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Mapping the Circle.
Systemic analysis of the experiences of circular economy in Italy through an app

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Founder start up Mercato Circolare

RSD7 2018

26th October 2018
RSD7 Conference, Torino

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Circular Economy does exist

More and more **companies** are producing or distributing goods and services to reduce waste and environmental impact to a minimum

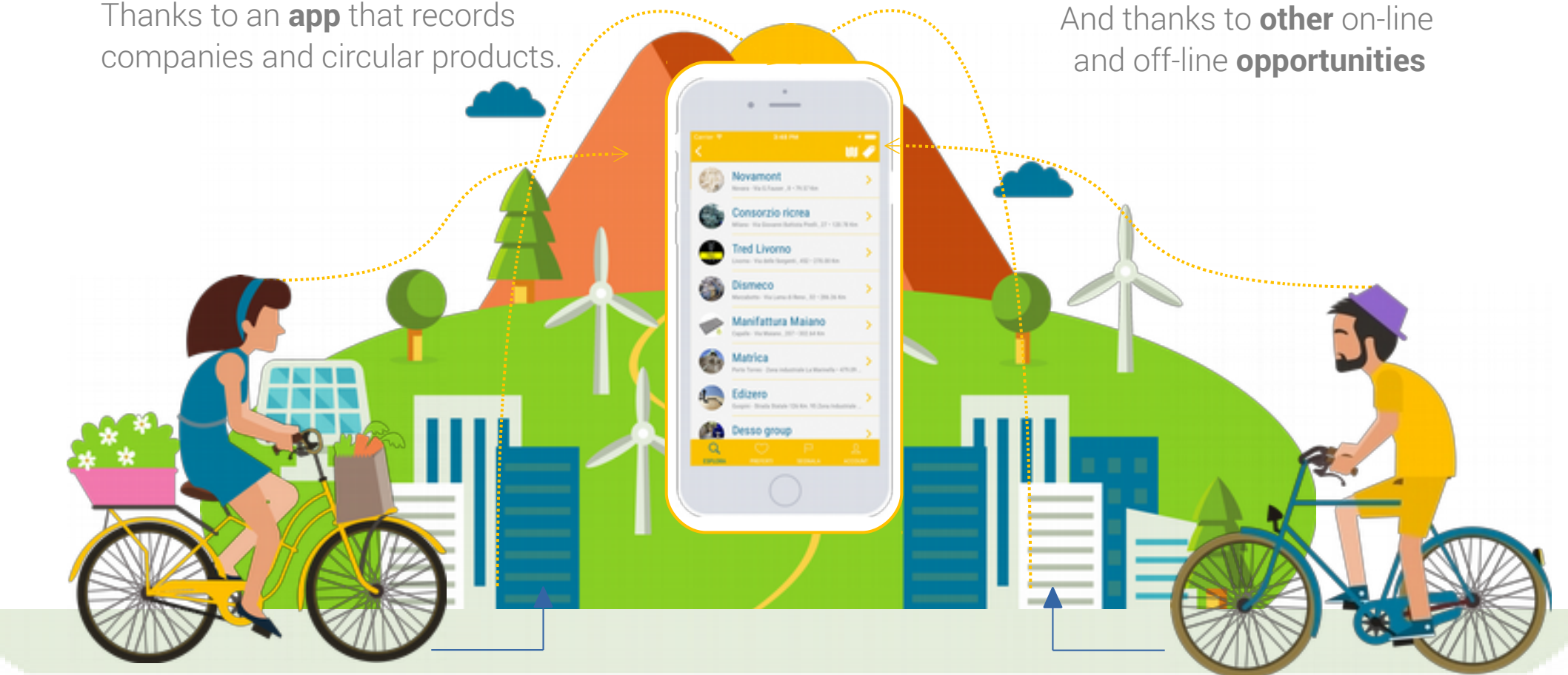
More and more **people** are giving value to sustainability when they buy.

However, **circular companies** and **responsible customers** often do not meet (each other).

