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AirBnB

AirBnB is like a magical place where people can find cosy spots to stay when travelling. People who own extra rooms, apartments, or whole houses can list them on AirBnB. When you want to go on a trip, you can look on the AirBnB website or app to find a place to stay in the city you're visiting.

Once you find a place you like, you can book it for the time you'll be there. The people who own the place, called hosts, will welcome you and ensure you have everything you need.

AirBnB has all kinds of places to choose from, like cosy cabins, fancy apartments, and even unique places like treehouses! It is like staying at home away from home! Plus, it can often be more affordable than a traditional hotel.

When you stay at an AirBnB, you pay the host for your vacation time. It is a bit like renting but for a short time. The hosts use the money to keep their places clean and comfy for all the guests who come to visit next.

The whole system is based on reviews since both host and guest are encouraged to review each other after the stay. This method creates a community where everybody can trust others based on rooms and guests' ratings.

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- ☐ Fashion
- ☐ Cosmetics
- ☐ Automotive/transport
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- ☐ Circular input
- ☐ Sharing economy
- ☐ Product as a service
- ☐ Product use extension
- ☐ Resource recovery

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ANANAS ANAM

Ananas Anam is a company that gives economic value to the waste generated by pineapple plantations. In the Philippines, the waste was previously used as compost and returned to the ground. However, there is no estimation of the impact this may cause. Ananas Anam uses pineapple leaf fiber to produce Piñatex, an alternative to leather and petroleum-based textiles. The discarded part of the pineapple can be easily composted and used as a fertilizer under specific conditions.

Ananas Anam has established business practices to counterbalance and improve the following issues:

- The production process aims to reduce waste generation and save raw materials and energy.
- Fair trade economy principles are followed in all production processes, with every single person involved in the creation of Piñatex receiving fair wages, from the pineapple farmers to Ananas Anam factory partners.
- Increasing the biodegradability of the final product and valorizing the resulting waste is an intrinsic part of ongoing research and development work.

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Apple

pple, a global technology company, operates the Apple Trade-In program, which encourages customers to trade in their old Apple devices, such as iPhones, iPads, MacBooks, and Apple Watches, when purchasing new ones. This program extends the use of existing Apple products by refurbishing and reselling them, promoting sustainability and reducing electronic waste.

Customers can trade in their old Apple devices when purchasing new ones, receiving credit toward their new purchase. Apple refurbishes and certifies traded-in devices to ensure they meet the company's quality standards. Refurbished devices are made available for sale through the Apple Certified Refurbished program, providing customers with a more affordable way to own Apple products.

Apple's Trade-In program is an example in the technology sector, encouraging customers to continue using Apple devices, refurbishes and resells older devices, and contributes to sustainability efforts.

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BIKS

BIKS is a new way to move around the city when you need a quick ride but don't have your own bike. BIKS sets up bike stations around the city which function as bike hubs. As a BIKS member, you can grab a bike from any of these stations whenever you want. Finding a nearby station is easy with the BIKS app. Once you locate a station nearby, you can select a bike and unlock it using the app. You don't have to worry about maintenance and storage as BIKS ensures that the bikes are in good condition and handles maintenance and repairs. You only need to pay a fee based on the time you use the bike, which is a fair and simple way to pay. BIKS collects fees from all the riders to keep the bikes in great shape and ensure there is always a bike available for your next ride. With BIKS, you can enjoy biking around the city without owning a bike.

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BITeB

BITeB is a company based in Milano (Italy), that operates based on principles of social impact and community support. The company aims to reduce the digital gap in Italy by providing access to technology for families facing difficulties. Access to technology can empower individuals and communities, enabling them to acquire digital skills, access educational resources, and improve their overall quality of life.

By collaborating with various organisations and associations, BITeB ensures that second-hand devices reach those who need them the most. The company's skilled technicians repair and recondition the equipment, extending their useful life and maximising their value.

In addition to the social benefits, the company also contributes to environmental sustainability. By reusing and extending the lifetime of electronics, the company reduces the demand for new production, minimising the carbon footprint associated with manufacturing processes.

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BonAppetour

BonAppetour is a platform that connects people who love to cook and people who love to eat. It allows hosts to invite guests to their homes and kitchens, providing an opportunity for cultural exchange and the joy of sharing a meal. This promotes a sense of community and adventure in the culinary world.

BonAppetour has a vast network of over 500 hosts in 80 cities worldwide. The platform offers a range of gastronomic experiences, including meals, barbecues, and cooking classes. Hosts can personalize their offerings by adding photos of dishes, descriptions of dining experiences and inquiring about any special dietary requirements.

BonAppetour charges a service fee, which is a percentage of the meal fee the guest pays to the host. Meals on the platform can range from $15 to over $100.

In essence, BonAppetour has revolutionized the food industry by democratizing the dining experience. It allows anyone with a passion for cooking to become a host and share their culinary skills with others.

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BUNDLES

Bundles is a company that designs subscription and pay-per-use services for home appliances. Mass production of items like washing machines and coffee makers leads to cheap products with high turnovers. However, quality, long-lasting goods have a barrier to entry due to high costs.

The Bundles focus from selling ownership to providing access through, rental, pay-per-use, and subscription models. Bundles solve these issues by making quality products accessible by removing the upfront investment and using internet-of-things (IoT) technology to charge per use.

Together with free maintenance and repair services, Bundles also eliminates the burden of ownership and takes responsibility for keeping their machines running without faults because if customers can't get their laundry washed, Bundles doesn't make money.

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CARRAMBA

Do you ever find yourself needing to travel from one city to another, but you don't have a car? Well, that's where CARRAMBA comes in! People going on a trip by car can offer their extra seats to others looking for a ride to the same destination, meaning you can enjoy the benefits of carpooling with new friends.

If you're looking for a ride, simply check the CARRAMBA app or website to find people who are driving to the same place as you. Once you find a ride that matches your travel plans, such as the destination and time, you can book a seat with the driver. On the day of your trip, you'll meet the driver at a designated spot, like a meeting point, and off you go!

