



Sustainability Day Assolombarda

15 Marzo, 2016



High performance. Delivered.

4 TYPES OF WASTE TO ADDRESS

\$4.5 TRILLION TO CAPTURE

WASTED RESOURCES

Material and energy that cannot be continually regenerated

\$1 700 billion

WASTED CAPACITY

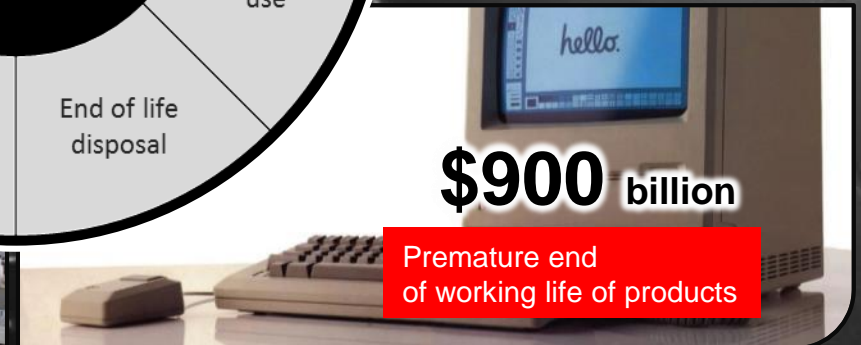
Underutilized or unused products and assets

\$600 billion



\$1 300 billion

Components, material and energy not recovered at disposal



\$900 billion

Premature end of working life of products

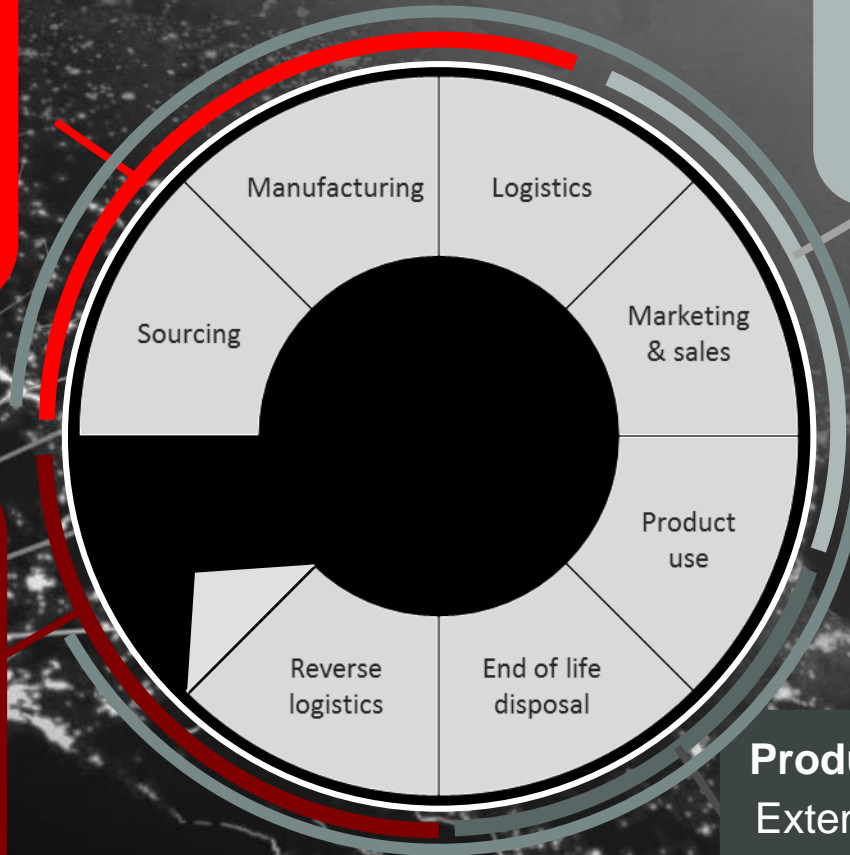
WASTED EMBEDDED VALUES

WASTED LIFECYCLES

5 BUSINESS MODELS TO LEVERAGE

Circular Supply-Chain renewable energy, bio based- or fully recyclable input material to replace single-lifecycle inputs