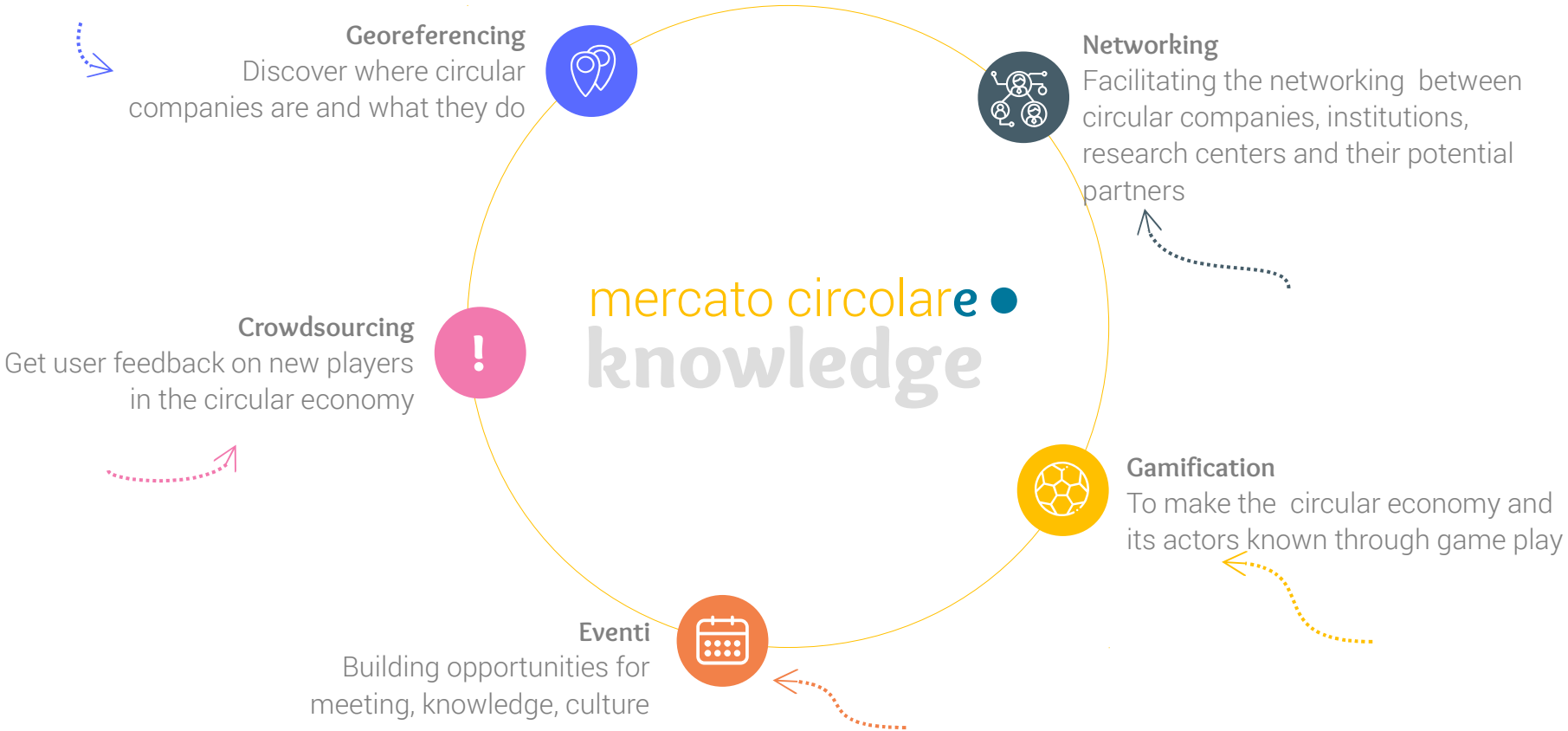
Mercato Circolare connects **companies and people**

Thanks to an **app** that records companies and circular products.

