



EVER SEEN A WHALE
DUMP CHEMICALS?

Good business is
inspired by nature



Urban Grassroots Innovation and the Circular Economy



The Centre for Sustainable Design[®]



Guido Braam – 3 november 2014

Introduction: Circle Economy

XINDAO

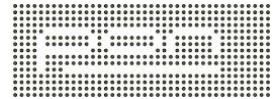


PHILIPS

Interface



“A non-profit action driven cooperative with a mission to speed up the transition towards the inevitable circular economy.”



ALLEN & OVERY



AFVAL
BESTAAT
NIET



TNO



Deloitte.



Introduction: Circle Economy



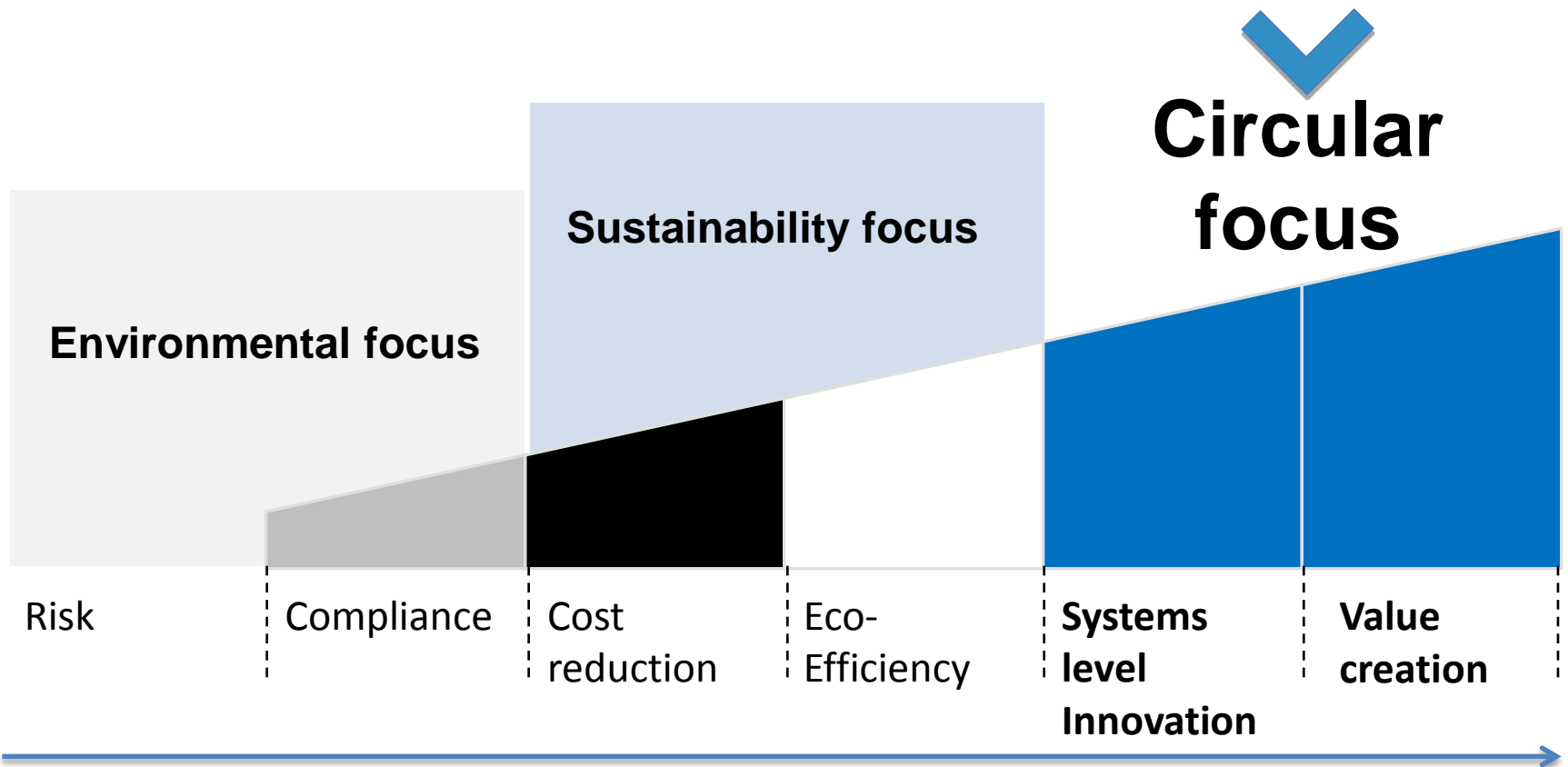
Circular economy reveals innovative potential



