

CBS EXECUTIVE SUSTAINABLE LEADERSHIP & TRANSFORMATION

CREATING VALUE IN THE CIRCULAR ECONOMY

EXECUTIVE MORNING BRIEF, OCT 31ST, 2024



KEY QUESTIONS

- What are the key success factors when moving from linear to circular business thinking?
 - Which circular economy myths can impede implementation efforts?
 - Which future developments regarding circularity should companies prepare for?
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OUR EXPERTS



JULIA BINDER

Professor of Sustainable Innovation and Business Transformation, IMD

Julia Binder is Professor of Sustainable Innovation and Business Transformation, and Program Director of IMD's [Creating Value in the Circular Economy](#) program. She is a renowned thought leader.

Her research and teaching delve into the intricate processes, strategies, and mechanisms enabling business leaders to integrate economic, social, and environmental impact into innovative business models.



ANDREAS RASCHE

Professor of Business in Society, CBS

Andreas is Professor of Business in Society at CBS' Centre for Sustainability

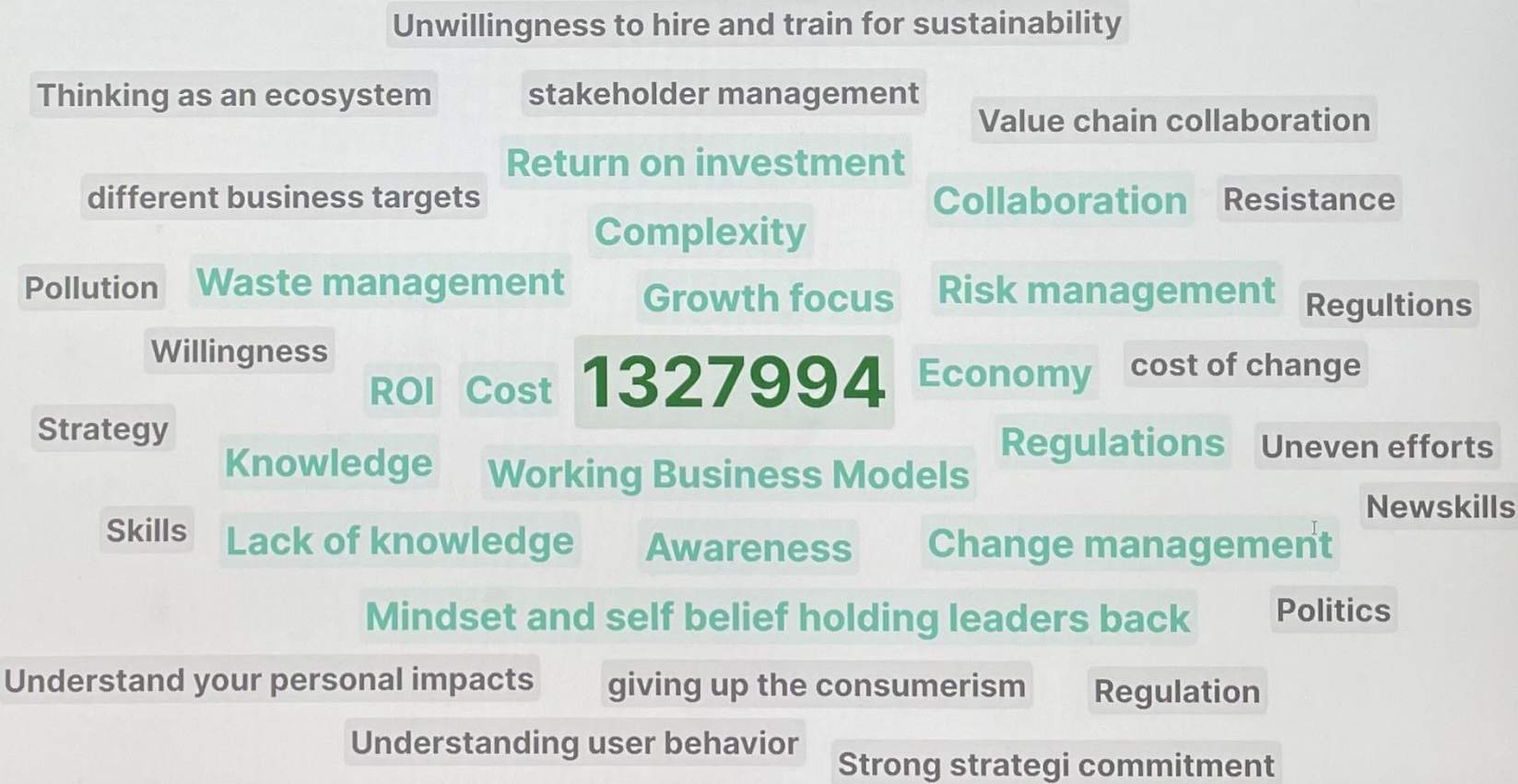
Andreas' research has been published in several top-tier international journals and he has won several awards for his executive teaching

His research examines the intersection of Corporate Sustainability, Sustainable Finance and the political role of firms



In your view – (and in max 2-3 words)
What is the biggest challenge in the transition towards circularity?

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Contact for more information

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Link to the website: [Sustainable leadership & transformation](#)

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