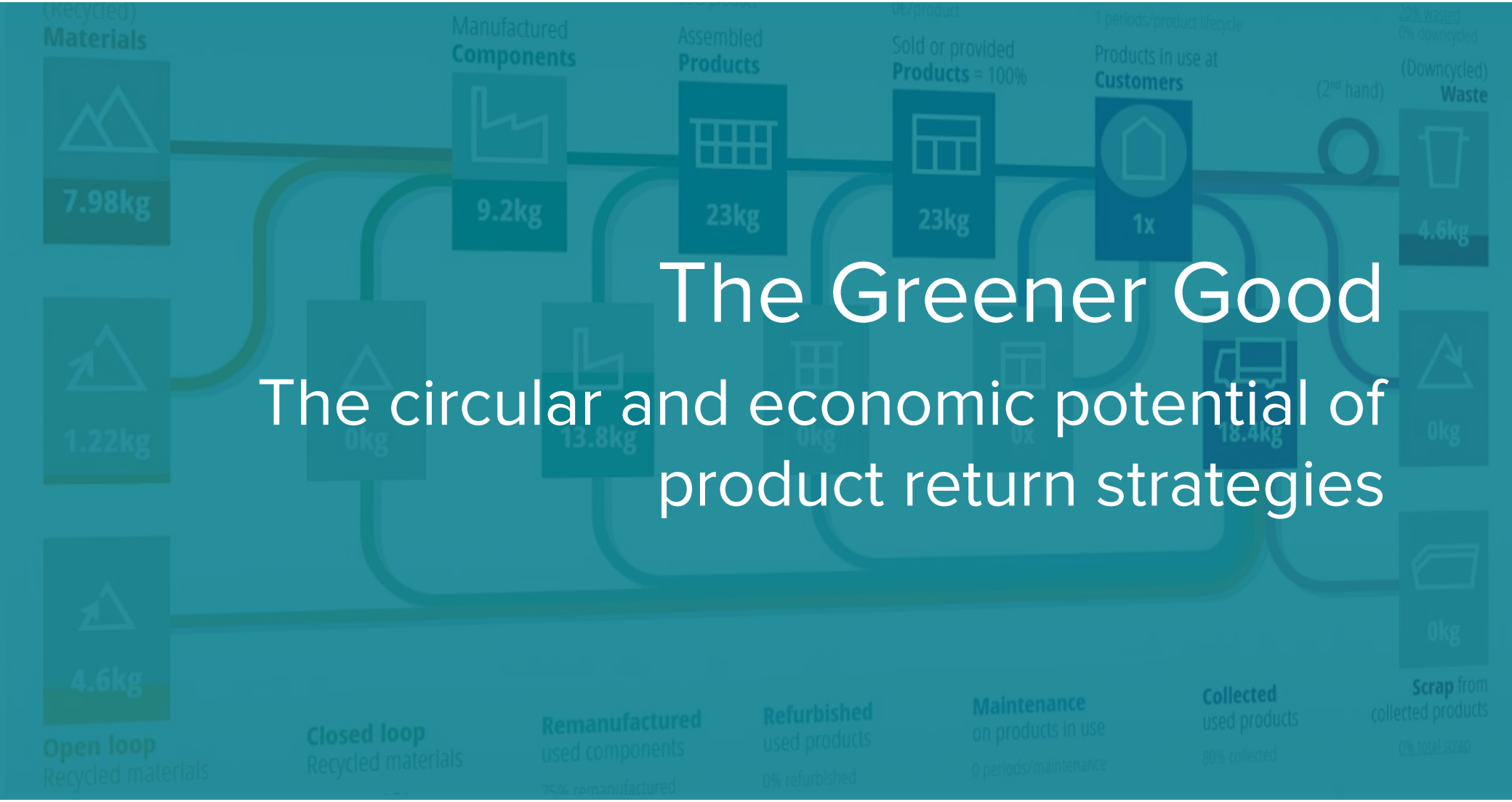

The Greener Good

The circular and economic potential of product return strategies

the Greener Good

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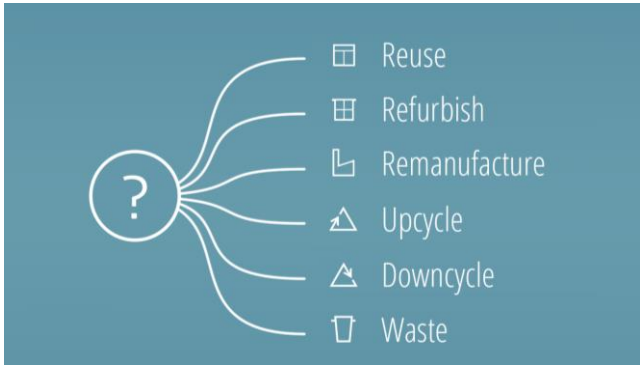
A circular return strategy for the Greenful Divider

The Greener Good makes workspaces greener. Their core product, the Greenful Divider, is a mobile green wall for offices. The product has a circular design, which is reflected in the choice of materials and the ease of disassembly.



