

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Welcome to the BLUEPRINT Circular Economy Roadshow

The session will begin soon

projectblueprint.eu

Interreg 
EUROPEAN UNION

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

The role of social enterprises in circular economy growth

Thursday 12 May | 10:30-11:30

Interreg



France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT
to a Circular Economy



EUROPEAN UNION

Housekeeping



This session will be recorded



Use the chat/Q&A box for your questions



Please leave feedback

Interreg 
EUROPEAN UNION

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

The role of social enterprises in circular economy growth

Chair's welcome

Deb Lee, Social Enterprise East of England

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

The role of social enterprises in circular economy growth

1. Nikki DiGiovanni, CORR N
2. Pasha Michaelsen, Amplify Goods
3. Camilla Marcus-Dew, Connection Crew CIC
4. Kayra Salih, LoCASE

Interreg 
France (Channel) England
European Regional Development Fund

BLUEPRINT 
to a Circular Economy



The role of social enterprises in circular economy growth

Speaker slides...

*CCORRN's
Circularity
Journey*



CAMBRIDGESHIRE COMMUNITY REUSE & RECYCLING NETWORK

Contents

The CCORRN Timeline

Our story

Theory of change

Products and distribution

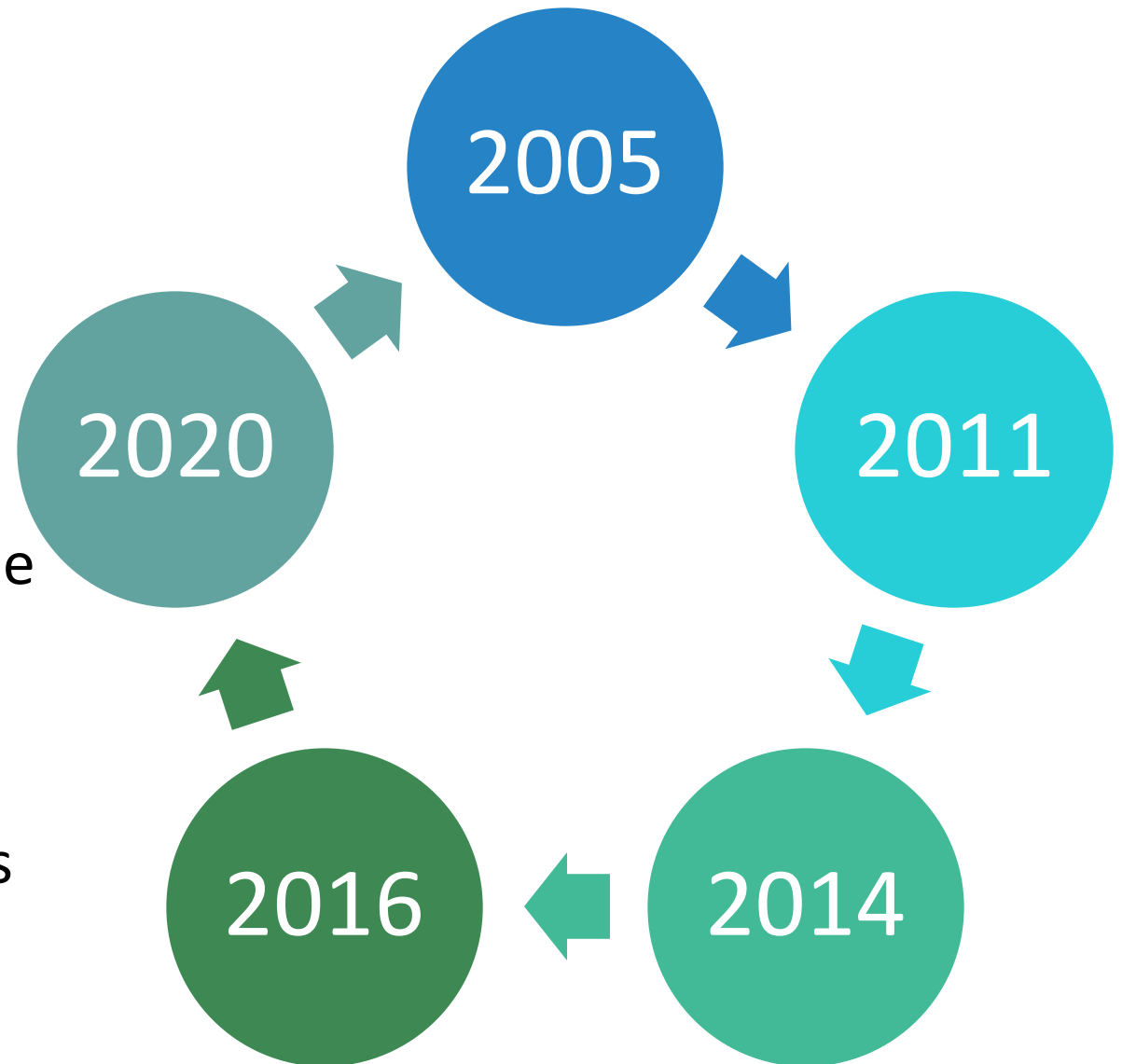
Re:Form Workwear

REMO Eco-Superstore



CCORRN Timeline

- Social Enterprise incepted to support community reuse and recycling
- Started Community RePaint Cambs
- Created RM chalky furniture paint
- Became the First UK Paint Remanufacturing Hub for Social Reuse
- Expanded into food, workwear and business waste
- Created Eco Superstore to expand furniture, homewares and appliances





CCORRN

Teamwork makes the dream work

In 2011 CCORRN started household recycling centre collections

Even though we had LOTS of paint we still struggled to find the right type of paint in the right colour and quantity so we started Re-Mixing paints to order.

Our experience of working in the furniture reuse sector informed our decision to create RM (which stands for Re-Mixed) Chalky Furniture Paint to be easy to use without the need for sanding, sealing or expert application.

In 2014, the national Community RePaint Network brokered a deal with New Life Paints, Dulux and ourselves and in 2015 in the Houses of Parliament we were named The UK's First Paint Remanufacturing Hub for Social Reuse. We scaled from 50 litre batches to 100 then 200 litres.

We can now make and distribute 1000 litre batches.

Paint protects, elongates usefulness and keeps resources in circulation for longer