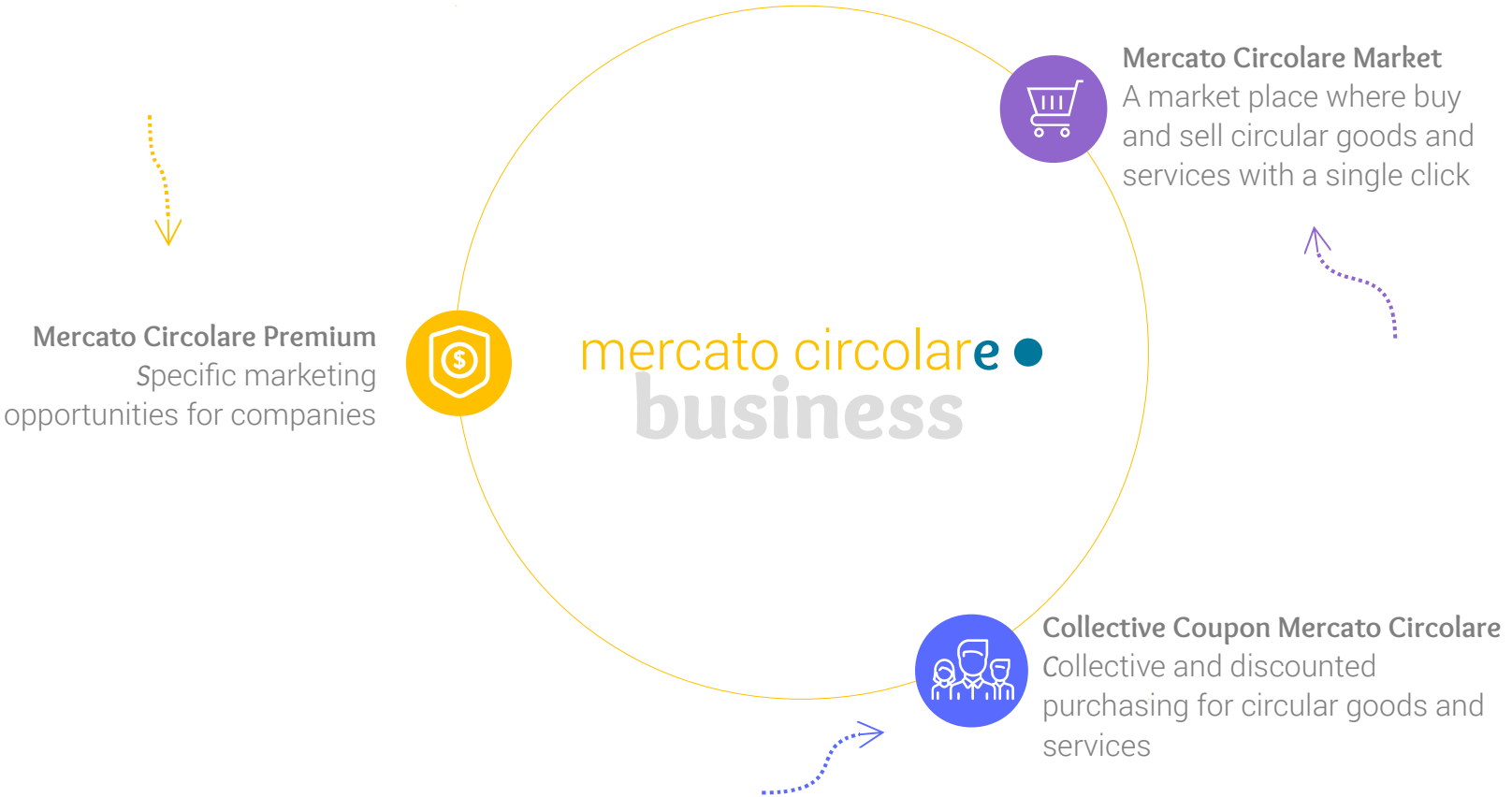
And thanks to **other** on-line and off-line **opportunities**



