International Synergies

We help local and regional authorities turn circular-economy ambitions into practical business benefits.

By connecting companies that can use each other's surplus materials and by-products, we support businesses to reduce waste, costs and carbon emissions while providing evidence of impact against local economic and environmental priorities.

West Midlands Combined Authority

West Midlands Resource Reuse Network

Turning regional circular-economy ambition into practical business action.

Case-Study Facts

Client
West Midlands Combined Authority (WMCA)

Programme
3 yrs

Delivered by
International Synergies Ltd (ISL) across the West Midlands, WMRRN connects businesses enabling them to turn surplus resources into useful inputs. Results so far, evidence six published examples reporting £257,480 in annual savings alongside reductions in material waste and carbon emissions.

The Regional Challenge

WMCA needed to translate circular-economy and net-zero ambitions into measurable benefits for regional businesses. Companies lacked the market visibility and technical connections to find alternatives to disposal. A free, facilitated service has bridged those gaps, helping businesses reduce costs and keep resources in productive use.

A Place-Based Delivery Model

- **Target:** align activity with the authority's policy objectives and sectors.
- **Engage:** reach businesses through one-to-one support, site visits, workshops and regional networks.
- **Connect:** drawing on ISL's proprietary database, identified cross-sector users and suppliers able to keep resources in productive use.
- **Enable:** convene partners, support technical dialogue and practical delivery.
- **Evidence:** quantify material diversion, virgin-resource displacement, carbon reduction, cost savings and wider social value.



The Impact

The figures below aggregate recurring annual outcomes across six WMCA-published examples. Additionally, a separate construction example delivered a one-off benefit of 200 tonnes reused, 1.5 tonnes of CO_2 reduction and £5,500 saved.

Cost Savings	Material Kept In Productive Use	Carbon Reduction
£257,480 /year	**8,343** tonnes / year	**12,519** tonnes CO_2 / year

WMRRN gives WMCA regional reach and business-level depth, generating evidence for waste, carbon, growth and social-value reporting. The WMCA model could be tailored to any region's industries, infrastructure and priority resources.

Value for Clients

Combined and local authorities can use this approach to connect business support with circular-economy delivery, targeting local industries and priority sectors.



Talk to ISL to Turn Local Business Resource Efficiency Ambition Into Measurable Local Action

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