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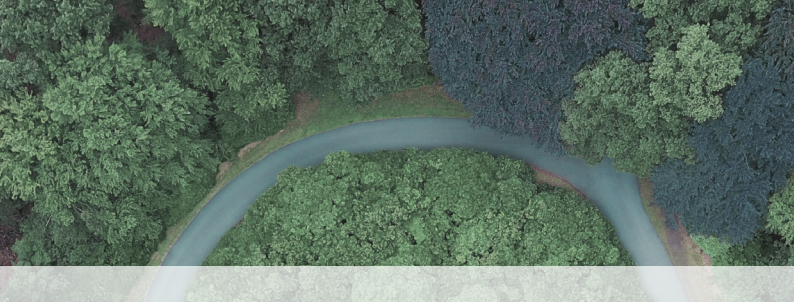


Luk van Wassenhove

„The Circular Economy
Revisited: From a Roman-
tic to a Pragmatic View“

21.10.2019 | 18:00

Location	Festsaal at Hülße-Bau
Organizer	School of Civil and Environmental Engineering



About

The Circular Economy movement has gained a lot of momentum in policy making and business. Its encompassing view of circular processes with maximal reuse and minimal waste is appealing. Many reports from consulting firms are woolly about principles, concepts, and expected benefits. Little is said about how to transition from the current state to the circular economy's promised land. It is high time to anchor the Circular Economy in science, i.e. to provide policy makers and business executives with solid academic grounding, much of which is already available, in order to build a pragmatic as opposed to romantic/idealistic approach. How does one transform current operations into circular product/service offerings?

Professor Van Wassenhove's research and teaching are concerned with operational excellence, supply chain management, continual improvement and learning. His recent research focus is on closed-loop supply chains and on disaster management. He holds the Henry Ford Chair of Manufacturing at INSEAD, the renowned business school based in Fontainebleau, Singapore and Abu Dhabi, where he is also Academic Director of the Humanitarian Research Group and its Sustainable Operations Initiative. He is the author of many award-winning teaching cases and regularly consults for major international corporations.

Please sign on, seats are limited: <https://tu-dresden.de/bu/der-bereich/anmeldung-zum-plenumsvortrag>.

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