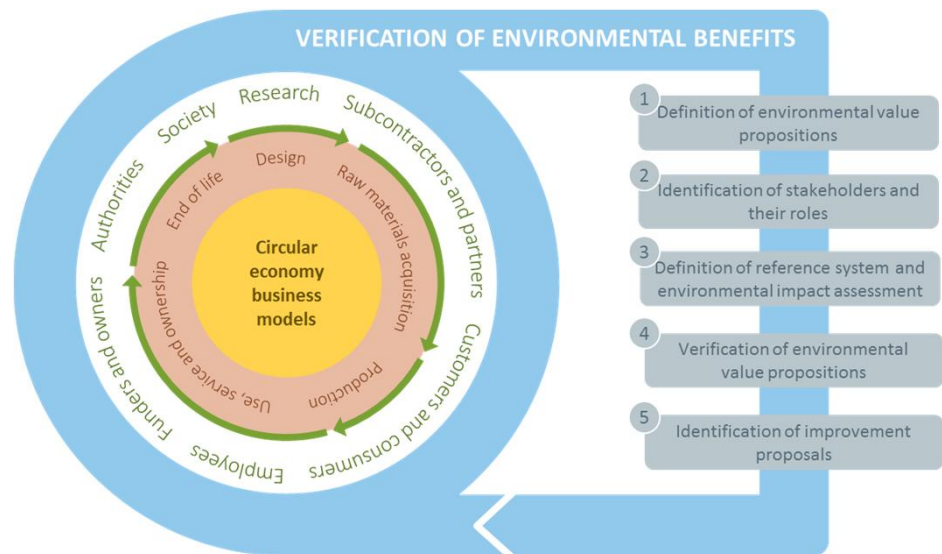


Environmental benefits assessment tool

What kind of environmental benefits does the circular business model provide?

How to verify the impact of environmental value propositions?



A tool for the assessment of environmental benefits provided by circular business models has the following five stages:

1. Defining the environmental value propositions
2. Identifying stakeholders and their roles
3. Defining the reference situation and assessing the environmental impact
4. Verifying environmental value propositions (qualitatively or quantitatively)
5. Identifying opportunities for improvement

The purpose of this tool is to identify the positive environmental impacts of business operations compared to the current situation. Indirect impacts can be taken into account in addition to direct impacts.

When applying the tool, it is important to proceed step by step from the beginning to the end. By sketching out their environmental promises, businesses can better understand the principles of the circular economy and the related business models. Environmental impacts are assessed either quantitatively or qualitatively, by applying the life cycle assessment approach. Environmental benefits can be assessed by the company's own staff or with the assistance of external experts.

As the operating environment changes, companies are advised to regularly assess their environmental value propositions and the fulfilment of such propositions, and to develop their business model on this basis.

The assessment tool helps businesses to

- to develop their operations so as to promote the circular economy
- to identify the roles of stakeholders in delivering on environmental value propositions
- to assess the environmental benefits of their operations.

Further information

Riina Antikainen, Senior Researcher, Finnish Environment Institute
firstname.lastname@ymparisto.fi

Helena Dahlbo, Senior Researcher, Finnish Environment Institute
firstname.lastname@ymparisto.fi