Sharing a ride with a CARRAMBA driver is more affordable than other options because you split the cost of the trip with the driver and passengers. This way, the driver doesn't have to pay for everything on their own, and you enjoy a comfortable and cheap ride to your destination. By contributing a bit of money to help cover the fuel costs and the trip itself, you are also helping the environment by sharing the ride with other passengers.

It's a smart, cost-effective, and eco-friendly way to travel while making new connections. Often, cars travel with only the driver, while they could transport 4 or 5 people. With CARRAMBA, you can help reduce traffic and emissions by sharing a ride with fellow travelers.

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Caterpillar

Caterpillar is a global leader in manufacturing construction and mining equipment, diesel and natural gas engines, industrial gas turbines, and diesel-electric locomotives. The company operates a robust remanufacturing program that focuses on taking used and worn-out parts and components and restoring them to like-new condition. This extends the lifespan of these components, reduces waste, and promotes sustainability in the heavy equipment industry.

Caterpillar offers a wide range of remanufactured parts and components for their equipment, including engines, transmissions, hydraulic components, and more. Remanufactured parts go through a rigorous process to ensure they meet or exceed the original equipment manufacturer (OEM) specifications, offering the same level of quality and performance as new parts. Remanufactured parts are often more cost-effective than new ones, providing cost savings for customers while reducing the demand for new raw materials. Caterpillar's remanufacturing program contributes to a more sustainable and circular economy by reducing the environmental impact associated with manufacturing new components.

Caterpillar's Remanufacturing program is a prime example of resource recovery in the automotive sector, demonstrating how used and worn-out parts can be brought back to life, reducing the need for new manufacturing and minimizing environmental impact.

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CHICKSHARE

ChicChack is an online rental subscription dedicated to women. The company helps women (age 18-25) stay on trend and maintain a current wardrobe without breaking the bank. ChicChack offers a platform where fashion enthusiasts can rent, swap, or subscribe to their favorite items, creating a sustainable and environmentally friendly alternative to traditional fashion consumption. Members pay a monthly subscription fee to access an ever-changing closet of designer, brand-name apparel and accessories.

The business model, known as collaborative consumption, is based on the concept of individuals splitting resources rather than owning them. In the trend style sector, this model can be applied to clothing, accessories, and even items from luxury brands, making the industry greener, in contrast with fast-fashion which follows trends with poor quality, environmental damage, and creating waste.

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CLEANNY

CLEANNY is a pioneering company located in the heart of New York City that has transformed the world of cleaning since its establishment. CLEANNY has become a leader in the cleaning technology sector by offering cleaning solutions that elevate the experience of cleanliness.

The company's revolutionary strategy combines modernity with sustainability to enhance the very nature of clean living. Instead of purchasing vacuum cleaners outright, customers engage with CLEANNY's services to access the vacuum's efficient functionality and performance. This innovative approach fosters a circular economy, where resources are optimized, waste is minimized, and the lifespan of each product is maximized. The company encourages customers to focus on the utility and benefits of a clean environment, rather than the burden of ownership.

CLEANNY also offers other products and services such as washing machines, cleaning service consultancy, and the best chemical products based on the material to clean your furniture, cleaning operators and housekeepers that can come to clean your office or house on a weekly basis with a subscription, and other eco-friendly products to help keep your home cleaner. All of these products and services are available at the company's point of sale on their mobile App.

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CLOVER

CLOVER is not your typical fashion brand based in Prague. It is a company that believes in mixing fashion with caring for the planet. They are changing the game by doing things differently and making fashion more eco-friendly!

CLOVER offers a unique and personalized service to its customers. They provide a personal stylist who helps you to choose the right clothes based on your colour palette, body shape, and type of event. By doing this, they ensure that you look your best always.

Moreover, CLOVER has a subscription service that allows you to borrow different outfits whenever you want. It's like having a big wardrobe to choose from, but you don't have to buy everything. This saves the planet from making too many clothes and reduces waste. CLOVER's collection has something for everyone, from casual to fancy. You can pick outfits for school, hanging out, or even special occasions.

By changing the way we think about clothes, CLOVER is leading the way toward a more sustainable future without fast fashion and binge shopping. Their focus on providing a personalized service to their customers is what sets them apart from others.

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COPYATOR

COPYATOR is a forward-thinking company that was founded in 2007 and has been revolutionizing the printing industry ever since. Their focus on sustainability and customer satisfaction has led them on a transformative journey that prioritizes innovation, eco-friendliness, and economic viability.

Rather than simply selling printers, ink cartridges, and paper, COPYATOR offers comprehensive printing solutions. This strategic shift emphasizes the longevity of their products, minimizing the throwaway culture that often plagues the traditional product-selling approach. COPYATOR's printing devices are also intelligently engineered to facilitate efficient maintenance and repair. For example, you can subscribe to their service and they will automatically deliver printer cartridges to your doorstep as soon as you run out of toner, thanks to a smart system integrated into their printers. Additionally, they offer a smart guarantee service so you don't need to keep paper receipts.

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DELL

DELL is a global technology company known for its computers and electronics. This company operates several sustainability initiatives, including the "Dell Recycling" and "Dell Reconnect" programs, which focus on recovering and recycling electronic waste (e-waste).

DELL provides free and convenient ways for consumers to recycle their old computers and electronics. They accept a wide range of electronic items, from laptops to desktops and peripherals. DELL ensures that collected e-waste is responsibly recycled and that valuable materials are recovered for reuse in new products. It offers a product takeback program where customers can return their old DELL equipment, even if it's not in working condition. Materials from recycled electronics are used to manufacture new products.

