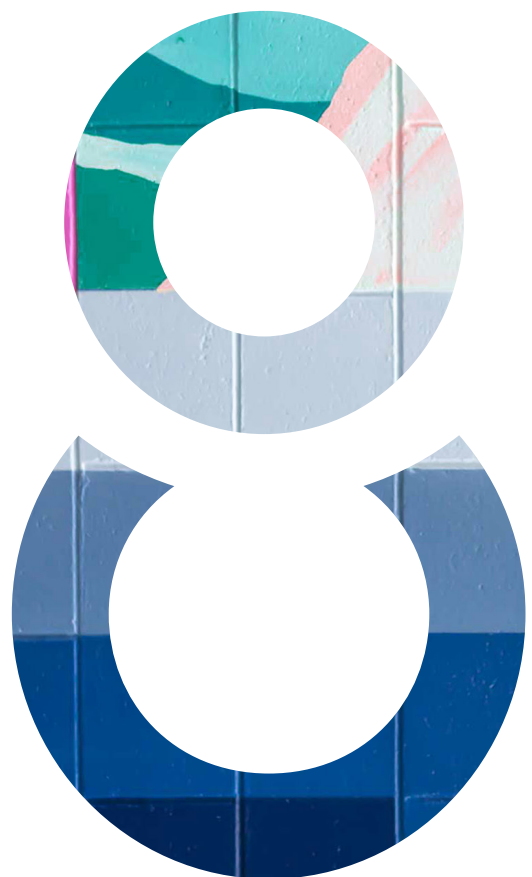


AUSTRALIA'S MOST AWARDED  
CIRCULAR ECONOMY  
CONSULTANCY, RENOWNED FOR  
ITS EXPERTISE IN SUCCESSFULLY  
IMPLEMENTING CIRCULAR  
PRACTICES AT SCALE ACROSS  
ALL MAJOR ECONOMIC SECTORS.

JANUARY 2024

# COMPANY PROFILE



# Who is Coreo?

coreo

COREO IS A SPECIALIST CIRCULAR ECONOMY CONSULTANCY ON A MISSION TO TRANSFORM ECONOMIES TO SERVE PEOPLE AND NATURE.

Arising from the inadequacies of traditional sustainability, Coreo exists to tackle the root problem — our unsustainable, linear take-make-waste economy, which propels nature loss, climate change, growing inequality, and pollution at an alarming pace. As the trusted team of specialists for high-profile organisations, Coreo works to harness their collective power to disrupt the outdated 300-year-old linear economic paradigm, challenging the notion of infinite growth on our finite planet.

Our goal is to increase the circular maturity of individual organisations through systems-based analysis, networked governance, and system transformation projects, catalysing broader economic transformation. This involves designing waste-free processes, reducing emissions and impacts on nature, preserving the value of products and resources, and implementing new governance models within organisations and along their value chains, enabling business and wider economic transformation.



## WHY WORK WITH US?

**WE ARE AUSTRALIA'S MOST AWARDED CIRCULAR ECONOMY CONSULTANCY. THE COREO TEAM IS RENOWNED FOR ITS EXPERTISE IN SUCCESSFULLY IMPLEMENTING CIRCULAR PRACTICES AT SCALE ACROSS ALL MAJOR ECONOMIC SECTORS.**

What this means for you, is that we pull together the cutting edge threads of circular economy innovation 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 ...



**AFR AUSTRALIA'S SUSTAINABILITY LEADER**  
2024 in Professional Services, Engineering & Advisory

**BEST ENVIRONMENTAL BUSINESS IN AUSTRALIA**  
2023



**AUSTRALIAN WOMEN'S SMALL BUSINESS CHAMPION AWARDS**

Coreo was awarded as Australia's Best Environmental Business



**WORLD CIRCULAR ECONOMY FORUM**

Our CEO & COO were invited to speak at the WCEF in 2019, 2021 & 2023.