Kitchen units incl. cupboard doors



Dining table and chairs

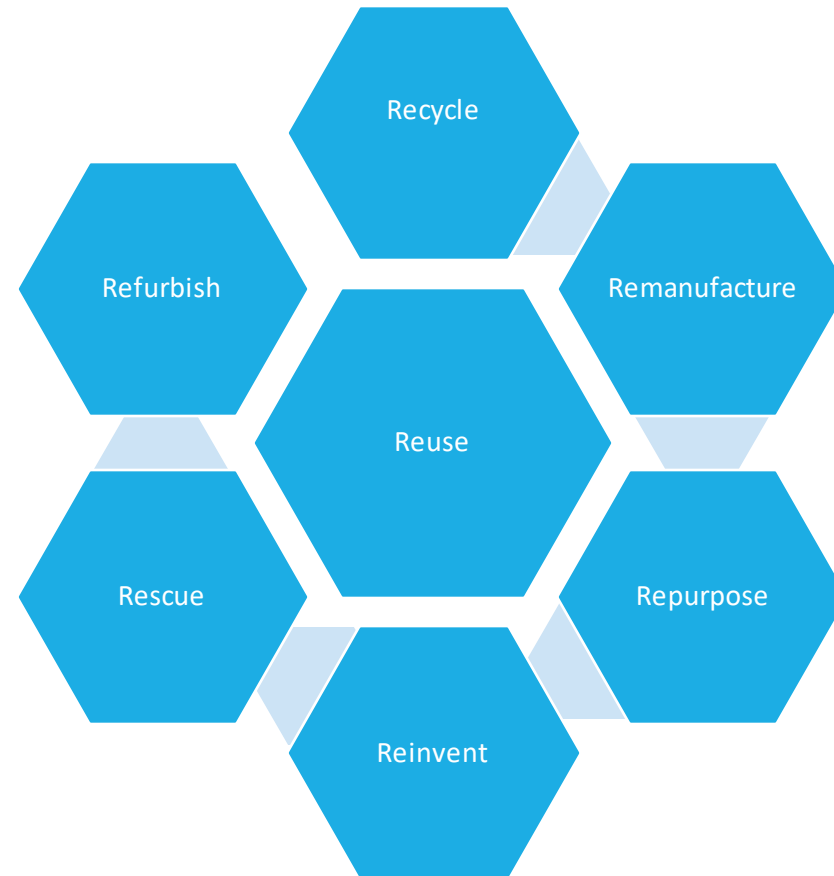


Sheds and Garden Buildings



Our Theory of Change

People who have been discarded or left behind by the world often find through the process of refurbishing and preparing resources for reuse that they too can reimagine a better future for themselves.



*RM Chalky
Furniture Paint
Sold across the
UK in Reuse
Furniture
Enterprises,
Scrapstores and
Sue Ryder
Furniture Reuse
Charity Shops*



ReColour Emulsion

The ReColour range of paints are distributed through Community RePaint members and via social housing decorating packs.



Re:Form Workwear Debranding Hub

Debrand, clean, repair
and reuse ▼ ▼ ▼



Reimagine, recycle
and remanufacture



REMO Eco-Superstore

Reuse, recycle and remanufacture

Eco Superstore – 10,000 sq ft



Scrapstore – business surplus



Expanded distribution opportunities

Food4Good Social Supermarket



9/3/20XX

Re:Form Workwear debranding hub



Presentation Title

Furniture and Appliances



17

Thank-you

Nikki DiGiovanni
Development Director
CCORRN

Email:
development@ccornn.org.uk

www.ccornn.org.uk



Amplify Goods.

**Blueprint
Circular Economy
Road Show
May 22**

Kicking Things Off

From the founder of The Soap Co. and BECO. with experience in brand building and supply chain across d2c, retail and b2b goods.

We've won personal, industry and impact awards from Everywoman, WISE100, D&AD, Female Frontier, Variety Catherine, and Cannes Lions....and even best trade stand at Bunzl's conference with Clarity!

And supporters and doers including

forpeople

Kennedys



Camilla

Product Designer. Venture Builder. Impact Advisor. On Purpose Fellow. Sustainability Practitioner. Ex-Management Consultant.



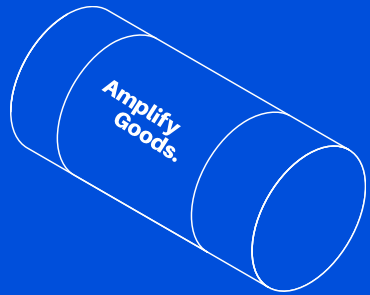
Pasha

Operations Mastermind. Mother. On Purpose Fellow. Qualified lawyer. Artist. Ex-Big Society Capital & Refugee Education UK.

**We tackle climate change by
providing eco-friendly essentials to
companies that care and funding the
wellbeing of its quiet changemakers.
We bring balance and multiply the
good.**



**Amplify
Goods.**












**Amplify
Goods.**



We're chosen by businesses who actively want to reduce their impact on the planet and partner with a Social Enterprise at the same time.

We want to help you bring 2050 commitments forward.

	 <p>All staff carbon neutral since 2021 launch</p>	<p>better business</p> 	
<p>100% diverse owned by People of Colour and LGBTQI+</p>		<p>WEConnect INTERNATIONAL</p> <p>100% womxn owned, led and invested</p>	
	<p>Carbon neutral commitment from day one and before 2025 Net Zero commitment via SME Climate Hub</p>		<p>Aligning our business model to address SDG 3, 12 and 13.</p>
<p>50%+ of distributed profits to quiet changemaker wellbeing</p>		<p>One tree planted for every order</p>	<p>MENTAL HEALTH AT WORK COMMITMENT</p>

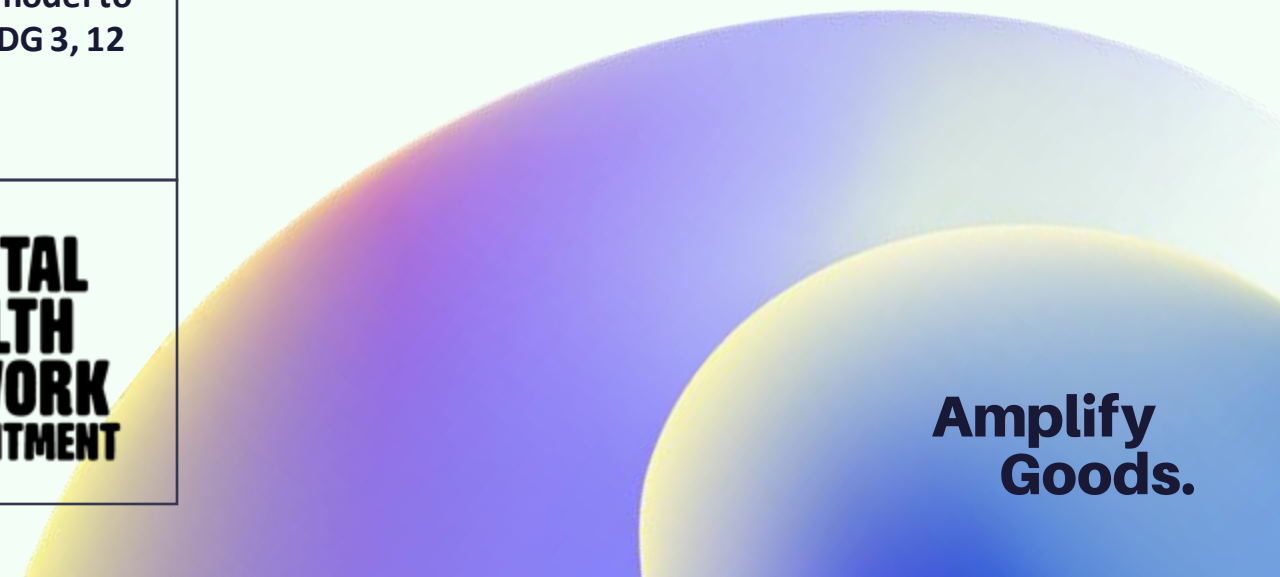
Future Aims:



Certified
Corporation
PENDING

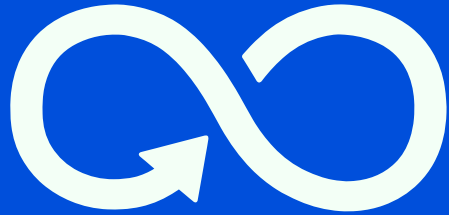


ELLEN MACARTHUR FOUNDATION
Member



Amplify Goods.