“Entrepreneurs are the ones filling the gaps and failures in society”

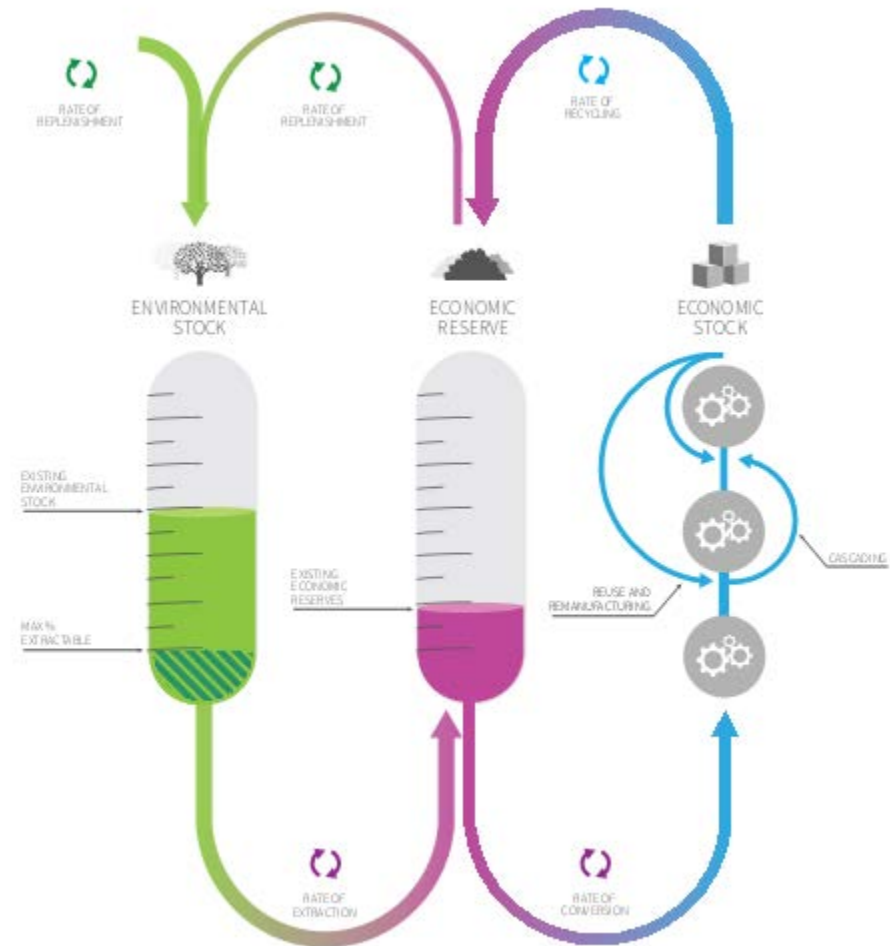
Michael Porter

Shifting from compliance, via efficiency to opportunities for value creation



Visioning the circular economy

1. All materials are cycled infinitely (at least theoretically)
2. All energy is derived from renewable or otherwise sustainable sources
3. Human activities support/strengthen ecosystems and the rebuilding of natural capital
4. Human activities support/ strengthen a cohesive society and culture
5. Human activities support/ strengthen human health and happiness
6. Resources are used to generate value (financial and other forms)

