

Nina Fechner, Director Global Circular Economy Program, Evonik: Collaboration Now! Circular Economy as strategic business lever



Key Learnings

Circularity is a Different Way of Doing Business

Circularity should not be treated as an isolated initiative or a "nice to have" but as an **integrated part of everyday business operations**. It requires **embedding new processes across departments** rather than confining it to a separate function.

Value Chain Collaboration is Essential

To unlock the full potential of circularity, companies must **look beyond their immediate suppliers and customers**. Effective circular strategies require **end-to-end cooperation** across entire value chains, which can be complex but is necessary for success.

Circularity needs to Start Now

The shift to circular business models **must start immediately**. While regulations and corporate targets often set long-term deadlines (e.g., 2030 or 2050), companies should take action now to build competitive advantages, mitigate risks, and prepare for upcoming changes.

Listen to the full episode here:

<https://circularity.fm/collaboration-now-circular-economy-as-strategic-business-lever-by-nina-fechner-evonik/>