**12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION**

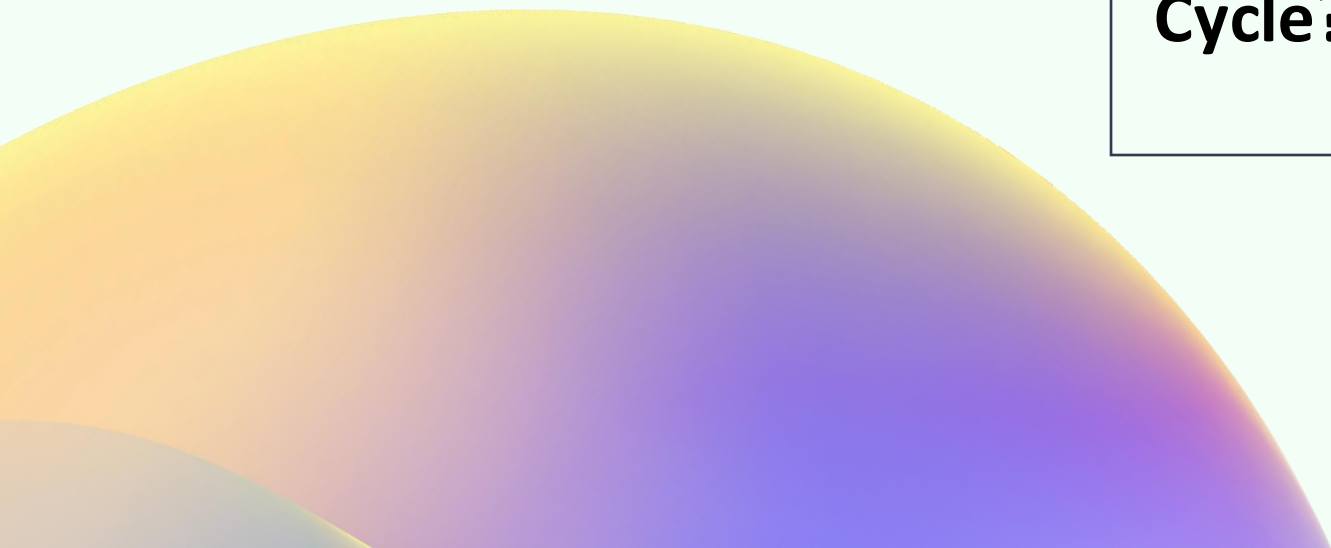


**Technical
Cycle**

**Biological
Cycle**

**Social
Cycle?**

**Monetary
Cycle?**



Eliminate

Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority.

Reuse

Reuse models are applied where relevant, reducing the need for single-use packaging.

Polymers

All plastic packaging is 100% reusable, recyclable, or compostable.

Action

All plastic packaging is reused, recycled, or composted in practice.

Decouple

The use of plastic is fully decoupled from the consumption of finite resources.

Hazard Free

All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.

v 1.0

100% PCR 5L Jerry Can



...

Prove supply chain can work: drive up returns % through process change and storytelling to get people on board with the goal

Aim: End-2022

...

Drive growth so we can commissions 40%+PCR in stackable containers

OR

let market innovation bring this product to market, to avoid the plastic tax

Technical Cycle

v 2.0

Switch to stackable 5L container which is easier to clean, more robust and reduces cardboard waste

Aim: Early-2023

[or start here!](#)



v 3.0

Invest in packaging to eliminate virgin petrochemical plastics

OR

Let market innovation bring this packaging to market with RFID for tracking

Aim: 2025

**Amplify
Goods.**

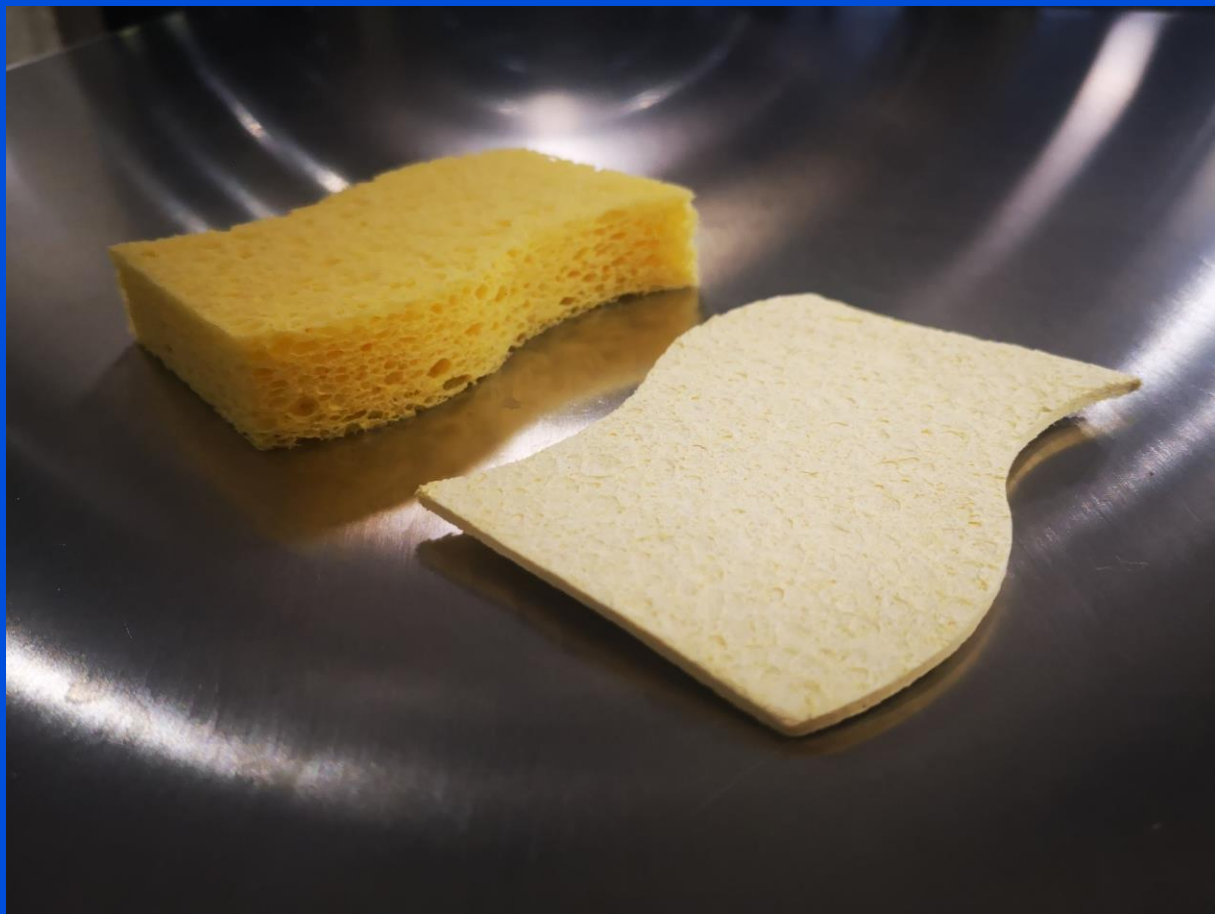


Challenges to Solve through Collaboration

- Incentivising return without deposits
- Plastic Tax & Polymer Innovation
- Data management
- Investment for machinery!
- Lids & Labels...waste! [part 2]
- Job creation with social impact [part 2]

ReLondon

circular community
member



Biological Cycle

UK Made Kitchen Sponges

- Environmental alternative to landfill plastic sponges
- Made from wood pulp and cotton; compostable (accreditation TBC)
- Machine washable and long life
- Supplied dehydrated enable less packaging, less storage space, and less CO₂ in shipping
- Sponge expands when wet
- Supplied in EN13432 certified compostable pouches of 10
- Estimated carbon removed
- At end of life, cut up, and compost!

