

**Title:** Assessing Corporate Circular Economy Adoption: Analysis of Fortune 100 Companies' Transition from Linear to Circular Business Models

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**Primary Topic:** Successful Circular Economy Transitions

**Secondary Topic:** Business Models & Logistics

**Abstract:** This paper presents a comprehensive analysis of Circular Economy adoption among select Fortune 100 companies, revealing critical insights into the current state of corporate circular transformation in the United States. Our research examines 60 major U.S. corporations through the lens of their publicly stated circularity commitments, sustainability reports, and climate impact metrics. The study identifies four distinct corporate archetypes in the journey toward circularity: Circular Transformers (18.3%), Circular Followers (16.7%), Linear Optimizers (36.7%), and Linear Traditionalists (28.3%). Key findings indicate that only 35% of analyzed companies are actively working to transform their organizations from linear to circular models, while 40% have made commitments to circularity with just 5% setting specific target dates. The research reveals a significant gap in product lifecycle responsibility, with merely 5% of companies demonstrating high commitment to product stewardship beyond the point of sale. Additionally, only 41% of companies comprehensively address Scope 3 emissions in their supply chains, highlighting a critical area for improvement in circular transformation. This paper will explore the barriers to adoption, opportunities for innovation, and present recommendations for accelerating the transition to circular business models across different sectors.



**Caption:** Distribution of Select Fortune 100 Companies Across Circular Economy Adoption Categories (2024)