

Transitioning to a Circular Economy

The interconnected web of the coming economy will be driven by technology

Elena Papakosta
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What's at stake



Demographics will force change

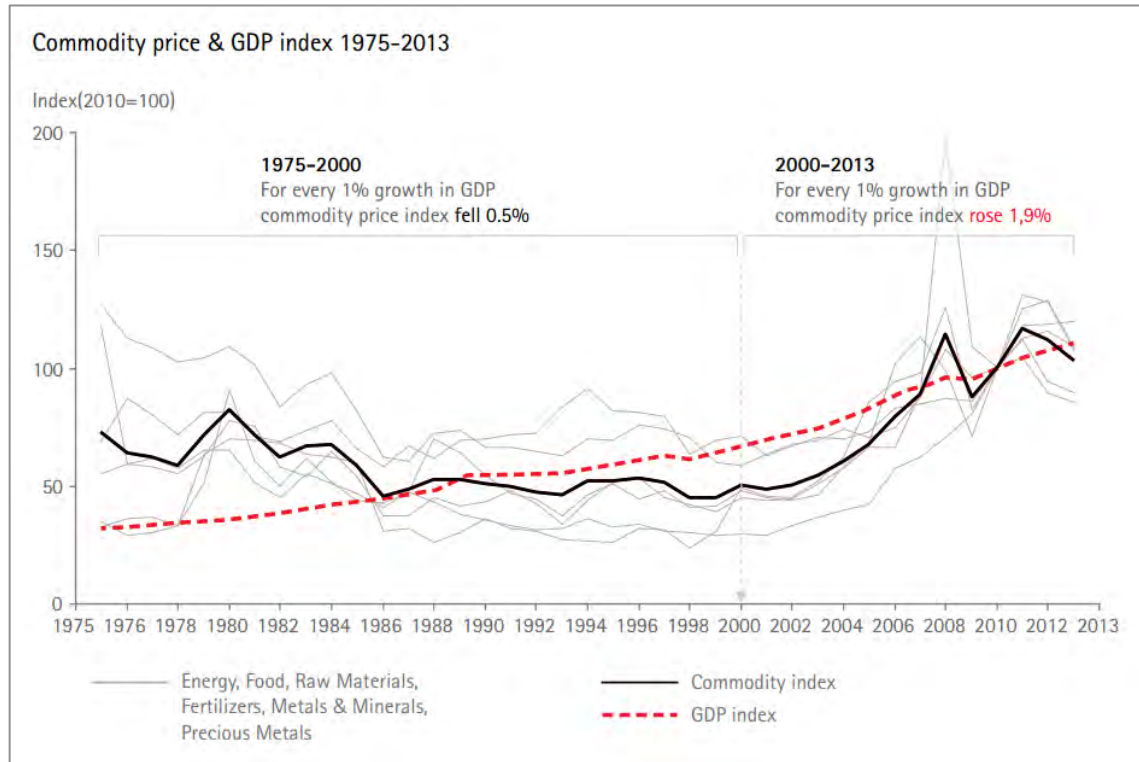


2 billion more people on earth over the next 30 years



3 billion more people in the middle class by 2030

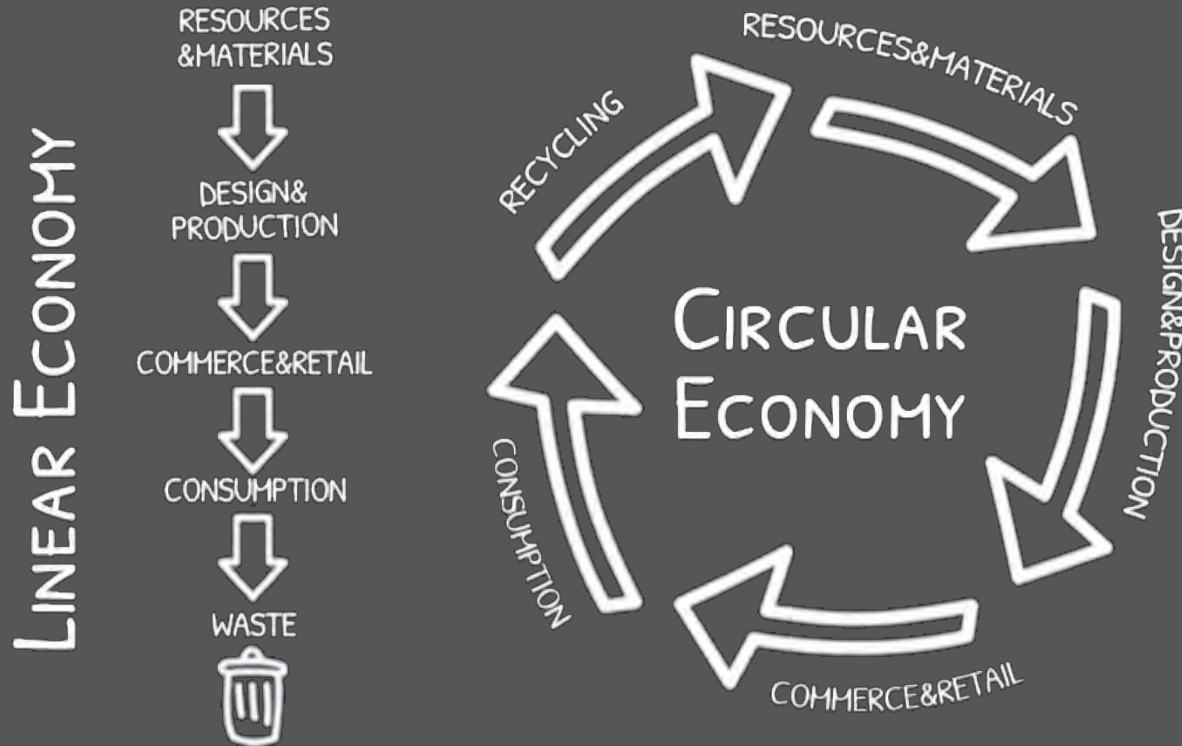
Resources are harder to get, more expensive



From [Accenture's Circular Advantage: Innovative Business Models and Technologies to Create Value in a World without Limits to Growth](#).



