

# SCOTT JAMES

## CIRCULAR ECONOMY IN DEPTH WORKSHOP

### INTRODUCTION

Scott James is Managing Associate Partner for property & construction consultants Ward Williams Associates (WWA), the first Chartered Surveyors in the World to achieve B Corporation status, and who have offices across the UK. WWA have a commitment to developing new opportunities and improvements in the work of the built environment sector through the themes of People, Places and Planet. The Circular Economy review is therefore a key component in enabling progress for the company, it's clients and the communities whose work it impacts on.

As a participant in the Circular Economy In-depth Workshop Scott worked through a process of understanding how his business fit into Cornwall's future circular economy. This was achieved through a process of:

- Gaining a greater understanding of the circular economy
- Outlining the value chain in the existing business model
- Evaluating opportunities for more circular ways of working using the 7 circular elements
- Creating a circular value proposition
- Developing a circular business model and assessing the impact on organisational functions
- Creating an action plan with SMART objectives
- Pitching the plan to workshop participants

The resulting circular business model identified new opportunities to develop a whole lifecycle business model approach which can better deliver societies needs for a zero-carbon future. This would be a collaborative business model bringing together those in business and clients to enable solutions which support sustainability and viability of development whilst maximising social value.

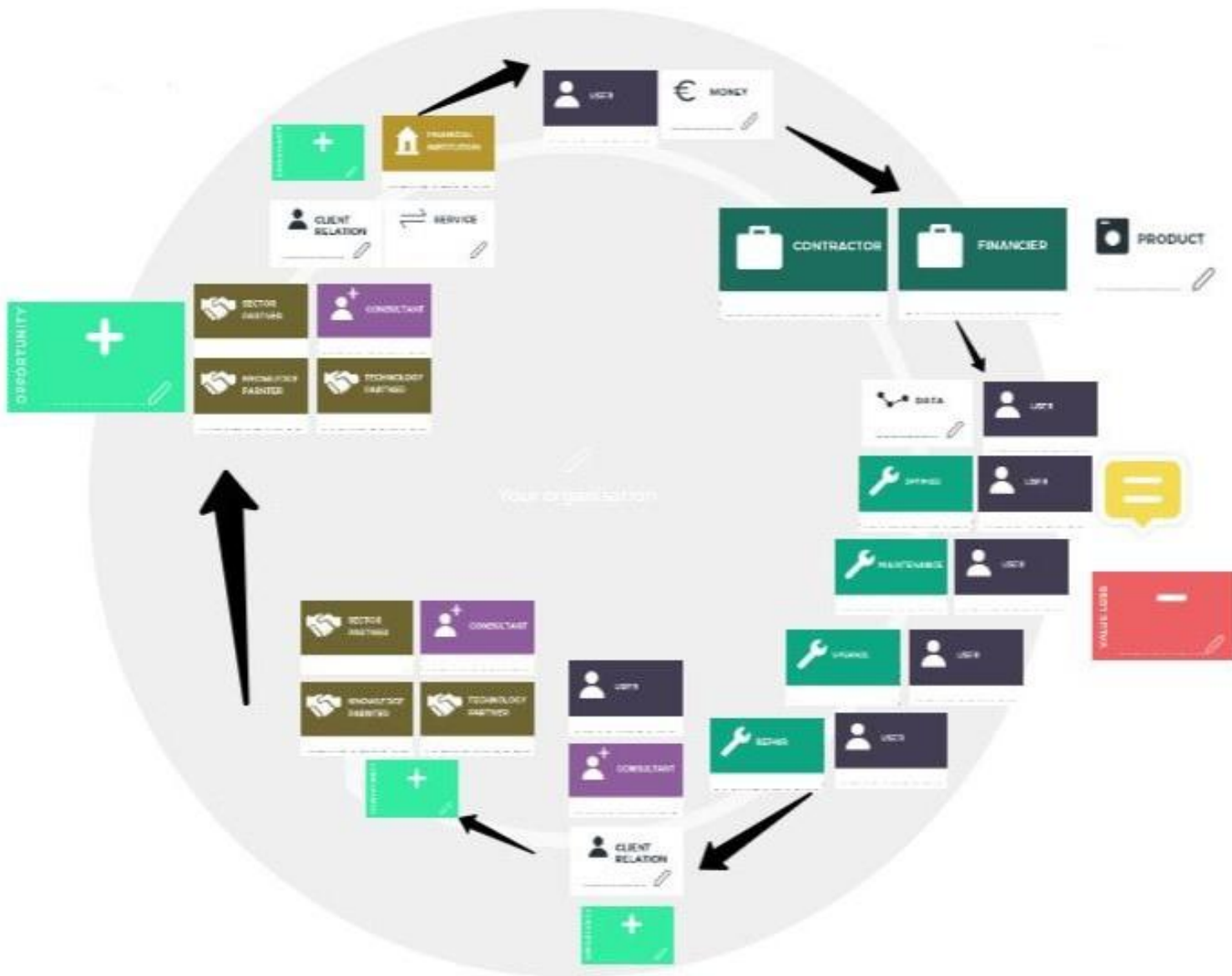


Fig.1. Developing a circular business model

**"Having the support to undertake an in-depth assessment of our business practice has really helped move the whole company to a more sustainable mindset".**

Scott James, WWA

### IMPACT SUMMARY

WWA have sought to make immediate use of the learning from the Circular Economy In-Depth workshops through reviewing new opportunities and assessing the potential for partnering with other businesses in the built environment. This learning coincides and complements nicely with a successful application for B-Corporation status, whereby WWA will be seeking to develop 'triple bottom line' benefits to their work, and the clients and communities they serve.

There has been some strong interest from local and national partners in this developing agenda, and as a principle of solid business planning and broad benefits WWA are seeking to develop their circular business model further in the future.

Start re-brand and messaging with colleagues. Assess how WWA / iWWA can add value and generate revenues in a protected business model.

Brand promise developed during Circular Economy In-Depth Workshop