

Circular Economy Solutions

Consulting for circular economy solutions to transform business models

Applus+ delivers tailored **circular economy consulting services** to help organizations redesign production systems, minimize environmental impact, and reduce resource dependency. Our goal is to enable businesses to maintain product and service quality while introducing sustainable value and improving long-term resilience.



THE Applus+ SOLUTION

Proven experience and tools to apply circular economy strategies

With over 30 years of experience advising industry and public administrations, Applus+ offers a comprehensive range of services that ensure measurable outcomes through a technical and strategic approach. Our circular economy capabilities include:

- Process and value chain assessments
- Definition of environmental and circularity indicators
- Verification of product and service circularity
- Eco-design strategies and Life Cycle Cost (LCC) evaluation
- [Life Cycle Assessment \(LCA\)](#)
- [Carbon and water footprint analysis](#)
- Energy efficiency alternatives in production systems
- Environmental Product Declarations (EPD)
- Zero waste certification and recyclability assessment



Our team of environmental consultants and analysts operates across all our offices worldwide, providing high-value insight and proprietary tools for data-driven environmental management. We actively collaborate with clients to align circular strategies with business objectives, supporting the achievement of the [UN Sustainable Development Goals \(SDGs\)](#).

Target customers

Why companies and governments adopt circular economy models

The growing demand for **environmentally responsible production models**—combined with regulatory pressure and rising resource costs—makes circular economy adoption a strategic imperative. Applus+ helps organizations respond with efficient, compliant, and competitive solutions that support a shift away from linear consumption models while improving operational sustainability and waste minimization.

Key customer benefits

Key benefits and real-world initiatives of our circular economy approach

Our clients benefit from tangible economic, environmental, and reputational advantages:

- **Operational efficiency** and cost optimization
- **Resource conservation** and environmental footprint reduction
- **CSR and ESG enhancement**, aligned with stakeholder expectations
- **Customer trust** and improved brand loyalty
- **Employee engagement** through sustainability-driven purpose

To support these outcomes, Applus+ implements key initiatives:

- **Industrial ecology**: reuse of by-products within internal processes
- **Waste valorization**: market identification for external resource use
- **Industrial symbiosis**: localized collaboration strategies
- [Renewable energy projects](#): promoting energy self-sufficiency
- **Specialized training**: upskilling staff in circular practices
- **Environmental KPI frameworks**: defining and tracking performance
- **Environmental communication**: strengthening corporate messaging and alignment with public policy



Our circular economy services are designed to create long-term value without compromising product performance, enabling companies to meet evolving market expectations and strengthen their sustainability positioning.