Social Cycle

We're making an investment in the wellbeing of quiet changemakers to amplify their impact. Making the world a better place is a marathon, not a sprint. We are here to help fuel the runners.

The logo for Amplify Goods, featuring a stylized blue and yellow shape on the right side of the page.

**Amplify
Goods.**



HEALING
JUSTICE
LONDON

“What you are offering is amazing, they are the easy transaction things but they will have ripple effects much more than that, helping changemakers be healthy so they can deliver more change in a healthy way.”

Sarah Corbett, The Craftivist Collective

<p>2000 kg</p> <p>of ocean bound plastic recovered in partnership with Plastic Credits Exchange</p>	<p>0 QCs supported</p> <p>Across changemaking organisations including WEN and Healing Justice London</p>	<p>0 amplifications</p> <p>Interventions including counselling, massage, veg boxes, coaching, gym memberships and other things to support the mental health and wellbeing of quiet changemakers</p>
<p>0 trees planted</p> <p>Based on one for every order in partnership with Tree Sisters</p>	<p>0% returned</p> <p>Plastic returned for reuse through our circular-enabled supply chain</p>	<p>8 tonnes CO₂e</p> <p>Carbon & Equivalent GHGs removed from atmosphere based on product estimates and team footprints in partnership with Earthly</p>

Amplify Goods' Measures of Good

Amplify Goods.



Thank You!

**Amplify
Goods.**

Stitch.

POWERED BY

Connection
Crew

Circular Exhibitions

BLUEPRINT Circular Economy Roadshow

Camilla Marcus-Dew | Head of Ventures





Connection
Crew

Connectio
Crew

Connect
Crew

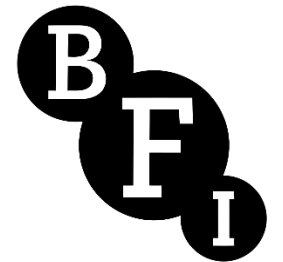
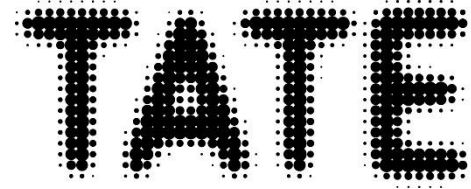
Award-winning social enterprise (CIC) creating
employment for ex-homeless people since 2005.



We build spaces that
showcase
sustainable
creativity, create
impact and... work.

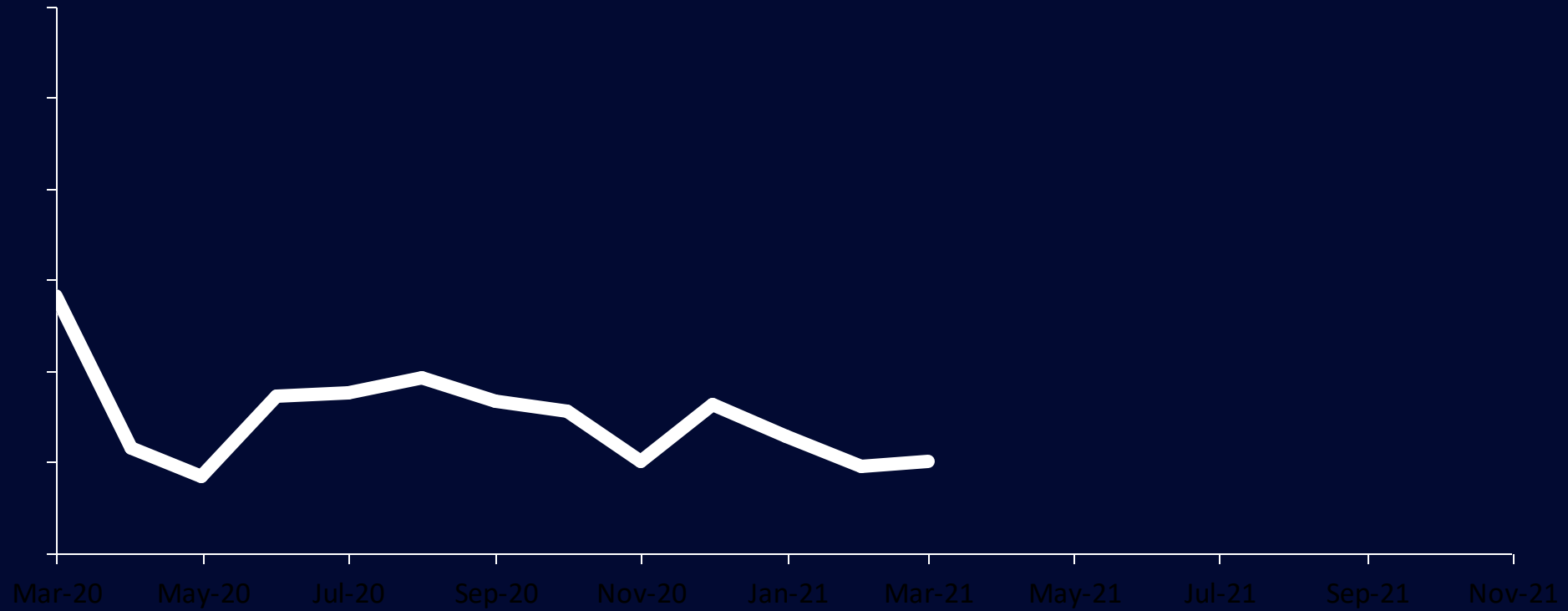
Connection Crew

Five hundred clients **including**



PLEASE PROCEED
TO THE
FUTURE





Connection Crew

And as Covid-19 hit we virtualised our event work as fast as possible, but we knew the Social Impact just wasn't there.



Virtual Exhibition Space



Connection Crew is a
social enterprise

Time to rethink

Top Class Delivery + Social & Environmental Impact Pillars

Downstream: Supplier Partnerships



Upstream: Customer Partnerships

Accept the Brief vs. Nudge the Brief

Streamline Design Process

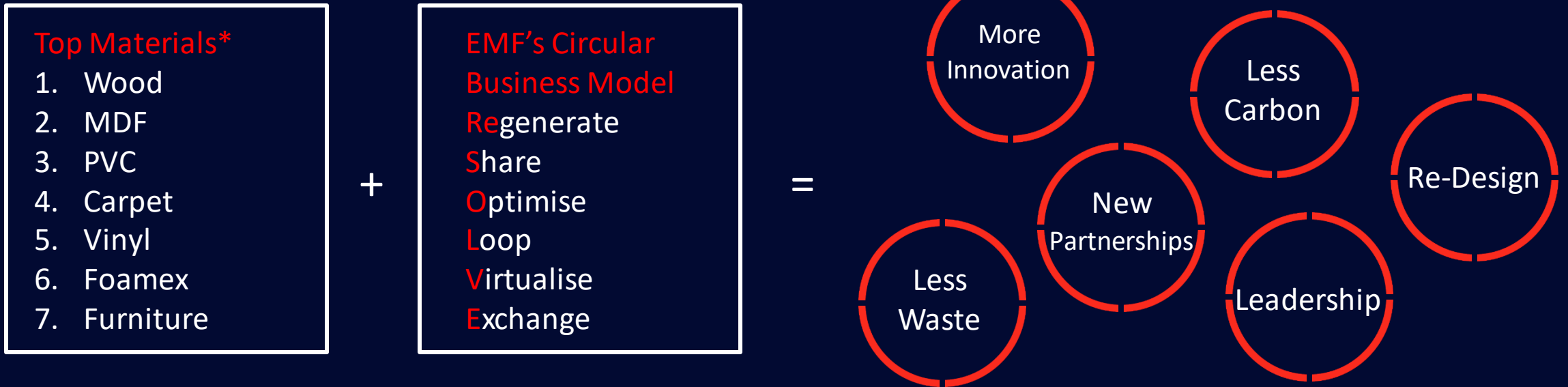
Save Production & Waste Removal Costs

Improve Customer Interaction & Loyalty

Meet Present and Future Regs.

