

ISO 59010:2024-05 (E)

Circular economy - Guidance on the transition of business models and value networks

Contents		Page
Foreword		iv
Introduction		v
1	Scope	1
2	Normative references	1
3	Terms and definitions	1
4	Setting goals for the transition to a circular economy value creation model and its boundary	5
4.1	Goal definition	5
4.2	Understanding the current value creation model and value network of the organization	5
4.3	Mapping the value chain and networks of flows	7
4.4	Setting the boundary for addressing circularity	7
4.5	Understanding current circularity performance	8
4.6	Considering actions that contribute to a circular economy	9
4.6.1	General	9
4.6.2	Actions that create added value	9
4.6.3	Actions that contribute to value retention	12
4.6.4	Actions that contribute to value recovery	13
4.6.5	Actions to regenerate ecosystems	16
4.6.6	Actions to support a circular economy transition	16
4.6.7	Guidance for resource management actions	18
5	Determining a circular economy strategy	19
5.1	Identifying gaps and opportunities	19
5.2	Determining a circular economy strategy based on circular economy principles	20
5.3	Addressing economic rationalization	21
6	Transitioning the value creation model of an organization towards circularity	22
6.1	Developing a plan	22
6.2	Reviewing the elements of the value creation model in light of desired changes	22
6.2.1	General	22
6.2.2	Value proposition	22
6.2.3	Key activities	22
6.2.4	Key business resources	22
6.2.5	Customer segments	23
6.2.6	Customer relationships	23
6.2.7	Channels	23
6.2.8	Costs	23
6.2.9	Revenue streams	23
6.2.10	Key partners	24
6.2.11	Other elements	24
6.2.12	Other considerations	24
7	Transitioning a value network towards circularity	24
7.1	General	24
7.2	Establishing shared objectives, strategy and plan	25
7.3	Implementing appropriate value network governance	26

7.4	Leveraging or establishing shared infrastructures (physical and digital)	26
8	Reviewing and monitoring for continual improvement	26
8.1	Measuring and assessing circularity performance	26
8.2	Improving the value creation model of the organization	27
8.3	Improving the value network	27
	Annex A (informative) Supplementary examples	28
	Bibliography	35