Circular Advantage. Innovative Business Models and Technologies to Create Value in a World without Limits to Growth

Last Modified on 20/06/2019 11:48 am CEST

Author: Accenture

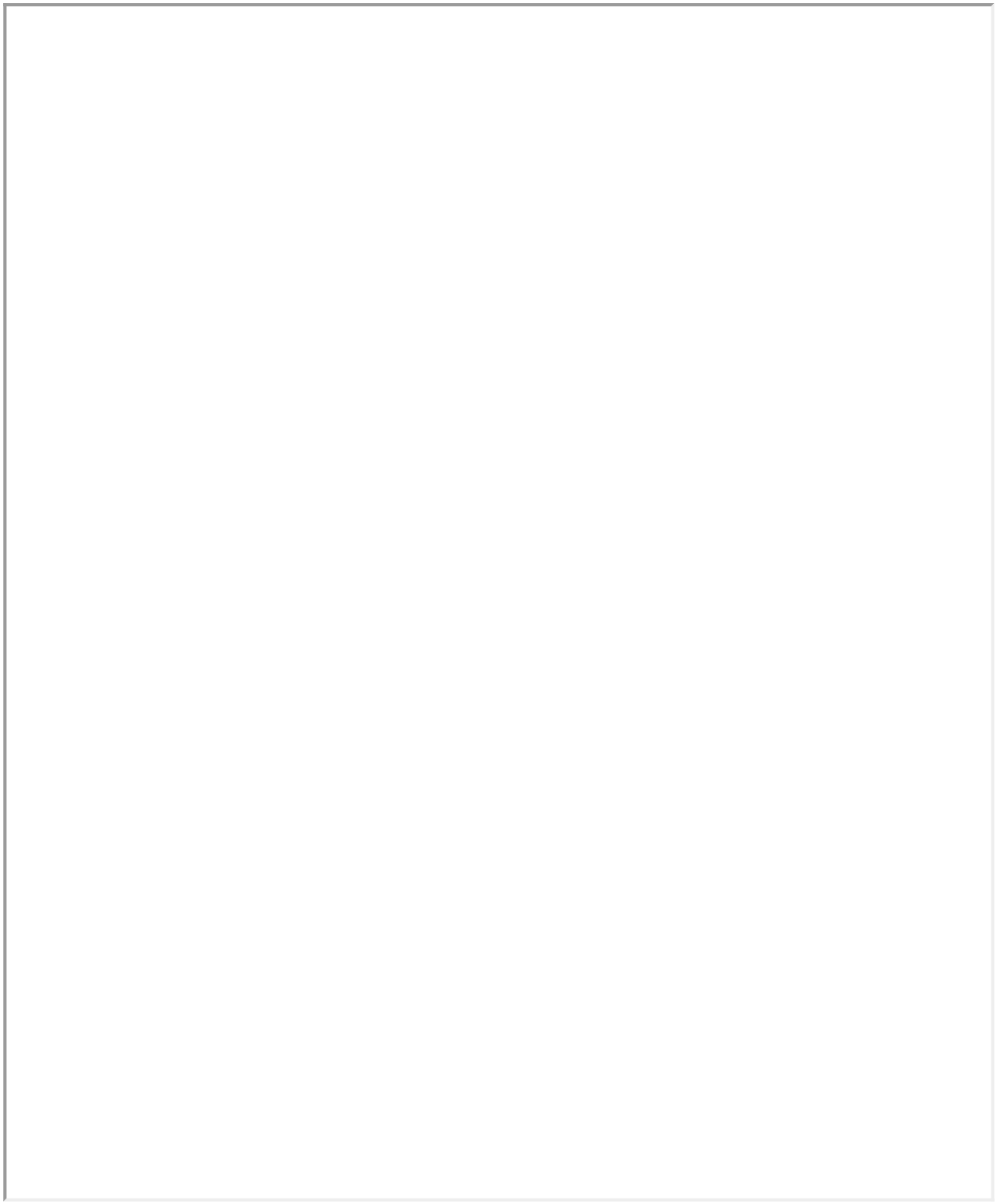
Date of publish: 2014

Why did we select this research?

The current “linear” approach to satisfying demand (built on the principles of ‘take, make, waste’) has been proving to be incompatible with sustainability. Together with an increasing aware society, the models of both production and consumption need to change. For businesses, this leads to one inescapable conclusion: Continued dependence on scarce natural resources for growth exposes a company’s tangible and intangible value to serious risks. The circular economy appears to be the much looked for answer.

Key findings:

- Key importance of finding the opportunities for adopting circular economy approaches in each business value chain, and what can be done to shape each company’s journey in a positive (sustainable) way.
- Identify how can circular business models help rethink how to deliver each company's value.
- Indentify the technology trends (science, engineering and digital) that really matter to each business when it comes to circular economy and what is their potential to disrupt the value chain.
- To develop a proactive strategy (built on a clear understanding of the motivation to leave behind the linear model and underpinned by the business models, technologies and capabilities critical to success) companies can create superior value and capture advantage (Circular Advantage).



Reference:

Accenture strategy, *Circular Advantage. Innovative Business Models and Technologies to Create Value in a World without Limits to Growth,* 2014

Link:

[https://www.accenture.com/t20150523T053139__w__/us-en/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Strategy_6/Accenture-Circular-Advantage-Innovative-Business-Models-Technologies-Value-Growth.pdf]