

Technology in the Circular Economy: The Fight for Global Sustainability

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Purpose / Objectives

The purpose of the case study is to describe **circular economy** business models in Latvia, Czech Republic & USA to identify the success factors, key issues and **recommend a solution** to the problem based on analysis and theory. The objective is to give **technology companies** recommendations on how to integrate the circular economy model into their business.



Approach

Analyze different types of Circular Economy Business Models

Determine a target market

Focus on campaign goals

Construct a Business Model Canvas

Determine methods to boosting engagement

Implement Corporate Social Responsibility practices

Calculate Cost Structure

Review global short term and long term effects



Initial Situation

With the rising use of technology, there has been a massive influx of **technological waste** that is heavily influencing and affecting the globe. Each year there are millions of tons of e-waste consumed. This waste is heavily **affecting our globe**, and is harming our environment. Determining how technology companies can aid in **reducing e-waste consumption** is the targeted end goal.



Goal setting

To reach the goal of reducing e-waste, technology companies should implement methods of recycling into everyday procedures. The goal is to see heavy reduction in technological waste, engage technology companies and make recycling technological goods an attractive initiative.



Results

RECYCLE!

By **creating a campaign** that puts an emphasis on **recycling**, we can ensure that **e-waste** will be **reduced**.

**Nearly 50 million
tons of e-waste
generated each
year!**

WHO NEEDS TO DO THIS?

Companies such as **Dell** and **Apple** should be promoting the effects of e-waste and **encouraging the purchase** of recycled goods.



HOW CAN THEY DO THIS?

Our **marketing campaign** expresses the importance of using **social media** to spread this message. The campaign also details the **anticipated consumer** and **supplier cost**, **consumer behavior**, and more.

References

Dell (2020). Dell and the Circular Economy. Retrieved April 21, 2020, from <https://www.dell.com/learn/ag/en/agcorp1/corp-comm/circular-economy>

E-waste is a growing problem. (n.d.). Retrieved May 4, 2020, from <https://www.theworldcounts.com/challenges/planet-earth/waste/electronic-waste-facts>

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