Recovery & Recycling
Recover useful resources / energy out of disposed products or by-product



Sharing Platform
increased utilisation rate of products by making possible shared use / ownership

Product as a Service Offer
product access and retain ownership to internalise benefits of circular resource productivity

Product Life-Extension
Extend working lifecycle of products by repairing, upgrading and reselling

10 TECHNOLOGIES FOR DISRUPTION

Engineering



Modular design technology

Life & Material sciences

Recycling



Hybrid

Trace and return systems

Digital

Cloud

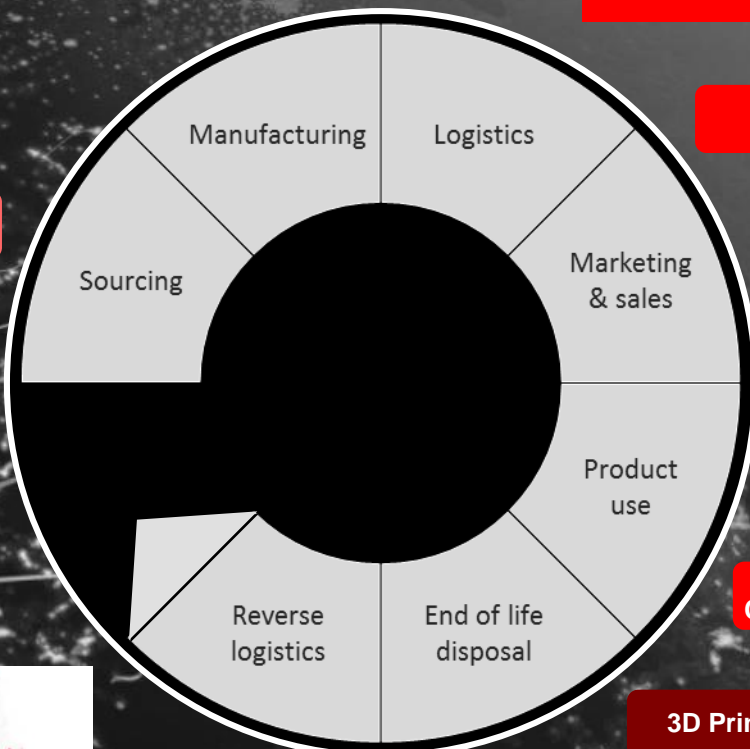
Analytics

Mobile

Social

M2M Communication

3D Printing



5 CE CAPABILITY SHIFT

2. Innovation & product development

From designing for single use to **designing for many life cycles and users**

3. Sourcing and manufacturing

From homogenous supply chain to **heterogeneous resource flow innovation and cascading**

2. Manufacturing

1. Procurement

3. Logistics

1. Strategy

From focus only on core business to **manage complex and collaborative circular networks**

