

A sea turtle is shown swimming in clear blue water, viewed from above. The turtle's head is pointing towards the upper right, and its four flippers are extended. The shell is a dark brown color with a distinct pattern of scutes. The background is a soft, out-of-focus blue.

# CIRCULAR ECONOMY

Please contact the Sustainability and Compliance Center (SCC) if you have any questions. [sustainability@hp.com](mailto:sustainability@hp.com)

# WHAT IS DRIVING THE CIRCULAR ECONOMY?

Global population is on pace to hit **9.8 billion** by 2050

Global middle class reached **3.2 billion** by 2016 and is expected to grow

**3 billion** new consumers will enter the market by 2030

In next 20+ years, energy use will rise **28%**





# THE TRADITIONAL LINEAR ECONOMY



Take



Make



Use



Dispose

# THE CIRCULAR ECONOMY



Reuse

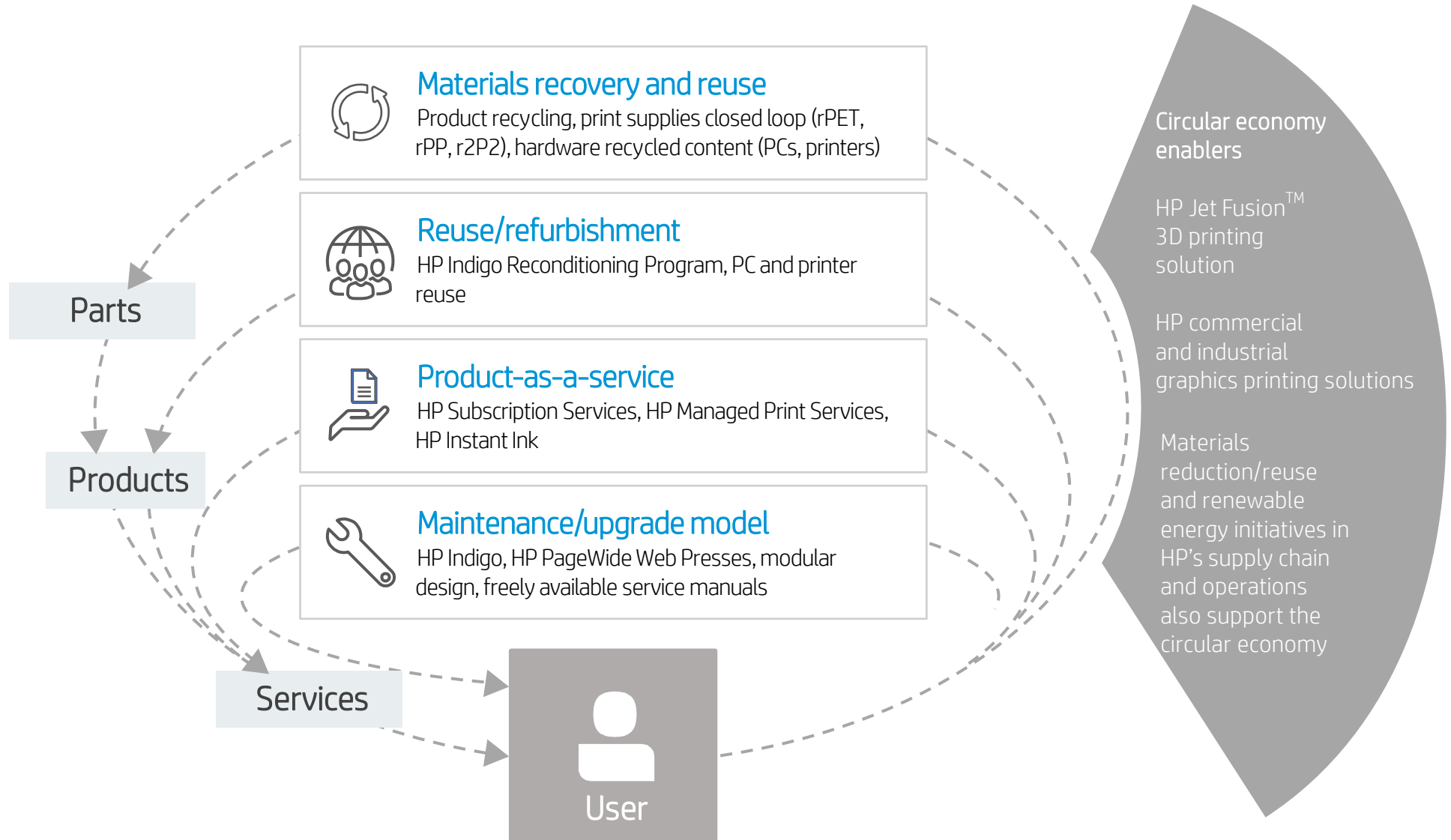


Make



Use

# HP's CIRCULAR ECONOMY





# HP'S STRATEGY

## Design out waste and use materials responsibly

Increase materials efficiency, use more recycled content, and replace materials of concern.

