



Revolutionising our
relationship with
stuff

Supporting small businesses
in the circular economy



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Impact Awards 2020**

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WINNER



CIRCULAR ECONOMY
INSTITUTE & CLUB

A glowing, golden-yellow globe is the central focus of the background. It is surrounded by a network of thin, golden lines and dots, suggesting a global network or data flow. The globe is set against a dark, starry background.

**BRINGING CIRCULAR ECONOMY TO EVERY
CORNER OF THE WORLD**

The current economy is based on a linear model, which inevitably leads to a 'produce, consume, and dispose' society. Compounded with resource depletion and growing pollution, it poses unforeseen threats to our future. We believe the transition to a circular economy is vital to protect and promote the health of people and the planet and to design out waste from our world.

In 2014, the CEC was established to offer circular enthusiasts a forum to play their part in implementing a circular economy. CEC offers a platform for the circular economy community to come together with a unified goal of moving the world beyond waste at a local and global level simultaneously.

We bring circularity to cities worldwide by supporting the design and implementation of local initiatives, and by building on the evidence gathered by Clubs in the last decade to help educate communities and spark opportunities for innovation and positive change.

We envision a new era where all cities worldwide function through a circular model, setting the end of an age of waste.



OUR MISSION



FIND OUT MORE AND JOIN FOR FREE

Who are ReLondon?

[ReLondon](#) is a partnership between the London boroughs and the Mayor of London.

We believe we can catalyse transformational change by inspiring and empowering the action of others. We support businesses, local government and citizens to change their policies, practices and behaviours, to revolutionise the way we use stuff.

- Helping businesses rethink their strategy, adopt and scale circular business models through training, advice and connection with innovators.
- Empowering and educating citizens to revolutionise their relationship with stuff through campaigns.
- Helping local authorities rethink plans and policies to support recycling improvements and a circular economy through advice and projects.

We support small business at different stages of their circular journey.

Our pan-London activities support:

- Circular economy start-ups/scale-ups to improve their models, reach new audiences and scale their impact.
- Small, 'everyday' businesses to trial circular economy practices for the first time.

We capture and disseminate insights about the benefits of circular practices including commercial (business benefits, jobs created and safeguarded) and environmental (waste and CO2e reduction) outcomes.



"The ongoing availability and support from the ReLondon team has been tremendous."

Julien Vassieres
Co-funder of Batch.Works

We have a network of ~650 small businesses across London.

We regularly engage businesses and signpost them to circular economy resources and networking opportunities.

Approximately 50% are circular economy innovators already offering circular products and services to the market. The remainder are cafes, retailers, salons and other small businesses at various stages of embracing one or more of [ReLondon's 5 circular business models](#).

We have strong representation of minority-owned businesses, with 52% female/non-binary/shared ownership and 64% led by individuals from Black, Asian or minority ethnic groups, in line with or significantly higher than [national statistics for 2020/21](#).



The Circular Economy Matchmaker

You can find out more about the innovative businesses we work with and the solutions they offer by browsing [ReLondon's Circular Economy Matchmaker](#).

Our achievements so far

~£1.2
million

disbursed as grants

so that small businesses
can test or grow circular
models that reduce
waste and carbon.

70 tCO₂e

284

introductions

brokered for circular
businesses to other
businesses, investors, and
public sector organisations.

800+

jobs created and safeguarded

following support given to
redesign, validate and amplify
small business' circular practices

tackled per annum

by our community of businesses that
are implementing solutions to tackle
food waste - whether avoidance or
redistribution of waste.

[Read our case studies](#)

Our five focus areas



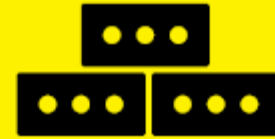
food



fashion



plastics



built environment



electricals

Our business support services

Advice

Our in-house team of expert advisors offer dedicated training and recommendations to help businesses grow sustainably and responsibly while taking advantage of the circular economy.

