

Circular Economy

Idealistic vision, regulatory nightmare or our next big opportunity?

Upcoming VCW-Event

In a world facing global challenges such as climate change and finite raw material and energy resources, the chemical industry needs to design and deploy the most efficient solutions to guarantee a sustainable business environment. In this context, executives, lawmakers and NGOs in Europe are discussing a transition from a linear towards a circular and therefore more sustainable economy.

The circular economy model (CE) requires exploring new business models beyond the conventional model of linear product production, usage and disposal and focus on value preservation in every link of the chain. In an ideal circular economy all impact of human activity is considered, and all activities must either produce no negative impact or turn it into a positive input in another activity.

CE calls for new design and systems thinking, product life extension, and recycling. This often requires a shift towards renewable resources and energy and often a transformation of business processes and structures. Advanced digital technologies are able to support this change by virtualisation and improvement of the demanded transparency of resource life cycles. Innovation, collaborative networks, and favourable public policies can yield long-term improvements towards a circular model creating new economic opportunities. However, meeting evolving expectations and needs of customers and society will be the ultimate key to success.

Presentations, live discussions and interactive workshops with key protagonists will zoom in on some important questions like:

- Why might it pay off to take a proactive stance and invest in circular models now rather than just wait and see?
- Who will be future customers and partners and what will they expect from us as an industry? Are we willing and able to deliver?
- How do we create transparency of our contributions to complex product cycles across multiple sectors and capture the value that creates?
- What mind-set / skill-set or other assets are needed to collaborate successfully beyond current linear supply chain partnerships?
- Last but not least, who will win and who will lose in the newly created competitive arenas?

The event will take place in fall 2018 – Look out for the Save-the-Date!

The Association of Chemistry and Economics (VCW) is the Section of the Gesellschaft Deutscher Chemiker (GDCh) that focuses on the business side of chemistry. VCW is a vibrant network of almost 1.000 members with the mission of creating a valuable industry network, providing a forum for discussing future top-management agenda items and bridging the competence gap between chemistry, business and economics. GDCh is the largest chemical society in continental Europe. For more information, visit us on www.gdch.de/vcw.