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EcoBean

EcoBean Biorefinery, based in Warsaw, is a company that has developed a coffee waste management technology with the aim of producing briquettes from coffee waste. The company collects waste coffee grounds from cafes or offices, including bins and bags. They also provide footprint reports, corporate social responsibility reports, and marketing input. All collected spent coffee grounds are repurposed and sold in the form of a range of bio-products such as coffee briquettes and pellets, biodegradable flowerpots, biodegradable coffee capsules, oils, and fragrances.

The Eco Bean initiative is a response to the challenges faced today regarding product recovery in terms of process and product innovation. The company offers a solution based on a spent coffee grounds collection service, which is then processed into raw materials and products like bio-refinances (coffee oil, lignin, polylactide, feed additives), and bio-fabricates (briquettes, biodegradable pots).

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ECOSOL

ECOSOL is a pioneering brand that has set out to revolutionize its industrial branch with its commitment to sustainability and accountability. With operations covering Brazil and Europe, ECOSOL reduced emissions using eco-friendly materials throughout its production processes. They also guarantee that their intercontinental transport has the lowest possible emission rate.

ECOSOL aims to revolutionize the industry by prioritizing accountability and eco-friendly practices. They are committed to reducing their environmental impact and promoting sustainability throughout their supply chain, especially by using more sustainable resources in the shoe-making process.

ECOSOL incorporates recycled plastic as an input in its shoe production, along with other innovative materials. By utilizing recycled plastic bottles or recycled polyester, ECOSOL helps divert plastic waste from landfills or the environment, reducing its negative impact on ecosystems. They also use different sustainable materials in their shoe production, including organic cotton for canvas and laces and Amazonian rubber for soles. These materials are carefully selected to minimize environmental impact and promote sustainable practices in the footwear industry since they are sourced locally, organic, and biodegradable.

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EILEEN FISHER

Eileen Fisher is a renowned brand known for its commitment to sustainability through several initiatives. The company sees a future where fashion is circular, with materials and products continuously repurposed, and where the industry prioritizes sustainability and ethical practices. Eileen Fisher's circular model in the fashion sector reflects their commitment to reducing waste, promoting longevity in fashion, and setting an example for sustainable practices in the industry.

Eileen Fisher has a take-back program where customers can return their gently worn Eileen Fisher clothing to be cleaned and resold as "renewed" items. Focusing on their "first life" clothes, the company prioritizes sustainable and organic materials that can be easily cleaned, pay special attention on design and production processes – due to the rule TO DO THINGS RIGHT FROM THE BEGINNING.

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Espressoh

Espressoh is an Italian company that creates products appreciated by customers for their simplicity and natural ingredients, 100% made in Italy.

The company's mission is to prioritize transparency and ensure the absence of toxic ingredients, to guarantee safety to users. In addition, they undertake research methods for reducing their impact on the environment.

Espressoh has adopted various strategies to reduce the ecological impact of its products. They have eliminated secondary packaging and designed products that don't need an applicator or with reusable packaging. For example, they have developed a face cleanser with reusable and refillable packaging. This option increases the lifetime of the packaging that is usually disposable in the make-up business.

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Estée Lauder

Estée Lauder Companies is a multinational beauty and skincare corporation known for its diverse portfolio of brands. The company has made significant strides in adopting a circular model and promoting sustainability across its brands.

Estée Lauder is committed to responsibly sourcing ingredients for its products, focusing on ethical and sustainable practices. The company is actively working to reduce packaging waste by using recyclable, reusable, or biodegradable materials. Estée Lauder has set ambitious goals to achieve zero waste across its manufacturing sites, with a focus on recycling and reducing water and energy consumption. The company has launched initiatives like "Circular Beauty" to promote recycling and repurposing of beauty packaging. Estée Lauder is involved in biodiversity conservation efforts, ensuring that ingredients are sourced in ways that protect ecosystems. They are committed to using sustainable palm oil in their products to combat deforestation.

The company envisions a future where beauty and sustainability go hand in hand, with eco-friendly practices embedded in the cosmetics industry. Estée Lauder Companies' commitment to sustainability and adopting a circular model in the cosmetics sector reflects its dedication to minimizing its environmental impact and promoting ethical practices throughout its supply chain.

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EVERDROP

Everdrop is an Italian company that has been operating for almost 20 years and is well-known for its inspiring principles of production, such as that raw materials need to be organic, certified high quality and shouldn't have animal origin. What's more, their mission is to minimize the waste of energy and avoid the emission of pollutants throughout the life cycle of the product, both in terms of formulation and packaging for their cleaning products that are mainly sold as tabs for both personal and household detergents.

Everdrop has been using 100% bioplastic from responsible sugarcane cultivation for detergent bottles for almost 10 years now and recycled metals for other packaging. Plus, the packaging is eco-designed to optimise volume, resulting in reduced paper and raw materials consumption, and decreased CO2 production from transport due to smaller volumes.

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FAIRPHONE

Fairphone is a company that focuses on sustainability and ethical practices, and a pioneer in promoting fair trade and reducing the environmental impact of their products. Their mission is to revolutionize the industry by offering high-quality products and services while minimizing electronic waste through repair and recycling initiatives.

One of their key approaches is to provide a wide range of replacement and spare parts for their mobile phones or headphones. By doing so, they enable customers to repair and replace specific components instead of discarding the entire device. This approach helps extend the life of the device by addressing common issues such as a broken screen, damaged camera, or battery.

In addition to providing replacement parts, SUSTECH emphasizes repair services, either directly or through authorized service centers. By employing skilled technicians, they ensure that devices are repaired effectively and efficiently, extending their usability.

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- ☐ Resource recovery

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FRASHY

FRASHY is a visionary enterprise that has transformed the way people approach their Sunday meals, offering a unique solution to the question of what to cook for dinner. Instead of grocery shopping and recipe hunting, customers receive a curated food box filled with fresh ingredients and step-by-step recipes based on their preferences.

