Insights from Circularity in the Supply Chain Roundtable
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**Challenge: How can we promote change?**

**Solution:** Product Re-Design

- Change design to extend life and reduce waste
  - Extended product life
  - Reuse opportunities
  - Design for end of life
  - Different business models like servicization, rentals
  - Standardization

**Challenge: How can we overcome systemic inertia?**

**Solution:** Industrial Symbiosis

- Cooperate and collaborate to enable circular supply chains
  - One business’s waste might be another’s input
  - Cooperation to enable circularity
  - Building capacity to manage cooperatively

**Challenge: Can we make supply chains circular?**

**Solution:** Reverse Logistics

- Collect and return at end of life
  - Collection points
  - Utilizing backhaul
  - Connecting generators and users
  - Creating new networks
  - Materials conveyor belt and materials passport

**Challenge: How can we get value out of it?**

**Solution:** Systems Thinking

- Systems focus to enable the circular economy
  - New mindsets provide new opportunities
  - First movers get more value
  - Value of circularity for resilience and license to operate over $ alone