ReSOLVE Materials Approach

Exhibition Stands and Conferences can create a lot of waste; its often 'easier' and 'cheaper' to dispose of the components, rather than design for good. We're starting the journey to offer something better.



ReSOLVE Materials Approach

We apply the ReSolve Framework created by McKinsey and Ellen MacArthur Foundation

Regenerate	Renewable energy/production system or land regeneration
Share	Reuse or pool assets to maximise utilisation
Optimise	Prolong or optimise asset life or decrease resource usage
Loop	Keep products in materials cycle, recycle or remanufacture
Virtualise	Replace physical with virtual products or locations
Exchange	Use alternative materials, select materials and tech wisely

ReSOLVE Materials Approach

Here are our key material purchases for this this build:

		Living Wall	Carpet	Truss
Regenerate	Renewable energy/production system or land regeneration	20kg ✓				
Share	Reuse or pool assets to maximise utilisation			✓	✓	✓
Optimise	Prolong or optimise asset life or decrease resource usage	✓			✓	
Loop	Keep products in materials cycle, recycle or remanufacture		✓		✓	✓
Virtualise	Replace physical with virtual products or locations					
Exchange	Use alternative materials, select materials and tech wisely					
Details		Creating green space/potential to re-use	Closed loop recycling			



Johnson & Johnson
Pharmaceuticals

Our Pharmaceutical Companies of Johnson & Johnson are dedicated to addressing and solving the most important unmet medical needs of our time with a focus on developing medicines in oncology, immunology, neurosciences, infectious diseases, cardiovascular and metabolic diseases.

Driven by our commitment to patients, we aim to develop sustainable, integrated healthcare solutions working side-by-side with healthcare institutions and an partnerships of trust and transparency.



DARZALEX[®] SC
daratumumab subcutaneous



imbruvica
(ibrutinib)



SCAN HERE TO VISIT THE
JANSSEN MEDICAL CLOUD

Prescribing information is available from a Janssen representative at the meeting.

© 2021 Janssen Pharmaceutica NV. All rights reserved. Janssen Pharmaceutica NV is a subsidiary of Janssen Pharmaceutica Group, a wholly owned subsidiary of Janssen Pharmaceutica Group, Inc. All other trademarks and service marks are the property of their respective owners. Janssen Pharmaceutica Group, Inc. is a subsidiary of Janssen Pharmaceutica Group, Inc. All other trademarks and service marks are the property of their respective owners.

CP-80716 | March 2022

janssen | PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

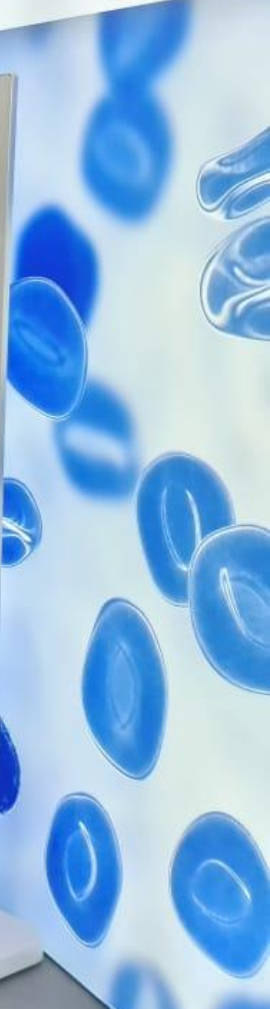
Janssen Pharmaceutical Companies of Johnson & Johnson are dedicated to addressing and solving the most important unmet medical needs of our time with a focus on developing medicines in oncology, immunology, neuroscience, infectious diseases, cardiovascular and metabolic diseases.

Driven by our commitment to patients, we aim to develop sustainable, integrated healthcare solutions by working side-by-side with healthcare stakeholders, based on partnerships of trust and transparency.

janssen | PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

DARZALEX[®] SC
daratumumab subcutaneous

Informational text and graphics on the screen, including a list of bullet points and a diagram of a needle.



