



**Welcome to the  
ASPIRE Community!**

*Welcome Kit*



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## Message from the CEO



“ At ASPIRE, we focus on the vision of a circular economy for zero waste. Combining concepts such as re-use, re-purpose and recycle can evolve businesses to become sustainable leaders.

Driving on the circular pathway, the ASPIRE platform is designed to help businesses begin the journey to circularity, offering the foundation to create a new distributed system for resource management, nutrient flows and reverse logistics. Our aim is to have all materials stay in use with nothing ending in landfill.

We are thrilled to have you on board and be part of the movement towards the Circular Economy. Together, we can build a robust community for collaboration in changing behaviours for a sustainable future. “

### Cameron McKenzie

DipBus (Project Management), MBA (Executive), MSc (Construction Management), MEI (Entrepreneurship & Innovation)





## Welcome to the ASPIRE community!

We are thrilled to have you on board with us on the journey to circularity.

In order to make this journey from linear to circular, we have to actively collaborate towards stimulating this behaviour change. You now, play an important role as executors for systematic and economical advancement - moving the world to circularity.

**We hope that you use ASPIRE as the main utility to guiding your business on the journey to circularity.**



# What does it mean to be an **ASPIRE Business Member?**

Being a part of the ASPIRE community means you are joining forces with 500+ businesses who are striving towards creating a Circular Economy.

















By using ASPIRE, you have the opportunity to:

- Save costs on waste disposal
- Earn revenue from waste
- Divert from landfill
- Create new supply chains
- Connect with businesses
- Assist with project management
- Identify opportunities for exchange and sale
- Keen track of waste diverting from landfill
- Exchange resources