## Keep materials and products in use

Design products for long life, offer service-based solutions, and recapture products and materials at end-of-service.

## Strategies to Enable a More Circular and Low-Carbon Economy

## Create a low-carbon future

Improve product energy efficiency, and decrease product use carbon and water footprints.

## Regenerate natural systems

Focus on tackling ocean plastic pollution and protect and restore global forests.





# BARRIERS TO OVERCOME

Government policies and regulations have not kept pace

Retail channels and salesforces are traditionally incentivized to sell products

Circular models disrupt the status quo and new business models can destroy or cannibalize an existing value proposition

Material quality is essential to ensure technical performance

Collaboration is key as the journey is evolutionary





# RECOMMENDATIONS

## MAKE THE END THE BEGINNING

Recycling is a simple place to start, and the area people are most familiar with.

## CONSIDER NEW BUSINESS MODELS

Understand customer pain points and if offering your product as a service could help

## RETHINK THE CONSUMER MODEL

If you did offer a service, how would it change and improve the customer experience?

## ADD DIMENSIONS TO THE FUTURE

If you don't or can't move to providing a service, how can you extend the life of your products, help your customers maintain their products, and make money at it?

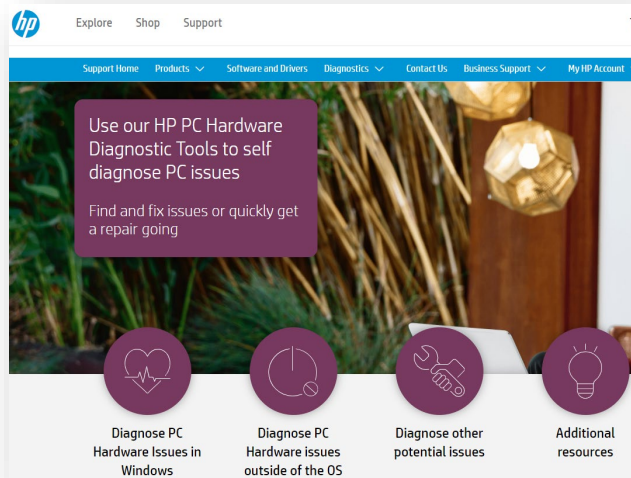
## TAKE ACTION

Start anywhere and be agile—Don't wait for the perfect opportunity

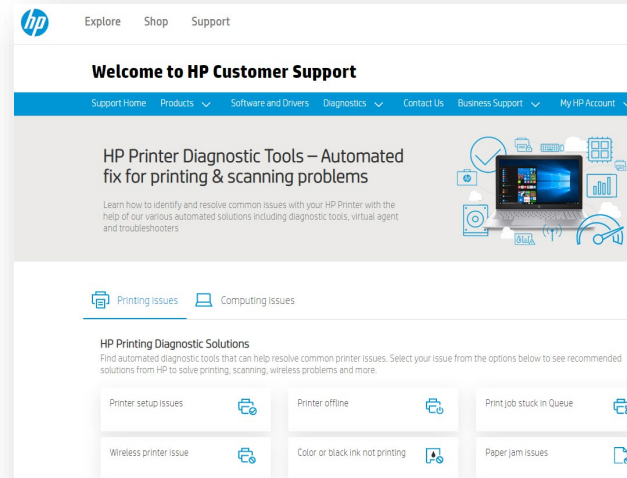


# HP ENABLING REPAIR AND REUSE

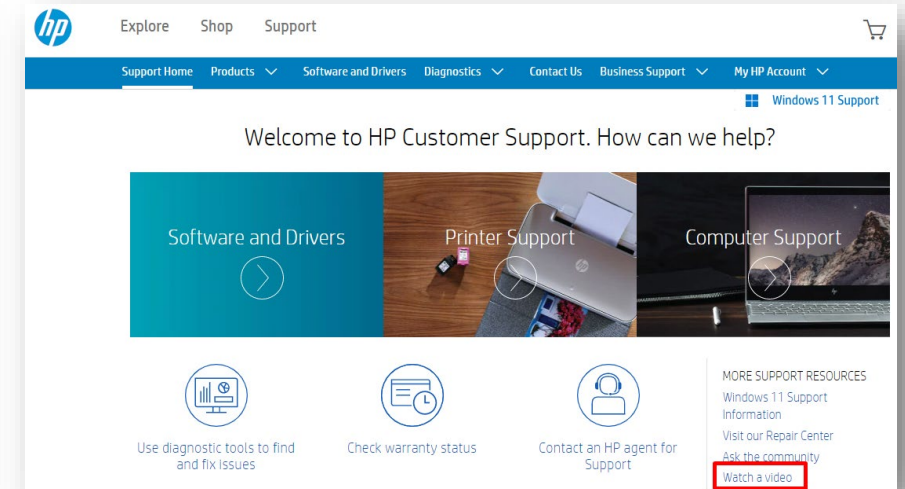
## Computer Diagnostic Tool



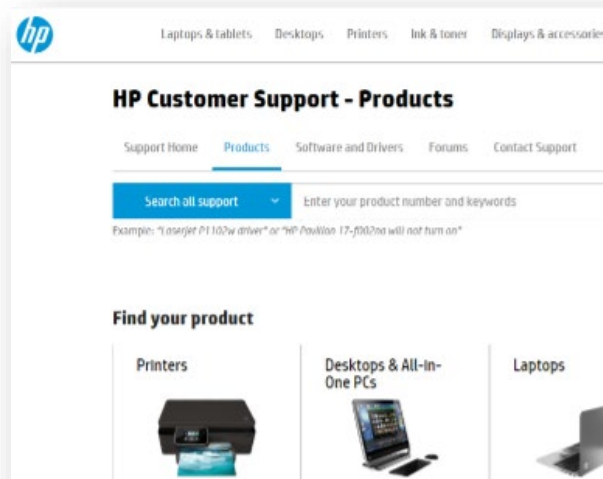
## Printer Diagnostic Tool



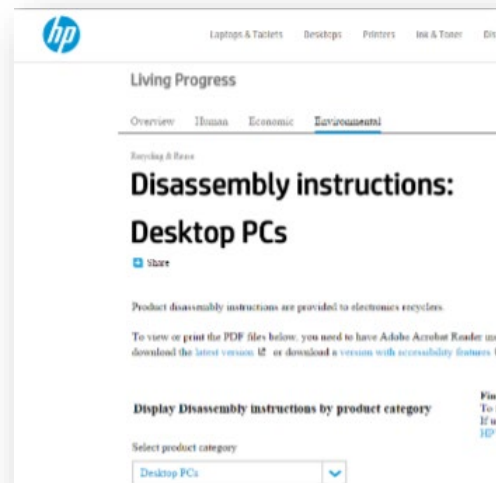
## HP Support YouTube Channel 18,531 of Active Videos



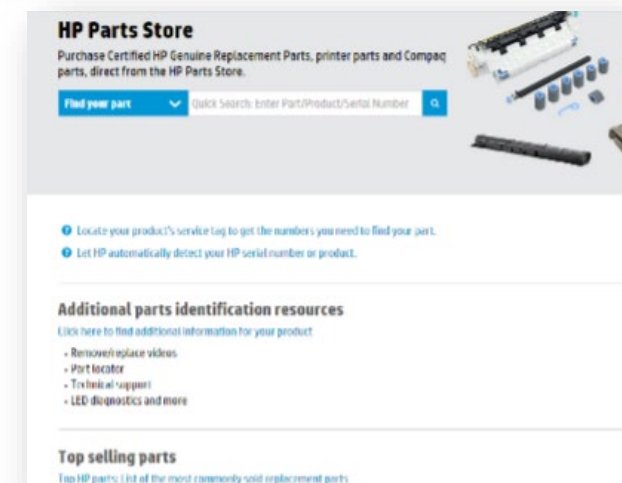
## Customer support and service Manuals



## Disassembly Instructions



## Spare Parts



# Full Circle Video

[https://youtu.be/QOckqMB7f54?list=PLlhQGpaGkhADv260TcVvcfYzTHaz\\_FwP4](https://youtu.be/QOckqMB7f54?list=PLlhQGpaGkhADv260TcVvcfYzTHaz_FwP4)



# MATERIALS CYCLE

