We engaged a large group of players in the Finnish manufacturing ecosystem, time for global scale up
With the Circular Economy Playbook and tools you achieve circular advantage and measurable business cases  www.circularplaybook.fi

The playbook consists of 6 chapters with circular economy concepts, best practices and tools to guide your business to identify and define your circular economy opportunity and develop a plan to realize circular advantage

1. Why circular economy?
2. What opportunities exist?
3. Which capabilities are required?
4. Which technologies can support?
5. How to design the transformation journey?
6. Industry deep dives

Value case tool
Business model development toolkit
Capability maturity assessment
Technology maturity assessment
Roadmap development
Business model canvas

1 Additional tools available in the playbook

www.circularplaybook.fi
Business model specific sub-models modify different steps of the value chain to make it circular

As a Service models are mostly concerned with the operation phase, but span across the value chain

**Circular sub-models**

- **Build to last**
- **Circular supplies**

**Legend**

- Linear value chain
- Circular Economy Value Chain
  - Circular Supply Chain
  - Product Life Extension
  - Sharing platform
  - Product as a service
  - Recovery & Recycling

Source: Accenture
### Early Movers Have Already Started

#### Circular Supply Chain
- Machinery & Equipment
  - Valmet
  - Outotec

#### Sharing Platform
- Marine
  - Kavika

#### Product Life Extension
- Energy
  - Danfoss

#### Recovery & Recycling
- Transportation
  - sonnen

#### Product as a Service
- Machinery & Equipment
  - Valmet
  - Outotec
- Marine
  - Kavika
  - ABB
- Energy
  - Danfoss
- Transportation
  - Uber Freight

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For more details, visit [circularplaybook.fi](http://circularplaybook.fi)