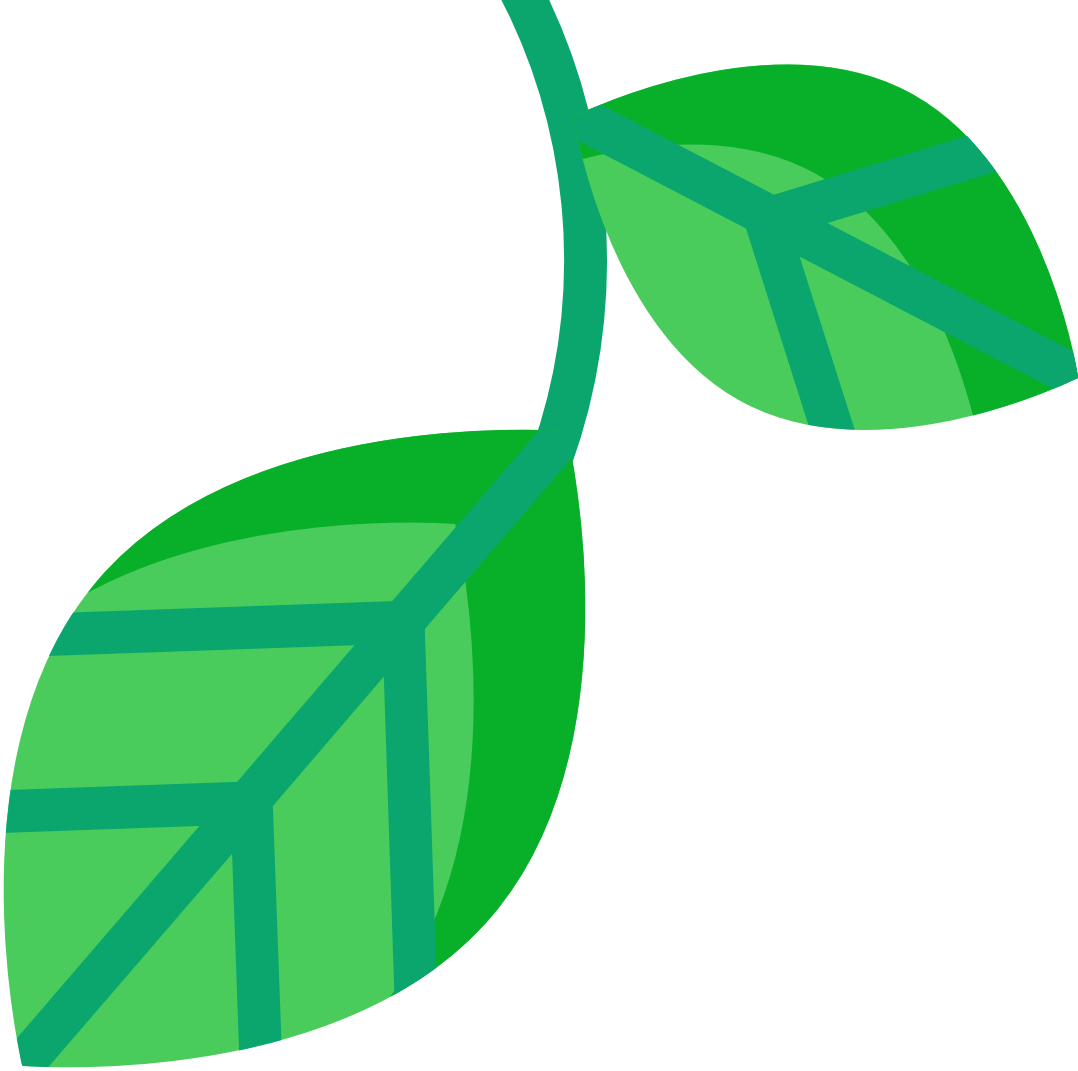


# What's Included?

As an ASPIRE Business Member you are be entitled to:

-  Unlimited resource listings
-  Unlimited technical support
-  ASPIRE member certification
-  Access to ASPIRE community
-  Promotional material for your network
-  Feature case studies in the ASPIRE Newsletter
-  Detailed reports tracking CO2 savings, waste diversion, revenue and resources exchanged
-  Compare business departments and their outcomes \*
-  Marketplace to list excess waste materials
-  Marketplace recycled content platform\*
-  Direct message feature to communicate with buyers and sellers within a listing, prior to exchange
-  ASPIRE messaging feature to track all communications on resource in and resource out
-  Create new business models and supply chains
-  Divert excess waste and resources from landfill
-  Create new revenue streams
-  Access to circular economy educational and knowledge workshops

\*Feature coming soon



## ***Getting Started***

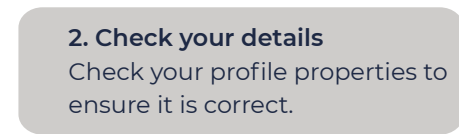
*Providing you with the tools to get you  
up and running on the ASPIRE Platform*

# ASPIRE Platform

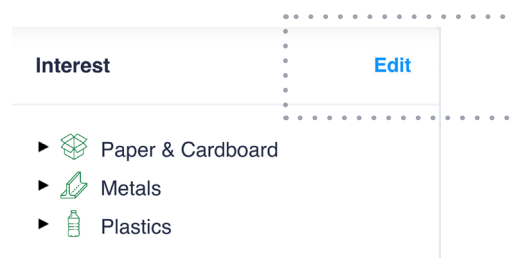
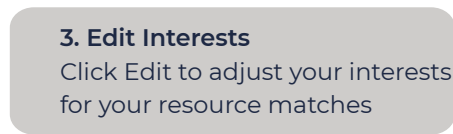
## Setting up your profile

Upon registration, you would have already set up your profile. Please remember to However, it is important that all details are updated and ready for trade!

To complete your set up, you must have verified your account (via email) and update your profile as shown in the steps below.



It is important that your details, such as phone contact and locations are accurate, as these properties will be used as point of contact when transacting on the platform.



*In order for the match-making algorithm to begin, you must update your interests.*

Interests refer to any resource you want to bring into your supply chain (rather than give away).










# ASPIRE Platform Dashboard Overview


The Dashboard will be your main view to all your operations. Use this Dashboard to keep track and manage your resources transactions. Councils will have an extra view viewing all businesses signed up under their municipality.

Your Live Reporting Snapshot


BEN Officer

-  Dashboard
-  Marketplace
-  Resources
-  Matches


**Diverted from Landfill (tonnes)**



Current month  
**5.6**

Total  
**12**


**CO2 Emission Savings (tonnes)**



Current month  
**1.221**

Total  
**5.221**


**Resources Exchanged**



Current month  
**5**

Total  
**17**

**Waste Earnings (Revenue)**



Current month  
**\$1,200**

Total  
**\$7,250**

**Resource Out**

List of resources to divert out of my supply chain

ID	Listing	Buyer	Location	Offer	Action
DP427	Ink Cartridges	M ATTWOOD M...	MOORABBIN	AU \$ 0	<span>✕</span> <span>✓</span> <span>🗨️</span>
SL461	Bark (garden)	The Trustee for...	BLACKBURN S...	AU \$ 1	<span>✕</span> <span>✓</span> <span>🗨️</span>
SL461	Bark (garden)	The Trustee for...	BLACKBURN S...	AU \$ 0	<span>✕</span> <span>✓</span> <span>🗨️</span>

[VIEW ALL](#)

**Resource In**

List of resources to bring into my supply chain

ID	Listing	Pricing	List Price	Action
SL420	Timber Pallet	Sale	AU \$ 100	<span>☰</span> <span>🗨️</span>


[VIEW ALL](#)

**Resource Out**


Your Listing for diverting resources out of supply chain

**Resource In**

Your Listing for taking resources into your supply chain



09  
www.aspiresme.com



# ASPIRE Platform

## Uploading a Resource

To create a listing for the Marketplace, you must upload your resources. Follow the prompts and complete as accurately as possible.

