

Circular Leaders Outperform

4 Ways It Pays to Go Circular

The Sound | April 2021

The circular economy has always been a promising innovation *idea* to us at The Sound.

Now, the *benefits* for circular leaders* are clear.

*According to global consulting firm Kearney, the defining factor between those that lead and those that follow is “establishing circularity not merely for overall corporate social responsibility agenda —to improve reputation cosmetically—but to make the circular approach utterly integral to their core business”.

As part of their core business, Circular Leaders operate on

3 principles…



ELLEN MACARTHUR FOUNDATION



Research* shows Circular Leaders, in all industries, outperform rivals…

*Kearney Global Consultancy 2021

32% of Circular Leaders grew revenue



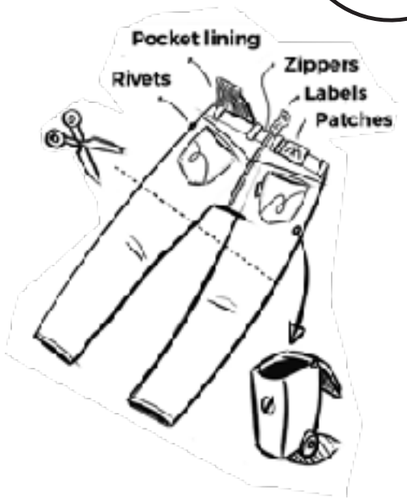
adidas Releases First Ocean Plastic Shoe UltraBoost Uncaged Parley

1 million pairs sold.









38% of Circular Leaders Decreased Costs

Mud's 'Lease a Jeans' model means the brand needs to buy fewer raw materials.

70% of Circular Leaders

improved brand recognition





P&G brands like Pantene are highly talked-about as part of Loop's reusable packaging service.



50% of Circular Leaders increased brand loyalty

Patagonia's loyalty means the brand can extend into new categories.

Does making circularity core to your innovation sound good?

Let’s talk and we’ll help you get there.



THE SOUND

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