



## **P&G's circular economy initiative**

### **Insight: ecosystems create breakthroughs**

70% of the environmental impact from clothes washing comes from heating the water.

P&G's circular economy initiative brought together university researchers, utility companies, water experts, and biofilm experts from the shipping industry to think bigger.

# Tackling Biofilms

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# Your turn

Ecosystem: How might your company lead an ecosystem for breakthrough growth?

- Describe your Grand Challenge