This approach is particularly suited for individuals who seek a respite from everyday cooking dilemmas. With this service, the problem of meal planning and ingredient searching is eliminated, and it allows you to try different tastes and dietary preferences. At the core of FRASHY's philosophy is the celebration of culinary exploration without the burden of extensive planning. The company's dedication to quality is evident in its commitment to sourcing only the freshest ingredients, and each recipe highlights the seasonal foods. By delivering recipes directly to customers, FRASHY not only saves time but decreases waste since you will receive at home the exact amount you need in the recipe for every ingredient

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- ▢ Food
- ▢ Fashion
- ▢ Cosmetics
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- ▢ Other

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GLEE

Glee is a company that aims to make cars easily accessible for everyone. They have come up with an innovative solution to help people get around town without having to own a car. Here's how it works: Glee has several cars parked in different locations around town, and to use them, you must become a member by signing up with Glee.

Once you become a member, you can use the Glee app to find a car that is parked nearby. After you find a car you like, you can book it using the app, and you'll receive information about the car's location and how to unlock it. This way, you can have a car whenever you need it without the stress of owning one. You can use the car for a few hours or even a whole day, depending on your needs, and only pay for the time you use it.

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GRANAROLO

Granarolo is an Italian dairy company that is committed to implementing Sustainable Development Goals throughout its supply chain. The company believes that every action, no matter how small, can generate a ripple effect of positive change. Granarolo aims to reduce its environmental impact and create a more sustainable future while producing high-quality milk and cheese products. They aim to minimize their resource waste, decrease plastic waste, reduce emissions, and adopt renewable and energy-efficient practices. Additionally, Granarolo strives to ensure the well-being of their animals, promote animal welfare, and prioritize the welfare of their employees. By integrating these goals into their business practices, Granarolo aims to positively impact the environment and society. They have also implemented a CE solution in packaging, using eco-friendly recycling materials in the packaging process, which decreases reliance on conventional plastics.

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ID.EIGHT

ID.EIGHT is an Italian company that was established by two founders who wanted to provide consumers with sustainable and eco-friendly footwear. The company's main goal is to launch a line of shoes that have a low environmental impact and feature a refined, unisex design.

All of the shoes are made in Italy using materials that have a minimal impact on the environment. This includes the upper, sole, laces, lining, label, box and packing envelope. The company primarily uses five materials that are derived from agricultural or industrial by-products:

- AppleSkin: This material is produced in Italy through the bio-polymerization of apple skins and cores.
- Vegea: This material is obtained through the bio-polymerization of marc in Italy.
- Piñatex: This material is made in Spain using pineapple leaves from the Philippines.
- BioVeg: This material is created from recycled PES and vegetal sourced from non-feed maize crops.

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IKEA

IKEA, a global furniture retailer, launched the "IKEA Second Life" initiative, which encourages customers to extend the use of their furniture and home products. This program allows customers to bring back gently used IKEA furniture items and resell them in the store's Second Life section, giving these products a new lease on life and reducing waste.

Customers can return their gently used IKEA furniture and home products to the store in exchange for store credit, promoting recycling and reuse. Resold products are displayed in a dedicated section of the store, allowing customers to browse and purchase pre-owned IKEA items at a lower cost. IKEA is committed to circular design principles, and the Second Life initiative aligns with their vision of reducing waste and extending the lifespan of products.

IKEA envisions a future where furniture and home products are designed for longevity and circularity, with minimal waste and a reduced environmental footprint. Initiatives like Second Life support this vision.

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IKEA Systems B.V.

Inter IKEA Systems B.V. is a Swedish multinational company specialized in designing affordable and modern self-assembled furniture, kitchen appliances, decorations, home accessories, and other goods in 27 countries worldwide.

Recently, the company has launched a new project called "Buy Back" in countries like Britain, Germany, Australia, Canada, and Japan as part of its 2030 sustainability goals. The main aim of this initiative is to reduce waste by designing products that can be reused, refurbished, or recycled. Under this program, customers can sell their old but usable furniture to IKEA, which will recycle it to produce new furniture.

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Imperfection

Imperfection is an online delivery service that focuses on reducing waste by rescuing and delivering "imperfect" or surplus food items that would typically go unsold and discarded by grocery stores, farmers, and producers. They offer a subscription-based model that allows customers to receive different food items, including fruits, vegetables, dairy, pantry staples, and more, directly to their doorsteps.

Customers can personalize their orders by selecting the types of products they want and specifying their dietary preferences, helping to reduce food waste even further by matching supply with demand. Imperfect Foods works with farmers, food producers, and suppliers to source surplus or "ugly" produce and food items that don't meet strict cosmetic standards but are perfectly good to eat.

The company's model is built on the idea of food recovery, rescuing products that might otherwise be discarded and extending their use by delivering them to consumers. Imperfect Foods also engages in educational efforts to raise awareness about food waste and its environmental impact.

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INOUT

In the heart of Germany's automotive hub, a trailblazing company, INOUT, is driving the future with a focus on innovation and sustainability. INOUT has emerged as a leader in redefining the traditional automobile ownership model, providing simple access to vehicles while relieving customers of the burdens of ownership.

Instead of purchasing cars outright, customers engage with the company's subscription-based model, granting them access to a diverse fleet of vehicles for their various needs, from compact electric cars for daily commutes to spacious SUVs for family outings. The advantages of this model are numerous. In a bustling metropolis like Berlin, owning a car can be a logistical challenge, as parking, maintenance, insurance and the environmental impact of ownership are all factors to consider. INOUT addresses these concerns by offering a comprehensive package that covers not just the vehicle, but also insurance, maintenance, and even charging infrastructure for electric cars.

Additionally, INOUT's emphasis on offering electric and hybrid vehicles promotes eco-friendly transportation choices, aligning with the city's commitment to a greener future.

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IPSY

IPSY is a subscription-based beauty service that provides customers with a curated selection of beauty products each month. Subscribers receive a "Glam Bag" containing sample-sized or full-sized beauty and skincare products, allowing them to try a variety of cosmetics before committing to full-sized purchases.

