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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." 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:

One: realize there is no one "right" answer for every company and carefully choose your business model.

Two: make sure you can access key enabling technologies to support and scale your new business model.

And three: develop capabilities that effectively deploy and operate circular economy principles.

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

[Waste to Wealth: Creating Advantage in a Circular Economy](#)

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