Deep Dive 6:
From Circular Start-Ups to SMEs.

Learn how Irish businesses are **being circular** and how to develop **circular business models** that unlock and **generate growth**.



Valentina Tarasco
Circularity Assessment & Metrics Lead
CIRCULÉIRE

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

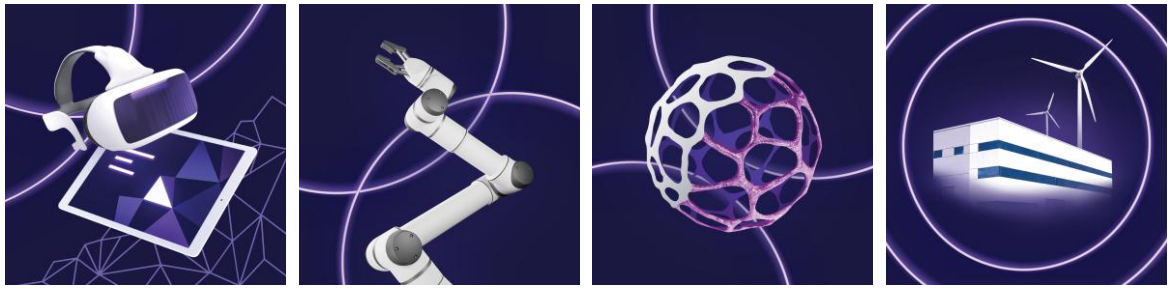
Background to CIRCULÉIRE:
Irish Manufacturing Research (IMR)



Established in 2014, **IMR is a mid-to-late stage TRL Technology Centre** supported by Enterprise Ireland and IDA Ireland to position Ireland as a leader in Advanced Manufacturing

IMR's motto is to DEMYSTIFY, DERISK and DELIVER emerging technologies & concepts.

OUR RESEARCH & DEVELOPMENT PROGRAM IS STRUCTURED AROUND 4 KEY THEMATIC PILLARS



DIGITISATION | ROBOTICS & AUTOMATION | DESIGN FOR MANUFACTURING | SUSTAINABLE MANUFACTURING

CIRCULÉIRE was launched in 2020 as a pilot initiative, with IMR as the secretariat, in conjunction with DECC, the EPA and EIT Climate-KIC as strategic partners.

CIRCULÉIRE's mission is to help companies DEMYSTIFY, DERISK and DELIVER the transition to a circular economy.

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

CIRCULÉIRE

Ireland's first industry-led public-private partnership dedicated to circular innovation.