IDEAL&CO was asked to advise on the design of the return strategy for the Greenful Divider, in terms of circularity and value capture:

Which strategies, such as reuse, refurbishment or recycling have most potential for the Greener Good?

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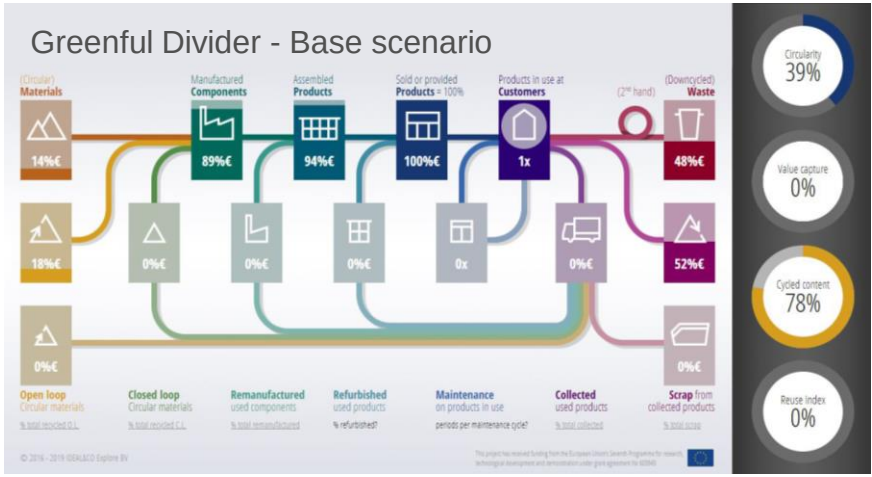
Results (1/2)

Based on the design of the Greenful Divider, IDEAL&CO analysed several scenario's on circularity of the material flows and potential value capture, using the Circularity Calculator. We here present the main results and conclusions:

- Base scenario: The product contains nearly 80% of renewable and recycled materials, which already contributes to 40% circularity in a scenario where no products are taken back (these results do not take into account potential high-quality recycling of the steel components by external parties).



- Take-back: Due to the business case of the Greener Good, the potential return-rate of the product is very high (a 10% loss is assumed for the following scenarios).

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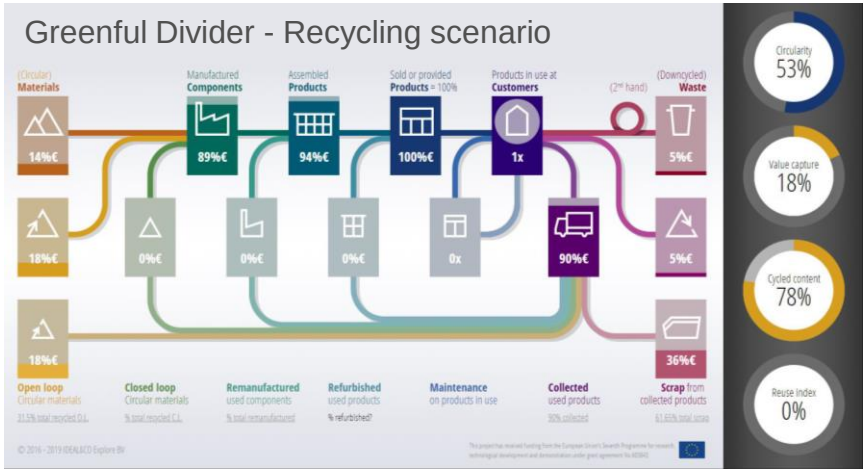
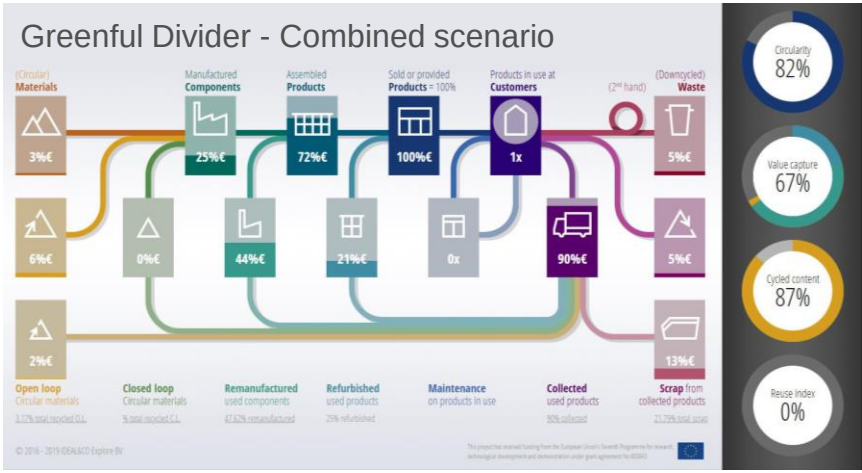
Results (2/2)