Mercato Circolare is knowledge



Mercato Circolare is **business**



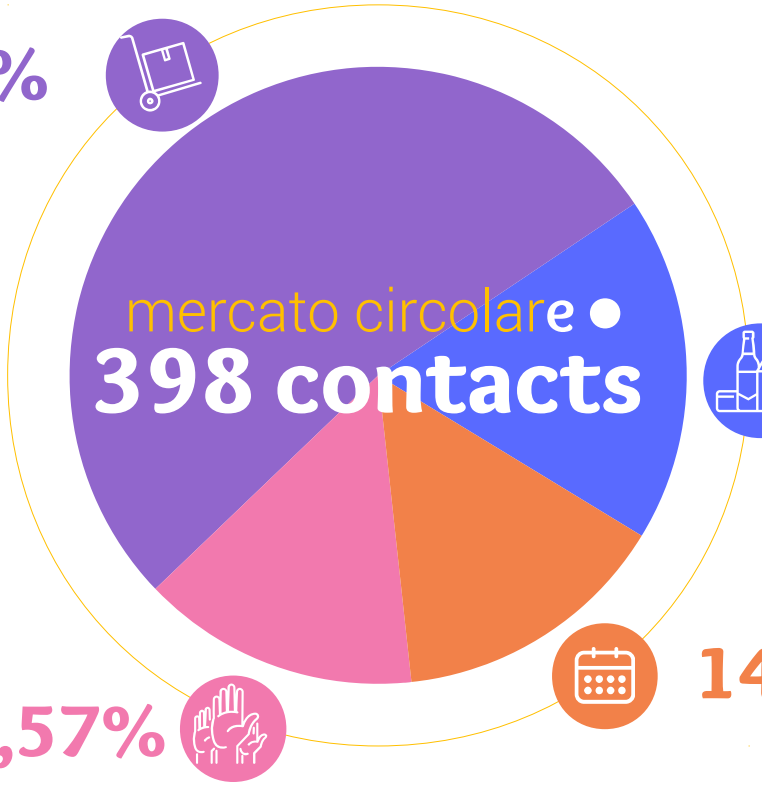
Mercato Circolare is **guaranty**

Mark
Mercato Circolare is designing a mark of circularity with academic and institutional partners

Method
Business Interview to give evidence to the plus of circularity of companies, products and services

Research
Research activities supports and feeds the development of MC thanks to partnerships with several universities

Mercato Circolare contacts



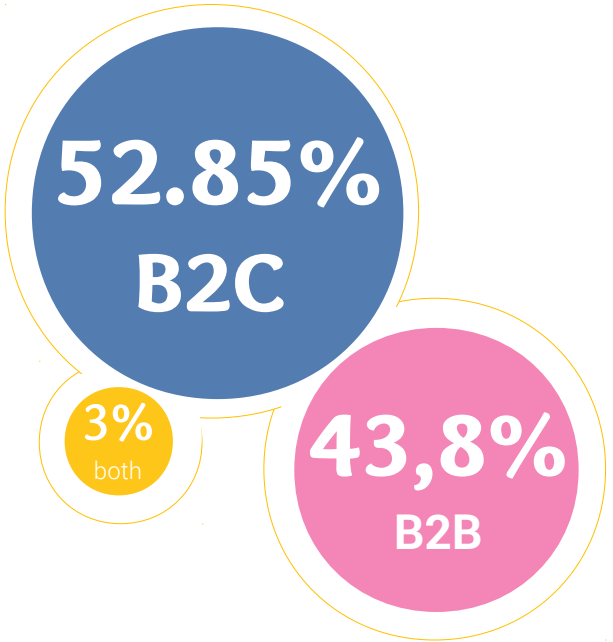
Companies **52,76%**

18,1% Products

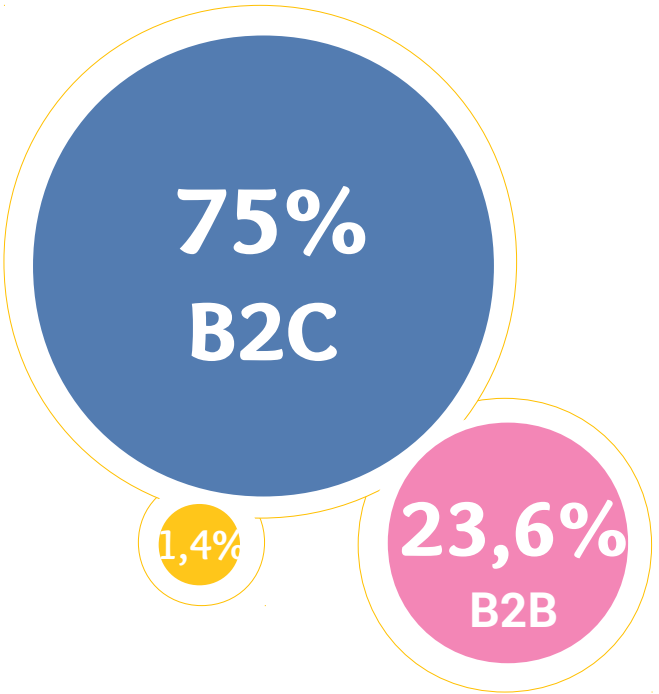
14,57% Cultural events

Circular citizenship **14,57%**

B2B / B2C



Companies



Products

Circular economy business model

Bio-based: supply from material and energy bio-based

Ricycling: creation of second row material

Upcycling: generating value from waste (ideation and transformation)