Subscribers complete a beauty questionnaire, and IPSY uses this information to customize the products included in each Bag based on individual preferences and needs. The Bag typically includes a mix of makeup, skincare, haircare, and beauty tools.

IPSY encourages product discovery by introducing subscribers to lesser-known beauty brands. Subscribers receive their “Glam Bags” delivered to their doorstep each month, saving time and effort in selecting and purchasing beauty products. IPSY also has an active online community where subscribers can share product reviews, and beauty tips, and interact with others who share their passion for cosmetics.

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JAGUAR LAND ROVER

Jaguar Land Rover, a renowned British manufacturer, has launched its "Reimagine" sustainability program that aims is to create a sustainable future by designing vehicles built to last, responsible materials, and kinder to the environment.

This company is working to increase the use of recyclable materials in vehicle construction, such as aluminum, to reduce the environmental impact of production. It also explored advanced battery recycling technologies to recover valuable materials from electric vehicle batteries and extend their lifecycle. Jaguar Land Rover aims to create a recycling system where materials from their old vehicles are reused to produce new ones.

The company envisions a future where it reduces waste, promotes responsible material sourcing, and contributes to the broader goals of environmental sustainability.

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Kiwi

Kiwi is a giant in its sector, and they are not just about creating innovative devices, but they are on a mission to make them last longer and stay relevant.

They're designing products to pass the test of time. When you buy a Kiwi product, you're investing in a piece of technology meant to be with you for a decade.

Kiwi is also big on providing software updates, making sure your older devices can run the latest and greatest features. It's like giving your old device a fresh makeover, so you don't feel left behind in the tech world.

They've also created a marketplace where you can buy and sell pre-owned Kiwi devices, giving new life to older gadgets. Their commitment to product durability, software updates, and recycling efforts also reduce electronic waste. It's a win for your wallet and a win for the planet.

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L'Oréal

L'Oréal is spearheading eco-friendly practices in the cosmetics industry through their "L'Oréal for the Future" initiative. The overarching goal is to minimize environmental impact by fostering a circular economy within their operations. This entails not only making packaging more sustainable but also integrating responsible practices across the entire product life cycle. L'Oréal's comprehensive approach reflects a dedication to ecological principles and a commitment to creating a positive impact on the planet.

"L'Oréal for the Future" program sets ambitious sustainability targets, envisioning 100% of the waste generated in production will be recycled or reused by 2030. The goal also include the declaration that by 2025, 100% of plastic packaging will be refillable, reusable, recyclable or compostable.

Consequently the company is actively engaged in the development of recycling solutions for their product packaging, exploring ways to enhance eco-friendliness and recyclability.

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LKQ

LKQ Corporation is a leading provider of alternative and specialty parts to repair and accessorize automobiles and other vehicles. They operate a network of salvage yards and distribution centers, specializing in recovering, recycling, and reusing automotive parts from end-of-life vehicles. This approach promotes sustainability by extending the life of automotive components and reducing waste.

LKQ acquires end-of-life vehicles and salvages usable parts, including engines, transmissions, body panels, and more. These parts are then carefully inspected and made available for sale. LKQ offers cost-effective automotive repair and replacement options, as salvaged parts are often more affordable than brand new ones.

LKQ Corporation's model in the automotive sector demonstrates how salvaging and recycling parts from end-of-life vehicles can extend the life of components, reduce waste, and promote sustainability in the automotive repair industry.

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LOOP

Loop is a global platform that brings manufacturers, retailers, and consumers together to eliminate waste. The goal of this platform is to research and propose ideas for the reuse of materials, not only for end consumers but also for businesses. The proliferation of single-use products and their marketing campaigns as transformative modern conveniences has resulted in a global waste crisis that poses a threat to our oceans, ecosystems, and human health.

Loop's goal is to scale the impact of reuse across a variety of product categories and to make reusable products as accessible and convenient as possible. They have done this by building a system that meets consumers where they are and offers convenient ways to buy and return reusable products through a network of existing retailers. They are creating an ecosystem that offers a reusable alternative for every consumer product category, a dense network of return collection points that makes a “reuse bin” as ubiquitous as today’s street corner trash cans, and an integrated system that enables customers to buy reusable products anywhere and return them anywhere.

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Lush

Lush is a popular global cosmetics company known for its handmade, ethical, and eco-friendly products. They stand out with their "naked" packaging, selling many items without traditional packaging to cut down on waste. Lush encourages customers to return empty containers to stores for recycling, offering rewards for future purchases. The company use them to produce new packaging.

The company also prioritizes responsibly sourced ingredients and supports fair trade in its supply chain. Using fresh and natural ingredients reduces the need for synthetic additives. Lush envisions a future where cosmetics are made sustainably with minimal waste, setting a standard for ethical and environmentally responsible practices in the industry.

Lush aims for zero-waste production and packaging, emphasizing reusability and recyclability. It is defined in the long development strategy till 2030 where circular input approach is dominating approach.

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MacRebur

MacRebur is a pioneering company based in Scotland undertaking sustainability in the road construction industry.

Their mission is to promote a circular economy by repurposing non-recyclable plastic waste as an input in asphalt production for road paving. By incorporating this waste material into their asphalt mix, they contribute to closing the loop and minimising waste generation.

Rather than treating waste as a disposable entity, the company transforms it into a valuable input that reduces reliance on virgin resources.

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Michelin

Michelin is one of the world's largest tire manufacturers, producing tires for various vehicles, from space shuttles to bicycles. Historically, Michelin operated with an innovative mindset, introducing inventions like the first radial tires and publishing the Michelin Guide to promote driving and increase tire demand.

In 2000, Michelin expanded beyond tire manufacturing by launching Michelin Fleet Solutions (MFS). MFS aimed to provide value-added services to large vehicle fleet operators. MFS offered a risk-sharing model where customers paid a monthly fee instead of bearing the upfront cost and full replacement risk for tires.