- Recycling scenario: Taking back products for recycling increases circularity beyond 50% but holds little economic potential (revenues will likely not exceed the required costs).

- Combined scenario: employing a multi-scenario take-back strategy hold most potential: refurbishment of products with little damage (25%), remanufacturing of products that need part replacement (50-65% of suited parts), and recycling of damaged steel and plastic parts. This scenario yields over 80% circularity and 67% potential value capture.





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Conclusions

- The added value of the Greenful Divider, combined with the take-back business model of the Greener Good, provide very good potential for a combined circular take-back scenario, with refurbishment, remanufacturing, and recycling.
- This scenario requires a (return) transport packaging that minimises damage, to allow refurbishment and consecutive reuse of the divider at a high-quality level.
- The high potential value capture warrants further detailing of the business case of the suggested return scenario to determine the cost-effectiveness of the solution.
- For a next product generation, it may prove cost-effective to optimise the design of the Greenful Divider base to withstand damage from rough treatment.

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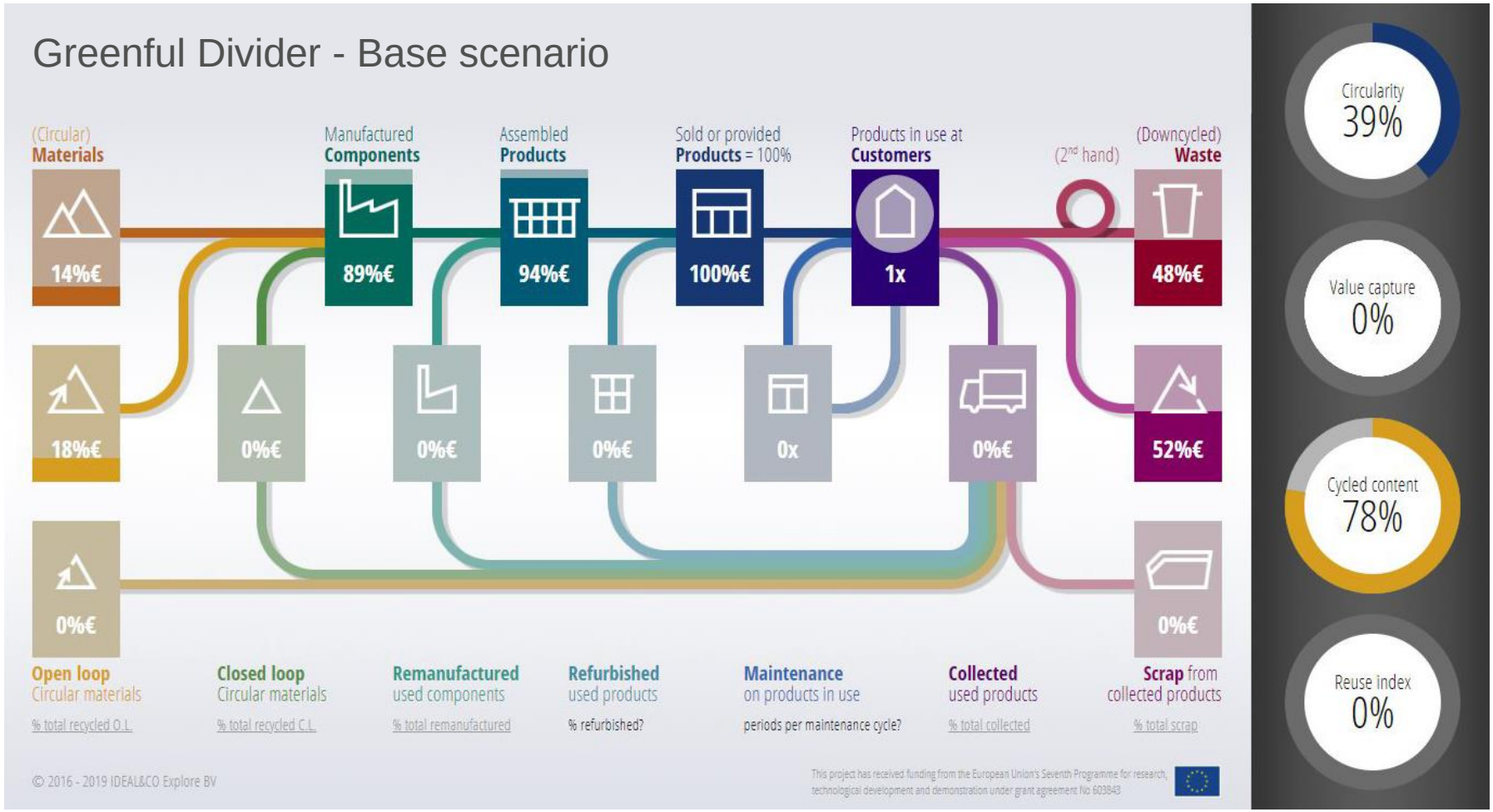
Appendix: outcomes analysis