More than 50 Active Members across 13 Sectors

MORE INFO

Secretariat

IRISH MANUFACTURING RESEARCH

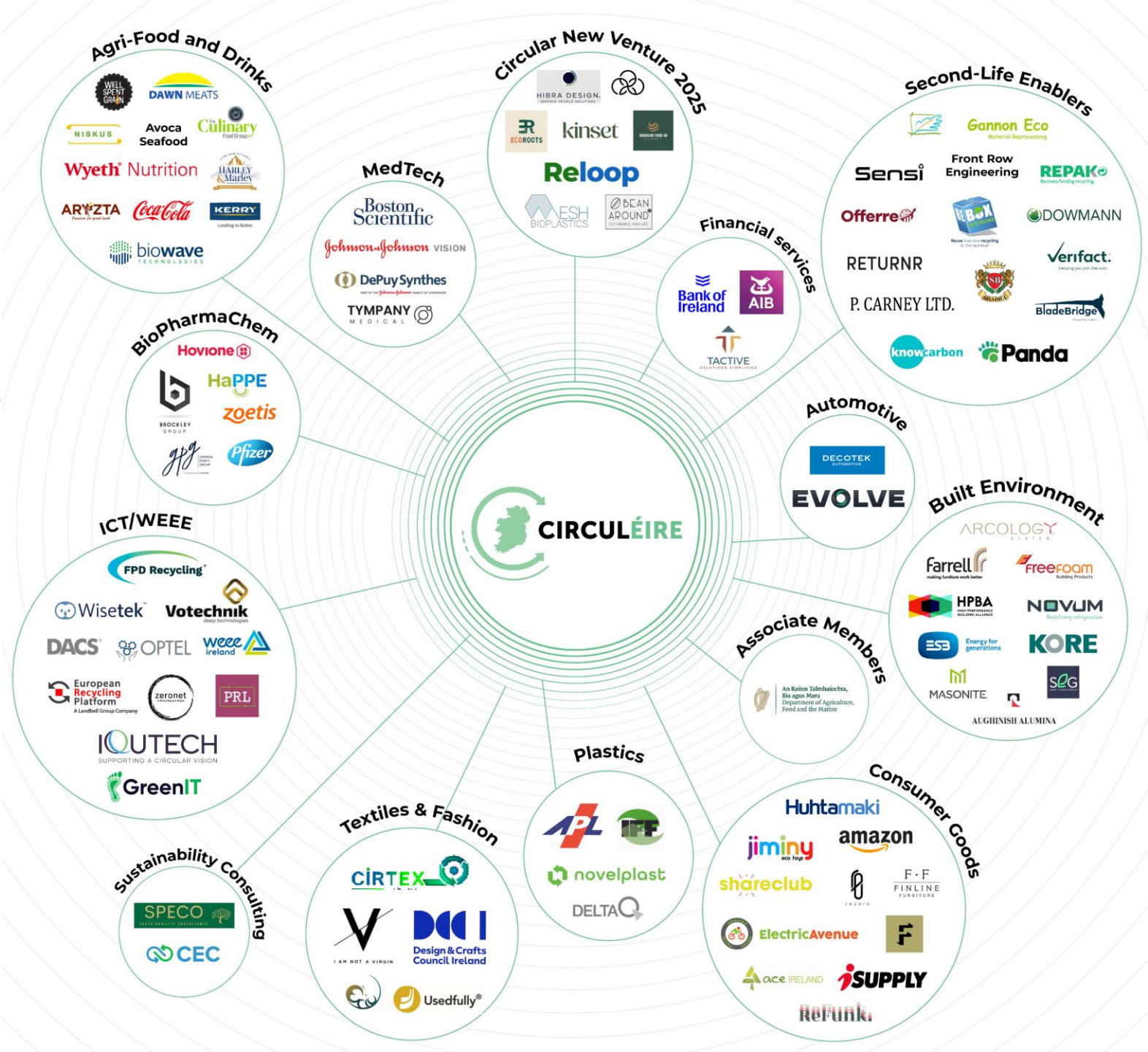
2020-2025 Strategic Partner

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

2020-2022 Strategic Partners

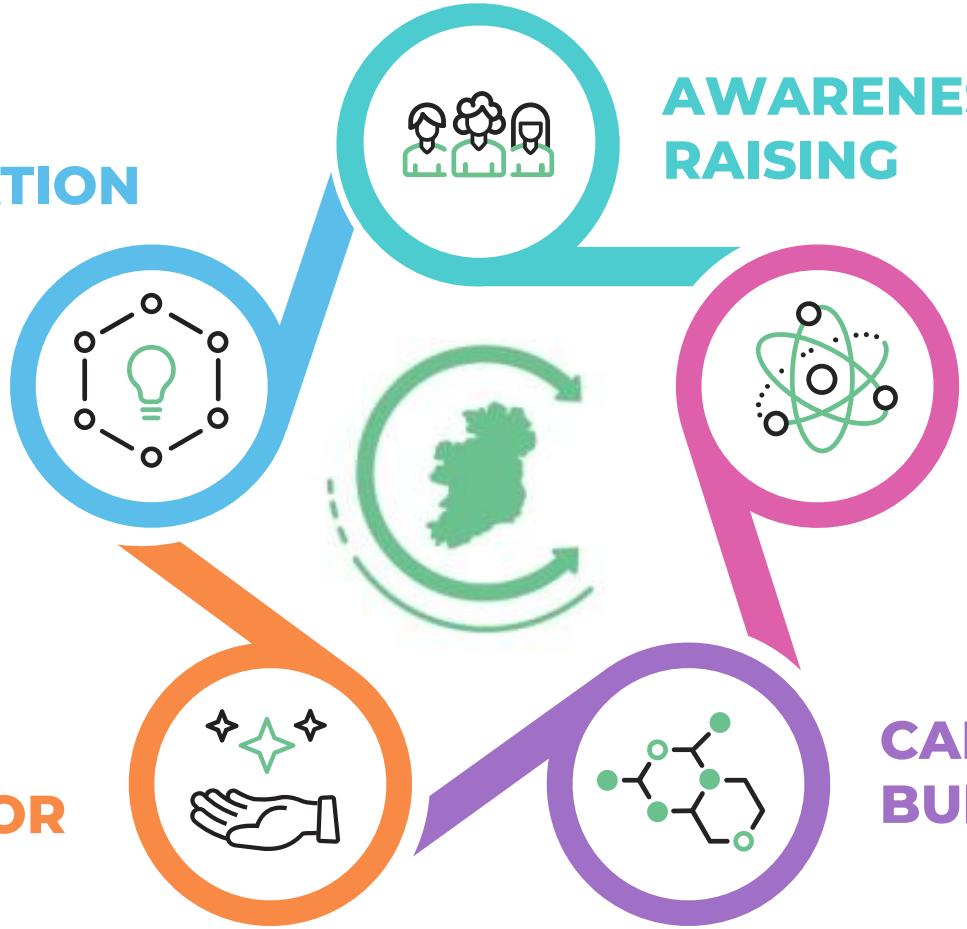
epa Environmental Protection Agency

eit Climate-KIC