In 2013, Michelin created a separate division called Michelin Solutions to design and market services for commercial vehicles, especially trucks. They leveraged the Internet of Things (IoT) to launch EFFIFUEL, an ecosystem that collects data (fuel consumption, tire pressure, etc.) from sensors inside vehicles. EFFIFUEL's cloud-based solution analyzed the data, and Michelin experts provided eco-driving recommendations and training.

Superior Technology: EFFIFUEL includes telematics, eco-driving training, and the EFFITIRES optimized tire management system. Confident Customer Promise: EFFIFUEL offers a "satisfaction or your money back guarantee" by refunding truckers if predefined fuel efficiency targets aren't met.

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MUDDER

Mudder is a company that is taking a unique path since they're not just about selling jeans, but they've embraced an innovative method of redefining how we wear and love our denim. Mudder focuses on creating a circular fashion system, instead of merely selling jeans, they encourage customers to become part of a larger cycle.

Their focus on durability embraces a circular fashion approach. It's like they've turned jeans into a long-lasting love affair, ensuring that your denim not only looks good on you but is good for the planet too.

Mudder introduces a lease program, which means you can rent a pair of jeans instead of buying them. It's like test-driving a pair before making a long-term commitment. And if you fall in love with them, you can choose to keep them, ensuring that your favourite jeans stay with you for years.

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OLIO

OLIO provides a mobile app that connects individuals and local businesses with surplus food items. Users can list and share surplus food, making it available for others in their community. Users can list excess or unused food items on the app, such as groceries, cooked meals, or baked goods. Other users nearby can then request and collect these items for free.

OLIO collaborates with various businesses, including grocery stores, restaurants, and cafes, to rescue surplus food that would otherwise go to waste. The app includes guidelines for safe sharing of food, ensuring that food safety standards are maintained.

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PATAGONIA 1

Patagonia, Inc. is an American retailer of gear for outdoor recreation activities that has roots in the green economy movement since its beginning, making a sustainability commitment in 1986. The brand aims to reduce its environmental impact through several different initiatives.

In April 2017, Patagonia announced that merchandise in good condition could be returned for new merchandise credits. The used merchandise is cleaned, repaired and sold on its "Worn Wear" website. The Worn Wear program encourages customers to repair, reuse, and recycle their garments. The program offers a repair service that addresses any damages to the clothing, as well as a trade-in option where customers are provided with store credits for their used items.

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PATAGONIA 2

Patagonia, Inc. is an American retailer of outdoor recreation goods. Patagonia has been at the forefront of the circular economy movement since the beginning of the brand, making a sustainability commitment in 1986. The apparel brand aims to reduce its environmental impact through several different initiatives.

For example, the brand introduced a line of clothing that incorporates recycled materials such as polyester and uses organic cotton and other sustainable fibers. Recycled polyester permits the production of high-quality technical fiber and reduces the consumption of new petroleum. By adopting sustainable materials, Patagonia is making strides to reduce the environmental impact of its products and promote a circular economy.

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Patagonia 3

Patagonia, Inc. is an American retailer of outdoor recreation clothing. It was founded in 1973 by Yvon Chouinard. Patagonia has been donating 1% of its total sales to environmental organisations since 1985 through One Percent for the Planet, an organisation of which Yvon Chouinard was a founding member. The clothing brand aims to reduce its environmental impact through a number of different initiatives.

In 2005, the company embarked on an idea that involved creating a line of clothing that would never go to landfill. First programme was launched with the Capilene clothing line using the polyester, traditionally sourced from petroleum. The programme was called the Common Threads Recycling Program and based on used base layers collected from customers and then recycled to make like-new polyester. An experiment in recycling underwear made from Capilene fabric did not work out, but it did result in a new concept.

The case is the Responsibili-Tee T-shirts – its production cycle is designed with the full life cycle in mind. It is a zero waste T-shirt and is made from old T-shirts from Patagonia or other brands. Patagonia therefore owns all the waste generated over the lifetime of this T-shirt, which is made from a mix of pre-consumer mechanically recycled cotton and post-consumer chemically recycled cotton, which creates a quality of new virgin fibre and may never go to landfill.

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- ☐ Product use extension
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RENAULT

Renault is a well-known French manufacturer actively involved in recycling initiatives. They have implemented various programs to recover materials from end-of-life vehicles and promote sustainability.

They aim to recover a high percentage of the materials used in their cars. Renault is actively repurposing lithium-ion batteries used in electric vehicles to extend their life cycle and recover valuable materials. Renault is thus committed to reducing waste and energy consumption in their manufacturing processes.

The company envisions a future where its industry operates with vehicles designed to contribute to resource efficiency and sustainability. Renault's resource recovery model in the automotive sector reflects their dedication to minimizing waste, promoting circular design, and contributing to a more sustainable future.

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Renewal Mill

Renewal Mill is a food tech company that focuses on upcycling food byproducts into high-quality ingredients.

Renewal Mill envisions a future where food waste is minimized, and byproducts are routinely transformed into nutritious ingredients, reducing the environmental impact of the food industry

They partner with food manufacturers to recover byproducts like fruit and vegetable pulp from juice and sauce production which are typically discarded as waste. Then, processes these byproducts into nutritious and sustainable ingredients for use in various food products.

The company upcycles food byproducts into valuable ingredients, reducing food waste. They create ingredients like okara flour and oat milk powder from byproducts, which are rich in nutrients and fiber. Renewal Mill collaborates with food brands to incorporate their upcycled ingredients into products like cookies, baking mixes, and more.

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Renewal Workshop

The Renewal Workshop is a clothing company that specializes in textile and apparel in a sustainable manner. They partner with other fashion brands to recover and renew garments that have minor defects, damages, or are unsellable in their current condition. Instead of disposing of these items as waste, The Renewal Workshop upcycles, repairs, and cleans them to make them suitable for resale.

