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01 ABB's circularity model.

its full value. By adopting circularity strategies, organizations can ensure Earth's resources are efficiently used, and products are designed in a way so they can be reused, remanufactured, or repaired, keeping them in circulation so they don't contribute to landfilling.

Going well beyond traditional recycling, circularity also focuses on durability and reusability across value chains and industries. In a circular economy, the whole lifecycle of the product is taken into

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Thousands of ABB industrial robots have been refurbished and upgraded to have a second life.

consideration, including upstream from its manufacture, to design it in a way so that it is likely it will be reused or repurposed. For instance, following the circularity approach, thousands of ABB industrial robots have been refurbished and upgraded to have a second life [3] →01.

Products are also designed to be used for extended periods by providing effective maintenance. This is made possible by Industry 4.0 advances, where data from connected devices is collected and analyzed to produce information for operators that can help them monitor and optimize the performance of their equipment. The Industrial Internet of Things (IIoT) supports need-based maintenance, potentially avoiding any unexpected failures while increasing productivity and extending asset lifespans. By helping businesses use resources efficiently, technology is helping to make the circular economy a reality. •

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