**UNITED NATIONS GENERAL ASSEMBLY**

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



Technical Editors



**CIRCULAR ECONOMY FOR DUMMIES *BEST SELLER!***

Our CEO & COO served as technical editors on Wiley's *Circular Economy for Dummies* – an Amazon Best Seller!

**AUSTRALIAN CIRCULAR ECONOMY (ACE) HUB**

Our CEO was one of the Founding Board members of ACE Hub



**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**

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



## CIRCULARITY IS A FORCE MULTIPLIER AND HOW?



**You can reduce your impacts**  
on Nature and be Nature Positive

**You can reduce your emissions**  
Scope, 1, 2, & 3 and be Climate Positive

**You can design out waste**  
and wastage unlocking new value

And finally, **you can do less, better**  
through Network Governance



# How might we work together?

WELL, THERE IS NO  
ABRACADABRA.

There are many ways to enact circularity and we are specialists in all of them, as this is what we do day in and day out!

If you are at the beginning of your circular journey, we have a tried and tested methodology that works – it answers three key questions . .

**Q1. WHAT IS THE CIRCULAR ECONOMY?**

**Q2. WHAT VALUE CAN IT CONTRIBUTE?**

**Q3. WHERE DO 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.

For every project we take on we provide a token of regeneration each year restoring (by hand) a conservation area in our home state of QLD.



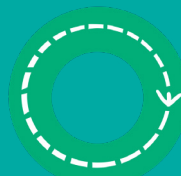
IF YOU ARE ALREADY ON YOUR CIRCULAR JOURNEY THERE ARE A NUMBER OF WAYS IN WHICH WE CAN WORK TOGETHER:



Circular economy education, training & presentations



Circular maturity assessment & benchmarking



Crafting your circular narrative



Supply chain & material flow analysis



Project ideation, prioritisation, design and delivery



Advancing circular maturity



Network Governance



Strategy development, connecting circularity to existing commitments

# 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.



## GOVERNMENT



## MINING



## UTILITIES



## PROPERTY & INFRASTRUCTURE



## OTHER





# Who's who?

Coreo

ASHLEIGH



CO-FOUNDER  
& CEO



As the visionary CEO & Co-Founder of Coreo, Ashleigh Morris has transformed it from a pilot project into Australia's most awarded circular economy consultancy within just 6 years. Her strategic leadership has driven remarkable growth, earning Coreo a spot on the Australian Financial Review Sustainability Leaders List in 2024.

Ashleigh's expertise in circular economy and systems thinking is highly sought after by government leaders and major companies such as Woolworths Group, Stockland, Rio Tinto, and L'Oréal. This has led to her being named a Top 100 Global CSR Influencer and an Australian ASEAN Emerging Leader. She was also recognized as Brisbane's Young Business Person of the Year in 2020 and honoured as one of Queensland's Outstanding Young Leaders in the inaugural 40 Under 40 Awards in 2023.

Her global impact includes being an invitee to the 73rd United Nations General Assembly and a speaker at the World Circular Economy Forums from 2019 to 2024. Ashleigh is a founding Board Member of the Australian Circular Economy Hub, advises on mining, textiles, and renewable fuels, and was appointed to guide the Brisbane 2032 Olympic and Paralympic Games Legacy in 2022.

Complementing her work, Ashleigh served as an Executive-in-Residence at The Yunus Centre, completed an intensive course in Ecological Economics and Modern Monetary Theory, and holds a Bachelor of Environmental Health Science, First Class Honours in Environmental Management, and the University Medal.

UNAPOLOGETICALLY AMBITIOUS  
| SYSTEMS THINKER | COMMITTED  
TO CHANGE

CAMERON



CIRCULAR ECONOMY  
SPECIALIST



Cameron is a compelling thought leader, equipped with a diverse skill set honed through extensive work and travel across the globe. Fluent in five languages, and renowned for her personable approach, she excels in building relationships that pave the way for transformative outcomes.