### 1. Add

Click the 'Add +' icon on the top right corner



### 2. Search your Resource

Enter your resource and select from the drop-down menu

What resource would you like to divert?

Select resource

Search: M

Select all filtered results

- Ceramics (Organics)
- Food (Farming) (Organics)
- Aluminium (Metals)
- Mild Steel/Carbon steel (Metals)
- Laminate (Plastics)
- Plastic (misc) (Plastics)

### 3. Select your Listing type

Select how you would like to transact the resource

How would you like to divert this resource?

I am paying for the disposal.

I am giving it away for free.

I am selling.

#### Type of Listings

##### I am paying for the disposal.

You will be giving payment to give away your resource

##### I am giving it away for free.

You will be giving the resource away at no cost to buyer

##### I am selling.

You are requesting for payment for the listed resource

### 4. Fill your Resource details

Add details to your resource listing\*

**Listing: Details**

Resource:  Edit Attribute:

Quantity:  Unit:  Frequency:

Location:  Description:

---

**Pricing: Sell Resource**

Resource List Price (AU \$):   Negotiable

---

**Add photos**

1 2

#### Listing: Details

Fill the descriptors as detailed as possible

#### Price

Enter your listing price

#### Add Photos

Upload photos of the resource\*

#### Resource

Your Resource product

#### Attribute

Your Resource characteristics

#### Quantity

The amount you are giving away

#### Unit

Specify the Quantity unit

#### \*\*Frequency

How often is the resource generated to give away

#### Location

The point of where resource is stored

#### Description

Give a short description of the resource

\*To successfully submit your listing, you must upload a photo of the resource.

#### \*\*Automating your Listing: Frequency

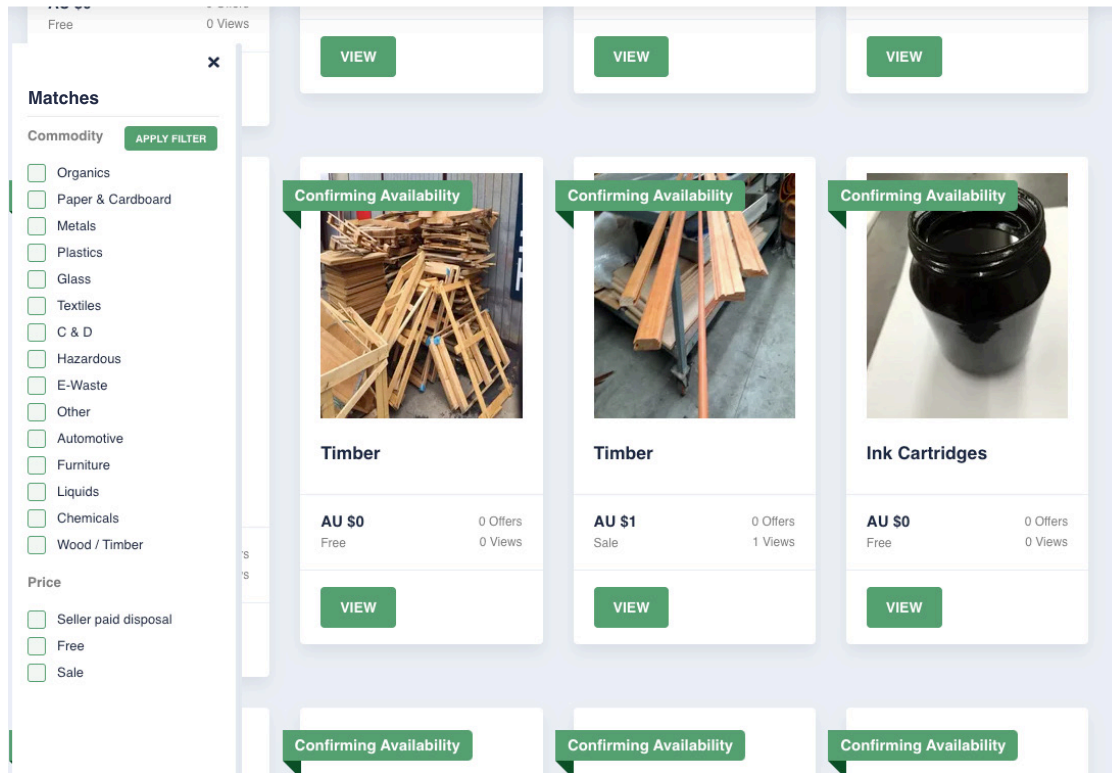
Once the Resource Listing has been transacted, the Listing will log into History and re-appear based upon how frequently you've set the Resource Listing.

