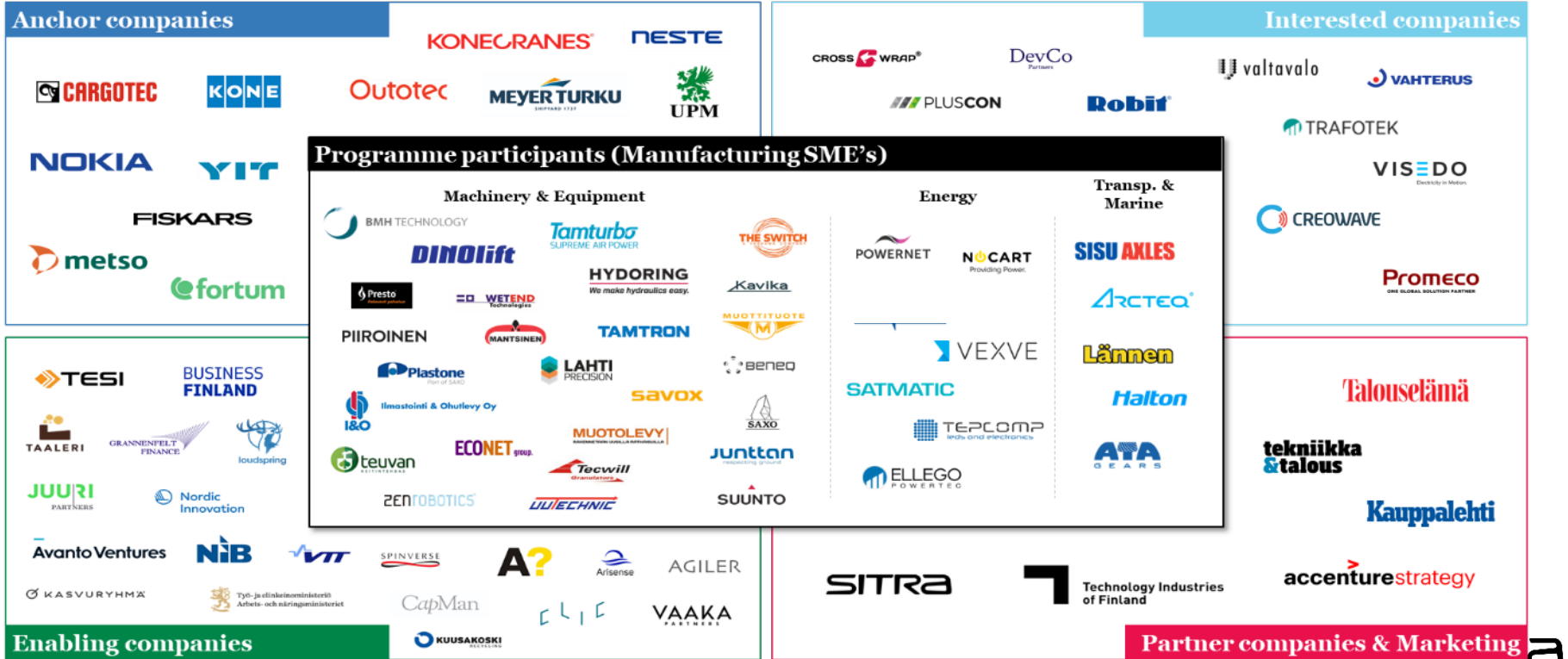


We engaged a large group of players in the Finnish manufacturing ecosystem, time for global scale up

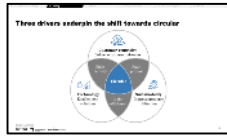


With the Circular Economy Playbook and tools you achieve circular advantage and measurable business cases www.circularplaybook.fi

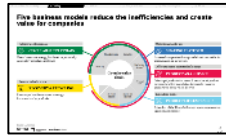
The playbook consists of 6 chapters with circular economy concepts, best practices and tools to guide your business to identify and define your circular economy opportunity and develop a plan to realize circular advantage

PLAYBOOK
CHAPTERS

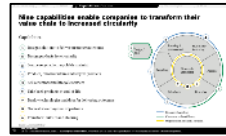
1. Why circular economy?



