

# Carl-Luis Rieger, Managing Director WEPA Ventures: Family Business transform towards circular value creation

Key Learnings



## Integrating Circularity into Corporate Strategy

Circularity should not be a standalone initiative but an integral part of a company's overall corporate strategy. Businesses, especially family-owned ones, should align their circular economy efforts with their sustainability goals and use these objectives to drive innovation and business opportunities.

## Leveraging Circular Fibers and Waste Streams

Companies should maximize the use of recycled materials, such as fibers in WEPA's case, to close production loops. Effective waste management, including repurposing side streams and non-traditional materials like cardboard, is a crucial element of a successful circular economy model.

## Investing in Water and Energy Solutions

Industrial water recycling and renewable energy infrastructure are key to a sustainable production process. Businesses should explore ways to minimize water waste and develop offsite renewable energy projects to reduce their carbon footprint while ensuring long-term operational efficiency.

## Exploring Business Development Opportunities

Organizations should identify new revenue streams within the circular economy. This includes developing new circular products, finding alternative uses for industrial by-products, and capitalizing on opportunities in waste valorization, particularly in plastics and other underutilized materials.

## Engaging in Venture Capital and Partnerships

To accelerate circularity, companies should collaborate with startups and invest in innovative technologies that support circular business models. WEPA actively invests in early-stage businesses that align with its sustainability and circular economy vision, demonstrating the importance of partnerships in driving systemic change.

**Listen to the full episode here:**

<https://circularity.fm/family-business-transform-towards-circular-value-creation-by-carl-luis-rieger-wepa-circulaze-summit/>