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**July 1st 2021: Transitioning to the Circular Economy**

The circular economy is centered on deploying a closed loop system focused on productivity, reuse, product longevity, waste elimination and prevention, and overall sustainability. William Ulrich and his guest, Walter R. Stahel, will be discussing the rise of the circular economy and its past, present and future impact on organizations. Walter's latest book is titled "The Circular Economy – A User's Guide". The episode will outline the differences between the linear economy and the circular economy. The discussion will consider the motivations that drive corporations, governments and other inst

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**Featured Guest**



**Walter Stahel**

Walter R. Stahel is a Swiss architect and industrial analyst who has been influential in developing the fields of sustainability, circular economy and performance economy through the reuse, repair, remanufacture and technology upgrades of infrastructure, buildings and objects, and selling performance, such as goods as a service. He co-founded the Product-Life Institute in Geneva, Switzerland, a consultancy devoted to developing sustainable strategies and policies, after receiving recognition for his 1982 prize-winning paper 'The Product Life Factor'. Stahel's ideas, and those of similar theorists, led to what is now known as the circular economy, where industry adopts the reuse and service-I

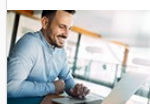
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