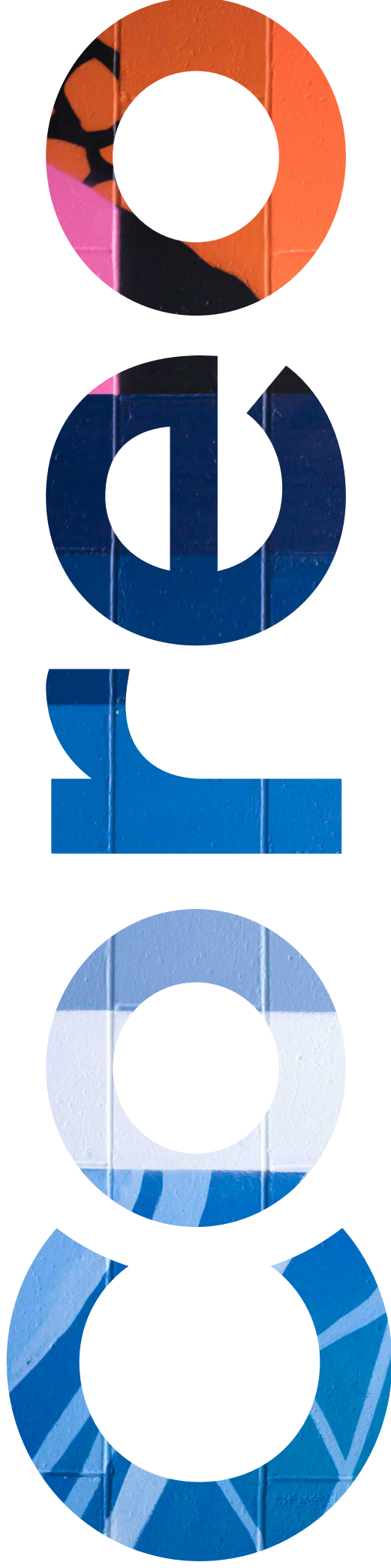


# COMPANY PROFILE



# The **Why** of Coreo

## LEADERS WHO VALUE TOMORROW ARE RETHINKING VALUE CREATION TODAY.

We exist to support that journey.  
You don't have to go it alone.

We empower the change-seekers inside your organisation to become systems-thinkers; changing the system to change the story.

Imagine if we were able to create an economy that serves people and nature, rather than one that people and nature serve.

THAT'S **WHY** WE'RE HERE,  
HOW ABOUT YOU?

## WHY WORK WITH US?

### WE LIVE AND BREATHE CIRCULAR ECONOMY.

What this means for you, is that we pull the cutting edge threads of circular economy innovation together from across the world in real time, and support your team's technical expertise with a razor sharp eye for circular value creation.

Essentially, we dig up the data, contextualise the insights, help build the strategy, educate the team, convince the decision-makers and take theory to practice.

Founded by sisters Ashleigh and Jaine Morris, Coreo is now a team of purpose-driven leaders, combining governance know-how with down-to-earth communication, carbon literacy with commercial reality, and environmental science with bold economic possibilities.

**We are systems-thinking, multi-lingual, fun-loving specialists in circular economy practice.**



## MOMENTS WE ARE PROUD OF ...



### WORLD CIRCULAR ECONOMY FORUM

We were invited as the only Australian representatives to speak at the WCEF, 2019 and 2021.



UNITED NATIONS

### UNITED NATIONS GENERAL ASSEMBLY

We were requested to participate in the 2019 UN General Assembly Roundtable on *Leveraging Blended Finance* alongside Paul Polman.



### CIRCULAR ECONOMY FOR DUMMIES – BEST SELLER!

We were called on to edit Circular Economy speak into practical language for a broad audience, hitting best-seller on Amazon.



AUSTRALIAN  
CIRCULAR  
ECONOMY  
HUB  
PLANETARK

### AUSTRALIAN CIRCULAR ECONOMY (ACE) HUB

We are represented on the ACE Hub Advisory Board.



