
INSEAD Explains Sustainability: Circular Economy



By INSEAD Knowledge with Atalay Atasu , INSEAD

This episode highlights where circularity can begin and how it can end - when not done right.

Sustainability is a business imperative, says Atalay Atasu, the Bianca and James Pitt Chair in Environmental Sustainability. It is an unavoidable disruption that businesses have to face due to pressures from customers, regulations and investors, not to mention the very fact that we live on a planet with finite resources.

To be more sustainable, we need to embrace a circular economy, says Atasu in the inaugural episode of the new INSEAD Explains Sustainability, a video series featuring INSEAD professors' insights on diverse topics on sustainable development.

Organisations need to rethink the way they define their products, services and business models in order to capture value through circularity.

To businesses, circularity is about maximising resource efficiency and reducing pollution. While circularity is often good for the environment, it is also essential to business continuity, Atasu argues. At the rate we are going, critical resources will eventually become depleted. It will become necessary to reuse these resources to maintain business continuity. This idea of maintaining business continuity by enabling access to critical resources in the long run necessitates circular thinking.

In this video, Atasu, the academic director of the [INSEAD Sustainable Business Initiative](#), and co-director of the [INSEAD Business Sustainability Programme](#), explains the challenges of circularity, particularly in influencing consumer behaviour and rethinking business processes. He also outlines the need to capture and create value. Watch the [video](#) for his insights on moving from a linear to a circular economy.

Find article at

<https://knowledge.insead.edu/operations/insead-explains-sustainability-circular-economy>

About the author(s)

INSEAD Knowledge is the expert opinion and management insights portal of INSEAD, The Business School for the World.

Atalay Atasu is a Professor of Technology and Operations Management, the Bianca and James Pitt Chair in Environmental Sustainability and the Academic Director of the Sustainable Business Initiative at INSEAD.

About the series

Sustainable Business

The [INSEAD Sustainable Business Initiative](#) (SBI) was founded to develop novel solutions for business challenges at the interface between social and environmental responsibility. INSEAD faculty in SBI actively collaborate with academic institutions and businesses, as well as support organisational sustainability transformation.

Besides research and teaching, SBI also develop frameworks and tools to help business leaders integrate sustainability into core business functions and innovate business models to create value for companies and society. SBI aspires to be a collaborative platform for sustainability- and circularity-

focused organisations to share best practices and ideas, and form partnerships.