4. Sales and marketing

7. Reverse logistics

5. Return chains

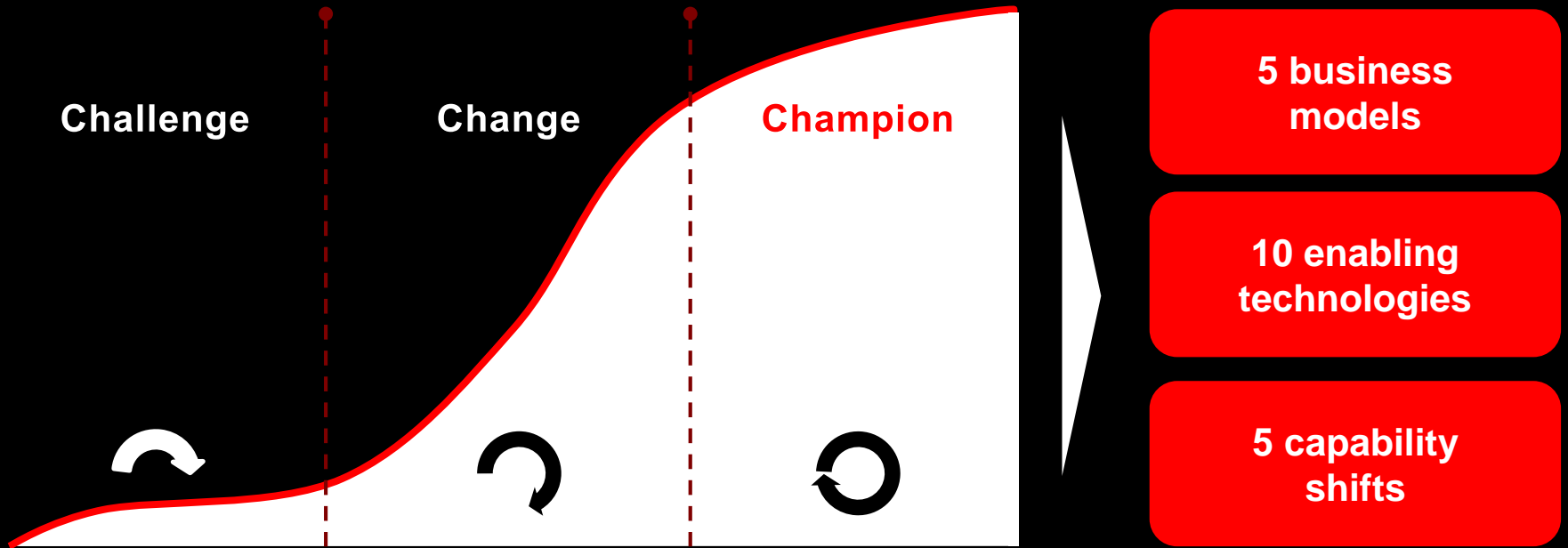
From compliance to **opportunity driven take-back**

4. Sales & product use

From never seeing your product again to **customer and asset life cycle management**

6. End of life disposal

Companies need to get three things right and ask five key questions



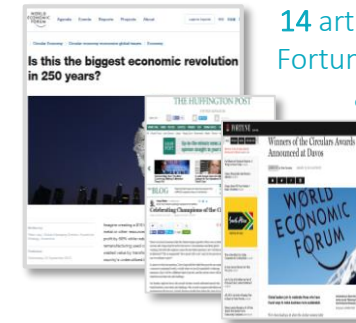
5 key questions:

1. How will circular economy impact our value chain and that of our customers?
2. What new business models are most appropriate for our business?
3. What new capabilities and technologies are key for implementation?
4. How to balance short term low hanging fruit and long term disruption?
5. How to manage and drive internal change?

The Circulars 2016 Highlights

The Circulars, now concluding its second year, achieved a number of significant results during the 2016 program

Over 200 entries from
36 countries



14 articles published by
Fortune, WEF, 2degrees
& Huffington Post

27m twitter impressions
at #TheCirculars



5 supporting sponsors



FORTUNE

27 judges from major private &
public sector organisations around
the globe



7200+ People's Choice Votes in 4 weeks



Visit: <https://thecirculars.org/>
to view the Winners, Runners Up & Finalists

The Circulares 2016 Finalists and winners

Leadership



Else Bos
CEO
PGGM



Estelle Brachlianoff
Sr. Vice-President
Veolia UK&I



Feike Sijbesma
CEO
Royal DSM



Hermann Erdmann
CEO
REDISA



Professor Dajian Zhu
Director
Tongji University



Thomas Rau
Founder & CEO
Turntoo

Multinational



Enterprise



Entrepreneur



Governments, Cities & Regions



Investor



Digital Disruptor



People's Choice



Alex Lemille,
Wizeimpact



Paul Murray,
Shaw Industries
Group Inc



Professor Dajian
Zhu, Tongji
University



Thank you!

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