



# EduZWaCE MaNaGeR

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DIAGNOSIS TOOL

Practical example

# Practical example

## The story of John Smith



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### KEY WORDS

Self-assessment

Process

Product

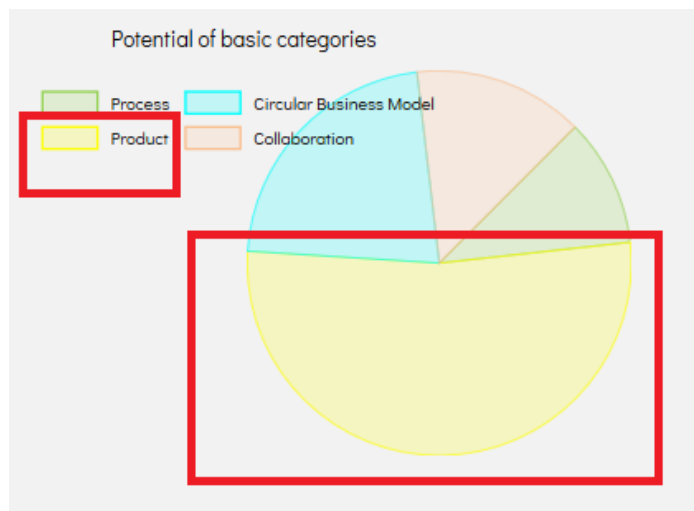
Business models

Collaboration

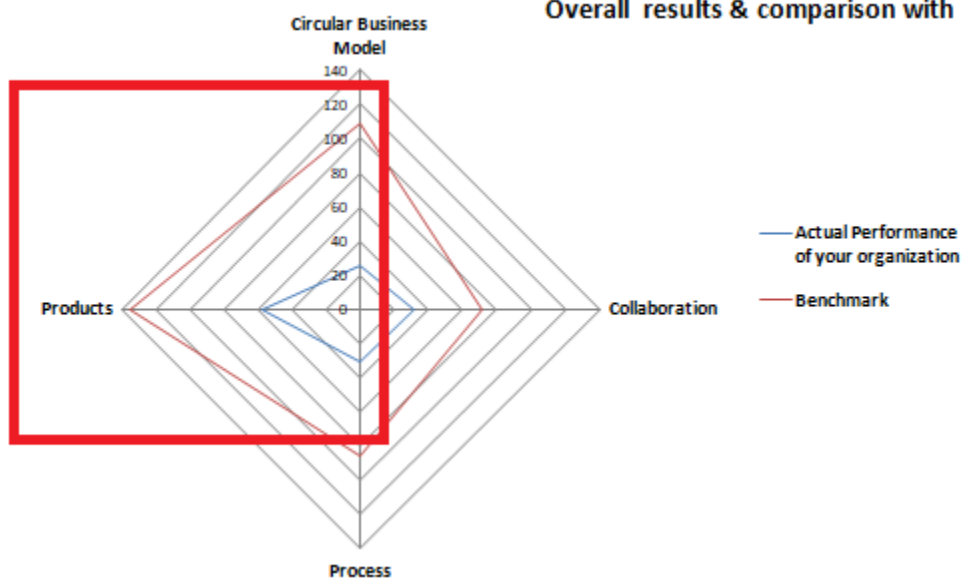
Circularity

John Smith has been evaluating his company – John Smith CE.

He did everything in 15 minutes and is very satisfied with results, though his final performance was far below the level of industrial benchmark. He has been prioritizing the product aspects mostly (product lifetime, reuse and recycling, materials consumption and logistics, energy and water consumption) and found out that their internal mechanisms are really well developed when filling-in qualitative questions related to Product category/opportunity aspect. The Diagnosis Tool has shown that product category is the most developed one, and fulfils its function in an excellent way, as it contributed the most to the final result.

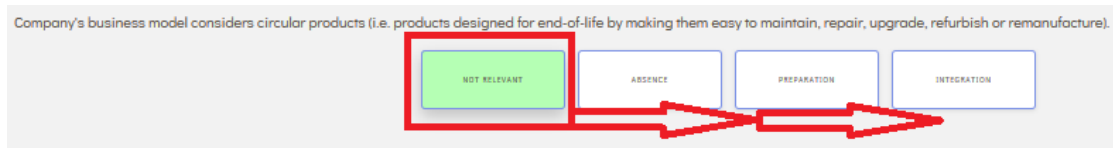


Overall results & comparison with others

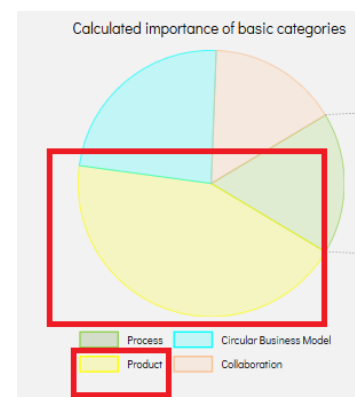
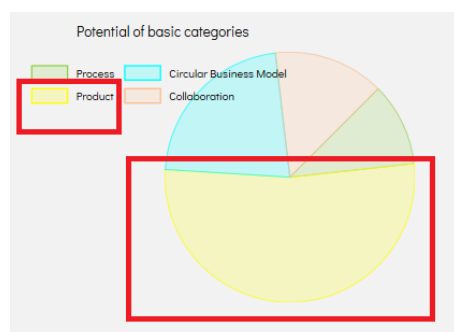


Some drawbacks have been discovered in circular business model category – imperfect (red) colour match indicates that in terms of Company's circular products (i.e. products designed for end-of-life by making them easy to maintain, repair, upgrade, refurbish or remanufacture), the average importance 6.70% is not matching with scoring 0.00 (qualitative score = low performance). This indicates that John Smith shall advance into Preparation or Integration levels of implementation regarding circular products.

business	The company has a circular economy implementation plan.	0.23	5.50%	Management practices
	The company offers circular economy related training.	0.23	5.50%	Management practices
	Company's business model considers circular products (i.e. products designed for end-of-life by making them easy to maintain, repair, upgrade, refurbish or remanufacture).	0.00	6.70%	Circular design models
	The company delivers long-product life with high levels of guarantees and service and a high upfront price.	0.57	6.70%	Circular design models
	The company provides consumables, spare parts and add-ons to support the lifecycle of long lasting product.	0.00	4.69%	Optimal Use
	The company delivers product access instead of the product itself, while retaining ownership of the product. This could be a combination of product and services, meaning single user uses the product (leasing, renting).	0.20	4.69%	Optimal Use
	The company recaptures components and materials and use them in its processes.	0.56	6.57%	Value recovery
	The company transforms waste into raw materials? Additional revenue can be created through pioneer work in recycling technology.	0.00	6.57%	Value recovery



John Smith sees that overall importance of basic categories has been shaped by his answers to qualitative questions. For example, products area has been the most important (based at assigned weights) area.





# EduZWaCE

Education for Zero Waste and Circular Economy  
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