

## Sustainability Blog

By PwC Deutschland | 02.02.2024

# Scaling circular business models in electronics

**Circular Economy Webcast on the 22nd of February 2024, 11AM**

What do you do with your mobile phone when it no longer works? Do you throw it away? Return it to the dealer? Repair it yourself?

Over 20 million tons of electronic devices are produced annually worldwide. They are used daily and will eventually break down. All of them consist of valuable materials worth preserving. The recycling potential is particularly high in this sector. This also offers many opportunities for companies manufacturing electronic devices to preserve value and conserve resources.

Join our webcast session to gain insights into the possibilities of the Circular Economy in the electronics industry, illustrated by practical examples.

**Why Circular Economy in Electronics sector?** As outlined in our [previous blog post](#), the electronics industry deals with ecological and economic challenges due to the prevailing linear business model. Accounting for 4 percent of global greenhouse gas emissions GHG and generating 61.3 million tons of electronic waste in 2023 alone, there is an urgent need for change. The adoption of circular business models, particularly through Circular Material Input, Remanufacturing, and Product-as-a-Service, not only addresses environmental impacts and resource scarcity but also promises significant cost savings and a minimum 10 percent reduction in GHG. This transformation enhances the sustainability and resilience of the electronics industry.

**Our webcast offers a comprehensive exploration** of challenges and opportunities in implementing circular business models within the electronics sector. Attendees gain insights into business models like circular material input, remanufacturing, and Product-as-a-Service (PaaS), showcasing their efficacy in reducing greenhouse gas emissions and operational costs, as evidenced by PwC's 2023 study. The webcast is tailor-made for companies aiming to know more about the potential of circular economy in the electronics sector, seeking industry insights, practical knowledge on and success factors of circular economy implementation, and those interested in the specifics of a real-world case study about the impacts of "Reverse Logistics".

Join us on February 22, 2024, for PwC - Performance with Circular – Webcast 05 to equip yourself with the knowledge and tools to embark on this transformative journey. Register today to learn from industry leaders, gain practical insights, and contribute to a more sustainable and circular future. [Register now!](#)

#### **Previous Circular Economy Webcasts:**

17. January 2024:

##### **PwC - Performance with Circular – Webcast 04**

EU environmental targets with a focus on the circular economy: What do financial companies need to consider?

12. December 2023:

##### **PwC - Performance with Circular – Webcast 03**

Business Case of a Circular Construction and Building Management

26. October 2023:

## **PwC - Performance with Circular – Webcast 02**

The Circular Economy and Regenerative Agriculture in the Food Industry

25. September 2023:

## **PwC - Performance with Circular – Webcast 01**

Circular Economy in the : The Case for EV-Batteries

The links to the recordings can be found [>here](#).

Do you have questions or need further information? Please get in contact with us: [gbl\\_circular@pwc.com](mailto:gbl_circular@pwc.com)

### **Also interesting:**

- [Event series: The potential of the Circular Economy](#)
- [Circular Economy](#)
- [Sustainability consulting](#)

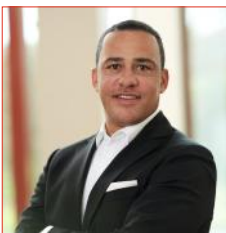
Get ongoing updates on the topic via regulatory horizon scanning in our research application, PwC Plus. Read more about the opportunities and offerings [here](#).

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### **Keywords**

[Circular Economy](#), [Climate Change](#), [Sustainable Supply Chain](#)

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