

Paper on the reading “Towards a Circular Economy: Business Rationale for an Accelerated Transition”

Scenario: You are the Chief Financial Officer (CFO) of a major global corporation. You are often invited to speak at conferences. Frequently, you meet with your company’s Board of Directors, industry leaders, other CFOs, and politicians that develop public policies affecting your industry.

In 2013, you met [Ellen MacArthur](#) at the [World Economic Forum](#) in Davos, Switzerland. As a result, you became interested in the “circular economy”.

In the five years since then, you’ve influenced your company to adopt a “circular economy” approach. Your company has had great success with this. It has reduced expenses and the negative impacts of its products and operations throughout the spectrum of its extended producer responsibility.

You’ve become an expert on the circular economy. The story of your company’s success with this approach has brought attention from other businesses and industries as well as the news media.

Now, the U.S. President’s Council on Economic Growth has invited you to give a brief speech on the circular economy. In the audience will be business leaders, faculty of major universities, economists and politicians. The title of your presentation will be “Driving Economic Growth with a Circular Economy”.

For this Paper, you will write the speech you will give to the Council.

Before you begin, read the “Requirements for Papers and Scoring Criteria” file on TritonEd once again. You’ll find it in the “Everything Else” section, in the “Papers” folder. Be sure to review the scoring criteria so you know what you must do to maximize your score on this Paper.

Also, see the Study Guide for this reading. The questions there may prompt you to think about things you may want to address in your speech.

Before submitting this assignment, review your Paper to:

- Check to see that the argument(s) in your Paper are clear and well-supported
- Check for spelling mistakes
- Look for grammar problems
- Verify that your Paper meets all the formatting requirements
- Use the word counting function in your word processor to check that your Paper meets the requirements for the length of the paper
- Verify that it is one of the accepted file types

Submit your work via TritonEd.

Deadline for submission: Noon, Thursday, October 25, 2018

NOTE: All academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind. Students agree that by taking this course, all required papers, exams, class projects or other assignments submitted for credit may be submitted to turnitin.com or similar third parties to review and evaluate for originality and intellectual integrity.