ELLEN MACARTHUR  
FOUNDATION

### ELLEN MACARTHUR FOUNDATION MENTORS

We are selected as Ellen MacArthur Foundation *From Linear to Circular* expert mentors, a role granted to only a handful of people worldwide.



### TEDx DISCOVERY SESSION

We were chosen by TEDx Sydney to host a Discovery Session on *Transforming Economies to Serve People and Nature* in 2021

## CIRCULARITY IS A FORCE MULTIPLIER WHEN IT COMES TO FINANCIAL, SOCIAL, AND ENVIRONMENTAL CAPITAL.

Circularity generates better performance, engages teams in a greater purpose, and forges resilient ecosystems. With unparalleled experience, Coreo partners with leaders to re-imagine business models, supply chains, and material flows to help companies harness the power of circularity.



# How might we work together?

## WELL, THERE IS NO ABRACADABRA.

But we have the magic of a robust methodology which begins with three simple and compelling questions:

### Q1. WHAT IS THE CIRCULAR ECONOMY?

#### No really what is it?

The circular economy is a beautiful mud map for getting off the beaten track of the linear economy and circling back to a regenerative economy that finds value, where previously there was wasted opportunity.

### Q2. WHAT VALUE CAN IT CONTRIBUTE?

#### To your company, government, shareholders, and stakeholders?

With three guiding principles, and five supporting business models, the circular economy is a tangible and practical toolkit to navigate social, environmental and commercial risks, while paving new pathways for value creation.

### Q3. WHERE DO I START?

#### We can start anywhere you like!

That's the beauty of systems change, it doesn't matter where we start, it matters that we start.

THIS METHODOLOGY RESULTS IN A CLEAR 'PATHWAY TO CIRCULAR ECONOMY ACTION' FOR YOUR ORGANISATION AND AN ENGAGED AND EDUCATED TEAM READY TO MAKE THE CHANGE.

## HOW DOES COREO WORK?



Circular economy presentation to the board



Developing circular economy precincts



Creating circular material flows



Embedding circularity into design briefs



Project ideation, prioritisation, design and delivery



Strategic advisory services



Bespoke circular economy education



Market research and sounding

# Who we love to work with

## COREO IS PROUDLY AUSTRALIAN, BUT WE WORK WITH CLIENTS AROUND THE GLOBE.

We are industry agnostic, supporting change-makers within organisations with our systems-based understanding of circular solutions.

The systemic nature of the circular economy requires us to work beyond borders, following supply chains across industries, geographies and cultures.



Coreo

### GOVERNMENT



### MINING



### UTILITIES



### RETAIL



### PROPERTY & INFRASTRUCTURE



### OTHER



# PROJECT HIGHLIGHTS



Coreo

L'ORÉAL  
PARIS

## COREO'S WORK WITH L'ORÉAL PRIORITISES A HUMAN CENTERED DISCOVERY PROGRAM, COLLABORATIVE WORKSHOPPING, AND IMPLEMENTATION SUPPORT.

Our targeted 'listen and learn' engagement seeks to identify potential for circular value across four key pillars of the business. A hands-on discovery session then invites senior leaders to collaborate and present initiatives to the CEO and Executive Team for implementation.

RioTinto

## COREO'S RELATIONSHIP WITH RIO TINTO IS AS CATALYTIC AS IT IS COMPREHENSIVE.

Coreo was engaged to support the development of a world leading low carbon copper technology and to pioneer a closed loop consumption model for copper. We are called upon both as a trusted advisor to evaluate opportunities for CE value generation, and to provide strategic guidance to the global board, as well as operating with technical teams and supply partners.

Queensland  
Government

## OUR WORK WITH THE DEPARTMENT OF HEALTH IN QUEENSLAND ESTABLISHES A CLEAR PATHWAY TO IMPLEMENT, ITERATE AND SCALE CIRCULAR INITIATIVES.

