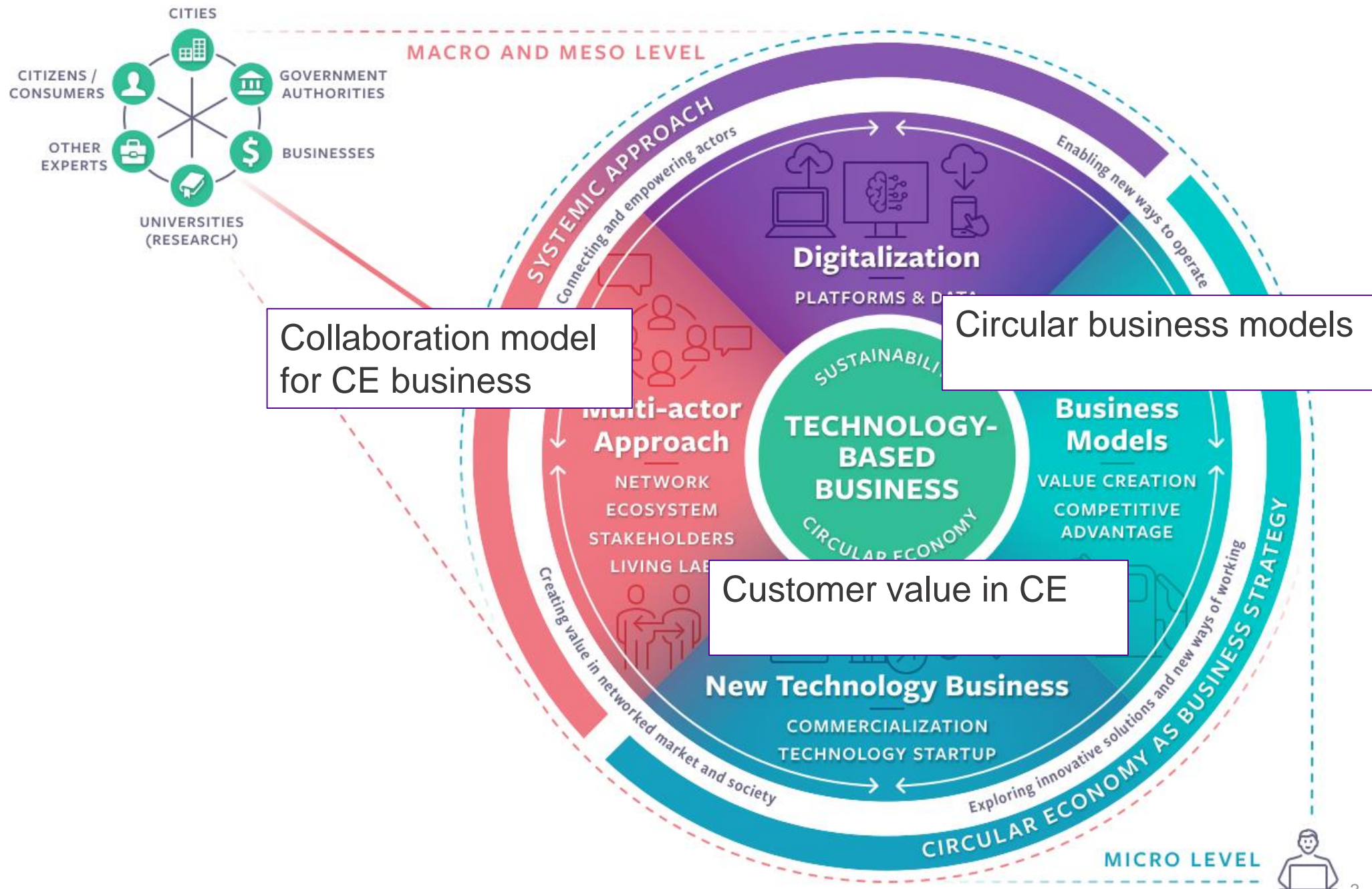


# Circular economy business today

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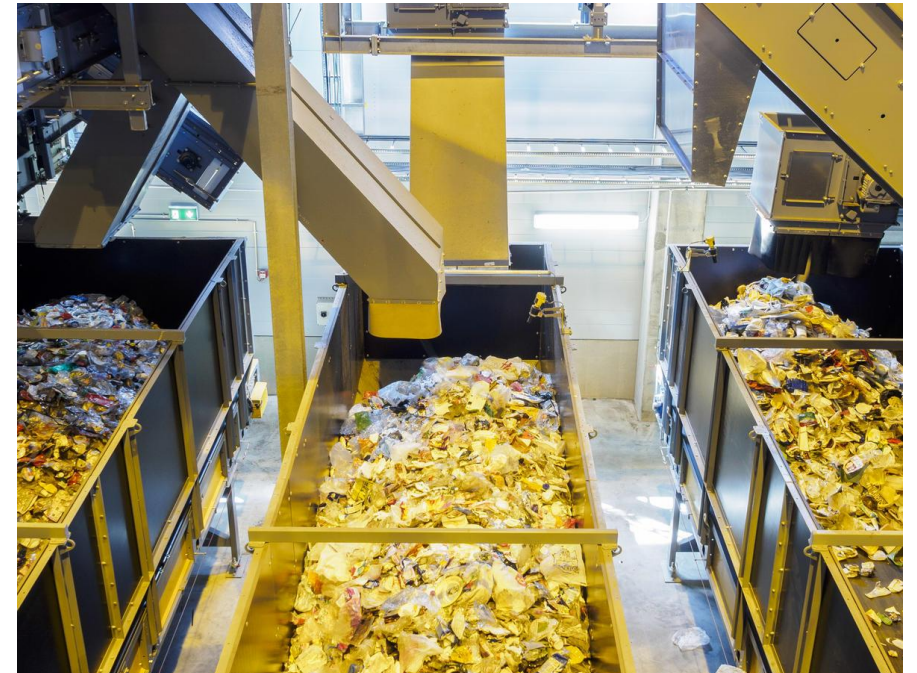


# What is circular economy (CE) business?

- CE to pursue sustainable development
  - Separating the economic growth from increasing use of resources
- Reusing resources as many times as possible through the 3R's – Reduce, Reuse, Recycle
- There is no comprehensive prospect about how companies should do sustainable business in economically profitable way; how to balance the economic, environment and social factors all together
  - Main principles followed:
    - narrowing resource loops (reduce)
    - slowing resource loops (reuse)
    - closing resource loops (recycle)
- Mainly about established actors integrating/transforming themselves toward more circular ones