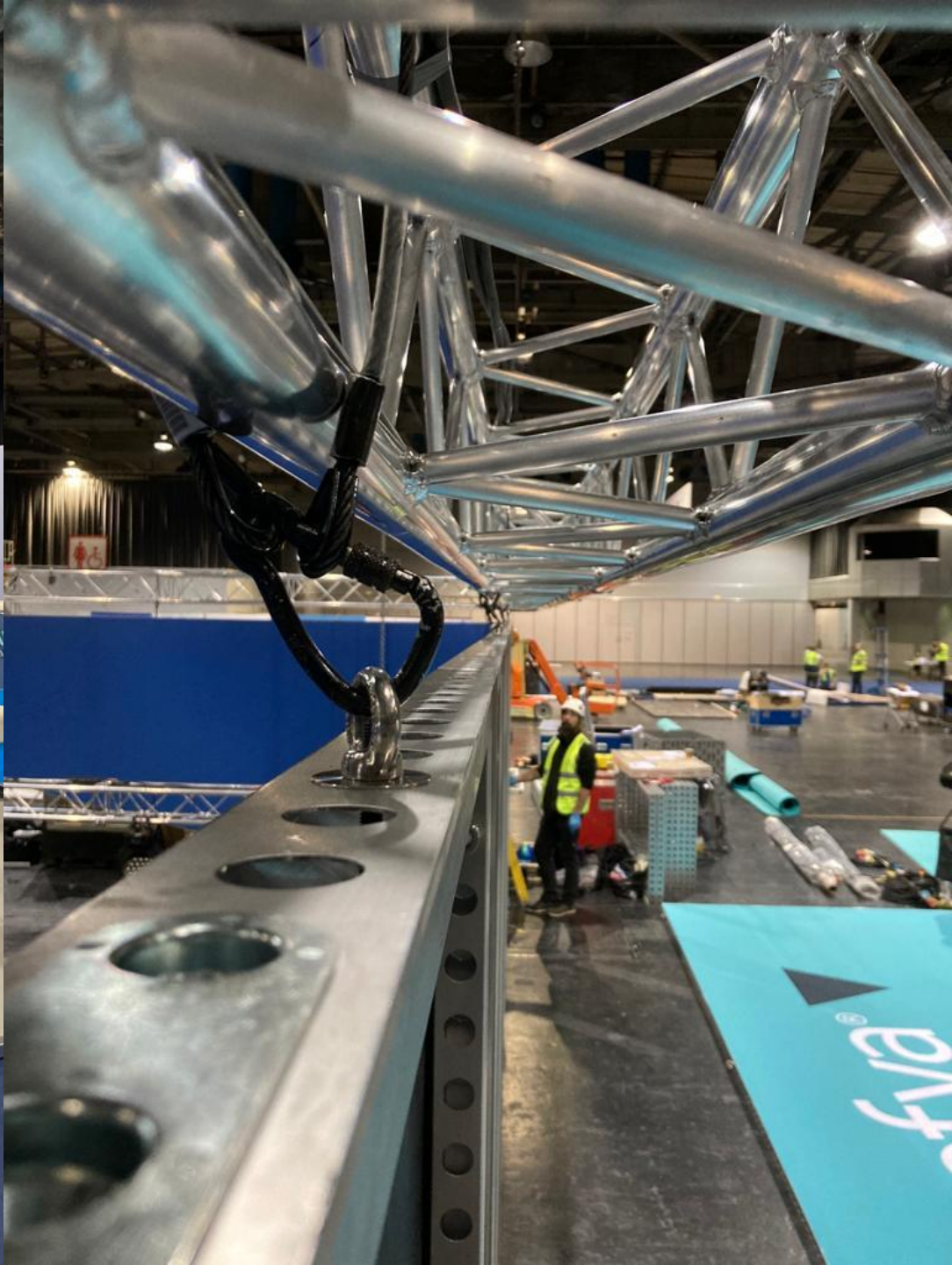
Tremfya Stand

BSR Annual Congress
SEC Glasgow
April 23rd 2022



Stitch.

POWERED BY
Connection
Crew



Measures of 'Good' with Connection Crew

We have big plans to do production differently. Working both up and downstream to drive real change – systemic change. Collaboration with all of our suppliers and all of our customers are vital to this. Here's the plan for 2022:



We are committed to diverting everything from landfill but that is not the solution – RESOLVE is, through thoughtful supply chains



We're reviewing the top 80% of our spend and working with those suppliers to improve standards, lock in their commitments and listen to how we can help



'Offsetting' isn't the answer, but its part of it. We already remove carbon for our site crew and we will be removing carbon from our stands too.



We will be analysing the top 10 materials we use by weight and volume from the first 5 trade stands we build and driving toward circular-enabled designs.

Enabling Change

Alongside our direct social impact through our crew, our production work enables us to run training academies and upskill our ex-homeless crew, spending £20k on production allows us to do things like this:



Get ex homeless crew trained and accredited with CSCS cards, broadening career opportunities and boosting H&S skills



Get two crew chiefs trained and accredited with SMSTS to broaden their leadership opportunities and open new doors



Allows us to partner with a charity, find a person we can support, and get them through our Employment Academy



Allows us to run a mentor training course and complete DBS checks for up to 10 peer mentors and trainees

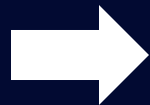
Our 'Carbon Neutral' Crew sets the foundation

2025 Net Zero Roadmap

We've made a commitment to Net Zero by 2025.

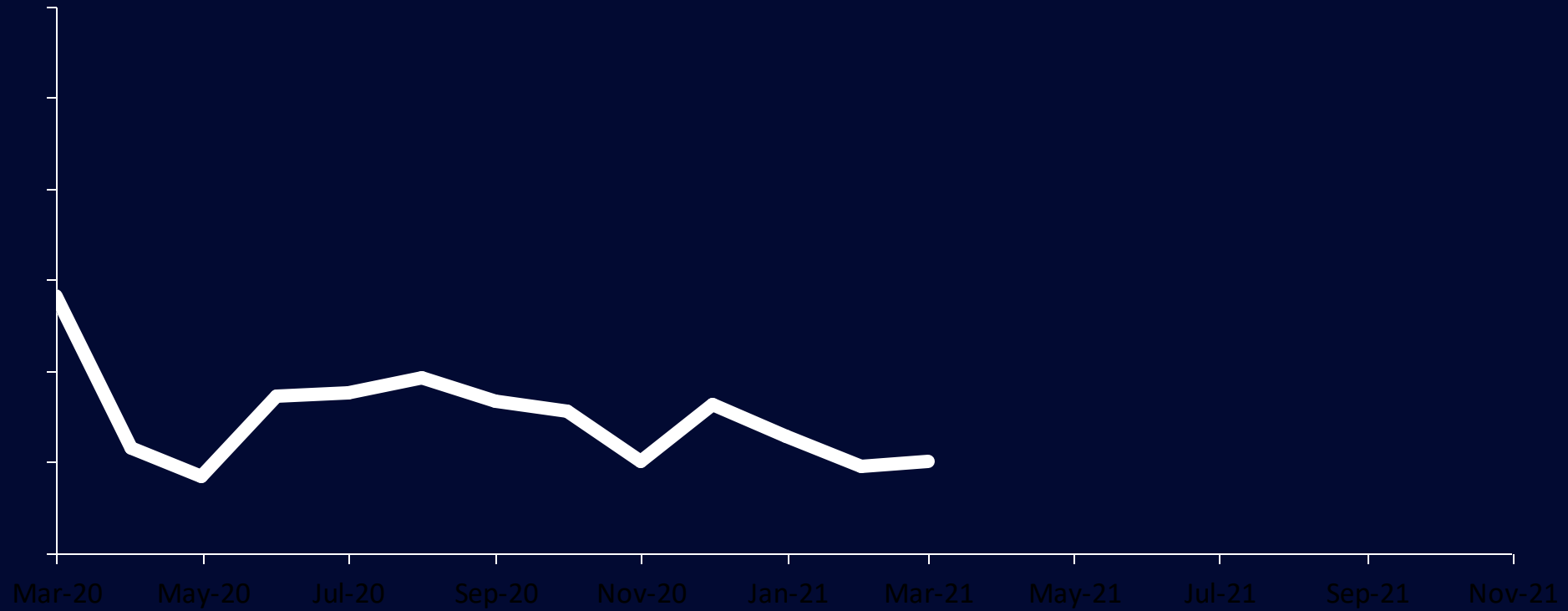
But that's the easy bit.