Eg. 20KG of Animal Waste is generated Weekly. Once transacted, this Listing will automatically re-appear in a week time.

# ASPIRE Platform

## Looking for your Matches

Your resource interests (that you've set on your profile) will generate matches for you from the marketplace. This section will allow you to trade resources by bringing them into your supply chain.



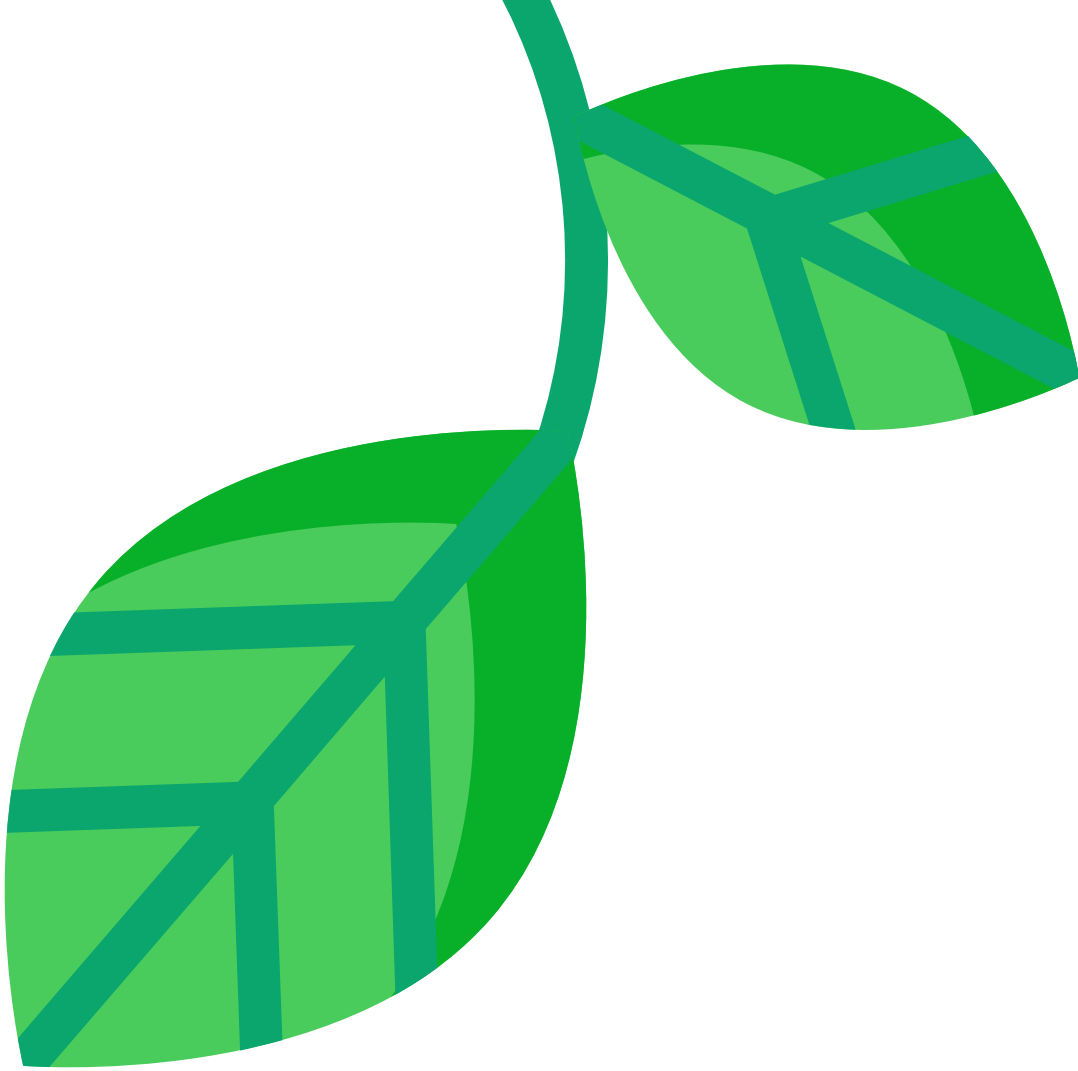
# ASPIRE Platform Need help?