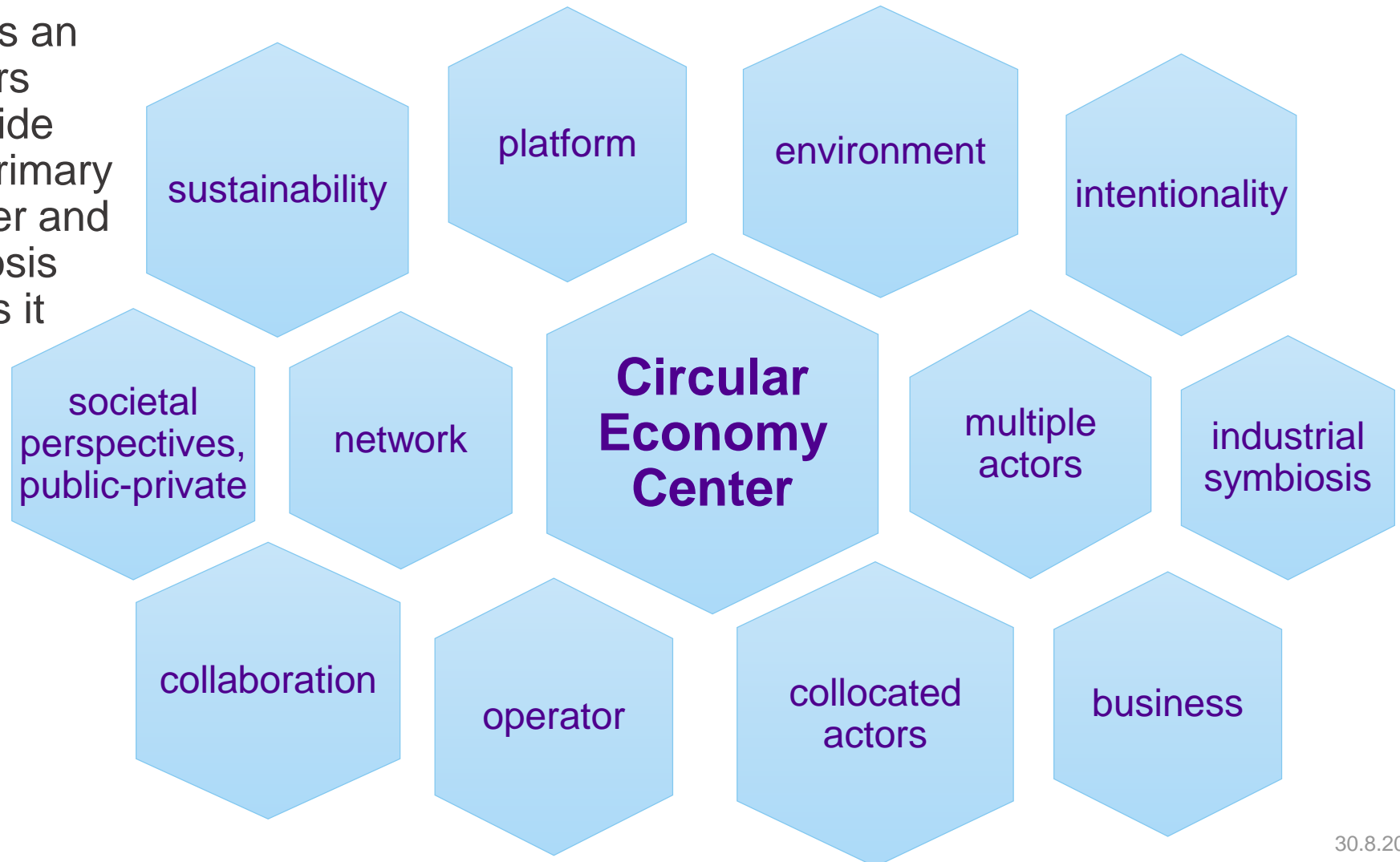
# What are the circular business models (CBMs)?

- CBMs
  - sharing platforms, resource-efficiency and recycling, renewability, product as a service, extending the product life cycle
- Currently most commonly implemented CBMs are recycling and different types of product-service-systems, which renew the traditional ownership concepts (e.g. car-sharing)
- Recycling (closing the loops) => Reuse (slowing the loops)

