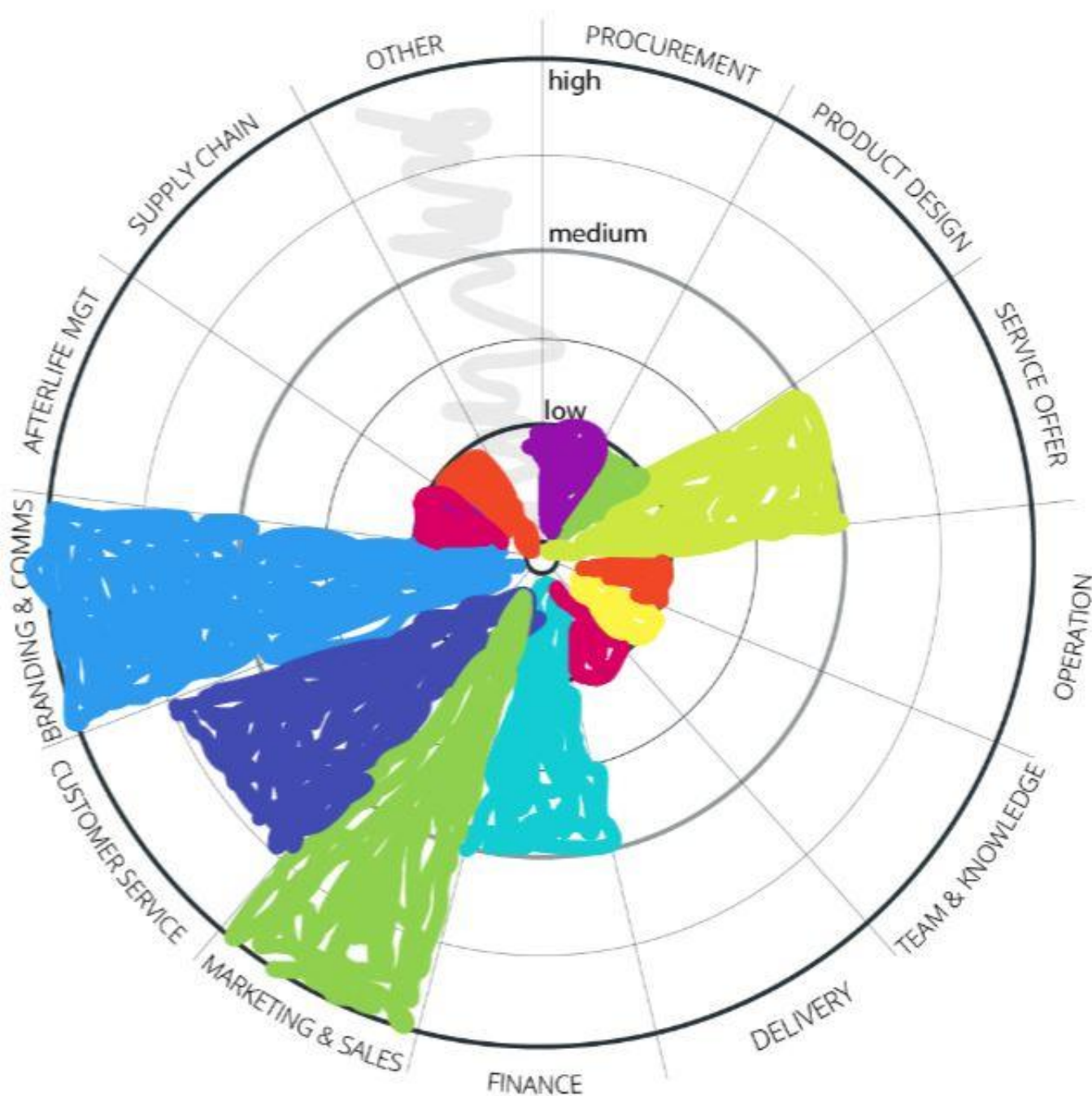


# JEREMY HASTINGS

CIRCULAR ECONOMY IN DEPTH WORKSHOP

## INTRODUCTION

Jeremy Hastings is a designer and creator of water features using natural slate from a quarry close to his workshop in Cornwall. The slate used is considered a waste product by the slate mine and as such is being repurposed into a marketable product. Jeremy has built a reputation as one of the leading water feature designers in the UK with his Watersphere™ being used in award winning garden designs by the Royal Horticultural Society (RHS) and has been invited to exhibit at the world famous Chelsea Flower Show.



As a participant in the Circular Economy In-depth Workshop Jeremy 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 action plan identified an opportunity to develop a product passport enabling customers to recycle their water feature at the end of its working life. This commitment to reusing materials and reducing wastage also aligned with the RHS commitment to the environment.

Fig.1. Assessing the impact of circular business model on organisational functions

**"This workshop has helped set me apart from my competition and given me the confidence to grow my business in a more sustainable and circular way".**

Jeremy Hastings, Designer

## IMPACT SUMMARY

The Circular Economy In Depth Workshop supported Jeremy's transition to a more circular business model through the development of a product passport certificate and commitment to prolonging the life cycle of materials in use.

This commitment has been designed and displayed prominently on Jeremy's website and is already resulting in customers communicating confidence in purchasing a product that will not end up as waste at the end of its usable life as a water feature. Communicating this commitment to product has created an opportunity for Jeremy to set an industry benchmark for sustainable garden design with opportunities to share his transition to a circular business model to others in the industry in the future.

Using a product passport certificate I will declare commitment to prolonging the life-cycle of the resources used in our products. We will communicate which materials are being used, and how they can be re-purposed & re-used to increase the product life.

Brand promise developed during Circular Economy In-Depth Workshop