Life extension: repair, reuse (secon hand, on tap product), regenerate

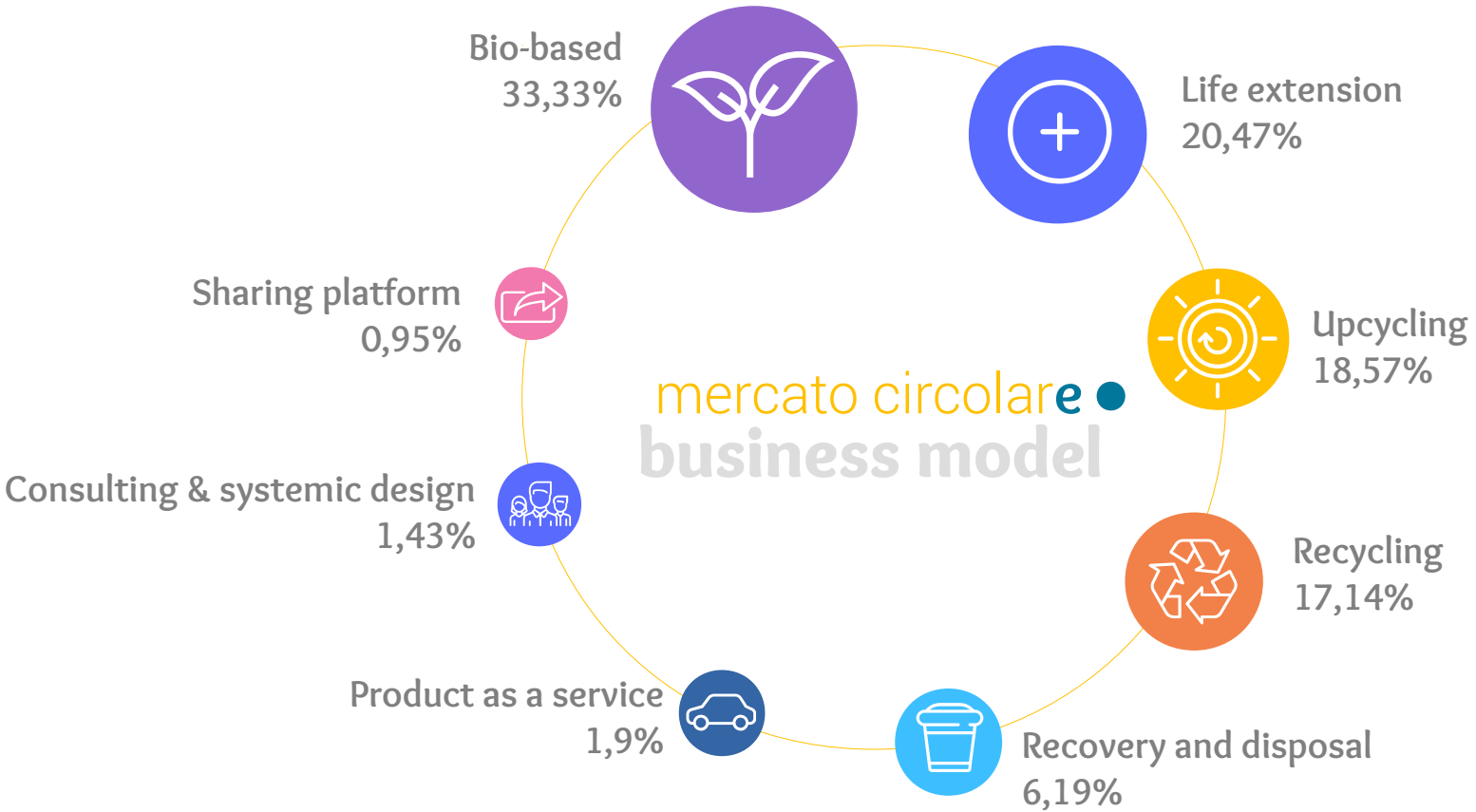
Sharing platform: the user is the owner of the good that shares with others (for free or on payment)

