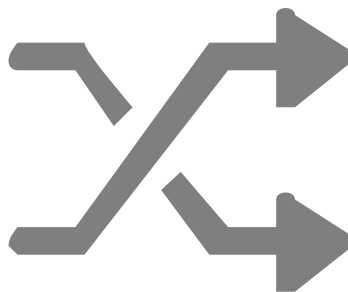




Circular Economy Trends Cards



Content

This deck contains 21 cards divided as:

- 02 cards for Market Forces
- 02 cards for Industry or Business Ecosystem
- 06 cards for Politics, Economics, Social, Technology, Environment, and Legal (PESTEL) trends:
 - 06 auxiliary cards with examples of technology trends
 - 05 auxiliary cards with examples of social trends

Scope of application

Use the Circular Economy Trends Cards in combination with the SWOT Matrix to prompt discussion in the group.

An order to use the cards is recommended:

- (i) Market Forces
- (ii) Industry or Business Ecosystem
- (iii) PESTEL trends



Market Forces

New needs from customers



Are the customers requiring new activities or products?

What are those?

Market Forces

Customer segments and changing patterns



How may changes in the market affect
your business model?

*E.g., potential growth, declination, peripheral
segments that deserve attention*

Are there opportunities to work with
new customers?

Which ones? What segment or sector?

Industry or Business Ecosystem

Suppliers and collaboration



How suppliers and partners affect your business?

Are there possible new suppliers and partners?

Is there cross-collaboration?

How does it affect your business model?

Industry or Business Ecosystem

Competitors



Are the competitors innovating
their business models for
Circular Economy?

How so?

Trends

Environmental



How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Economic



How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Political



How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Legal

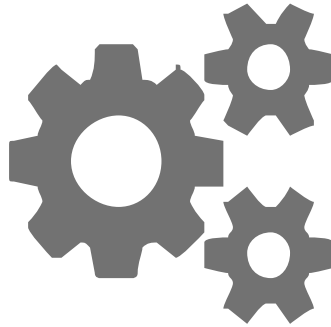


How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Technological



How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Technological

3D printing and
additive manufacturing



Trends

Technological

IoT, Big Data Analytics, artificial intelligence, automation, digitalisation, information systems



Trends

Technological

Blockchain



Trends

Technological

New mobility systems

*Mobility as a Service, Autonomous Vehicle,
and Electric Vehicle*



Trends

Technological

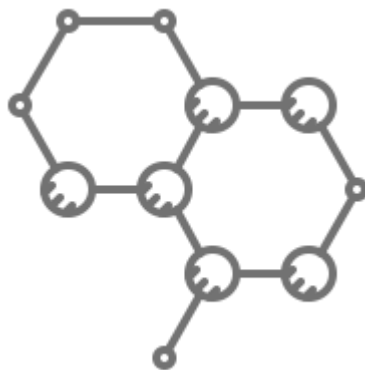
Regenerative agriculture



Trends

Technological

New materials or process technologies
E.g., recyclates, Graphine



Trends

Social and cultural

Modern marketing techniques
and social media



Trends

Social and cultural



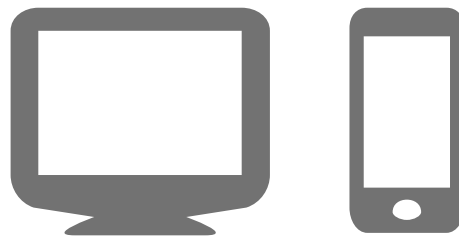
How will these trends affect the current business model?

How could they benefit or hinder your company?

Trends

Social and cultural

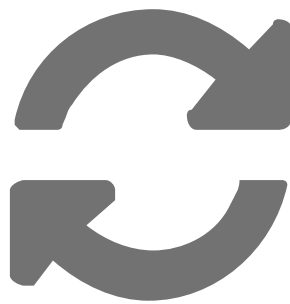
Digitalisation



Trends

Social and cultural

Customer participation and engagement in sustainability activities and end-of-life strategy



Trends

Social and cultural

Collaborative consumption
and urbanisation



Trends

Social and cultural

Servitisation and asset-light lifestyle
Access over ownership and customer loyalty