Supporting Irish Industry to Capture Circular Advantage

CIRCULÉIRE



IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

Current emissions

45%

of emissions associated with THE EXTRACTING AND PROCESSING OF MATERIALS must be tackled via a circular economy



55%

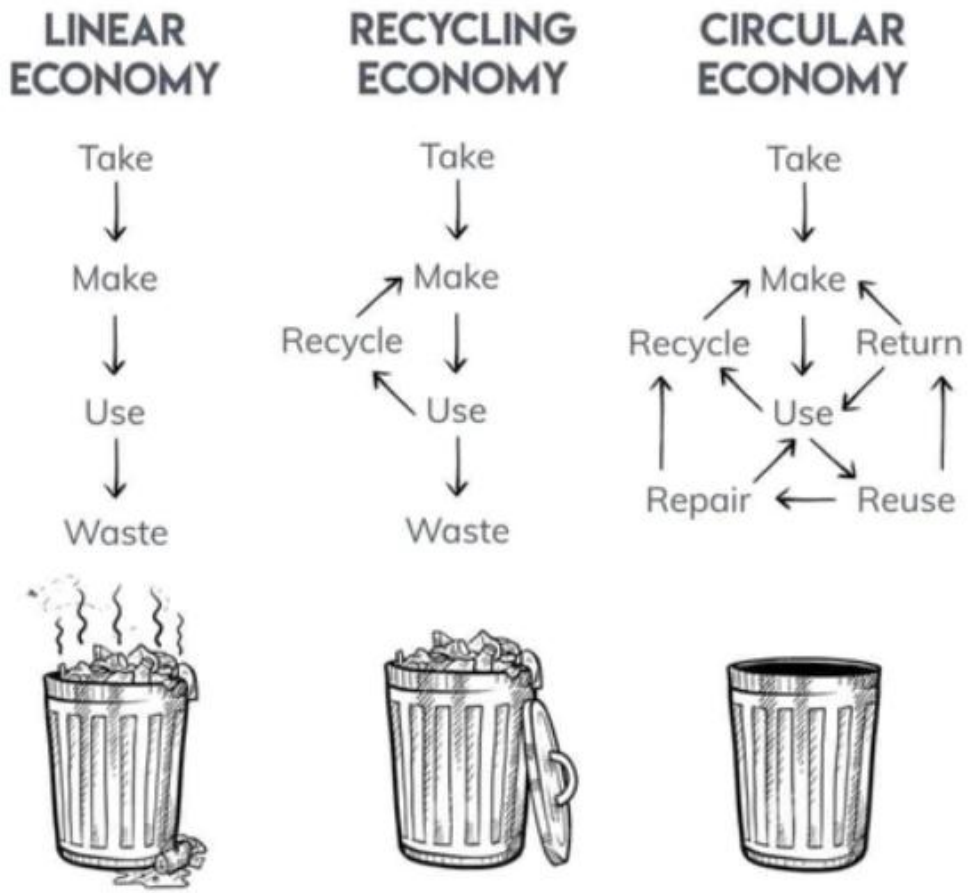
of emissions can be reduced through renewable energy and energy-efficiency measures