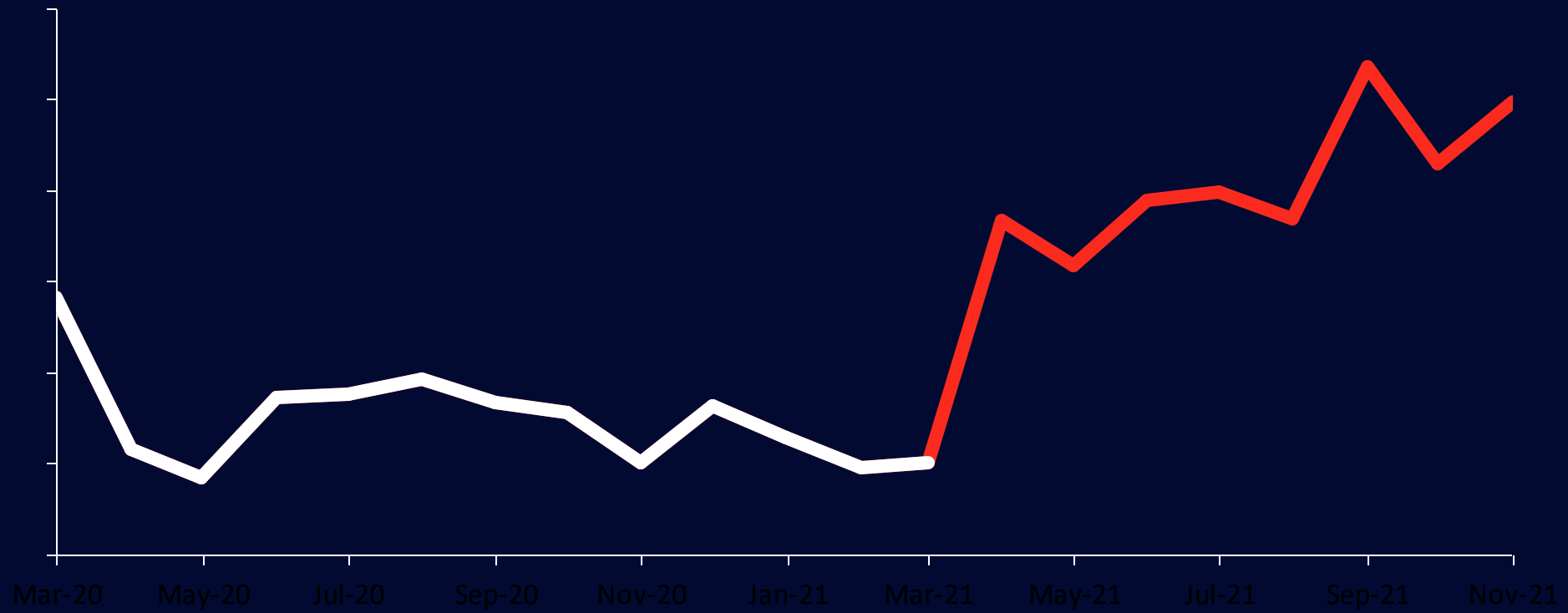
This is the start of the 'hard bit'.



This is our high-level 5-step plan to get from theory to practice:

1. **Upskill & Engage Crew & Stakeholders**
2. **Measure & Create Ongoing Process for Data Collection**
3. **Remove carbon to get to 'Neutral'**
4. **Create Actionable Plan to Reduce Carbon aligned to PPN 06/21**
5. **Enact Reduction and Get to Net Zero^**





Connection
Crew

We'll be creating more
circular-enabled spaces
for impact driven
businesses

Partner with us bd@connectioncrew.co.uk



Social enterprises, decarbonisation, and LoCASE

Kayra Salih

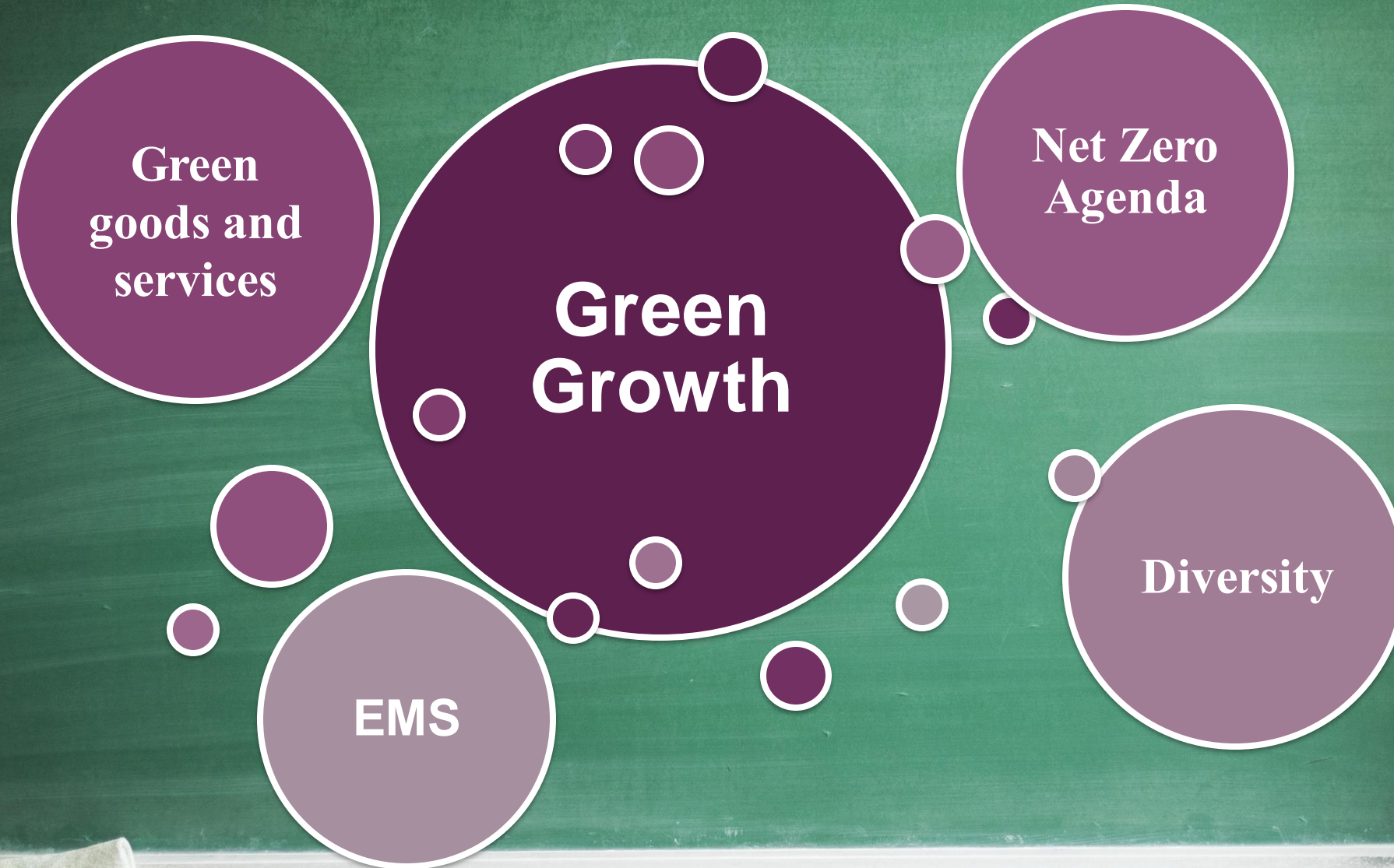
Energy Efficiency Officer - Energy & Low Carbon Team
Essex County Council

