

The Circular Supplier Success Guide

A circular economy reduces the problem of waste and carbon emissions, increases supply chain resilience, and mitigates the rising cost of new materials and fossil fuel supply. Small and medium-sized enterprises (SMEs) should participate in circular public procurement to access government contracts, expand their market reach, drive innovation, and contribute to sustainable economic development.

Purpose of Circular Supplier Success Guide

The aim of the Circular Supplier Success guide is to help suppliers, specifically SMEs, navigate the complex landscape of procurement and tenders, including those labelled green, sustainable, responsible, innovative, or circular procurement. It can be challenging for suppliers to meet these demands, but this guide offers a step-by-step approach to transition towards a more circular business model, preparing suppliers to meet customer demand for circular products and services.

The guide focuses on forming your ambition, setting your baseline, defining your first steps, collecting data on your current performance, and communicating and collaborating with your suppliers, customers, and other stakeholders. The result is that both suppliers and customers can reach their circular goals.

The six priority steps provide a concise overview of crucial considerations when embarking on the journey to become a more circular supplier. Meanwhile, the tools provided can help implement the necessary changes. Once these steps are completed, suppliers will be well-prepared to engage with their customers, opening up new business opportunities and identifying areas for organizational change within their own company, while also extending networking opportunities.

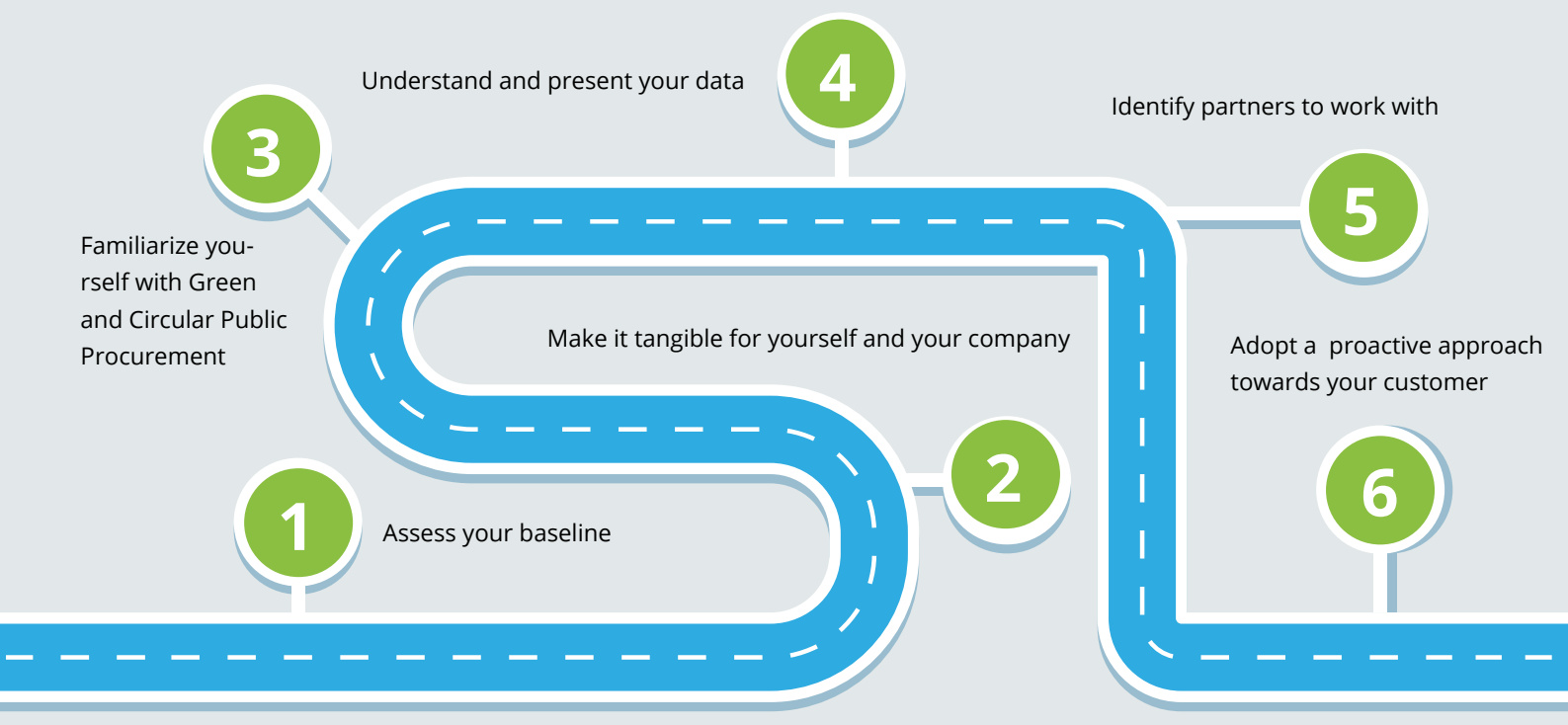
[Learn more about the project](#)

About this guide

This document is produced for general guidance only. The guide is based on experiences gathered from circular procurement pilot projects during the ProCirc project, which was developed by circular procurement and sustainability business experts. Click on the green button to learn more about ProCirc Interreg NSR.

Here are six steps

to become a successful circular supplier



1. Assess your baseline

Explore your circular economy baseline and benchmark yourself with similar companies via tools on the free platform [‘Ready2LOOP’](#). Revisit your vision, mission, values, and be clear on your ambition to change the status quo. Align and adjust your overall value proposition.

2. Make it tangible for yourself and your company

Based on the assessment results, use tools on [‘Ready2LOOP’](#) to prioritize initiatives and develop actionable next steps. You want to be able to prove to customers that circular economy is an embedded priority in your company.

3. Familiarize yourself with Green and Circular Public Procurement

Learn to navigate the complex landscape of public procurement and win offers that match your circular ambitions. Boost your knowledge on Green and Circular Public Procurement through this [vocational training](#) developed at EU-level.

4. Understand and present your data

Customers will likely want to see that you have quantitative data in addition to a qualitative approach and strategic prioritization. Provide environmental impact data requested via Life Cycle Analysis (LCA) and assessments, Environmental Product Declarations, or certification schemes. Customers may also ask for ‘total cost of ownership,’ which can help

make a better value proposition for the circular offer that you have.

5. Identify partners to work with

Look for other collaboration opportunities with innovators, research institutions, NGOs, and communities that have shared interests and complementary expertise. Utilize the tool of [Ecosystem Mapping](#) to help you map the ecosystem you’re in and prioritize your stakeholders.

6. Adopt a proactive approach towards your customer

As an expert in your sector, you can enter into market dialogue with potential customers to inform them of what is possible in terms of circularity. Communicate early on your circular values and expertise with customers, opening up opportunities for your organization to collaborate on circular solutions. Be willing to embark on a long-term engagement with your customer to allow for continuous improvement of the product or service.

References

- [Ready2Loop](#)
- [Training resources – greener \(greener-project.eu\)](#)
- [Ecosystem Mapping](#)