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Ahead of the curve in the circular economy



The world's natural resources are running out at an exponential rate, with industries everywhere building circular economies in order to sustain themselves.



Increased demand and consumption

The world's population will be around 8 billion by 2030, with the middle classes swelling to nearly 5bn from 2 bn. The Organisation for Economic Co-operation & Development predict this growth deriving mainly from developing nations, such as India.

With this will come unprecedented consumption of the globe's finite natural resources and raw materials, so it's vital that the world's industries develop sustainable, environmentally sensitive solutions that maximise available resources and reduce waste. Hence, the circular economy.



Introducing the Circular Economy

The notion of a circular economy is gaining an almost unstoppable

traction globally, as businesses in all sectors look to minimise wastage, operate using greener methods and, importantly, maintain their bottom line.

It is based on the reuse and regeneration of raw materials, to maintain production and output in a sustainable and environmentally responsible way, and aimed at maximising the use of resources and reducing waste by making the best possible use of a product.



It's our responsibility to reuse and recycle

Unlike 'take and make', a circular economy thrives on a 'reuse and recycle' model. For the pulp and paper industry, this model is especially relevant.

Paper has always been recycled. Industrial-scale graphic paper

recycling began in the 1960's, with paper companies buying back their waste paper from Local Authorities and other organisations. In fact, recycling within the pulp and paper industry has almost doubled since 1998, to around 20m tonnes worldwide.

The news regarding recycling is not universally positive however, with much lower rates of recycling recorded in developing countries in Asia and parts of eastern Europe. Similarly, tissue-based products, such as toilet paper, diapers and paper tissues cannot easily be recycled.



Facilitating cleaner, greener manufacture

The circular economy continues to grow, with a specific ISO59000 series of documents currently in development to help companies fully understand it and support its implementation and measurement.

As regards environmental impact reduction, ISO14001:2015 remains the predominant tool for businesses to use. The principles of ISO14001 and the circular economy are based on essentially similar concepts, taking action to decrease risk and lessen impact on the environment, cutting waste and consumption of resources. The standards associated with the circular economy can be used or expanded upon, to help you achieve your ISO14001 objectives.

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