



SUSTAINABLE GROWTH COALITION

For Immediate Release:
November 12, 2020

For More Information, Contact:
Chelsea Thompson, ct@k2andcompany.com

Sustainable Growth Coalition Releases Circularity Toolkit

Gives Real-Life Examples with Case Studies from Blue Cross and Blue Shield of Minnesota, Tennant Company, and Uponor on How Businesses Can Use a Circular Approach for Systems Change

Minneapolis, MINN.—Today, the [Sustainable Growth Coalition](#), a business-led partnership harnessing their expertise to advance the next frontier of corporate sustainability — the circular economy, released a brand-new [Circularity Toolkit](#). The Toolkit provides guidance and real-life examples for businesses and organizations to approach solutions through a circular lens and systems change, furthering the business case for a resilient, circular economy.

The Circularity Toolkit includes case studies from Blue Cross and Blue Shield of Minnesota on how they are addressing systemic racial and health equity challenges, Tennant Company on how they are tackling materials reuse while meeting customer needs, and Uponor on how they have prioritized and integrated circularity into their company structure, and more.

“There is a strong business case for the circular economy, and as we approach complex societal challenges around climate change, a global pandemic, systemic racism and more, it takes collaboration, leadership and systems change to advance meaningful solutions to increase resiliency,” said Amy Fredregill, Managing Director of the Sustainable Growth Coalition. “I am excited to share our Circularity Toolkit with businesses, institutions and organizations so they can see how Coalition members are staying competitive and advancing corporate and societal goals by collaborating cross-functionally.”

“At Blue Cross and Blue Shield of Minnesota, we address racial and health equity through systems change because we understand that social determinants of health—from physical environment to access to nutritious, affordable foods—play a significant role in equitable outcomes for people and communities,” said Susan Schuster, Principal Community Relations Consultant, Blue Cross and Blue Shield of Minnesota. “Advocacy and active community engagement – through the human and social capital of networks - will help build a strong, circular economy. We are excited to share how our organization is driving social impact through meaningful solutions for public health and equity, as part of the new Sustainable Growth Coalition Circularity Toolkit.”

“As a producer of durable goods, Tennant Company has often observed the long-lifetime potential of our equipment. However, we didn’t take full advantage of this until a new business model was

developed in 2014 through our RECON program. By reimagining the relationships with our customers, we were able to design a system which reduces environmental impacts, allows space for new customers, and creates a new category of products for the marketplace,” said Abby Liubakka, Senior Product Stewardship Engineer at Tennant Company. “Being a member of the Sustainable Growth Coalition affords us a broader perspective on the latest issues and solutions of the circular economy, which allows us to accelerate becoming a truly circular company.”

“Uponor integrated circularity and sustainability more deeply into our company’s culture, due to the benefits to our employees, customers and climate. We work with the Sustainable Growth Coalition to advance the circular economy through innovation and collaboration,” said Ingrid Mattsson, Director of Sustainability, Uponor. “Our case study provides an example of how a company can leverage organizational change to align circularity and strategic goals.”

The Sustainable Growth Coalition will be holding a webinar on the Circularity Toolkit, [Build Your Business Case for Circularity and Systems Change](#), on November 18. [Registration and details are available](#) on Environmental Initiative’s website.

The [Sustainable Growth Coalition website](#) has guiding principles, focus area content, and the charter and vision. The new [Circularity Toolkit](#) is now online.

###

The **Sustainable Growth Coalition** is building a vision and completing steps to achieve a circular economy by developing energy, materials and water projects and initiatives. Members from nearly 30 businesses and organizations including 3M, Ackerberg, Andersen Corporation, Antea Group, Aveda, Barr, Best Buy, Blue Cross Blue Shield of Minnesota, Ecolab, Ever-Green Energy, Great Plains Institute, Great River Energy, Greater MSP, HealthPartners, HGA, Metropolitan Airports Commission, Metropolitan Council, Minnesota Department of Administration, Mortenson, National Grid Renewables, Organix Solutions, Target, Tennant, University of Minnesota, Uponor, Wenck, and Xcel Energy.