

# UKI CIRCULAR ECONOMY FRAMEWORK 2026

Crown worldwide UKI is strengthening our approach to sustainable resource use by embedding circular economy principles across our operations and services. This framework sets out how we will reduce waste, improve resource efficiency and support ongoing solutions for our clients and our own activities.

# INTRODUCTION

Crown UKI is committed to significantly reducing the environmental impact of our operations and services, playing our part in tackling climate change.

The circular economy is a core part of our **Three-Pillar Responsible Business Strategy**, alongside our commitments to net zero, our people and business, and our partners and community. We have made significant strides towards achieving net zero by 2040, with a 56% reduction in Scope 1 and 2 emissions against a 2019 baseline.\*

Our approach to broader consumption and natural resources includes targeted interventions to reduce waste, improve recycling rates across the business and address our packaging usage. In addition, we have long been a leader in circular service provision under our Crown Workspace brand.

Building on our progress, we are now formally embedding circular principles across all areas of the business with the introduction of our **Circular Economy Framework**, aligned with **BS ISO 59000**. This framework will complement our Carbon Reduction Plan, minimise waste, reduce costs, foster innovation and drive consistent progress across all four UKI brands.

It will be governed and reviewed by the UKI Responsible Business Team and delivered through an action plan managed by the UKI Sustainability Team with support from the Senior Leadership Team, to ensure its success.



Crown UKI has formally aligned to six UN Sustainable Development Goals. This framework contributes most significantly to:

12 RESPONSIBLE CONSUMPTION AND PRODUCTION  
Ensuring sustainable consumption and production patterns.

13 CLIMATE ACTION  
Targeting urgent action to combat climate change and its impacts.

\* Crown UKI reduced Scope 1 & 2 emissions by 56% compared with our 2019 baseline as of January 2026 in-line with our strategy for net zero by 2040

# OUR COMMITMENT

To define and embed circularity across the business, drive firmer behaviours, and ensure sustainable growth and resilience for the future, we have established a set of five core aims:

- 1 Minimise resource consumption** by refusing unnecessary materials and reevaluating requirement.
- 2 Extend product life** through reusing, cascading and refurbishing where possible.
- 3 Adopt circular sourcing** approach by prioritising the use of renewable, reusable and recycled materials.
- 4 Maximise recycling** at end-of-life, maintaining control of materials wherever possible.
- 5 Lead our sector** and drive industry progress, enabling our clients and suppliers to do the same.

# EXISTING INITIATIVES

Crown UKI already incorporates circular thinking across much of what we do. For example, we have been working with procurement advisors to begin to integrate circular principles into key UKI procurement decisions. In addition, each of our four business units has existing workstreams that advance circularity, delivered through a combination of overarching and brand-specific initiatives.



**Crown Workspace** has led circular economy innovation in our sector for 15 years. Through the Renew Centre, furniture is refurbished at scale, their Office Resale platform extends product life by returning quality assets to the market, and 'The Giving Back Project' generates social value by redistributing clients' redundant assets to charities and schools. These services sit under Crown Circulate, which embeds six circular principles into our operations and keeps clients' assets in use for longer.



**Crown Information Management** has made significant investments in digitization, reducing the need for physical storage and transport of records, and in turn minimising the use of resources such as paper and fuel. Opportunities in physical records management – such as circular packaging strategies and route optimisation - are actively being explored.



**Crown Fine Art** has introduced SmART/Sustain, which enables the resale of bespoke artwork crates, and SmART/Pack, which improves the recyclability of packaging materials.



**Crown World Mobility** and **Relocations** are piloting a scheme to facilitate the donation of furniture and equipment from residential moves to reduce waste.

This framework will be used to review these initiatives to identify gaps and opportunities for refinement, to elevate and advance them towards a shared set of objectives, addressing cross-business material challenges such as waste and material supplies.

# HOW CIRCULARITY WILL BE EMBEDDED

Our approach to embedding circularity will be guided by our existing initiatives as outlined above, our **Carbon Reduction Plan**, and waste and recycling procedures under our **ISO 14001** management system. In addition, we are taking guidance from **BSI ISO 59000** standards [an alignment report is available for further review as needed]. The key tools we will use to embed circularity are:

- **Upskilling our staff** – training, creating guides and sharing our progress and opportunities to get involved internally
- **Communication** – internal and external transparency around goals, progress and learnings
- **Evolving procurement** – researching, defining and testing circular sourcing, engaging with global procurement workstreams
- **Procedure review** – refining how resources are specified, handled and managed at all levels
- **Stakeholder engagement** – encouraging adoption and collaboration, sharing our knowledge and expertise to drive the agenda
- **Service innovation** – evaluating our existing strategies, key impacts across business units, and identifying new opportunities
- **Reporting and metrics** – tracking progress and defining KPI's under each aim

To ensure the success of this approach, strong reporting and metrics across all areas will be essential. We will identify and map the available measurements across each of our core aims.

# LAYING THE FOUNDATIONS: NEXT STEPS



## Launch and build awareness

- Develop internal communications covering launching and informing
- Launch the framework across all UKI brands
- Inform external stakeholders
- Meet with key internal stakeholders to develop a formal action plan, prioritising key activities and defining metrics

## Implement and coordinate

- Develop a waste action plan aligned to the framework principles and work with the Carbon Reduction Team and suppliers to understand and embed changes
- Engage and upskill staff through discovery sessions

## Evaluate and embed

- Measure and report on initial successes
- Present progress to the Responsible Business Team
- Review and monitor for continuous improvement
- Continue supporting brands to develop and embed circular innovations focusing on waste and packaging
- Wider planning and implementation for additional material areas
- Begin transitioning business model and value network towards circularity

Whilst we recognise transitioning to a circular economy requires systematic change across complex supply and value chains, the framework initially focuses on the areas we have both direct control and can make the greatest immediate impact. As part of this, we are prioritising parts of the business with higher material usage so that our early efforts target the most significant opportunities for reduction and reuse. This is a **living strategy** designed to develop over time and will be reviewed every six months to keep our approach relevant and responsive. By starting with priority areas in **waste and packaging**, we can test and refine our methods before expanding into additional material groups and service areas and establishing the foundations for a fully integrated circular economy across Crown UKI.

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