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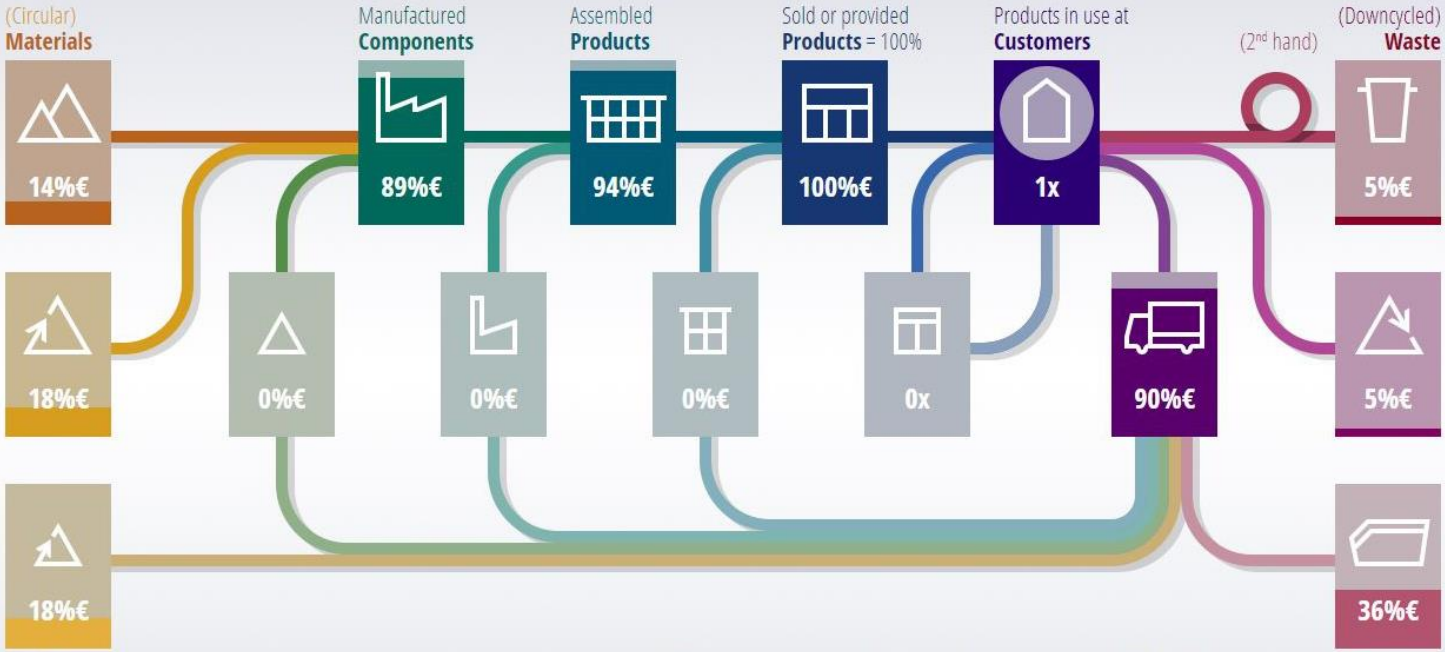
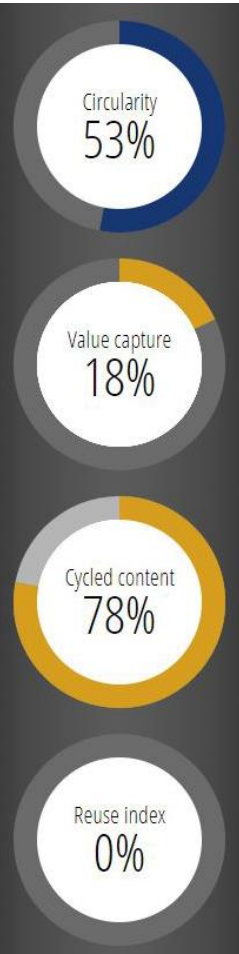
Greenful Divider - Recycling scenario





