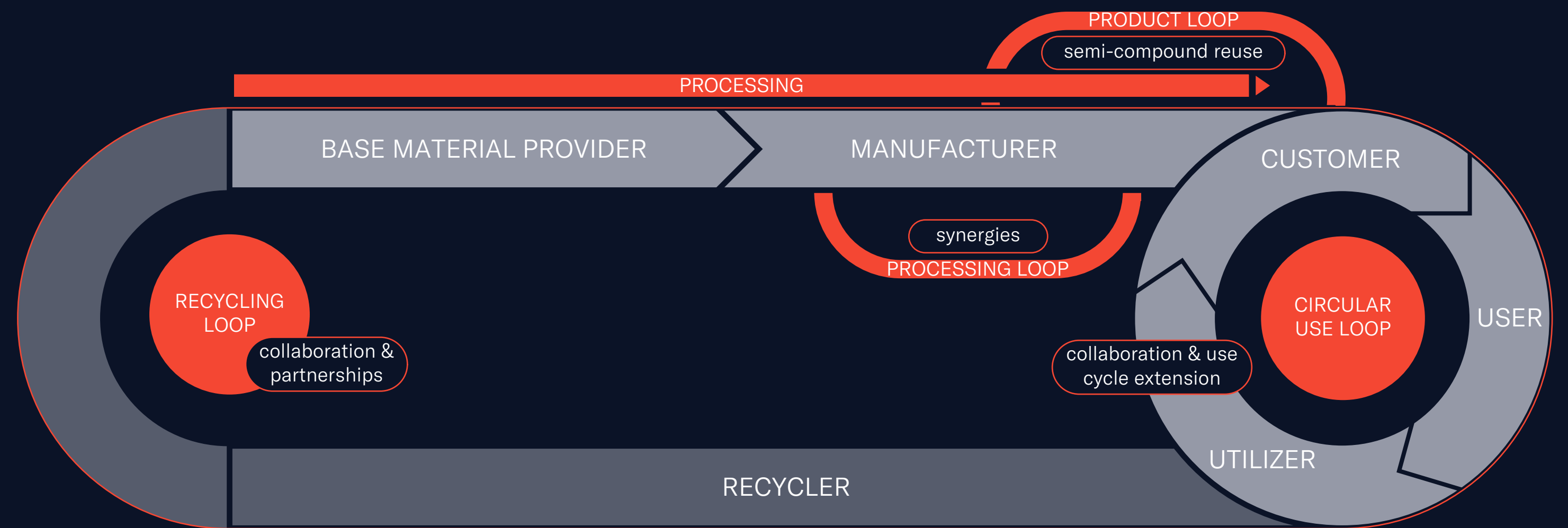


Human
Experience

Holistic
Intuitive
Desirable

Role Definition

Systemic Innovation



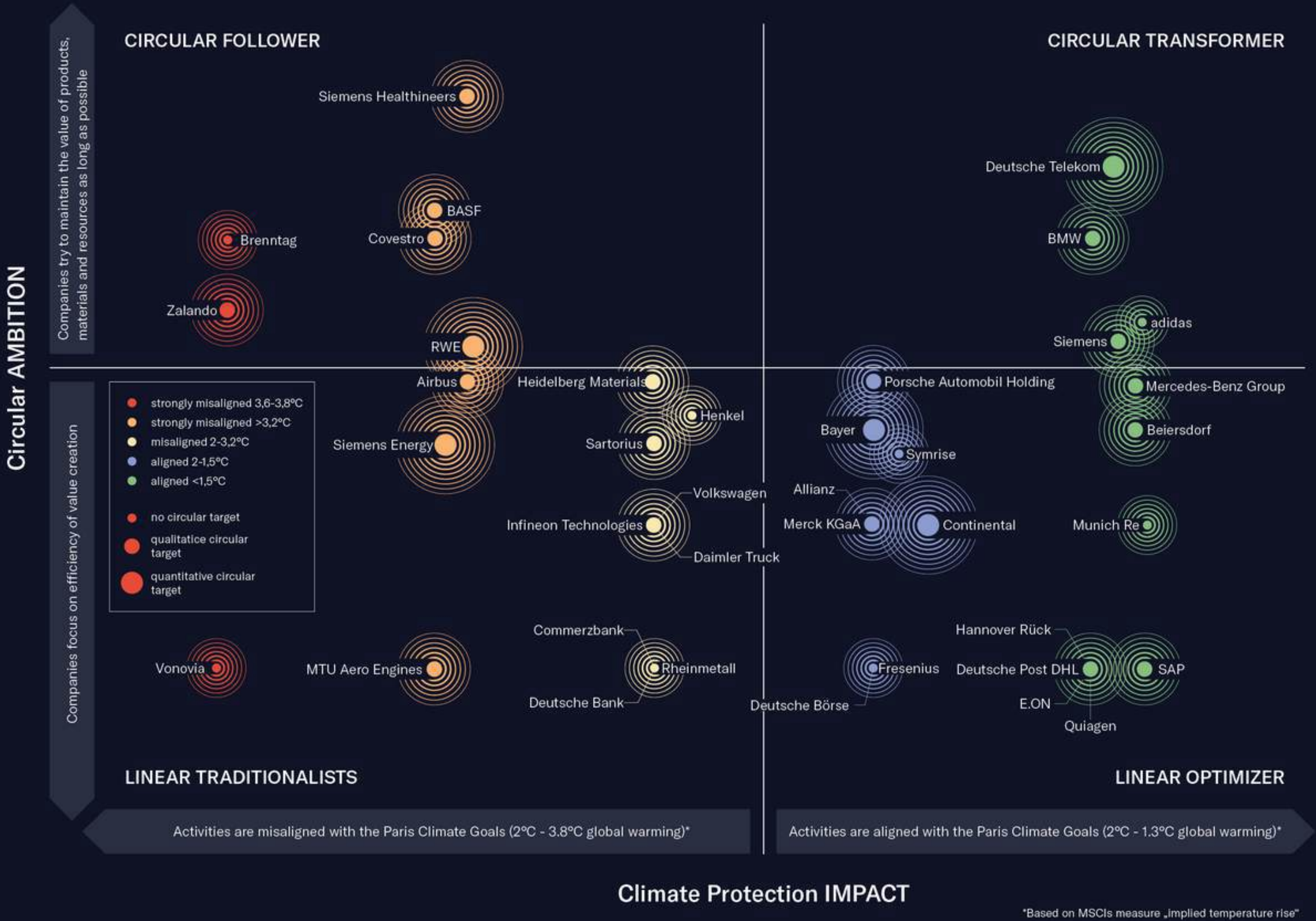
Product Business – Provision of circular solutions (e.g. circular ready product)

Solution Provider - Business from circular activities (e.g. remanufacture, reuse)

Facilitator – Business from organizing circularity (e.g. reverse logistics)

WANT TO LEARN MORE? LET’S TALK.

Follow the industry’s progress...



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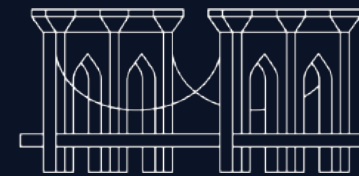
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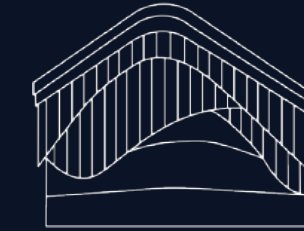
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