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

What is the Circular Economy?

CIRCULÉIRE



The Circular Economy is a system designed to minimize waste and pollution by keeping resources in use as long as possible

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

Some key insights about circularity in Ireland

1. **Ireland's economy is 97% linear**
   Irish industry depends on virgin inputs — exposing firms to price shocks and supply risks.

2. **Construction dominates material use and waste**
   Accounts for 55% of raw material extraction (96.5 Mt in 2023) and drives high emissions.
   A need for 200,000 new homes adds further pressure.

3. **Manufacturing is highly resource-intensive**
   Led by construction, agri-food, and materials production.

4. **The challenge**
   Reduce emissions while meeting demand — by **decoupling economic growth from material use** through circular, low-impact innovation.

IRISH MANUFACTURING RESEARCH
An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

Speakers

CIRCULÉIRE



kinset

Katyln O'Riordan
CEO & Co-Founder



EVOLVE
CIRCULAR AUTOMOTIVE

Richard Brennan
CEO, Evolve Automotive



ggg

Michelle Lee
Head of Innovation & Sustainability

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

Katyln O'Riordan
CEO & Co-Founder

CIRCULÉIRE



kinset

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

kinset

Every product has a story,
now you can follow it.

Digital Product Passports: Data-Driven Enablers of Circularity

www.kinset.com
katie@kinset.com

Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

GS1 Ireland

The New Circularity Mandate
Digital Product Passports for every product.

Mandatory Digital Product Passports under ESPR regulations.

Rising demand for verifiable sustainability data.

Fragmented supplier data increases compliance and brand risk.



Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

Kinset's Solution
Compliance and Circularity Solutions

Automate supply, material and lifecycle data collection.

