WASTE TO WEALTH: CREATING ADVANTAGE IN A CIRCULAR ECONOMY

The circular economy revolution is here. What does it mean for your business?

It means eliminating the concept of “waste” and recognizing everything has a value, moving from efficiency to effectiveness in managing inputs and outputs, and forging a much deeper bond with consumers.

At the core of it all: new business models powered by digital.

Blended together, the circular economy and digital represent a huge opportunity to create a new “circular advantage.”

$4.5

The potential payoff?

A $4.5 trillion reward for achieving circular economy business models by 2030.

Here’s how companies can win in the circular economy:

1. Realize there is no one “right” answer for every company and carefully choose your business model.

2. Make sure you can access key enabling technologies to support and scale your new business model.

3. Develop capabilities that effectively deploy and operate circular economy principles.

Learn more about creating a circular flow through your business with our executive summary:

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