Product as a service: use vs possession

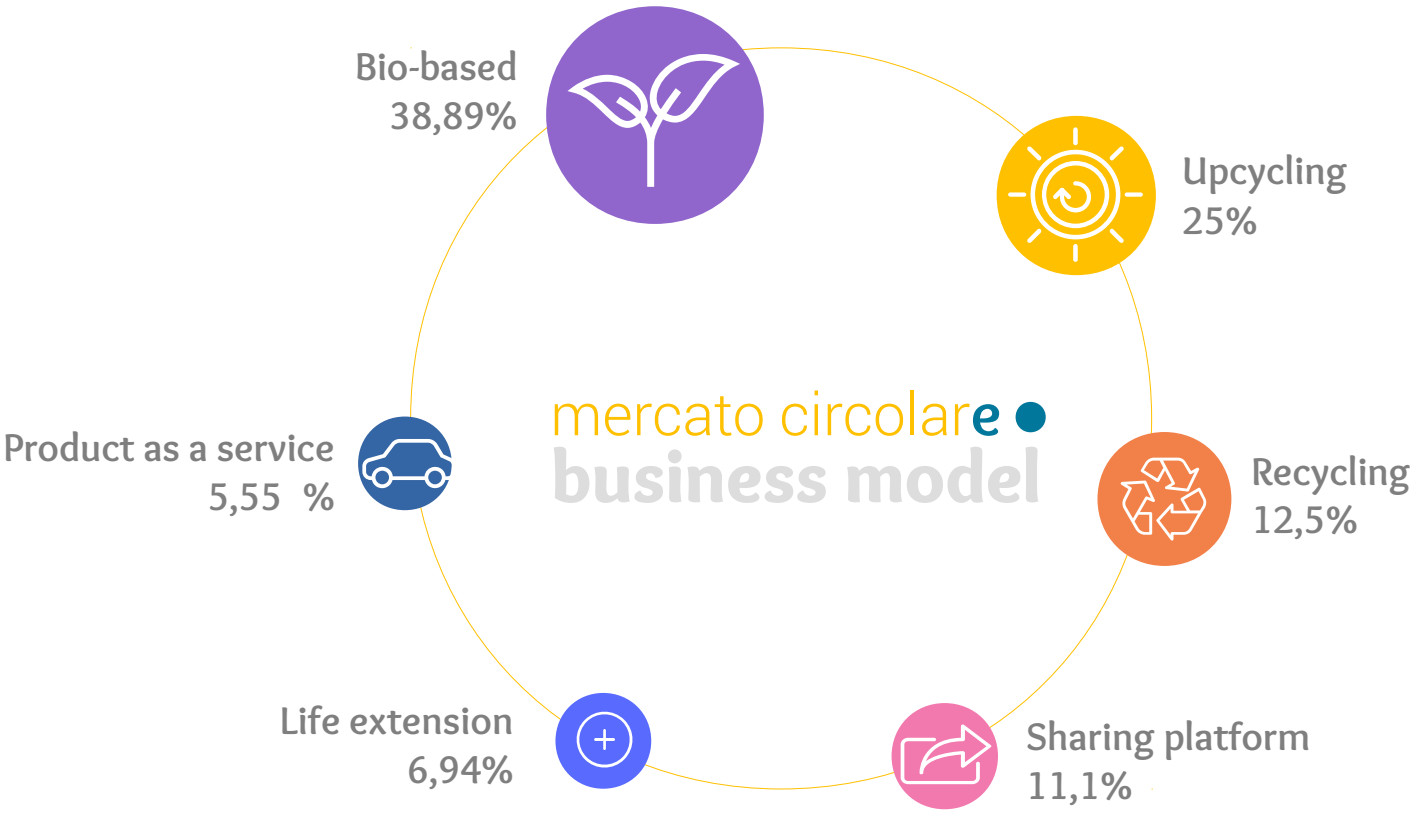
And additional trasversal business model

