

“Irri Sarri is the reusable alternative to conventional take away coffee cups. The solution based on build-to-last and reuse circular strategies aims to replace the unsustainable and disposable material intensive take away coffee cup for their reusable and recyclable ones. Under a 4€ fee, any consumer can enjoy his take away coffee using the Irri Sarri cup and claim the deposit whenever they want to give it back on any of the bars membered in the Irri Sarri network.

This case study shows how this actual circular startup, through the CircularStart workshop and materials, has evolved from a basic reuse based business model to a more comprehensive solution emphasising on the community creation, reverse logistics structure, ecodesign and value chain partnership strengthening.”

**This case study shows the transformation of this Start-up business model thanks to the CircularStart training materials.**

**Sector/Activity:** Food and beverages

**Circular Business Model Category:** Uphill / Tophill / Downhill

**Circular Business Model Strategy(ies):** Maximizing production efficiency / Long life design / Life extension services / Product-oriented-service / Use-oriented-services / reuse /redistribute

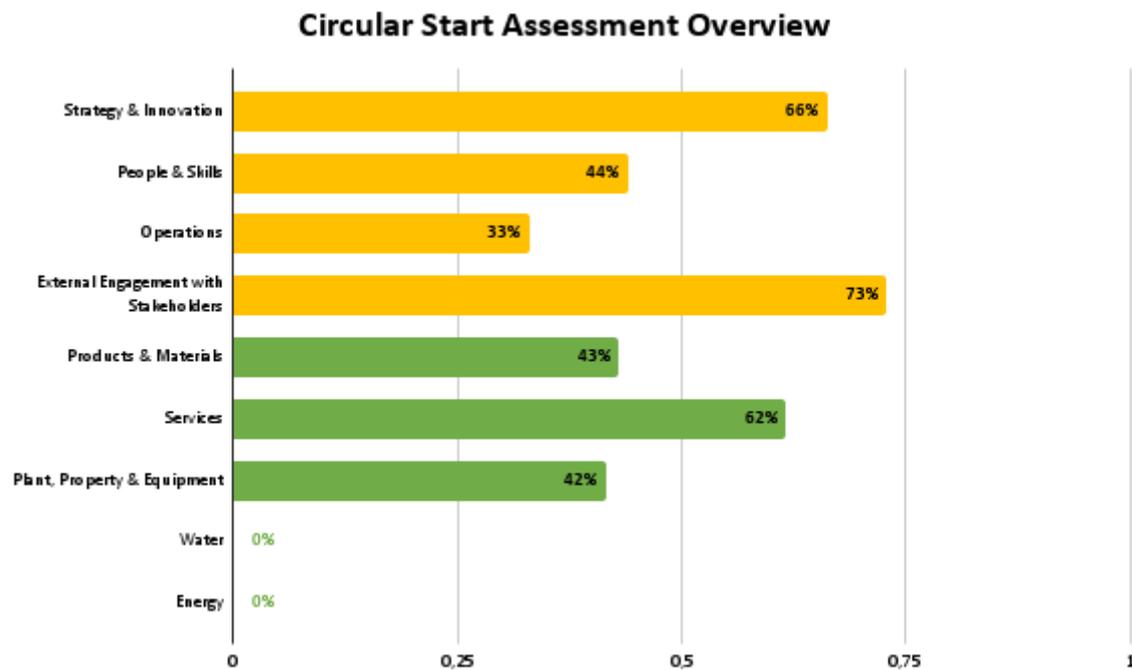
**Circular Start-up type:** Design- based



STARTING POINT:

