Too many circular supply chain programs are failing to capture value. It’s time to come full circle — transforming supply chain operations to capitalize on circularity.

94% of companies report implementing elements of circular supply chains.
18% seek to generate value from products returned for reuse, recycling or refurbishing.
92% of companies say they are geared up for product life extension, but only 30–40% are actually doing it.
99% of companies report products are returned for reuse, recycling or refurbishing. 75% ultimately destroy 45 - 75% of the products, losing all embedded value.

To capture the full potential of the circular economy in supply chain operations, companies need to pursue higher — and more complex — value initiatives. To do that, successful companies will:

- **Break down silos.** Circular is disruptive to the organization and requires strategic collaboration across functions such as R&D, procurement, supply chain, manufacturing and marketing.

- **Start the circle from the top.** Leadership at the very top of the company must create business imperatives, cultural changes and governance to promote objectives, along with integrated goals and metrics.

- **Leverage digital.** Technologies like the Internet of Things and analytics are critical for embedding circularity across operations and ecosystems to increase the ability to track resources and monitor utilization and waste capacity.

Learn more about how to deliver on the value of your circular efforts with our full report: www.accenture.com/fullcircle