- Trade (b2b, b2c)
- Consulting
- Research
- Edutaiment (education + entertainment)

Companies: business model



Products: business model



Legal identity

SRL - Limited liability partnership 28%

Cooperative 21,26% (59% Social Coop. – 2,3% SPA – 37,7% other)

SPA - Company limited by shares 8,7%

Individual company 8,21%

Handcraft Labs 6,28%

Start up/ Pmi innovative 5,8%

Agriculture firm 4,83%

Consortium 4,35%

Sas, Snc, Srl 3,38%

Foreign company 2,4%

Association 1,93%

Designer 1,45%

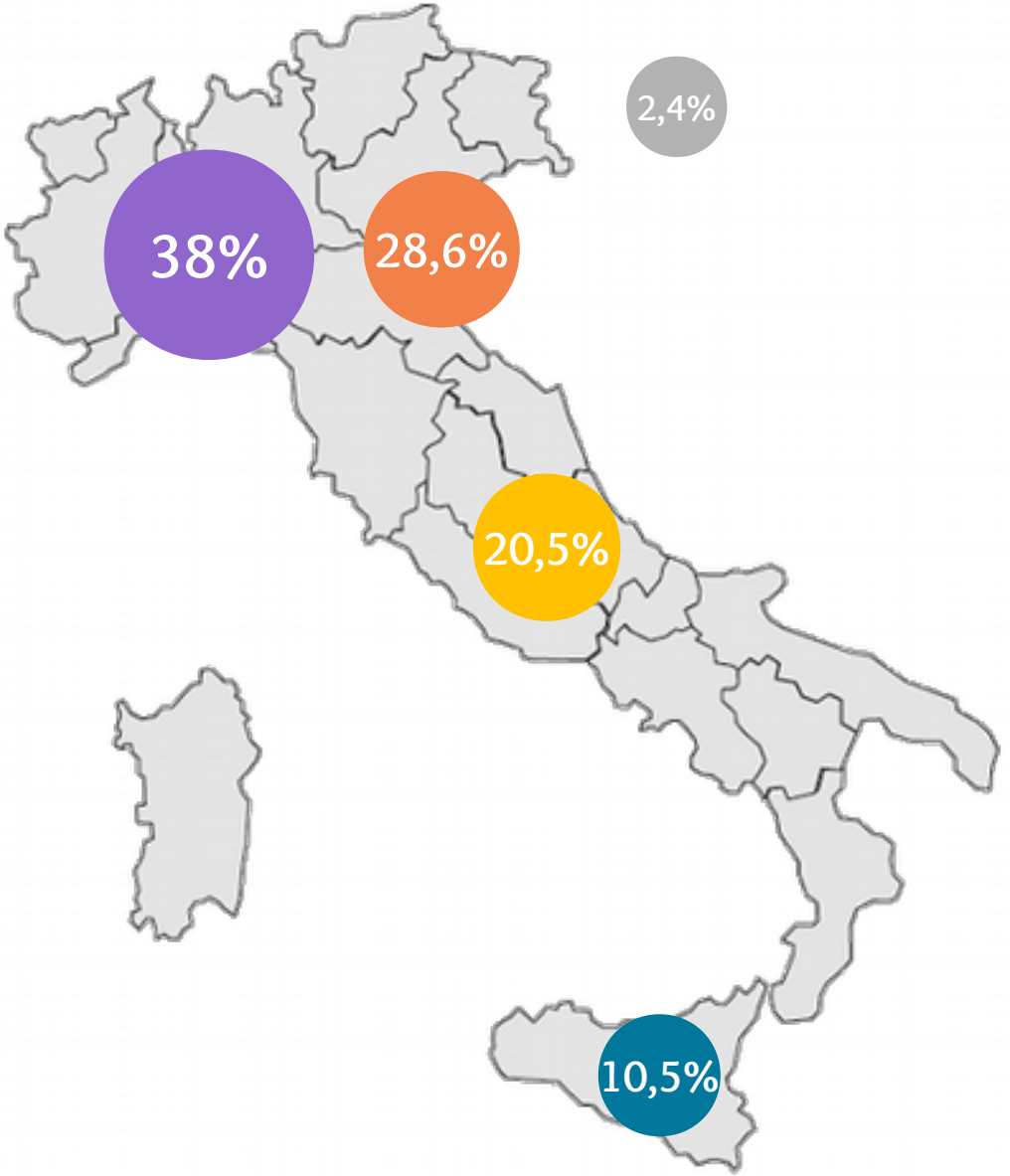
