

prd

Our approach to climate change

Mobile brochure



Our approach

→ Evidence
+ Strategy
+ Delivery

We design transformative yet practical strategies for long-lasting positive and equitable change in places and develop innovative partnerships and structures to deliver them effectively.

We embrace **circular economy, net zero and climate resilience principles**, working closely with our clients to drive impactful change.

We are now deeply aware of the social and climate challenges we currently face and need strategies that reflect the ambition to serve, first and foremost, the **people and the planet**.

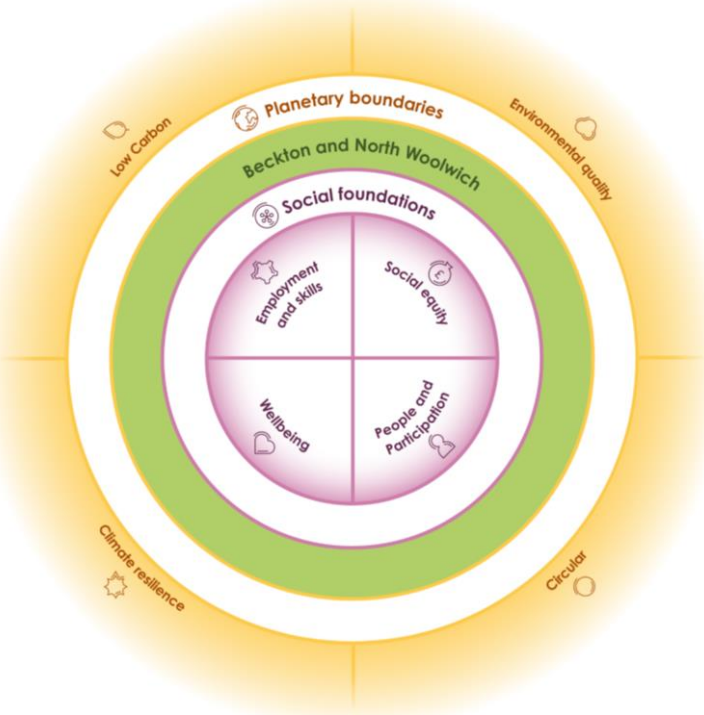
We strive to respond to the climate emergency and achieve **fairer places**, by positively disrupting existing models and ways of thinking, and providing systems-change advice. PRD is uniquely positioned to see the links between climate emergency and **social and economic opportunities** and propose outcome-based strategies and measurement frameworks.

See some of our projects →

Client: LB Newham

Newham Green Economy

We developed a robust strategic and economic case for investment in the green economy in Beckton and North Woolwich



Client: LB Hackney

Hackney Central Circular Economy

We supported Hackney Central businesses to transition towards a circular economy

Steps in your circular journey.....

Which step are you at?



Why shift to a circular business?

Circular businesses aim to create innovative solutions that can help the transition from a consumption based system to a more sustainable one. This involves focussing on reducing carbon emissions, rethinking the production processes, and embracing solutions that support regenerative practices.

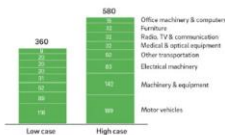
Why shift to a circular business?

New technologies are emerging that help drive savings. If done properly, a circular business can also reduce costs. According to Roland Berger, an international management consultancy, USD 1 trillion can be saved by transforming linear economies into circular economies. By making your business sustainable environmentally, you can also make them sustainable financially.

According to McKinsey Research, circular economy—using and reusing natural capital as efficiently as possible and finding value throughout the life cycles of products—could be a reliable way for industries to be sustainable while being profitable. In a major study from McKinsey Research and Ellen MacArthur Foundation (2015), it was demonstrated that such an approach could boost Europe’s resource productivity by 3 percent by 2030, generating cost savings of €600 billion a year and €1.8 trillion more in other economic benefits.

Estimated net material cost savings compared to the linear economy [USD bn]

Cost savings-durables (European Union)



- Low and high cases have differing degrees of circularity
- Net material cost savings in complex durables
- Based on current total input costs per sector

Cost savings-consumer goods (global)



- Analysis considers differences in geography & subcategories
- Total material cost savings from consumer goods
- Assumes energy and materials at today's prices

Estimated net material cost savings compared to the linear economy [USD bn] by World Economic forum, Ellen MacArthur Foundation and Roland Berger

Client: Hackney Wick and Fish Island
Community Development Trust

Hackney Wick Waste Needs Assessment

We supported Hackney
Wick and Fish Island
Community Development
Trust to take forward their
circular economy ambitions



Client: LB Newham

Stratford Vision and City Centre Strategy

We helped Newham develop
a new approach to
Stratford's assets focused
on resident wellbeing



Work with us

We'd love to help you to think holistically and understand how climate can be embedded in your wider priorities for change.

We can support you to gain insight into **local ecosystems**, formulate and strengthen your **climate ambitions**, identify the most **impactful levers** for positive change or foster **climate dialogue**.

Contact **Carolina Eboli**,
Associate Director/ Climate
Lead for a chat about how we
can work together

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The logo for 'prd' is displayed in a bold, lowercase, sans-serif font. The letters are white and set against a dark blue background that forms a diagonal shape at the bottom of the page.