Our advisory services help businesses redesign their operations and validate the commercial and environmental assumptions underpinning their circular models.

We are also available to design bespoke support as part of existing accelerator/ incubator programmes.

Grants

We structure and administer grants to enable businesses to experiment with and scale circular business models.

Our grants aim to achieve outcomes across innovation, economic resilience, job creation, and reduction in waste & consumption-based emissions.

Borough-specific and London-wide.

Funding is subject to availability.

Connections

We connect circular start-ups to London's ecosystem of investors, corporate buyers and public sector organisations.

We organise carefully curated in-person matchmaking events or provide bespoke scouting services to catalyse commercial relationships.

We also operate the online [Circular Economy Matchmaker](#) to more rapidly connect members of our network with each other.

[Find out more](#)

A simple call to action for London businesses.

Small, circular businesses in London that are interested in our fully-funded support can apply to join the ReLondon community at our website.

While specific grants and advisory support will only open periodically, businesses can apply to join the community all year round.

Applicants' needs will be assessed, and businesses signposted to our relevant support packages.

relondon.gov.uk/business



"With ReLondon's help, we've made connections across London, become part of the circular economy eco-system and met lots of entrepreneurs in our space. They are a fantastic and energetic team who always have your back!"

Aisling Byrne
Co-funder of Nu Wardrobe

CASE STUDY

Driving inclusive growth in Islington

In 2021, ReLondon was appointed by Islington Council to deliver £140,000 in grants to 23 Islington-based businesses trying circular initiatives. In addition to funding, the team was able to offer 235h of expert advice to businesses.

In only 6 months, this award-nominated project has helped create or safeguard 25 jobs, tackle 7,724kg of waste and 9,140 pieces of single use packaging and reach 16,000 customers locally with sustainable choices.

85% of grantees agreed that circular economy activities made possible by the grant had benefitted their business commercially.

Islington Council now has a strong foundation of relationships and case studies on which to build further circular economy initiatives. Looking to the future, this programme has seeded a groundswell of circular economy activities across the borough, with diverse engagement from both businesses and residents across 13 of the borough's 16 wards.

[Read the full case study here](#)



“ [The grant] has helped us to kick start a programme we were working on and hoping to start.”

Muhammed Aziz
Founder, Cartridge World

CASE STUDY

Creating the blueprint for circular high streets

Since Oct 2023, ReLondon has been delivering advice and small grants to bricks and mortar businesses found on a typical high street - such as cafes, restaurants, clothes shops, and hairdressers - to trial circular economy models. The aim was to demonstrate how businesses can become more resilient by using or wasting less materials, and incorporating reuse, repair and rental/sharing within their operating models.

To date, 70+ businesses from across London have attended interactive workshops to identify where and how circularity makes business sense for them.

In addition, 38 businesses from diverse sectors, areas and founder backgrounds were selected to receive grants of £5k-£10k to implement initiatives such as food waste monitoring, reusable packaging solutions, and repair. ReLondon is monitoring the commercial and environmental benefits of these initiatives to establish the return on investment of different initiatives - looking at:

- volume of waste moved up the waste hierarchy and associated tCO2e savings (where possible)
- direct commercial benefits to businesses - reduced costs, increased revenue, improved customer relations
- Behaviour change impact for staff and customers



SERVICE OVERVIEW

Circular Neighbourhood Strategy

Our circular neighbourhood strategy workshop helps councils :

- Understand the core design principles for developing and implementing successful circular economy neighbourhoods;
- Apply these principles in a manner relevant to your local context; and,
- Establish a common vision and level of aspiration within your organisation.

The in-person workshop, delivered as a combination of presentations and interactive exercises, will guide participants through a structured methodology to define your strategic ambition and implementation approach.

As part of this service, we:

- facilitate a half-day (3.5h) workshop for up to 15 council staff and relevant attendees.
- Summarise the discussion and recommended next steps in a brief written output.



