

Dubravka Skunca

is LCA Representative and Expert for the European Commission, but also an SME Support leader at the European Regional Development Fund, Business Consultant, and Council Representative at various EIT groups.

(DON'T!)
**WASTE
WATER**



In this week's deep dive, we explore the place sustainability, and circularity will play in tomorrow's business setting:

Most CEOs know that their business strategy, if not today, will have to be sustainable in the future. 62% of executives consider that a sustainability strategy is mandatory to be competitive today. And another 22% of them think it'll be necessary for the future!

Dubravka also helps us uncover some hidden truths through Life Cycle Assessment (LCA):

in some of our studies, smaller stakeholders had a higher environmental burden because they lacked financial resources.



(DON'T!)

WASTE WATER

She's also pointing at the most prominent - yet never addressed - opportunity when it comes to solving Water Scarcity:

One-quarter of all water used in agriculture each year is for food that is not consumed but ultimately wasted!



There's much more to unpack, such as the steps to implement a circular approach and the tools to use for that, the role SMEs play in large companies' innovation, how the major's sustainability policies impact their supply chain, and what that means for SMEs, or some innovative approaches to reducing food waste.



Don't miss a single bite:
head over to dww.show!

