**IBM & The Circular Economy**

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**Key facts**

**+300%**  
Raw material price increase since 1998 [1]

**$380 - 630 billion**  
Estimated material value loss in Europe (annually) [1]

**40%**  
of industrial costs are resources, only 18% is labor

**43% of CEOs**  
cite Circular Economy as key innovation for business [1]

**< 10 years**  
Until 88% of rare earth metals are depleted [1]

**95%**  
of all heavy earth metals are under Chinese control

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**Why is IBM uniquely positioned?**

**> 25 years**  
of optimized asset reuse and refurbishing through GARS (inhouse)

**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

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**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

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**What is the Circular Economy?**

"Product as a consumable"  
High value  
Take  
Make  
Dispose  
Destroy  
Low value  
Linear Economy  
$380 - 630 billion  
Estimated material value loss in Europe (annually) [1]

"Product as a service"  
High value  
Collect  
Make  
Recover  
Reuse  
Remanufacturing  
Parts harvesting  
Material recycling  
Circular Economy  
$1 trillion  
Estimated total material savings potential (annually) [1]

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**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

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**Contact point**

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