Through baseline analysis, stakeholder interviews, waste audits, and education, circular principles are integrated into The Department's existing policies and frameworks. Thus reducing costs and waste, inspiring staff, and making meaningful progress towards a more circular Queensland Health.

Stockland

## COREO'S RECOMMENDATIONS HAVE LED TO CIRCULARITY BEING FIRMLY EMBEDDED IN STOCKLAND'S SUSTAINABILITY STRATEGY 2030.

Today, circularity has been elevated as a priority of the CEO, and Coreo works at Group level to educate, define and establish circularity in all aspects of the business, formulating Circular Economy targets across the entire Group, overseeing the working group, supporting Stockland's HQ building design, and establishing Circular Economy Criteria for the International Design Competition.

"Coreo is the forefront of circular economy action and brings new insights about how to make a system level change in a society. We need organisations like Coreo to bring the circular economy from vision to action."

Kari Herlevi, Circular Economy Project Director

SITRA

"Coreo stands out to me as an organisation that walks the talk and actually achieves meaningful change. They are a breath of fresh air and are truly leading the change towards a circular economy in Australia."

Andy Ridley, Founder of Earth Hour, Former CEO Circle Economy, CEO and Founder

CITIZENS OF THE GREAT BARRIER REEF

"Coreo seem to me a new type of company. Impressions are they listen, seek understanding and collaboration first, generate mutual trust and respect and understand commercial realities. They are driven by a powerful desire to catalyse a global shift towards a healthier world of responsible consumption and better use and reuse of resources."

Dr Russell Reichelt, Australian representative for the High Level Panel for a

SUSTAINABLE OCEAN ECONOMY

"What we need are people who can understand the theory, meet the practice and honour our innate humanity. Coreo are attempting just that."

Ken Webster, Former Head of Innovation

THE ELLEN MACARTHUR FOUNDATION



# Who's who?

Coreo



ASHLEIGH

CO-FOUNDER & CEO



As the CEO of Coreo, Ashleigh is on a mission to catalyse the global transition to a circular economy by empowering organisations to make systemic change.

Ashleigh's strategic foresight and impact in the private and public sectors have seen her awarded as Lord Mayor of Brisbane's 2020 Young Business Person of the Year; a Prime Minister's Scholar; an Australian ASEAN Emerging Leader; an invitee to the 73rd United Nations General Assembly; and an Ellen MacArthur Foundation 'From Linear to Circular' expert mentor, a role granted to only a handful of people worldwide. For her work pioneering business involvement in the circular economy, Ashleigh has presented to two Australian Prime Ministers, travelled with the Federal Minister for Trade, Tourism and Investment to Japan on a Future Leaders, Future Cities Business Mission and represented Australia as a panellist and speaker at the World Circular Economy Forum alongside the former European Commissioner for the environment. Alongside deep industry experience, Ashleigh is an Associate Professor of Griffith University, holds a Bachelor of Environmental Health Science with Faculty Commendation for academic excellence, 1st Class Honours in Environmental Management, and the highest honour a university can bestow – the University Medal.

UNAPOLOGETICALLY AMBITIOUS  
| SYSTEMS THINKER | COMMITTED  
TO CHANGE



JAINE

CO-FOUNDER & COO



COO of Coreo and number four in the world of CSR Influence Leaders 2020, Jaine takes people on a circular exploration that is compelling, inclusive, and tangible.

Jaine underpins her deep operational expertise with engaging storytelling. Her work has notably been recognised with an invitation to share her views at the 2019 United Nations General Assembly, as well as being appointed as an Associate Professor at Griffith University.

In recognition of Jaine's unique and specialised ability to simplify the circular economy into actionable steps, Jaine was invited to be a Technical Editor of Wiley's publication 'Circular Economy for Dummies' – an Amazon best-seller; and serves on the Property Council of Australia's Circular Economy Committee.