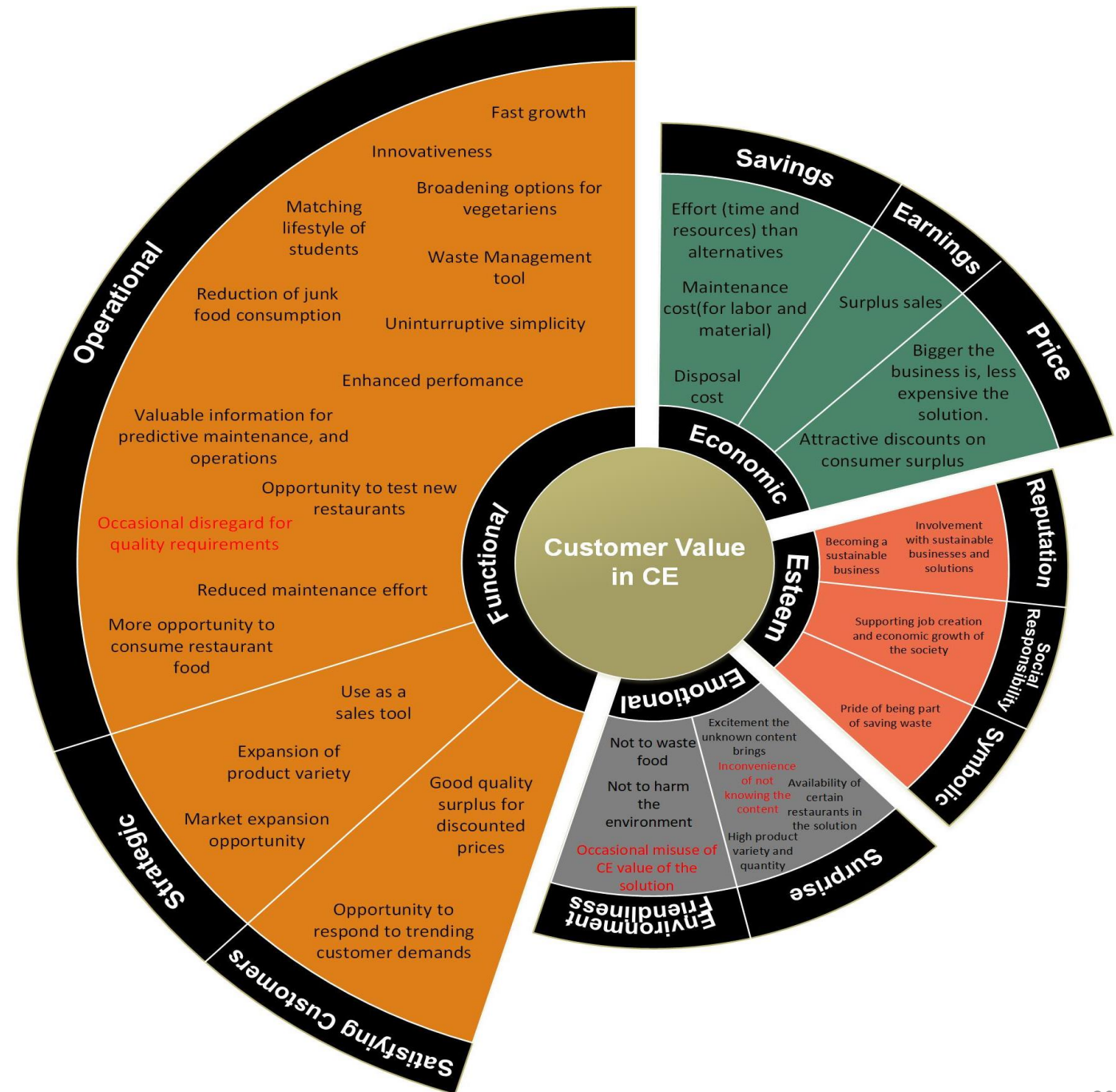


# How to do CE business in collaboration?

Circular economy center is an entity, where several actors cooperate in the form of side stream exchanges. The primary task of the center is to offer and maintain industrial symbiosis and the economic benefits it enables.