Professional networking 1,45%

Franchising 0,97%

Social enterprise 0,48%

Joint venture 0,48%

Geographic area

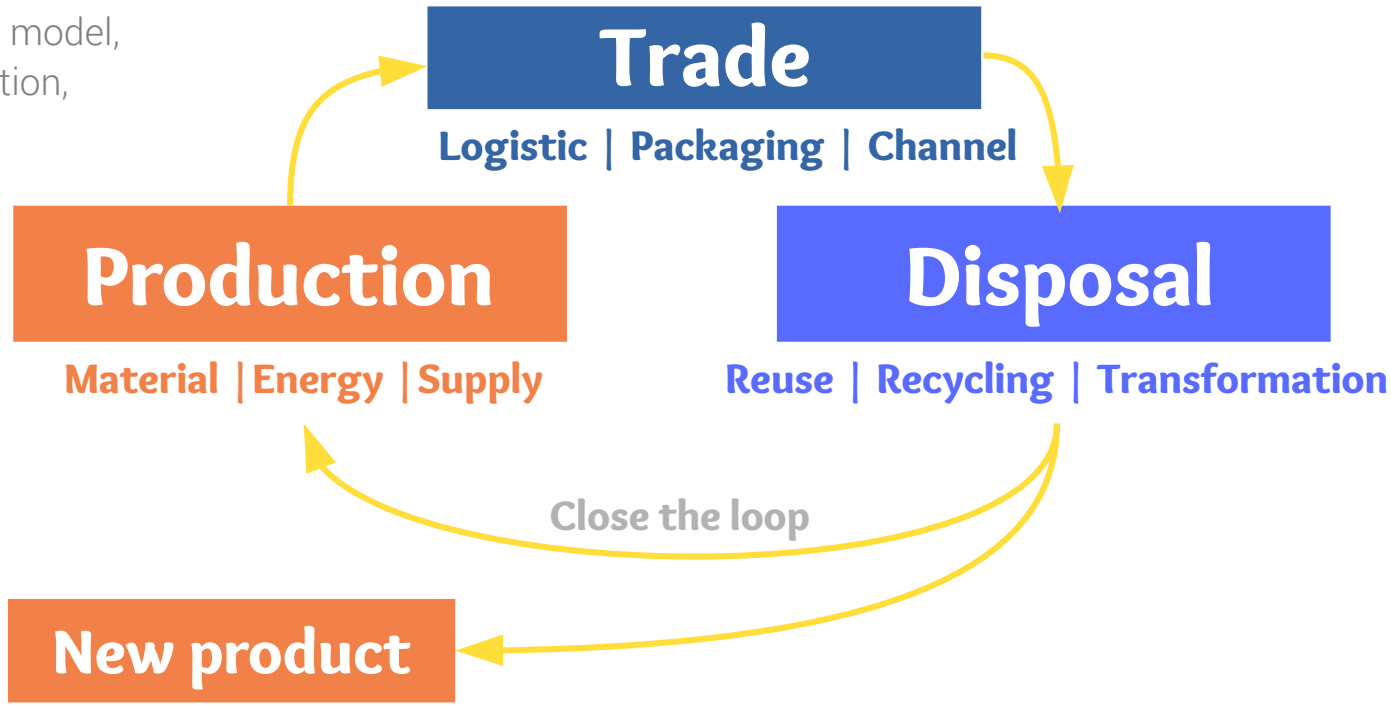


Research questions

1 **Cross-analysis of the variables**
(location, legal entity, business model, business field, year of constitution, size)

2 **Visualize the flow**
of circularity for each entity

3 **Identify**
- Mixed indicator of circularity for each entity
- Real and potential connection index between entity



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Thanks for your attention