More and more US and Canadian discrete manufacturers are pursuing sustainability through circular economy practices and servitization.

They’re motivated by:
- Increased revenue and growth
- Energy efficiency
- Improved brand image
- Reduced costs
- Increased revenues
- Steady cash flow
- Stronger market share
- Better forecasting
- Stronger customer relationships
- Reduced waste
- Reduced energy use
- Better contract terms
- More predictability
- Stronger competition
- Greater market entry
- Stronger employee relationships
- Improved time to market
- Increased customer satisfaction

Circular economy growth
Circular economy practices are fast becoming the norm amongst ‘green’ manufacturers.

Green practices also drive servitization

Final analysis:
The pros and cons of going green

Key takeaways

Discrete manufacturers in the US and Canada increasingly view sustainability as having financial and strategic business advantages.

They are willing to invest in process and culture change through circular economy practices and servitization.

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