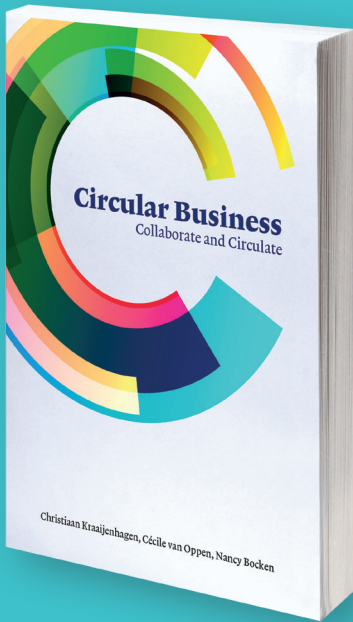


# Circular Business

Collaborate and Circulate

Christiaan Kraaijenhagen,  
Cécile van Oppen, Nancy Bocken



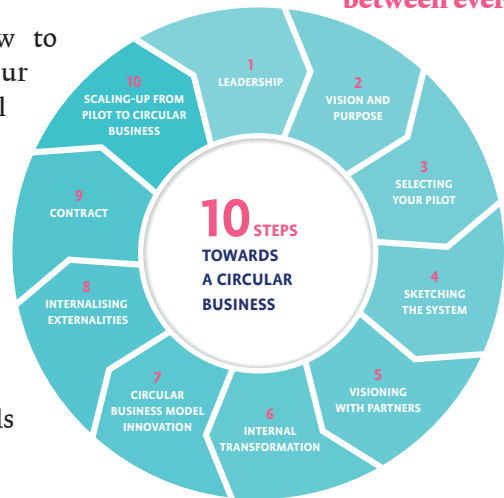
Do you want to know more about the potential of a Circular Economy? And are you, like so many others, eager to learn how you can make it work for you and your organisation? The new book *Circular Business* offers a practical 10-step approach for professionals in small, medium-sized and large organisations on how to initiate, lead and execute from pilot to circular businesses.

What are the key success factors of organisations transitioning towards circular businesses? How do these organisations differ from traditional businesses in the way they collaborate with their partners and customers? And how can you apply their principles to your own situation?

Through case study research - including those of Patagonia, Interface, Desso, Gispén, Vitsoe and more - Christiaan Kraaijenhagen, Cécile van Oppen and Nancy Bocken answer these questions. They reveal how successful circular businesses not only rethink product design, manufacturing processes and business models, but also - the most striking difference - how they approach *collaboration*.

[www.circularcollaboration.com](http://www.circularcollaboration.com)

Circular Business shows you how to apply all these fruitful insights to your own organisation. In 10 practical steps, the book makes clear how you can realise successful circular businesses by experimenting with different revenue and business models, by overcoming internal and external obstacles and collaborating with partners and customers. This concise book will help you make another step towards the future of the circular economy.



Want to know more? [www.circularcollaboration.com](http://www.circularcollaboration.com)

**Herman Wijffels, Professor of Sustainability and Social Change at the University of Utrecht:** “Over the past years, the transition towards a circular economy has gained significant traction. The authors Christiaan Kraaijenhagen, Cécile van Oppen and Nancy Bocken believe that the innovative power of business and entrepreneurship have a vital role in shaping the transition to a different operating model. They believe in the change that individuals can have within- and in collaboration between organisations in the transition towards a circular economy. I would highly recommend it!”.

**Gunter Pauli, author of the Blue Economy, Chairman of the Board of Directors of Novamont:** “Christiaan Kraaijenhagen, Cécile van Oppen and Nancy Bocken are dedicated to the design of a better world. They see business and entrepreneurship as core vectors of change. I applaud this and

hope that many will be inspired by this book to move from idea to action and to scaling, never forgetting that you can always do better than the best you imagined!”.

**Polly Courtice, Cambridge Institute for Sustainability Leadership:** “CISL through its programmes aims to help progressive business leaders and companies to drive the sustainability agenda forward. The circular economy has become a key driver for sustainability and has quickly gained business traction. “Circular Business” provides insightful and invaluable step-by-step guidance and includes inspiring cases for companies to draw on. I would highly recommend this book to all those wanting to build these concepts into business practice”.

**Peter Veer, CEO Gispen:** “This book perfectly explains why a circular economy is not an option but a must!”