At her core, Jaine has retained her childlike enthusiasm and wonderment of the world. She loves people and loves being a part of creating something big that actually bloody matters. This passion enables her to mobilise communities and corporations to change behaviours with greater commitment, influence a broader cross section of stakeholders, and scale change faster to transition to a thriving future.

DISARMINGLY PLAYFUL | SHARP AS  
A TACK | BRUTALLY HONEST



CAMERON

CONSULTANT



Cameron speaks 5 languages fluently and is currently completing a Masters Degree in Environmental Studies to add to her Bachelors Degree in International Relations.

Cameron comes from a wonderfully diversified background having traversed the different fields of asset management, communications, clean energy investment and energy consulting. Her rich academic, volunteer and professional experiences are truly global and have instilled in Cameron a keen eye for connecting disparate dots, solving beyond the immediate problem, and advancing decarbonisation solutions in the corporate and community sectors.

COLLABORATOR | MOBILISER  
| INFLUENCER



JENNA

CONSULTANT



Jenna has studied sustainable design at the world's leading university for Climate Action, the University of British Columbia, with a Bachelor of Business Management majoring in Sustainability from the University of Queensland.

Alongside diverse industry experience, Jenna has developed a Carbon Literacy course for the aviation and consulting services industry which won the UQ business school award for Excellence in Innovation. She also brings a background in specialised research into global sustainable packaging and food waste data. Jenna's impact also includes co-designing a global sustainable development course for UQ called Exploring the SDG's.

QUESTIONS EVERYTHING | THRIVES  
ON CHANGE | EMPOWERS WONDER



FELICITY

CONSULTANT



With a Bachelor with honours in International Business and Economics, Felicity possesses a strong background in design thinking, sustainable cities, and entrepreneurial action.

Felicity (Flick) has spent time living overseas in Dublin studying economic paradigms through the variables of physical geography and cultural understanding. In addition, Felicity's experience teaching English to diverse groups of students has grown her capability in program design and content customisation.

ALWAYS GRATEFUL | ECONOMIC  
INTERPRETER | BOYCOTTER OF BAU



LINDAR

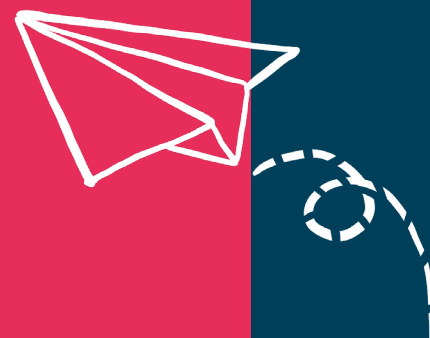
PARTNERSHIPS MANAGER



Lindar supports Coreo's systems-thinking team with the systems to run their many moving parts! Always with a client-centric mantra, she is the go-to for micro solutions and macro implications.

Lindar has decades worth of expertise driving strategic programs, projects and events. She is a true enabler, managing logistics and communications seamlessly to ensure the leadership team thrives in an environment of high performance and quality outcomes. Lindar is an ethically-driven, trusted advisor, a negotiator extraordinaire, and is adept at navigating highly complex political landscapes, while flawlessly building rapport.

TEAM ENERGISER | RUTHLESSLY  
ORGANISED | KIND WITHOUT  
COFFEE





**Coreo**

**REACH OUT!**

**Call Lindar on**  
0499 002 981

**Or email us**  
[hello@coreo.com.au](mailto:hello@coreo.com.au)  
[ashleigh@coreo.com.au](mailto:ashleigh@coreo.com.au)  
[jaine@coreo.com.au](mailto:jaine@coreo.com.au)  
[www.coreo.com.au](http://www.coreo.com.au)

**“Pull a thread here  
and you’ll find it’s  
attached to the  
rest of the world.”**

Nadeem Aslam