 <b>KEY PARTNERS</b>	 <b>KEY ACTIVITIES</b>	 <b>VALUE PROPOSITION</b>	 <b>CUSTOMER RELATIONSHIPS</b>	 <b>CUSTOMER SEGMENTS</b>
<ul style="list-style-type: none"> <li>Communicators making visible the service benefits to the end user to create a greater community</li> <li>Platform developers for service digitalisation</li> <li>Cup and cover manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>The reusable alternative to the single use cups</li> </ul> <div data-bbox="469 689 724 734">  <b>KEY RESOURCES</b> </div> <ul style="list-style-type: none"> <li>Cups and covers</li> <li>Community</li> <li>Externalised sales team</li> </ul>	<ul style="list-style-type: none"> <li>Reusable and recyclable packaging system</li> <li>Replicable and adaptable to outdoor spaces and events</li> <li>Compliance of European and Spanish disposable plastic in hostelry legislation</li> <li>Measurable results</li> <li>Easy, comfortable to use and communicate</li> <li>Free for the final user</li> <li>Scalable</li> </ul>	<ul style="list-style-type: none"> <li>Physical presence. Visibility in the street through the bars</li> <li>Own social media and third party agreements</li> <li>Clusters and associations: Hostelry, environment, food, recycling industries...</li> </ul> <div data-bbox="999 689 1254 734">  <b>CHANNELS</b> </div> <ul style="list-style-type: none"> <li>Own on-site distribution channel</li> </ul>	<ul style="list-style-type: none"> <li>Event organisers</li> <li>Environment and sustainability administration authorities</li> <li>Hostelry: Bars, cafeterias, coffee roasters</li> <li>Hostelry associations</li> <li>Other public administration: City councils, regional development agencies, deputations</li> </ul>
<div data-bbox="204 922 459 967">  <b>COSTS</b> </div> <ul style="list-style-type: none"> <li>Cup purchase</li> <li>Logistics and communication plan development.</li> <li>Communication</li> <li>Fair and event materials</li> <li>Human resources</li> <li>Service digitalisation platform agreements and <u>colaboration</u></li> </ul>		<div data-bbox="858 922 1114 967">  <b>REVENUES</b> </div> <ul style="list-style-type: none"> <li>Monthly fee from the Bars, cafeterias, etc. for belonging to the <u>Irri Sarri</u> network</li> <li>Public administration agreements</li> <li><u>Irri Sarri</u> cup selling to the associated establishments and event organisers</li> <li>Logistics and management service on events and fairs</li> </ul>		

## Initial circularity profile – Results from the application of the Assessment Tool



FOLLOWED LEARNING PATH:

Units	IDEATION	INTEGRATION	VALIDATION	IMPLEMENTATION
Unit 1	X	X	X	X
Unit 2	X	X	X	X
Unit 3	X	X	X	X
Unit 4	X	X	X	X
Unit 5	X	X	X	X
Unit 6	X	X	X	X
Unit 7	X	X	X	X
Unit 8	X	X	X	X
Unit 9	X	X	X	X

FINAL CIRCULAR BUSINESS MODEL:

<p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"> <li>Communicators making visible the service benefits to the end user to create a greater community</li> <li>Platform developers for service digitalisation</li> <li>Cup and cover manufacturing</li> <li>Send the disposed cups to plastic recyclers to create new cups</li> <li>Irri Sarrri communication materials made of coffee grounds: Designers</li> <li>Last mile distribution: <a href="#">Tixita</a> company</li> <li>Material innovation: <a href="#">Inèdir Innova</a></li> </ul>	<p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>The reusable alternative to the single use cups</li> </ul> <p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>Cups and covers</li> <li>Community</li> <li>Externalised sales team</li> </ul>	<p><b>VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>Reusable and recyclable packaging system</li> <li>Replicable and adaptable to outdoor spaces and events</li> <li>Compliance of European and Spanish disposable plastic in hostelry legislation</li> <li>Measurable results</li> <li>Easy, comfortable to use and communicate</li> <li>Free for the final user</li> <li>Scalable</li> <li>Community creation</li> <li>Fostering value chain actor partnership</li> </ul>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <ul style="list-style-type: none"> <li>Physical presence. Visibility in the street through the bars</li> <li>Own social media and third party agreements</li> <li>Clusters and associations: Hostelry, environment, food, recycling industries...</li> </ul> <p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>Own on-site distribution channel</li> <li>Collaboration and partnership with other value chain actors</li> <li>Build partnership with cross-cutting actors; hostelry providers, disposed oil based soap manufacturers</li> </ul>	<p><b>CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>Event organisers</li> <li>Environment and sustainability public administration authorities</li> <li>Hostelry: Bars, cafeterias, coffee roasters</li> <li>Hostelry associations</li> <li>Other public administration: City councils, regional development agencies, deputations</li> </ul>
<p><b>COSTS</b></p> <ul style="list-style-type: none"> <li>Cup purchase</li> <li>Logistics and communication plan development.</li> <li>Communication</li> <li>Fair and event materials</li> <li>Human resources</li> <li>Service digitalisation platform agreements and collaboration</li> <li>Hiring last mile logistics.</li> </ul>		<p><b>REVENUES</b></p> <ul style="list-style-type: none"> <li>Monthly fee from the Bars, cafeterias, etc. for belonging to the Irri Sarrri network</li> <li>Public administration agreements</li> <li>Irri Sarrri cup selling to the associated establishments and event organisers</li> <li>Logistics and management service on events and fairs</li> <li>Sale of cups made of recovered material</li> </ul>		

