

## Circular economy logistics spotlight

Logistics in circular economy looks quite different from the traditional linear economy and requires brand new solutions to make it efficient.

How to figure out where to focus when shaping your logistics to support your new circular economy business models?

*Circular economy logistics spotlight* is a simple tool for analyzing logistics when developing new circular economy business models. The tool leads you through three levels: strategic values, structure and processes.

The tool aims at 1) helping self-assessment of the current stage of the supply chain and 2) spurring your supply chain partners to participate.

As a practical example, let's pick "IT" from the "Structure" -level. You first list the main strengths and challenges from your point of view, and then from the viewpoint of your key supply chain partners. When you are done with all areas of the tool, you'll have a good picture of the key development needs in your supply chain.



### CE logistics spotlight helps supply chain management

- To draw a picture of the strengths and weak spots of logistics from your CE business model point of view
- To involve the supply chain partners into developing suitable solutions
- To shape your logistics chain to fit your new circular economy business model.

### Contact

Outi Kettunen, Senior Scientist, VTT  
[Outi.kettunen@vtt.fi](mailto:Outi.kettunen@vtt.fi)

*The tool has been developed in collaboration with VTT and Cambridge University.*

