

# REALIZING THE CIRCULAR ADVANTAGE

## VIDEO TRANSCRIPT

The circular economy movement has come a long way over the last five years but we aren't yet tipping the scales.

Companies must do more to address major environmental issues and capture the \$4.5 trillion value at stake by 2030.

The circular advantage requires a fundamental reengineering of business-as-usual. But how can this be accomplished?

1. By embracing circular business models

New business models are emerging that enable companies to capture value at every stage of the circular value chain and turn disruptive change to their advantage.

Circular Inputs  
Sharing Platforms  
Product as a Service  
Product Use Extension  
Resource Recovery

Dell is one company utilizing several circular business models.

Product as a Service. It combines hardware, software and lifecycle services for a monthly fee.

Product Use Extension and Resource Recovery. It takes back, re-leases, resells or recycles hardware.

Circular Inputs. It turns 35% of returned plastics into new components.

2. By utilizing disruptive technologies as an accelerator

Biological, physical, and digital technologies accelerate the impact and value of circular business models.

Tech company Winnow uses AI tools and analytics to help chefs cut food waste in half, reduce food costs 3-8% and generate up to 10X ROI within one year.

3. By tackling industry challenges.

Unsustainable packaging is a challenge for the fast-moving consumer goods industry. By optimizing packaging for circularity, the industry can capture up to \$110 billion.

The journey to becoming a circular company will look different for everyone.

To make the circular pivot, leaders must use an integrated approach across their operations, products & services, culture & organization, ecosystem.

What's your role in this transformation?

Begin charting it today.

5 business models  
27 technologies  
10 industries  
300+ case studies

Get inspired.

Realize your circular advantage.  
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