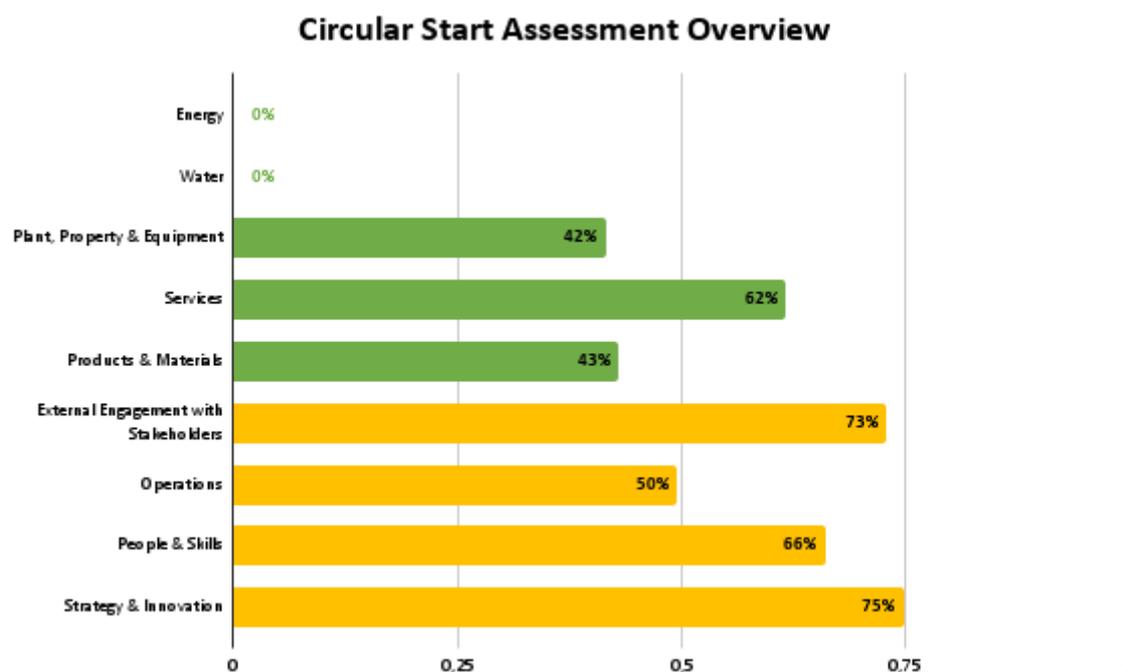


## WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULAR-START MATERIALS?

- + **Value Proposition:** Improvement in community generation and fostering value chain actor partnerships
- + **Key partners:** Considering last mile distribution businesses as potential partners
- + **Revenue Streams:** Considering sale of cups made from recovered material



## Resulting circularity profile – Results from the application of the Assessment Tool



## NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Contact stakeholders and explore new collaboration opportunities	Q3 2021	Sales team	Stakeholder reluctance to collaborate. Lack of interest.
Community creation and engagement improvement	2021 - 2022	Sales and marketing. Platform, Social media and digital marketing. Find the correct growth engine	Funding Lack of engagement
Product innovation. Find a more recyclable material keeping the current durability	2022	Technical partners. Funding	Funding Technical difficulties
Irri Sarri Network expansion	Q3 2021 - 2022	Entire team + value chain partners + end users	Funding Lack of interest

## KEY MESSAGES



- + *“It allowed me to consider other circular economy related business models in a more detailed way”*
- + *“It helped me to redesign my business model in order to know where I could create more value through my product”*
- + *“The CircularStart materials are these kind of guides you take into account and look at when you need to re-consider any aspect of a circular business”*