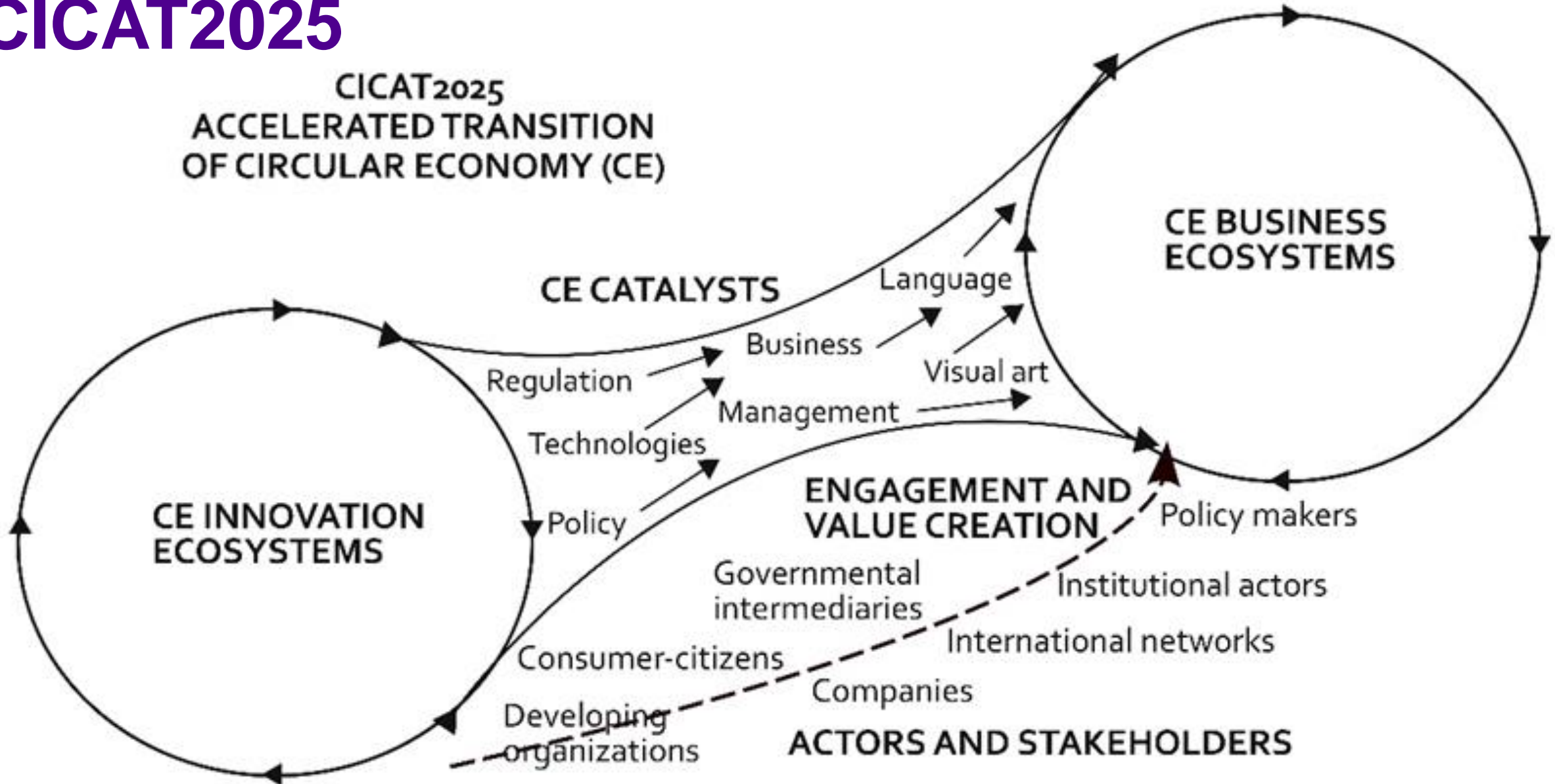
# How do the customers experience value in CE?



# What's next?

- Sustainable growth is pursued; CE is on the agenda of companies, municipalities, ministries, citizens, ...
- In scientific field: the transformation and operations perspectives dominate over economic perspectives for now
- In business field: we are still in innovation ecosystems; business ecosystems need to be developed
- More information is needed on what accelerates circular business in our modern society, Finland and globally
  - New research projects

# CICAT2025





# Thank you

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