The Renewal Workshop collaborates with various fashion brands to recover their unsellable and returned items, preventing these garments from ending up in landfills. They repair and upcycle the clothing items, addressing any defects or damages. This process extends the lives of the garments. Garments are thoroughly cleaned, and those that meet quality standards receive a "renewed" certification, indicating that they are as good as new.

Renewed clothing items are sold on the company's website and through partner brands, allowing consumers to purchase high-quality, sustainable fashion. The Renewal Workshop is committed to sustainability and reducing the environmental impact of the fashion industry by minimizing waste.

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Rent the Runway

Rent the Runway is a fashion rental platform that allows customers to rent designer clothing and accessories for various occasions rather than buying them. The company offers a wide selection of clothing items, including dresses, tops, skirts, and more, from renowned fashion designers. Customers can rent these items for a short period, wear them for their special events, and then return them, promoting sustainability and affordability in the fashion industry.

Rent the Runway offers a curated collection of designer clothing and accessories, giving customers access to high-end fashion without the high price tag. Customers can choose items to rent, wear them, and return them after use, reducing the need to buy new clothing for every occasion. The company offers subscription plans that allow customers to rent a certain number of items each month, offering flexibility and value. Renting clothing promotes sustainable fashion practices by reducing the demand for fast fashion and minimizing the environmental impact of clothing production.

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Rent-Med

Rent-Med is a company from Warsaw that has been bringing the best German medical equipment to the Polish market for 10 years, and since 2017 it has been offering the possibility of renting rehabilitation equipment from renowned manufacturers.

The company realizes that branded and professional rehabilitation equipment is expensive, and most people only use it for a limited time. During the period of recovery after surgery or injury, as well as when raising funds for your own equipment, the most economical solution is to rent rehabilitation equipment.

Rent-Med offers professional rehabilitation devices in 11 categories. They rent popular equipment, such as walking frames for the disabled and wheelchairs, as well as electric wheelchairs, CPM rails and stair climbers that are less frequently available in rental stores1.

They rent equipment that ensures mobility (e.g. wheelchairs, stair climbers, walkers), as well as devices that increase everyday comfort (e.g. orthopedic beds, oxygen concentrators). The rehabilitation equipment offered by Rent-Med is 100% functional and well-maintained, and before providing the service, each device is checked for safety and hygiene

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RENTER WAY

Renter Way is a online subscription service that aims to simplify fashion in an eco-friendly and budget-friendly way. The service allows you to select the clothes you want, wear them, and return them without worrying about their future – without the dilemma if it will fit you again in the future.

Renter Way is an excellent option for modern teenagers who want to keep up with fashion trends, change their style frequently, and be environmentally conscious. You can join the club and experiment with different outfits or pick something you love for a special occasion. Website and app help to choose wright fashion and see how it looks on client.

Renter Way is not only about being fashionable but also about preserving the planet. By reusing clothes, they are making their lifetime longer, reducing waste and making fashion more sustainable. In a nutshell, Renter Way is a fun and convenient way to keep your style fresh, explore new trends, and contribute to the planet's well-being.

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Revis & Co.

Let's delve into the story of Revis & Co., a company that is revolutionising the way we perceive our favourite products. They are not just making denim; they are introducing a new approach that emphasises environmental responsibility.

Revis is committed to producing jeans that are environmentally friendly. They have introduced some fantastic ideas to reduce waste and make their jeans more eco-friendly. One of their initiatives is to make jeans that last longer. This means you can wear your favourite pair for many more years, which is a victory for the environment.

Revis has also thought about what happens to your Ravi's when you no longer use them. They have developed a recycling program where you can return your old jeans, and they will turn them into something new. It's like providing your jeans with a second life.

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Rifò

Rifò is a sustainable brand based in Tuscany, Italy, with a lower carbon footprint compared to other brands in the same branch. The company produces and distributes handmade products, made by local artisans, who over a hundred years ago invented the method of regenerating old clothing to produce new yarn. Rifò's products are not only eco-friendly, but also stylish and comfortable, suitable for any occasion.

The company's goal is to reduce the negative impact of industrial production on the natural environment by creating regenerable products that reduce industrial and end-of-use waste. Rifò is dedicated to implementing green economy practices in the fashion industry, which involves using discarded materials as inputs for production processes. The company uses mainly recycled wool and cotton to produce its new clothes with old clothes being sorted by colours. This method saves a lot of materials from becoming waste in landfills, and also saves water that would be needed to grow new cotton.

By adopting this approach, Rifò aims to reduce its environmental impact and inspire other companies to do the same.

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SECONDHAND

SECONDHAND is a unique platform that allows people to sell or share their clothes, creating a new economy for fashion. Have you ever thought about all the clothes you have in your closet that you no longer wear? SECONDHAND is a great place to give those clothes a second chance!

Here's how it works: If you have clothes that are in good condition but no longer fit you, you can list them on SECONDHAND and sell them to people who need them. On the other hand, if you're looking for stylish clothes without spending a lot of money, you can browse through the listings on SECONDHAND and find something you like. Once you find an item you want to buy, you can purchase it from the seller at a lower price than buying new ones.

SECONDHAND is not just about buying and selling - it's also about increasing the longevity of clothes and preventing them from being wasted in landfills. By selling clothes you no longer need, someone else can enjoy them, and by buying clothes from someone else, you're giving those items a new life. This kind of sharing is great for the environment because it reduces the need for new clothes to be made, which saves resources. Additionally, it's a way for people to make some extra money by sharing the clothes they no longer wear.

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SIERRA ARAGONA

Sierra Aragona is a brand based in Spain with a global presence. The brand put emphasis on environmental protection and incorporates principles such as using recycled materials, promoting durability and repairability, reducing emissions, and utilizing organic cotton. The company also prioritizes corporate social responsibility and aims to have a positive impact through its practices and products.

The mission of Sierra Aragona is to create sustainable and eco-friendly fashion, while at the same time promoting environmental protection activism. The brand is committed to raising awareness about the importance of sustainable practices and inspiring other companies and consumers to make conscious choices that contribute to a greener future.