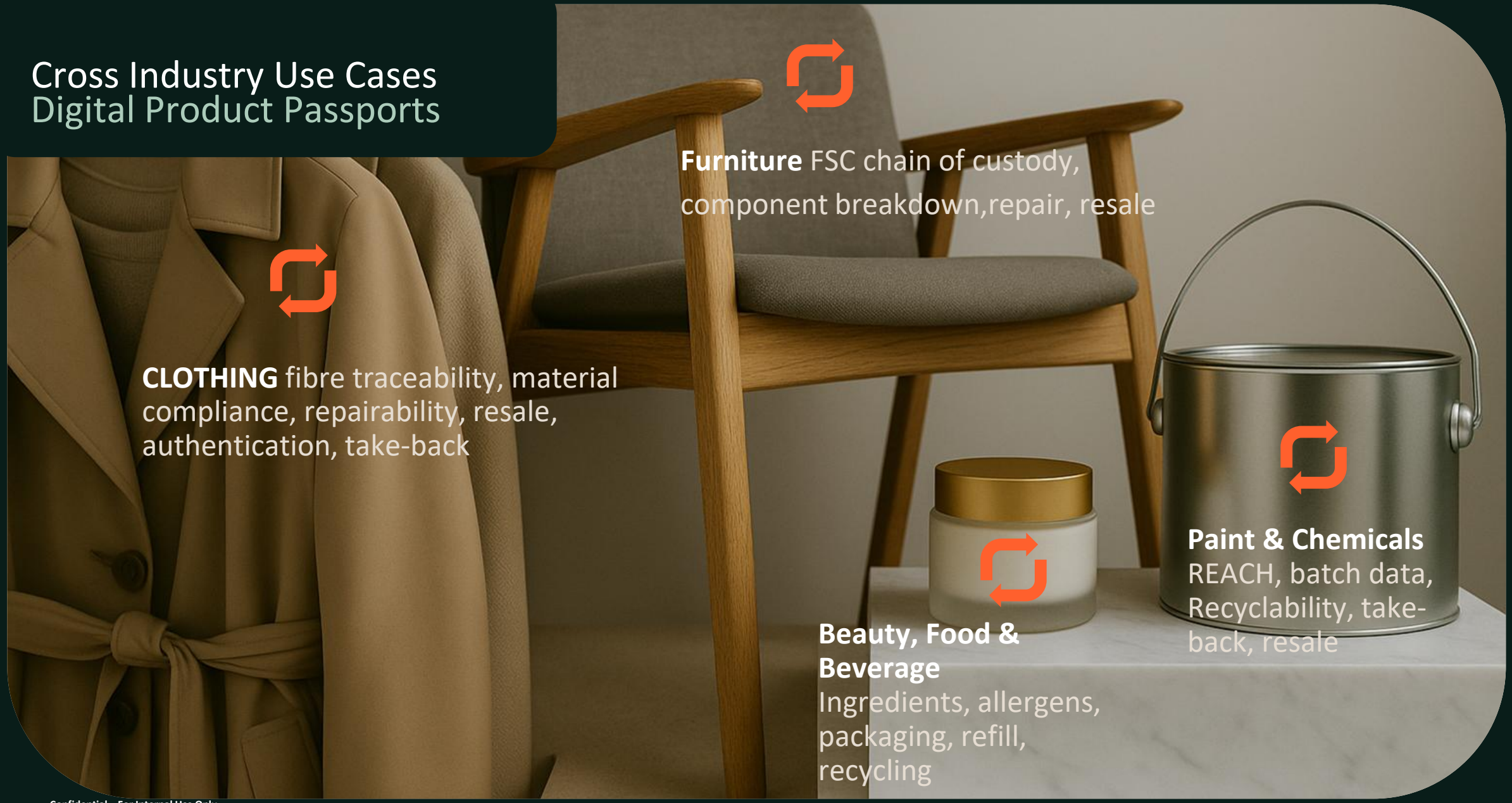
Create compliant Digital Product Passports in minutes.

Unlock efficiency, transparency and trust with reusable product data.



Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

Cross Industry Use Cases
Digital Product Passports



CLOTHING fibre traceability, material compliance, repairability, resale, authentication, take-back

