

Join the CE Connect Learning Network

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Lessons from past editions and launch of new cycle

The transition to a circular economy is not linear and cannot be a solo journey. This is the main lesson from past editions of the CE Connect Learning Network. Together with dozens of companies, we worked on sustainable, future-oriented business models.The insights are diverse, but the message is the same: start small, learn together, and keep moving.

Circular business requires a new perspective

A common question in the network is: how can I create a profitable circular business model in my context? The answer is never one-size-fits-all.
There are many ways to create value: extending product lifetimes, collaborating smartly, adapting designs, or offering additional services.

Circular business encourages lifecycle thinking, redefines ownership, and strengthens customer and partner relations based on shared interests.
It requires more than a new business model. Internal processes such as IT, sales, and logistics must also evolve. Fortunately, this does not need to happen all at once. Small steps, experiments,

and a network of partners are the way forward.

Learning together works

No one has all the answers on circular economy. That is why collaboration is crucial. At CE Connect, companies shared successes and challenges. This highlighted six areas where circular progress is emerging:

1. Product design & business model: design for modularity and repair and think in full lifecycles
2. From value chain to ecosystem: choose partners with aligned goals, as impact spreads across the chain
3. Laws and regulations: anticipate new rules that support your circular model
4. Testing and pilot projects: experiment to identify success conditions
5. Securing progress: set verifiable goals and anchor structural change
6. Network: stay connected and respond quickly to a changing context

Interested in participating in the learning network CE Connect 2025-2026?

Let us know!

Get in toch with our expert Thomas

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