

Brendan Vidal Edgerton

Position/Department/Division/Institution/Organization

Director, Circular Economy

World Business Council for Sustainable Development (WBCSD)

Country

Switzerland

Career history

2018 – Present Director, Circular Economy, WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT (WBCSD)

2015 – 2018 Manager, Circular Economy, WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT (WBCSD)

- Co-developed Factor10, WBCSD's flagship circular economy project, convening over 40 companies from 15+ industries and countries, working on initiatives like Metrics, Policy, Automotive, Electronics and Plastics
- Co-developed the Alliance to End Plastics Waste, the founding strategic partner of the organization
- Oversaw the scoping, landscaping, development, launch and roll-out of the Circular Transition Indicators (v1.0), a common framework for companies to measure their circular performance and identify risks and opportunities
- Project lead and/or content developer on multiple WBCSD publications on the circular economy, including CEO Guide to the Circular Economy, Practitioner's Guide to the Circular Economy, 8 Business Cases for the Circular Economy, Linear Risk Report, CEO Guide to the Circular Bioeconomy and over a dozen others
- Spoken at dozens of events on the circular economy on behalf of WBCSD and regularly presented or held meetings with executives and senior representatives from private, public and civil society sectors
- Selected as the organizational representative to WBCSD Leadership Program 2017 class

June-August 2014 Life Cycle Assessment & Sustainable Engineering Intern, WALT DISNEY IMAGINEERING

- Developed a Life Cycle Cost Analysis tool for continued use by the Sustainable Design &

Engineering team

- Calculated financial and environmental factors for Transportation to include in future strategy modeling

May-August 2013 EDF Climate Corps Fellow, OFFICE DEPOT

- Identified reductions of 32 GWh/yr in electricity and 16,487 MT CO₂e in portfolio greenhouse gas emissions. Opportunities resulted in 3-year payback, IRR of 61%, ROI of 280%, and NPV of over \$6M (averages weighted)
- Outlined a cost-effective plan for Office Depot to achieve organization-wide net positive energy by 2030

2008-2012 Project Manager, GREEN DINOSAUR, INC.

- Served as project manager on over 15 new construction and existing building projects pursuing LEED certification and led all projects to certification levels meeting or exceeding owner goals
- Created tools, calculators, and templates to optimize resources utilized by current employees

2006-2008 Founder, Owner, ECO-HOME DESIGN

- Established online retail company selling environmentally-conscious home and office building products

Awards/Publications

- Authored or contributed to over [10 WBCSD publications](#)
- Published numerous articles on the circular economy, including:
 - Making the circular economy business case to your CFO (<https://www.wbcds.org/Overview/Panorama/Articles/Making-the-circular-economy-business-case-to-your-CFO#:~:text=As%20it's%20the%20financial%20oppo rtunity,be%20a%20cash%20flow%20discussion.&text=In%20fact%2C%20a%20ci rcular%20product,of%20a%20company's%20cash%20flows.>)
 - The perils of complacent incrementalism (<https://www.wbcds.org/Overview/Panorama/Articles/The-perils-of-complacent-incrementalism>)

- Making the circular economy more accessible and more attainable: WBCSD's Practitioner Guide to the Circular Economy (<https://www.wbcsd.org/Overview/News-Insights/WBCSD-insights/Making-the-circular-economy-more-accessible-and-more-attainable>)

Areas of expertise

Circular economy, industrial ecology, sustainability, sustainable business, sustainable architecture, green building, Leadership in Energy & Environmental Design (LEED),