Furniture FSC chain of custody, component breakdown,repair, resale

Beauty, Food & Beverage
Ingredients, allergens, packaging, refill, recycling

Paint & Chemicals
REACH, batch data, Recyclability, take-back, resale

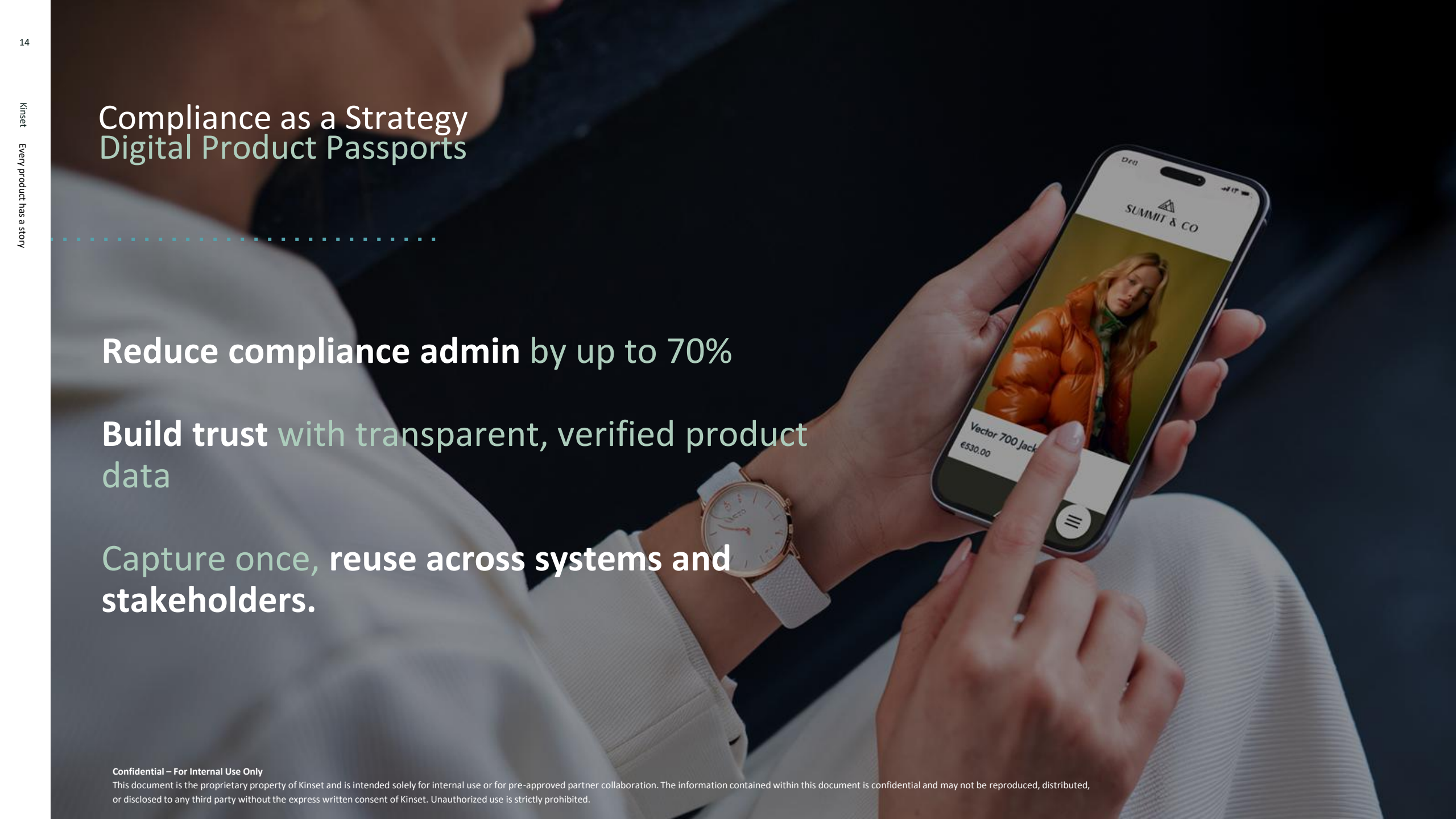
Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

Compliance as a Strategy
Digital Product Passports

Reduce compliance admin by up to 70%

Build trust with transparent, verified product data

Capture once, **reuse across systems and stakeholders.**



Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

kinset

Every product has a story,
now you can follow it.

Thank You

www.kinset.com
katie@kinset.com

Confidential – For Internal Use Only
This document is the proprietary property of Kinset and is intended solely for internal use or for pre-approved partner collaboration. The information contained within this document is confidential and may not be reproduced, distributed, or disclosed to any third party without the express written consent of Kinset. Unauthorized use is strictly prohibited.

Richard Brennan
CEO, Evolve Automotive



EVOLVE

CIRCULAR AUTOMOTIVE

CIRCULÉIRE

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment



From Breakdown to Circular Value:

How Evolve Is Reshaping Automotive Recovery

EVOLVE

How Evolve closes the loop

- Born from two specialists, now one integrated system
- Every vehicle or part finds the highest-value next step
- Commercially efficient - all is connected.



EVOLVE

Why green parts changed the game

- Quality-assured green parts: graded, tested and fully traceable for complete compliance.
- Lower carbon, lower repair costs and fewer total losses.
- Trusted by major household insurers like Allianz and AXA.
- Opens doors to GPP-driven public sector contracts.

