

Session Title: Circular Economy

Name: Hiroyuki Tsutsumi

**Position: Senior Vice President, Royal Philips
President and CEO, Philips Japan, Ltd.**

Abstract title: Philips digital transformation enable "Healthy People, Sustainable Planet "

Our vision is to make the world healthier and more sustainable through innovation. Driving circular economy principles is an important part of that approach.

In our Healthy people, sustainable planet program, we've set targets for 2020 that 15% of total Philips turnover from circular revenue and also to achieve zero waste to landfill. That's why we've kicked off this project to accelerate take back of professional equipment for repurposing from our installed base. We call this "closing the loop".

At Philips, we want to lead in the transition to a circular economy as a means to improve lives without further depleting natural resources.