



## What if we run out of resources?

In a world faced with acute resource scarcity, businesses will have to adopt novel and radically innovative business models, in close collaboration with their supply chains, but also their other key stakeholders. Such models will have to be based on sustainable, recyclable and reusable inputs, and will have to design, produce, and deliver outputs from which firms will be able to recover a significant amount of material to feed back into their supply chain. Even with today's technology for instance, it is cheaper to extract gold from one tonne of used mobile phones than it is to extract the same amount from one tonne of gold ore!

Businesses will also have to pioneer smart new ways through which to engage with their customers to ensure efficient utilisation of limited resources: for example, to lease to them products that deliver services rather than to sell products that end up in landfills. They will have to expand the scope and the reach of their partnerships, to maximise resource productivity through systems-level change and a transition towards a more circular rather than a linear economy. They will therefore contribute towards a reformed economic system that in many ways will mimic the natural ecosystem, in that materials may be produced sustainably and in relative abundance while the waste that is generated provides raw materials for other parts of the system, thus enabling sustainable future growth.

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