kayra.salih@essex.gov.uk

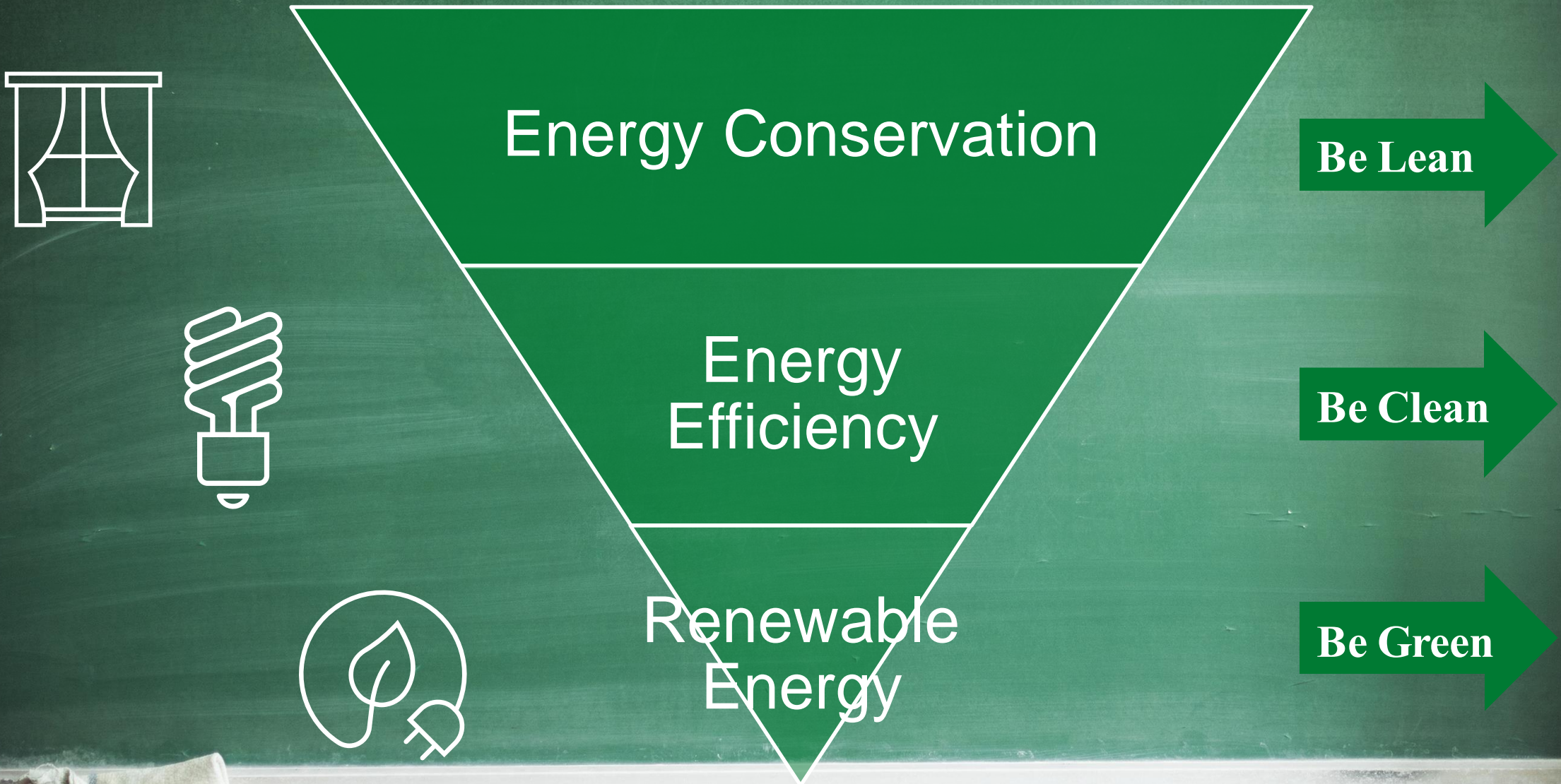


Essex County Council

SMEs, social enterprises and green growth



Energy Hierarchy



LoCASE (Low Carbon Across the South and East)

Provide a free business support programme supported by ERDF funding, providing advice and grants to small and medium sized businesses (SMEs) across the South and East region:



Eligibility and Aims



- Energy efficiency grants for any SME, and business growth grants for businesses who offer “green” or low carbon goods and services.
- Match funding up to 40% up to £10,000, training workshops, and fully funded events.
- Aims to support businesses through:
 - Improved energy efficiency
 - Reduced carbon emissions
 - Cost savings
 - Green growth
 - Innovation
 - Resilience



A LoCAsE Success Story: Vacuum Save

- A circular economy business based in Chelmsford who specialise in servicing and repairing vacuum cleaners rather than customers buying new ones.
- A LoCAsE grant was received for marketing and scheduling of fleet.
- Resulted in successful marketing campaign, and reduced mileage, costs, fuel and carbon emissions for fleet.
- Jobs created from increased revenue from better scheduling and increased business from marketing.



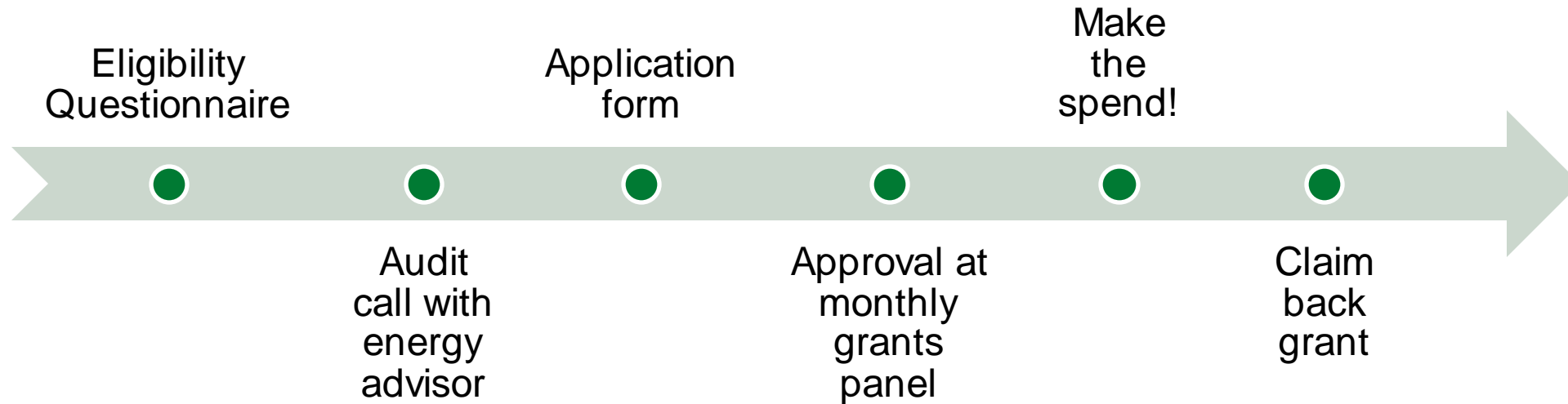
“We were well supported by our advisor and the whole team... it worked really well for us... I would recommend it and have!”

Craig McAllister, Director, Vacuum Save.

Process



- Simple application process:



- Since 2016:
 - LoCASE has helped over 1,278 SMEs across the SELEP region.
 - £7.05 million of ERDF grants were claimed by 929 SMEs.
- www.locase.co.uk/register

STEM (Steps To Environmental Management)



- Free workshops to help your business operate in a more environmentally friendly way, save money, win new business.
- Tools and templates to build an EMS aligned with ISO14001 requirements.
- Blue, Silver, and Gold levels to progress at your own speed.
- Electronic certificate, logo, added to the business registry to demonstrate ongoing commitment to the environment.
- www.locase.co.uk/events/

Register! Spread the word!

LoCASE Funding until Spring 2023.

Promote among your local areas and your local businesses, clients, contacts, networks.

- **Blue STEM workshop** – May 20th 10am
- **Essex Retrofit Summit** – May 22nd – 24th <https://lowcarbonhomes.uk/event/29/essexretrofit>

For more information: www.locase.co.uk

Kayra Salih- Energy Efficiency Officer
Energy & Low Carbon Team - Essex County Council
kayra.salih@essex.gov.uk



Interreg 
France (Channel) England
European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Q&A

projectblueprint.eu/roadshow

Thank you for attending!

Please complete our quick feedback survey



 projectblueprint.eu/roadshow

 blueprint.project@essex.gov.uk