

# IBM & The Circular Economy

## Key facts



**+300%**

Raw material price increase since 1998 <sup>[1]</sup>

**\$ 380 - 630 billion**

Estimated material value loss in Europe (annually) <sup>[1]</sup>

**40%**

of industrial costs are resources, only 18% is labor

**43% of CEOs**

cite Circular Economy as key innovation for business <sup>[1]</sup>

**< 10 years**

Until 88% of rare earth metals are depleted <sup>[1]</sup>

**95%**

of all heavy earth metals are under Chinese control

## Quotes from top executives



"Thanks to our circular economy approach our refurbishment plant is by far the most profitable in our entire global operations" – **Renault COO**



"At Philips... the transition from a linear to a circular economy is a necessary boundary condition... By using materials more effectively, economic growth will be decoupled from the use of natural resources ... to create more value"  
– **CEO of Philips**



"Circularity increased market share from 15% to 25% with 8 times ROI within 4 years" – **Chairman of DESSO**



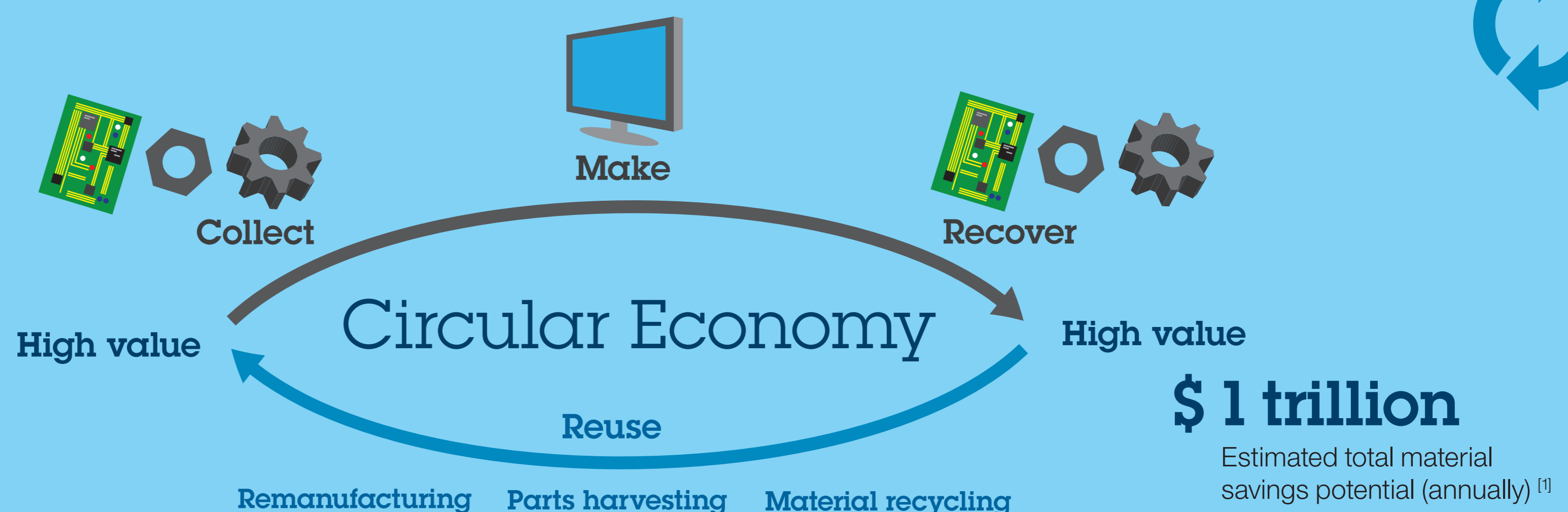
## What is the Circular Economy?



"Product as a consumable"



"Product as a service"



## Why is IBM uniquely positioned?



**> 25 years**

of optimized asset reuse and refurbishing through GARS (inhouse)

**91%**

of GARS refurbished machines readied for resale & reuse in 2011

**Leader**

in IT asset disposal ranking in North America (Gartner)

**CE 100 member**

Member of 100 global leading partners to promote transition towards the Circular Economy. Partnership with EPEA

**Gold medal**

for International Corporate Achievement in Sustainable Development

## Our CE offerings



### Advise

Trusted Advisor for the optimal CE **Business** and **Target Operating Models**

### Data & Analytics

Technology partner for **Data Integration and Analytics** to optimize the asset reuse channels (circularity analytics as a service on **Cloud**)

### Outsourcing Partner

Trusted Partner in executing (**outsourced**) Operational Processes for Asset Reuse

## Contact point



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[1] <http://www.ellenmacarthurfoundation.org/business/reports>

