



Focus Group  
Manifesto  
**„Imagining the  
Circular  
Economy“**

In order to lead our **companies** towards a **sustainable future**, we commit ourselves to the following measures:

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### short-term (2 years)

- Stop talking about waste and starting to talk about resources
- Understand and analyse possible circles/ business opportunities
- Start to prototype
- Learn from existing examples / actors from other fields and with other perspectives

### medium-term (5 years)

- Create inspiring circular business examples
- Go from product innovation to process innovation
- Sharing knowledge – open source
- Product as a service offerings are scaled up

### long-term (10 years)

- Circular business models are proven more successful than linear business models and being the most logical way of running a business



The transition to a **sustainable economy** can only succeed with political support. We therefore demand following measures:

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### short-term (2 years)

- Clearly encouraging; *a circular economy, transparency and collaboration* through test-areas and financial funding

### medium-term (5 years)

- Clear and long term incentives to foster *a circular economy, transparency and collaboration*
- Make data open and accessible
- Integrate circular economy in the educational system

### long-term (10 years)

- A framework where actors pay the real cost. E.g. CO<sub>2</sub>, damaging ecosystem services
- Harmful toxins are forbidden and not circulated
- VAT reductions for reuse, upcycling and recycling
- High VAT on virgin and scarce resources

