

From price to prize: The shift to the circular economy

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We have been living in a world where we throw away, use and dispose. It did not and does not make sense of course, we fill our oceans with waste, we have created enormous landfills of garbage and we waste our planet. Imagine that more than 60 million plastic bottles end up in landfills. More than 8 million tons of plastic are dumped in our oceans every year. Without real change, in 2050 we we'll have more plastic in the sea then fish.

This way we destroy our planet, but also our economy, since we literally waste a huge amount of potentially useful resources and by now, we realize that damaging our air, oceans and soil does come with a price. A huge price. Plastics play a huge role here and thus offer an immense opportunity in the transition towards a circle, zero waste, economy.

To achieve this, all stakeholders can and must collaborate. And Europe whilst having a front runner position on this theme, can and must lead the way. The first ever European Strategy for Plastics in a circular economy was adopted beginning of 2018 and thus legislation and government systems are shifting to support a circle economy much before than before. Many European frontrunner businesses path the way for a zero-waste company and even develop innovative, inspiring upcycle business models to literally free us up from plastic waste. The next generation consumers will prove to accelerate the shift, whilst eight out of ten millennials are conscious and active on sustainability.

This is the time to share knowledge, inspire each other and collaborate in order to fast-forward the transition towards a sustainable, circular economy. Since this shift is not only crucial to safeguard our planet, but it also comes with a prize. A huge prize. Over 1 trillion US Dollars could be generated for the global economy by 2025. Over 100,000 can be created in the next five years if (frontrunner) companies build up circular supply chains.

The circular economy can thus be described as an opportunity economy. That might help. We can and we simply must achieve a circular, zero waste, zero plastic waste, economy. There is no plan B, since there is not planet B. So, join.

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