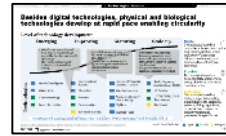
2. What opportunities exist?



3. Which capabilities are required?



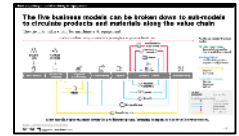
4. Which technologies can support?



5. How to design the transformation journey?



6. Industry deep dives

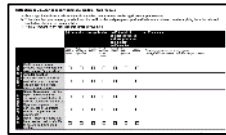


EXAMPLE
TOOLS¹

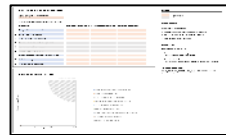
Value case tool



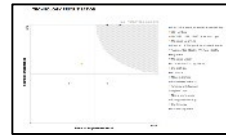
Business model development toolkit



Capability maturity assessment



Technology maturity assessment



Roadmap development



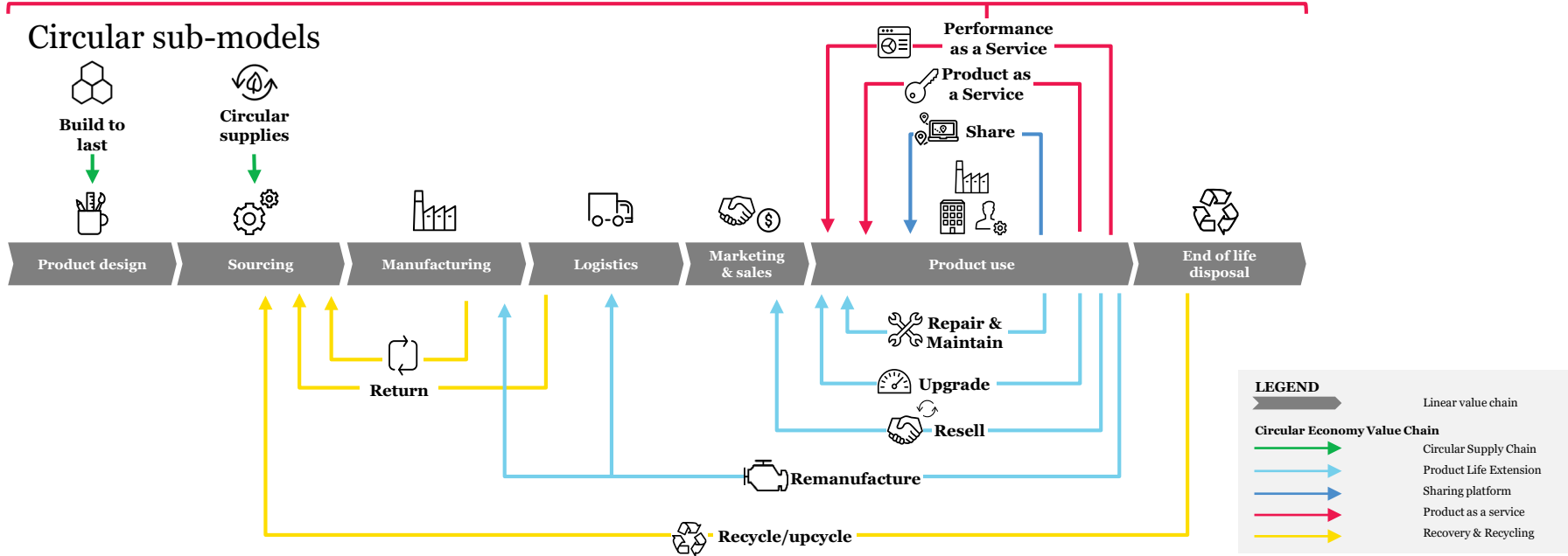
Business model canvas



¹ Additional tools available in the playbook

Business model specific sub-models modify different steps of the value chain to make it circular

As a Service models are mostly concerned with the operation phase, but span across the value chain



EARLY MOVERS HAVE ALREADY STARTED

	Machinery & Equipment	Marine	Energy	Transportation
CIRCULAR SUPPLY CHAIN				
SHARING PLATFORM				
PRODUCT LIFE EXTENSION				
RECOVERY & RECYCLING				
PRODUCT AS A SERVICE				