With a Master's in Environment from the University of Melbourne and a Bachelor's in International Relations & Economics from Tufts University, Cameron's academic prowess complements her corporate experience in asset management, communications, non-profit, clean energy investment, and energy consulting. As a Circular Economy Specialist at Coreo, Cameron drives innovation to advance circular maturity through systems-based analysis, networked governance, and systems-transformation projects. Cameron works across all key economic sectors but has deep specialisation in mining and metals and the built environment. Cameron's noteworthy contributions include:

- Pioneering a groundbreaking Design for Disassembly Guide for the Australian property sector in collaboration with Built.
- Delivering briefings and developing Network Governance models for the International Council on Mining and Metals, governments, and the world's largest mining corporations.
- Identifying system-transformation projects for Woolworths Group's Beyond 2025 Strategy.

PASSIONATE ABOUT A SAFE, JUST  
FUTURE | STRATEGIST | TRANSFORMER

JENNA



CIRCULAR ECONOMY  
SPECIALIST



Jenna stands out as a future global leader, backed by an outstanding academic background in business, sustainability, and environmental design from two of the world's leading universities. Notably, she earned the University of Queensland's Business School Award for Excellence in Innovation for her pioneering Carbon Literacy course designed for the aviation and consulting services industry.

As a Circular Economy Specialist at Coreo, Jenna employs her expertise in systems thinking, data analysis, design, and cutting-edge planetary science. Her approach revolves around defining system transformation points for clients, unlocking value, reducing risks, and fostering resilience. Jenna's impact extends across diverse sectors:

- Jenna co-authored an authoritative report for the Australian Government on the circular economy's influence on the future of mining and metals.
- Jenna crafted a positive impact strategy for Rio Tinto's venture, Nuton—a nature-based technology unlocking the world's lowest impact-footprint copper.
- At Lendlease, Jenna introduced a commercial service, ReMaterialise, diverting approximately 80% of construction waste from landfills, creating a local system to rematerialise waste into new products and generating new employment opportunities.

QUESTIONS EVERYTHING | THRIVES  
ON CHANGE | EMPOWERS WONDER

TAYLAH



CIRCULAR ECONOMY  
CONSULTANT

Taylah brings a fresh, innovative perspective and an innate ability to synthesize complex data into actionable, impactful insight. With a Masters of Sustainability from Deakin University and dual Bachelor's degrees in Law (Honours) and Environmental Science (Distinction) from Queensland University of Technology, Taylah excels at transforming complex challenges into practical, purposeful solutions. Taylah combines her passion for meaningful change with an unwavering belief that positive change is always within reach, backed by a hands-on, solution-driven approach.

At Coreo, Taylah focuses on identifying and implementing system transformation points that drive circularity outcomes across diverse sectors. Taylah's approach combines technical expertise with a collaborative mindset to drive long-term value, enabling clients to effectively adopt and execute circular strategies.

Her impactful work to date includes:

- Taylah led the data analysis for a benchmarking study on construction waste generation in partnership with the Green Building Council of Australia and New South Wales Government.
- Taylah contributed to a comprehensive analysis of local governments' circular maturity and helped craft their circular economy position statement.
- Taylah is currently contributing to a Queensland Government project aimed at reshaping the resource sector through circularity.

PRAGMATICALLY OPTIMISTIC | PURPOSE  
DRIVEN ACTION | COMPASSIONATE CHANGE

CAT



DESIGN LEAD &  
GRAPHIC FACILITATOR



Cat's driving passion – graphic design for positive change – has evolved through a multi-faceted career path, a strong sense for the creative, and a passion for the wild, natural world.

Working with Coreo as graphic recorder, designer, and mind mapper, she loves to see the bigger impact that can be made working with and guiding the larger industrial players in our economy to more circular pathways. Her broad 20+ years of experience in creative communication helps us to leverage the power of our collective ideas and the strength of simplicity with aesthetics that engage and inform. She has helped us build our cohesive visual language since we became Coreo and is responsible for the doodles and layout you see before you!

VISUAL WIZARD | AMPHIBIOUS  
OCEAN LOVER | KIND WITH COFFEE

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)

[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