Linear vs. circular



The upside is enormous

The transition to a more circular economy could create an estimated **\$1 trillion in value**¹ and generate up to **400,000 new jobs** in Europe alone.²

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

2. <http://www.publications.parliament.uk/pa/cm201415/cmselect/cmenvaud/214/214.pdf>





The old paradigm of “make-take-waste” isn’t working anymore. We need to design the concept of waste out of the system, recirculating and regenerating materials while increasing the efficiency and productivity of the resources we use.

Dell's approach to the circular economy



Dell and the Circular Economy

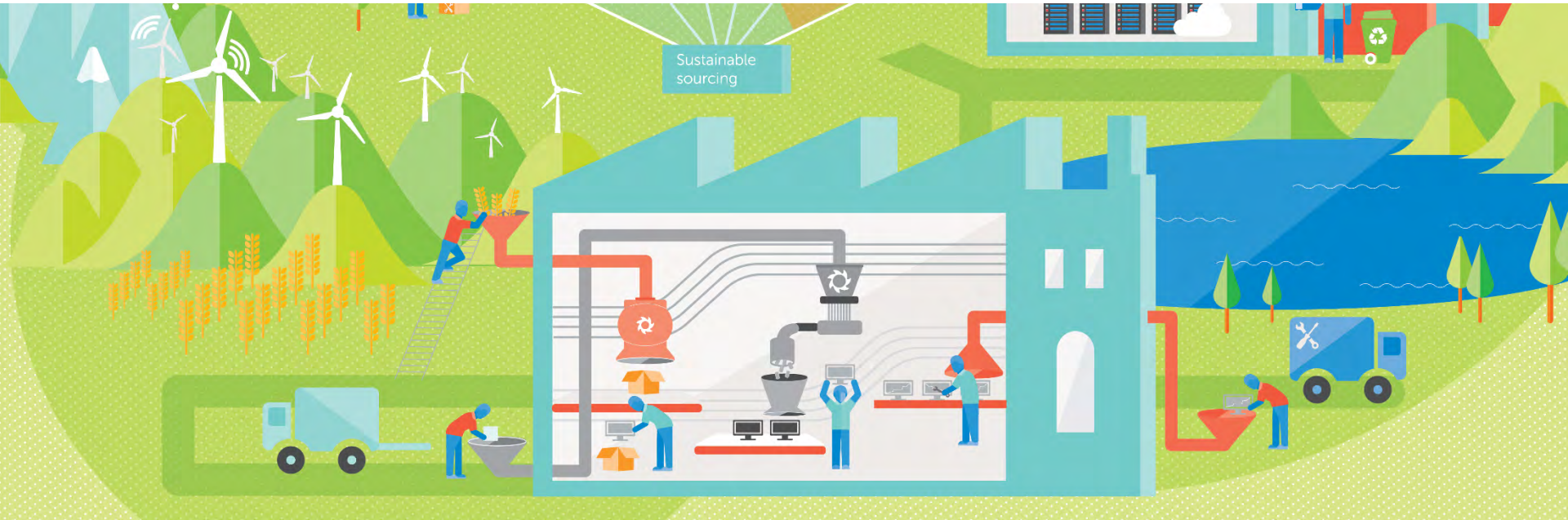
“Going green” used to mean having a recycling bucket at your curb every other week. Now, this notion of re-use has exploded into the circular economy; one that’s a complex system of connections that’s more efficient, effective and considers re-use at every turn.

It’s time to take a step back and look at everything differently. We have to re-think business models and re-consider every resource we use. The change is happening and those looking for a competitive edge will join us now.




Material approaches – sustainable sourcing

- Using wheat straw – an agricultural waste – to make packaging
- Using recycled plastics from our own recycling chain to create new computer parts
- Using renewable energy to power our operations



Zero-waste packaging made from wheat straw



Dell and YFYJupiter are using the straw left over after the wheat harvest as part of our boxes and molded pulp cushions. The process uses 40% less energy and 90% less water than traditional manufacturing.

Efficient delivery

Access over ownership

- Providing data center as a service
- Enabling desktop virtualization
- Offering scalable solutions through the cloud

Tapping full potential

- Utilizing virtualization in the data center
- Taking full advantage of secure mobility solutions



Understanding the system



- Using Internet of Things and other elements of the aware environment to better identify inefficiencies in the system.
- Using smart devices and the connected infrastructure of the Internet of Things to live more efficiently.



Chitale

Meet the connected cow

For more information

Dell.com/circular

Dell.com/LegacyOfGoodUpdate

@Dell4Good

LegacyOfGood@Dell.com

Elena_Papakosta@dell.com

@elenapatdell