Reach us via our contact form and one of our friendly team members will be in touch shortly!

Click on the button below to be redirected, or alternatively, go to <https://aspimesme.com/contact/>

**CONTACT ASPIRE**





## ***Share the News!***

*Providing you with a marketing package  
to showcase your journey to circularity.*

# What's in the package?

Attached in your Welcome email you should have received:



## Your ASPIRE Member Tag

This branding tag is for you to use on your platforms as an ASPIRE Business member. This tag defines your role in the ASPIRE community. Three versions have been provided to use on various media and platforms to suit.

## Your ASPIRE Member Certificate

Showcase your Membership with this certificate!  
Post it, print it, frame it!

## ASPIRE Signature Banner

Similar to your ASPIRE Member tag, you may use this banner to showcase your membership with ASPIRE. Suitably, it is to be placed in your email signature. If you want to create a banner incorporating the ASPIRE badge, you may use the tag in addition to your promotional material.



If you require any additional ASPIRE branding material please contact [malyc@aspimesme.com](mailto:malyc@aspimesme.com)

# ASPIRE Material Guidelines

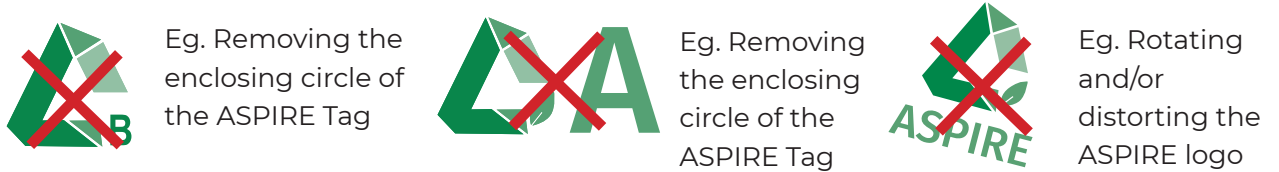
There are many ways to communicate your message - this is why it is important we do it right together! (so that our message does not get lost).

To do this, let's agree on a few things;

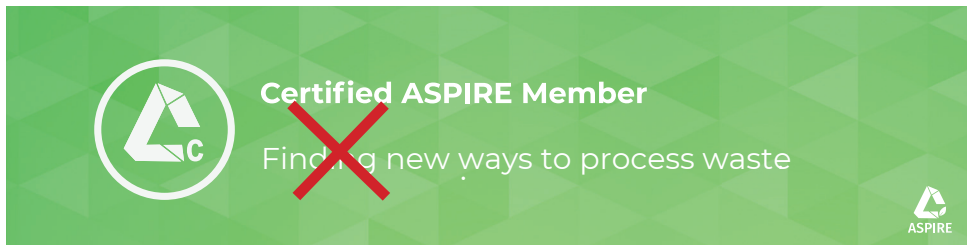
- ✗ Do not make colour changes to any existing ASPIRE logos and/or tags.  
Please use the provided files.



- ✗ Do not modify or make composition changes to any existing ASPIRE logos and/or tags.



- ✗ Do not modify taglines belonging to the ASPIRE branding



- ✗ The ASPIRE logo should not be placed adjacent to any other branding logo/material.\*  
Use the ASPIRE Member Tag to identify your membership with ASPIRE rather than the ASPIRE logo.



\*Unless specifications have been arranged with ASPIRE Team.

If there are queries you are unsure, please contact [malyc@aspimesme.com](mailto:malyc@aspimesme.com)

# Partners

Joining forces with our partners to create behaviour change and acceleration into the Circular Economy.





# We are B Corp Certified!

## Certified



**This company meets the highest standards of social and environmental impact**

**Corporation**

Certified B Corporations® (B Corps™) are for-profit companies that use the power of business to build a more inclusive and sustainable economy.

They meet the highest verified standards of social and environmental performance, transparency, and accountability. As of 2018, there are more than 2,500 B Corps in 130 industries and 60 countries around the world.

Certified B Corporations range from multinational corporations to wholly owned subsidiaries, to small businesses serving local communities. The B Impact Assessment takes into account the size, industry, and location of each business. This makes our assessment of overall impact as accurate as possible. It is one of the only certifications that is not for a product or service, but for the whole business behind the product or service.

ASPIRE is proud to be a Certified B Corporation® among the high profile corporations such as Ben & Jerrys, Patagonia, Bank Australia, Envato, New Belgium Brewing and many more!



