



**ENGINEERING SOLUTIONS FOR SUSTAINABILITY:  
MATERIALS AND RESOURCES 3**

# Toward a Circular Economy

February 18–19, 2017 | Denver, Colorado





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Session #6: Building Blocks for the Circular Economy

# ***Integration into a Company's Business Plan***

**Flora Moon – Expressworks**



# Remembering the Bear in the Woods

Imagine:

- You're in the woods
- There is a house
- Oh and there's a bear...

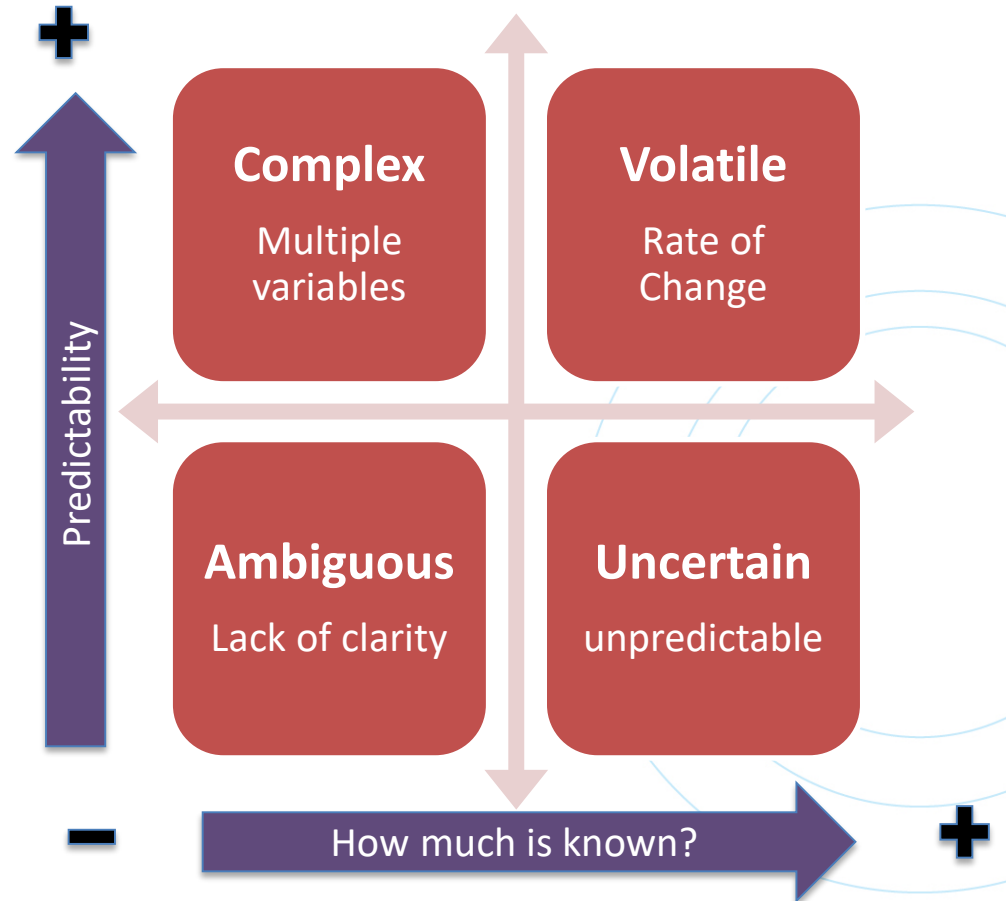


What did you imagine?



# Operating in a VUCA World

- What is the goal?
- Do we know enough to guide decisions?
- Do we know the risks?
- What are the chances of success?



# Butterflies in a Box



# Picture the Circular Economy

- What does it look like??
- Where do you fit?
- What is your role?
- Who are your stakeholders and partners?
- What does success look like?



Image source: <http://www.techitaly.eu>



# Operationalizing the Circular Economy

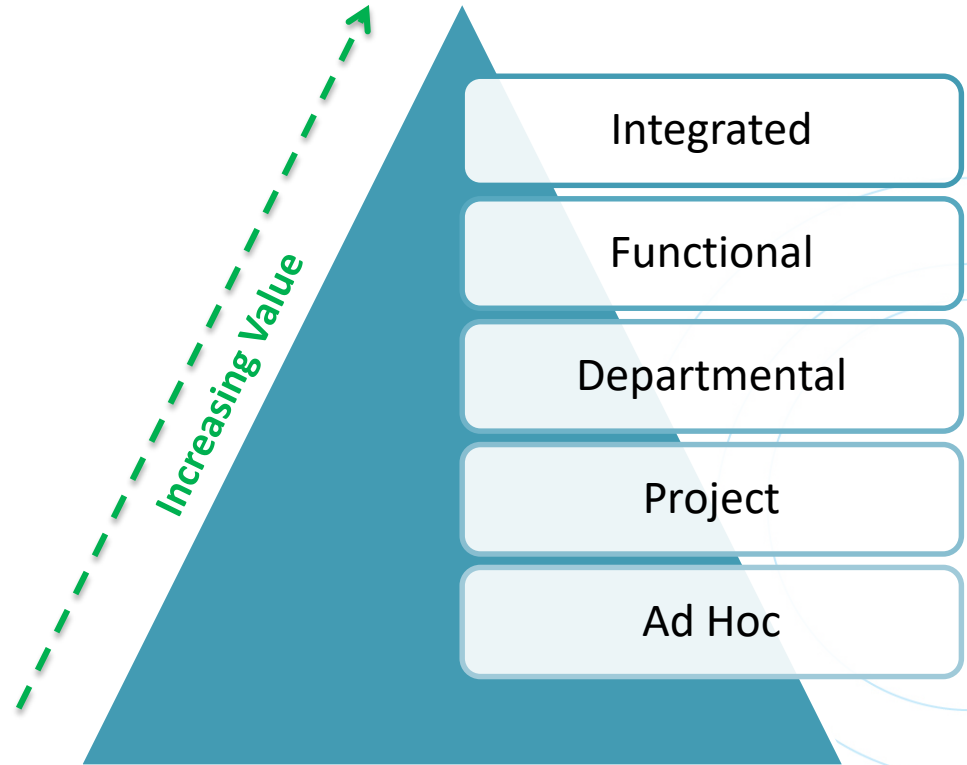
- What do we want to do?
- How will get we there?
- What does the roadmap look like?
- What will our outcomes tell us?
- How will we measure impact?





# Operational Maturity Model

- What level is involved?
- Are processes in place?
- Is governance in place?
- How will you work together?
- How will you measure success?



# Remember the Butterflies



Oh and then there's the bear...



Is this what you imagined?

