

# Growth, Innovation and Circular Economy

Global, public recycling company. \$11b revenue in 2016

Country: US/Europe  
Industry: Recycling  
Date: Jun 2015-Sept 2017

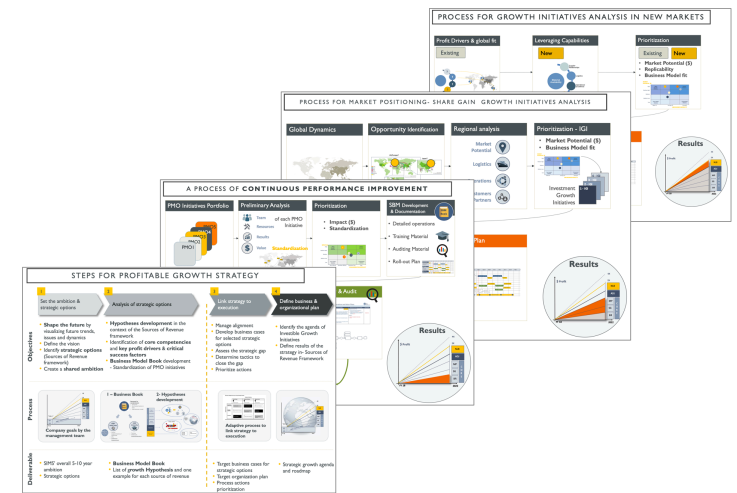
## The Challenge

Create a “Growth and Innovation Engine” How to grow and capture more value from the business in a commoditized market through innovation?

How to build new avenues for **growth and value creation** while strengthening the organization and core business in the context of the circular economy.

## The Approach

Deep research about the company operations and performance, market data, industry landscape. Breaking down by each business unit and product line, understanding the entire value chain and where the highest value is to focus the efforts there.



## The Result

Working with the PMO and the executive team, we developed and institutionalized a process to identify, initiatives for growth, assess, prioritize, develop the execution plan and execute them- “The Growth and Innovation Engine”  
Developed, deployed and initiated a system for “Continuous Improvement Process” in the company.