Sierra Aragona employs various sustainable processes and activities to increase the sustainability of its products. The company designs its jackets to be durable and long-lasting, prioritizing quality construction to ensure that its garments can withstand regular wear. They offer repair services or guidance to customers for free and available in every store. In addition, the brand encourages the resale and repurchase of its clothing items through organizing events and activities focused on secondhand.

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SNUTTER

Snutter is a multinational company based in Luxembourg, and it is the world's second-largest group in its market sector, with 38.000 employees in more than 55 countries.

Snutter uses hazelnuts as a raw material, utilising 32% of world production. However, less than half of the hazelnut is usable, as 55% of their weight is the shell. For this reason, the company has started studies to analyse the properties of nutshells to find a way to reuse them.

Snutter has started a project in collaboration with international universities and research centres, and they created a technology capable of converting nutshells into ecological packaging. This way, it is possible to reuse 50% of its waste, creating between 750 thousand and 1.5 million tons of paper each year and helping recover a byproduct of the industry that differently will end up in a landfill.

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SPARE

Spare is a company that specializes in providing repair guides, tools, and replacement parts for a wide range of electronic devices. Their aim is to encourage consumers to prolong the activity of their products by making it easier for them to repair their devices. By offering comprehensive repair resources and promoting a repair culture, Spare has established itself as an industry leader in the right-to-repair movement. Their business model is centered around sales of tools, parts, and repair kits. At Spare, you can find everything you need to repair devices, including step-by-step guides, replacement parts, quality tools, and community support. They also offer an industry-leading Quality Guarantee to ensure that you get the best quality products and services.

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Tesla

Tesla is renowned for its electric vehicles (EVs) and sustainable practices. It's commitment to sustainability extends to all aspects of its operations, including special attention on battery recycling. Tesla collects used and degraded batteries from its vehicles and energy products, ensuring proper disposal and recycling. The recycling process involves extracting valuable materials from the batteries, which are then used to create new battery cells.

When Tesla batteries reach the end of their vehicle life or have degraded to a certain level, the company collects and recycles them, recovering valuable materials like lithium, cobalt, and nickel. These materials are then used to manufacture new batteries, reducing the need for virgin resources.

The aim is to create a closed-loop recycling system, where materials are continually reused in the production of new batteries.

Tesla envisions a future where transportation and energy storage are powered by sustainable sources and where resource recovery and recycling are integral to reducing the environmental footprint of these technologies.

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Toast Ale

Toast Ale is a company that specializes in brewing beer using surplus bread. They collaborate with bakeries and sandwich makers to recover unsold or stale bread, which would typically go to waste, and use it as a key ingredient in their beer production.

Toast Ale partners with bakeries and food producers divert surplus bread from landfills and repurpose it for brewing. They use the bread as a source of fermentable sugars, reducing the need for conventional malted barley and conserving resources. Toast Ale produces craft beers with unique flavors, made from a blend of malted barley, hops, yeast, and surplus bread.

Toast Ale's recovery model in the food sector demonstrates how surplus food resources, which would otherwise go to waste, can be creatively repurposed to produce high-quality products like craft beer while contributing to sustainability and reducing food waste.

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ToGo

ToGo is a mobile app that connects users with local restaurants, cafes, bakeries, and grocery stores with surplus food items at the end of the day. The app displays available surplus food items at discounted prices. Users can browse listings, place orders, and pay directly through the app.

ToGo's mission is to reduce food waste. By connecting users with unsold, surplus food, they prevent perfectly good food from being discarded. The company is committed to sustainability and emphasizes the environmental benefits of its food recovery. They also track and display the amount of CO2 emissions saved by users through their food rescues against food waste.

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TWINK

TWINK is a company that's changing the way you experience beauty. The company offers a monthly subscription service designed to meet your beauty needs. They send you essential items like razor blades, scrubs, and moisturizers, custom-fit. It is a convenient way to keep your skincare routine on track without worrying about running out of the products you use daily. But that's not all. TWINK goes a step further by providing access to skin care experts. You can either meet them face-to-face or have a video call to discuss your skin concerns and get advice on taking care of your skin. Whether you're dealing with specific issues or just want general guidance, TWINK has professionals ready to help.

Picture opening your TWINK package and finding the products you need, ready to use. The company creates customized packages based on your preferences and needs. They prioritize products that are beneficial for your skin but also considerate of environmental impact.

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WASHIE

WASHIE is a revolutionary concept in the world of washing machines. Unlike the traditional method of purchasing a washing machine, WASHIE offers a pay-as-you-go approach that makes doing laundry easy and hassle-free. If you are a temporary student or worker, the idea of buying, maintaining, and finding space for a washing machine can be overwhelming. With WASHIE, you can order a washing machine with just a few clicks and have it delivered to your doorstep. You do not have to worry and you can rent it for each use.

WASHIE seamlessly connects with your other home appliances, so you do not have to worry about maintenance or repairs. Whenever you need to do laundry, you can use the WASHIE washing machine and simply pay a fee for that specific usage. This approach offers flexibility since you do not need to commit to long-term ownership. WASHIE takes care of all the upkeep, so you can have the benefits of a washing machine without any responsibilities.

It is a step towards minimizing waste and simplifying everyday tasks.

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WHOM

WHOM is a sustainable brand based in a district in Italy globally known for exporting high-quality pieces by famous brands and designers.

The company focuses on creating eco-friendly products with a circular model that emphasizes the utilization of waste or recycled materials to create new and valuable resources with a lower environmental impact compared to leather or virgin plastic materials.

WHOM's main innovative material is apple fabric, made from the waste resulting from the apple juice industry. This material is created by taking the discarded apple, which would otherwise be thrown away, and transforming it into a new material. For the soles and laces, they usually use recycled plastic and cotton. Additionally, using apple skins as a material reduces the need for traditional leather production, which can be environmentally damaging due to the use of chemicals and water-intensive processes.

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