Circularity isn’t a side project anymore, it’s a competitive edge

Data as the engine of circular operations

- Data connects the entire chain - recovery, assessment, repair, dismantling.
- AI assessment speeds up categorisation and links to live parts inventory.
- Real-time stock visibility and full part traceability across sites.
- Fewer empty miles, faster routing.
- Efficient repairs that make circularity the practical choice.

EVOLVE

The road ahead

- Reuse and repair reduce embodied carbon and strengthen supply chains.
- A more reliable model for insurers, fleets and repairers.
- Ongoing investment in accredited teams, smarter systems and operational scale.
- Make circularity the default, not the exception.

The aim is simple: extend the life of every vehicle and every part for as long as possible - and make circularity the default in the automotive sector.

Michelle Lee
Head of Innovation & Sustainability



CIRCULÉIRE

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

GENERAL PAINTS GROUP

Colourtrend | CURATOR

MICHELLE LEE

HEAD OF INNOVATION AND SUSTAINABILITY

PURPOSE

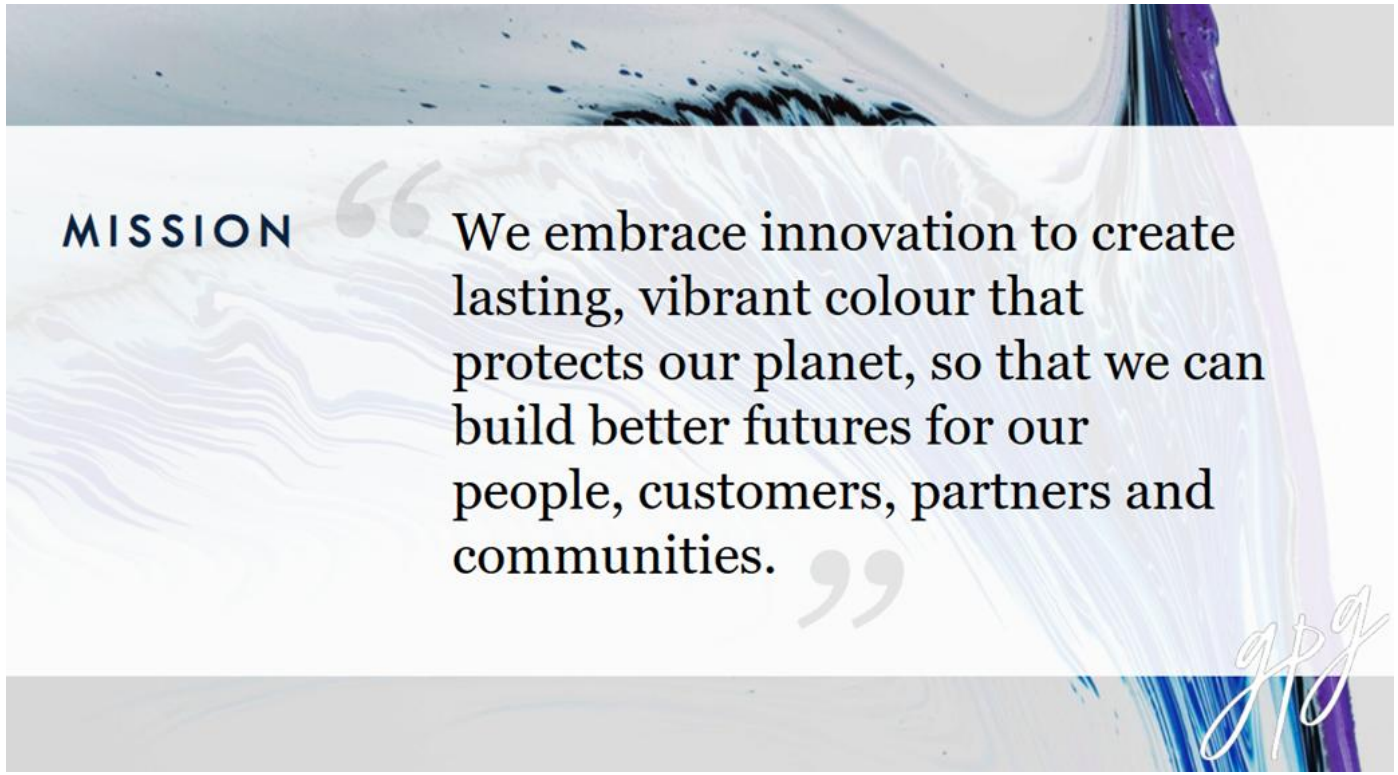
"To *positively* impact the world we live in."