This project has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 603843

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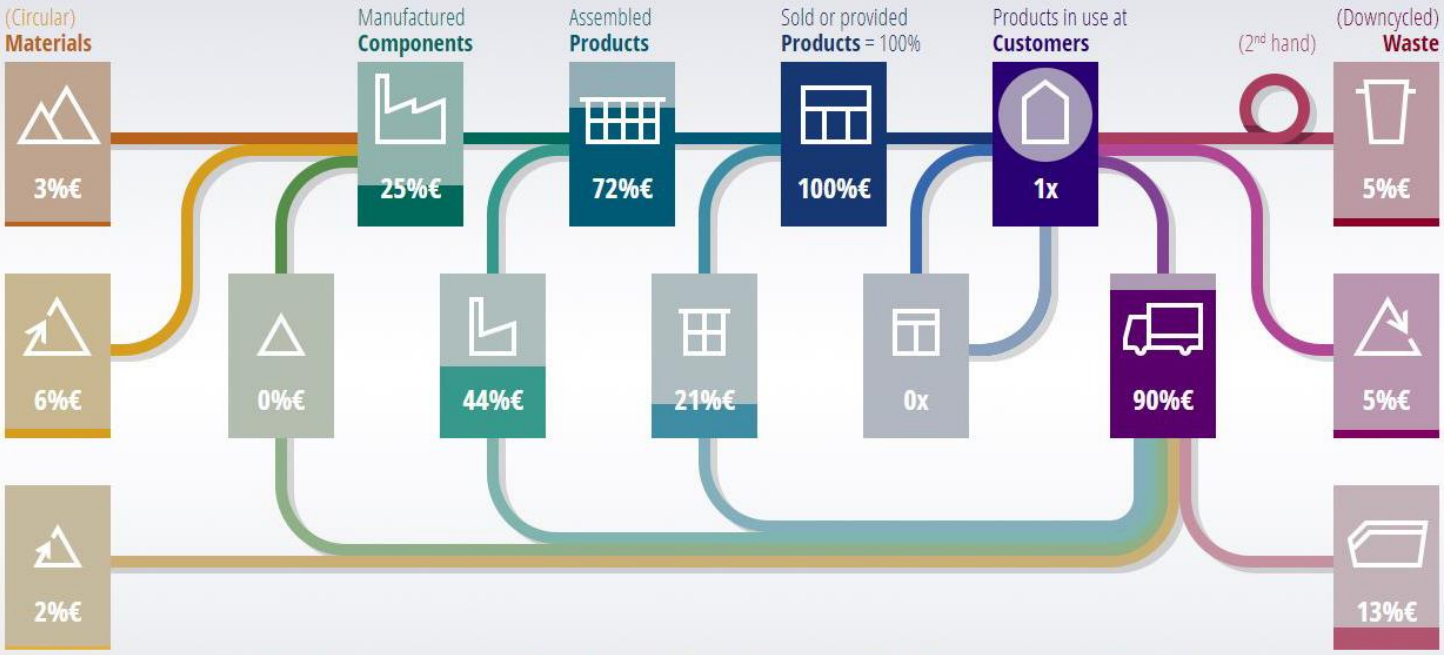
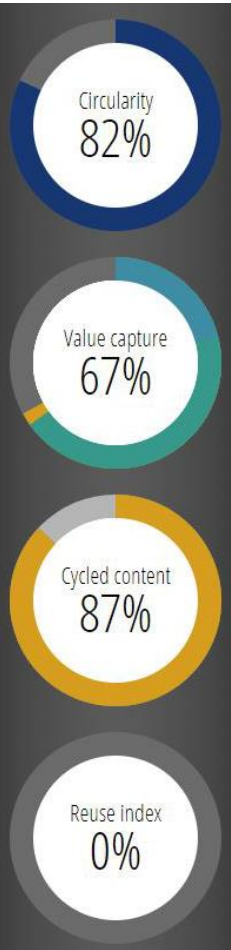
Greenful Divider - Combined scenario





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