

Business circularity modeling and developing local synergies



Why develop business circularity

- What are the needs and offers?
- How to connect with clients and suppliers?
- Where are the suppliers, markets and outlets for residual materials that already exist locally?
- Local is more efficient
- Transforming « waste » into new business opportunities is beneficial



Obstacles to local circularity development

- Perceived high barrier of entry for start-ups and SMEs
- Time-consuming to develop a local network
- Limited access to expertise (supply chain management)
- Lack of clarity about the needs and potential offers
- Current solutions are not adapted to circularity

Synergo, a toolbox for implementing circular economy

- Web platform that provides tools to develop local circular economy and structure circularity
- Search engine that provides matchmaking functions using geolocation and keywords for business inputs, outputs, residual materials and expertise
- Local advertising system to take care of punctual needs and offers (ex.: selling material leftovers from a particular project, resource sharing)
- System to build communities and help individual businesses discover what other members offer and need within them



Who is it for?

- Individual organizations (businesses, startups, SMEs...)
 - Discover what is available and what people are looking for locally
 - Advertise their own products, services and expertise, and share resources locally
 - Match and connect easily with local businesses and communities
- Business communities (local networks, accelerators...)
 - Provide matchmaking for their members and develop synergies within their own networks
- Local institutions and groups working with sustainability
 - Tools and approach to gain insights
 - Develop sustainability and local circular economy



What can modeling do for you?

- Clarifies your business needs and offers
- Helps discover new markets and outlets for waste
- Helps develop new models and approaches corresponding to your business model
- Capitalizes on your own expertise and transforms residual materials in opportunities
- Saves costs and optimizes your supply chain by relocating it closer to your business
- Waste is what you haven't found a use for yet



How it works

- Discovery of potential business synergies through proximity (distance and communities)
- Matching with business sector, inputs and outputs (products, services, residual materials, expertise...)
- Development of local communities and business networks by visualizing and combining these relationships together
- Individual management of new relationships through online tools



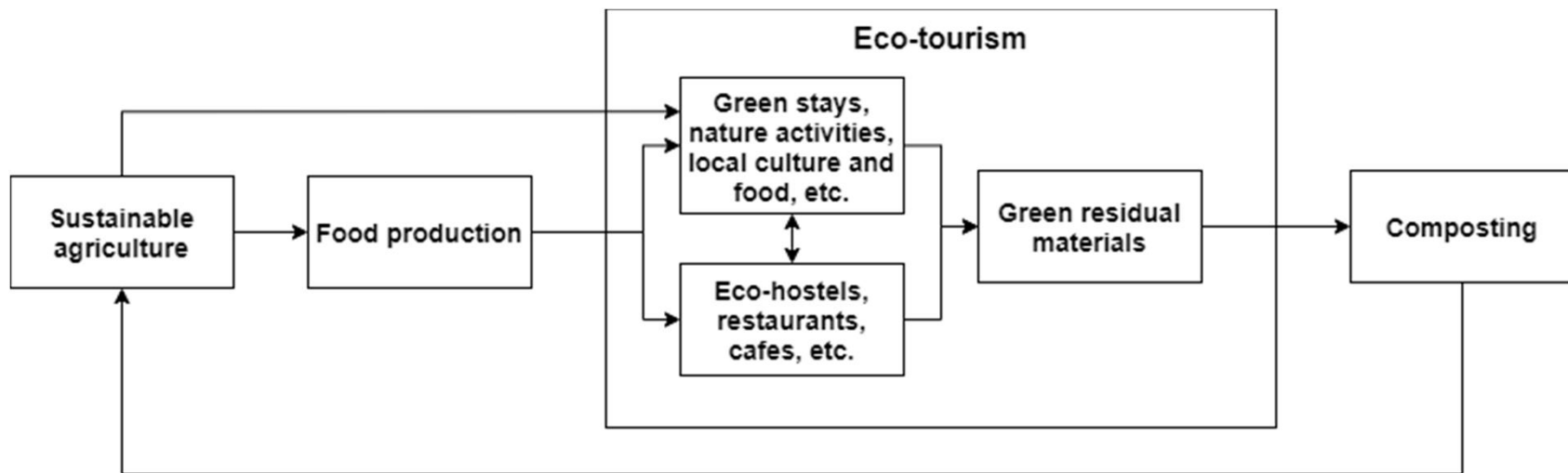
Identifying your own potential for circularity

- Write down the basic information about your business (location, business sector, quick description, main value proposition...)
- Determine your inputs and outputs separately (products, services, expertise, raw materials, logistics, resources, residual materials...)
- Think about what sorts of businesses could help you fulfill your needs and use what you offer
- Meet and chat with your neighbors, and discover potential connections!



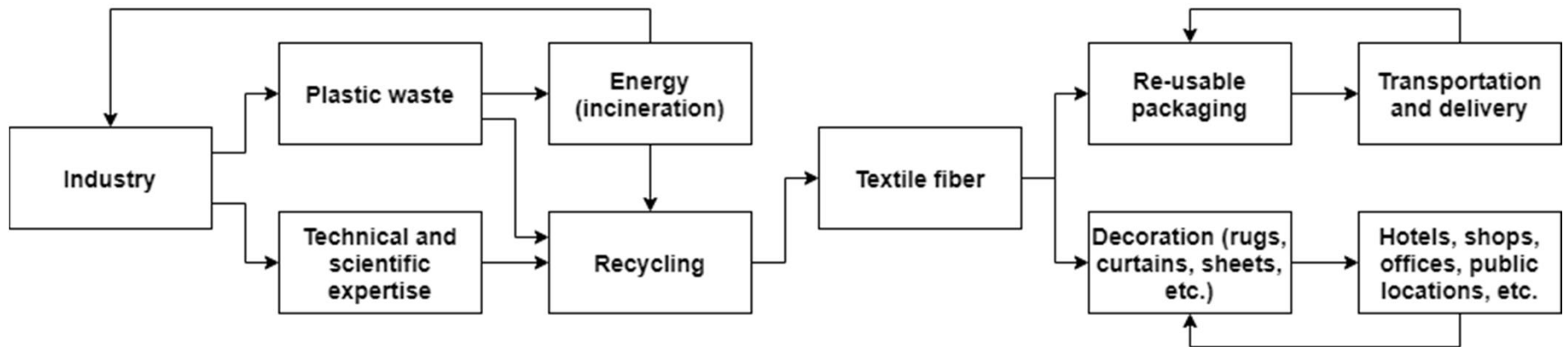
Example of circularity

Food chain and eco-tourism



Example of circularity

Industry and waste management



Example of circularity

Local resource sharing