- Irish Paint manufacturer and retailer.
- Brands- Colourtrend, Curator and Cove&Co
- Making paint in Ireland since 1954.
- Certified to ISO 9001, 14001 & 45001
- Certified BCorp August 2024
- ESG embedded within GPG strategy

CIRCULARITY AS PART OF HOLISTIC SUSTAINABILITY

Circularity principles

- Waste circularity
- Product circularity
- Circular procurement
- Data circularity



B Corp certification

First Irish Paint company to be B Corp certified .





B Corp status isn't just a badge—it's a blueprint for how GPG does business.

1. Deepens trust
2. Drives innovation
3. Connects us with stakeholders who care about impact.
4. It is a signal of integrity, transparency, and long-term value creation

CIRCULAR INNOVATION

HOW DOES IT WORK FOR A PAINT COMPANY ?

CIRCULÉIRE

REDISCOVERY CENTRE





1. Sustainable formulations
2. Packaging circularity
3. Waste reduction and recovery
4. Design for longevity
5. Collaborative ecosystems







CULTURE SHIFT

Embedding ESG and circular thinking organisation-wide

- **Top down/bottom-up approach**
- **Strategic goals**
- **Company objectives**
- **Personal objectives**
- **Cross departmental**
- **Innovation**

Recognising that we cannot work alone to make an impact !





GENERAL
PAINTS
GROUP

Colourtrend | CURATOR

THANK YOU

Questions & Answers

CIRCULÉIRE



kinset

Katyln O'Riordan
CEO & Co-Founder



EVOLVE
CIRCULAR AUTOMOTIVE

Richard Brennan
CEO, Evolve Automotive



ggg

Michelle Lee
Head of Innovation & Sustainability

IRISH MANUFACTURING RESEARCH

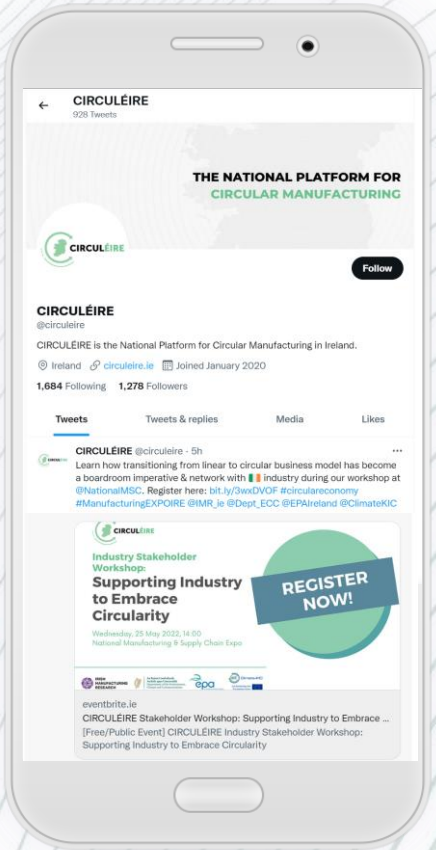
An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment

If you haven't yet connected with **CIRCULÉIRE**, now is the time.

We're a **dynamic network of businesses and partners** across all sectors, united by one goal:

accelerating Ireland's circular transition.

CIRCULÉIRE



CIRCULÉIRE | **www.circuleire.ie**

CIRCULÉIRE

Thank you!



Valentina Tarasco
Circularity Assessment & Metrics Lead
CIRCULÉIRE

Reach out: valentina.tarasco@imr.ie / circuleire@imr.ie

IRISH MANUFACTURING RESEARCH

An Roinn Aeráide, Fuinnimh agus Comhshaoil
Department of Climate, Energy and the Environment