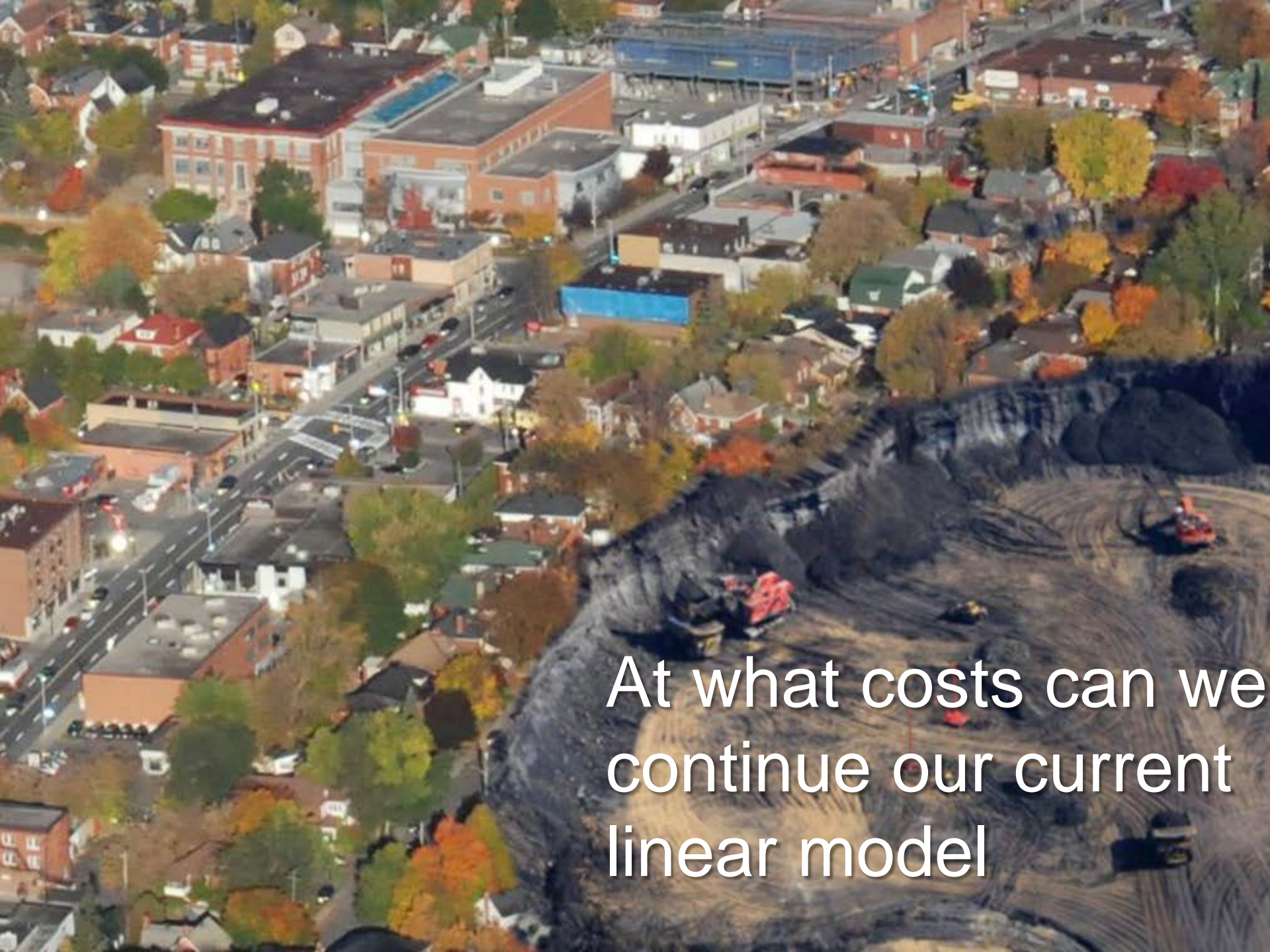


Drivers: Positive business case on a macro economic level



“Today's goods are tomorrow's resources at yesterday's prices.”

Walter Stahel



At what costs can we
continue our current
linear model

Innovative business models

- Some Dutch examples -

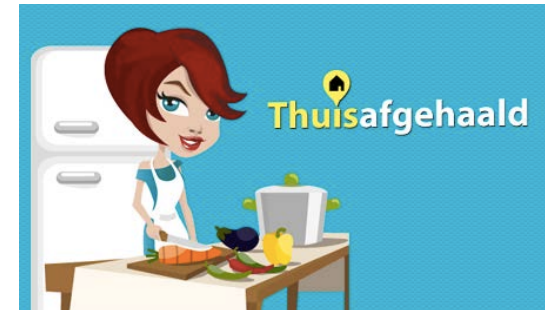
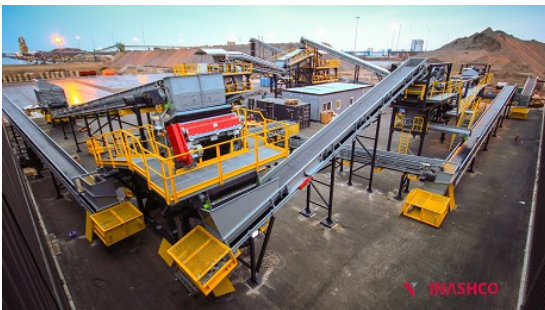
“Waste” as a resource



Ownership to usage



Assets and good sharing



Integrated circular strategy

Interface®

DESSO

Don't hate the players, change the rules of the game

1. **Just do it** - Start implementing the circular economy and learn from it
2. **Zoom out** - Think in terms of functionalities
3. **Simplicity 2.0** - Don't pretend it is simple, we need to go through the complexity before it becomes simple
4. **Find leverage points** – to create a system change you have to find the impactful game changers
5. **Transition Paths** – the transition will have winners and losers



e&Matter and Delva Landscape architects





Just do it: XD Apparel by Xindao



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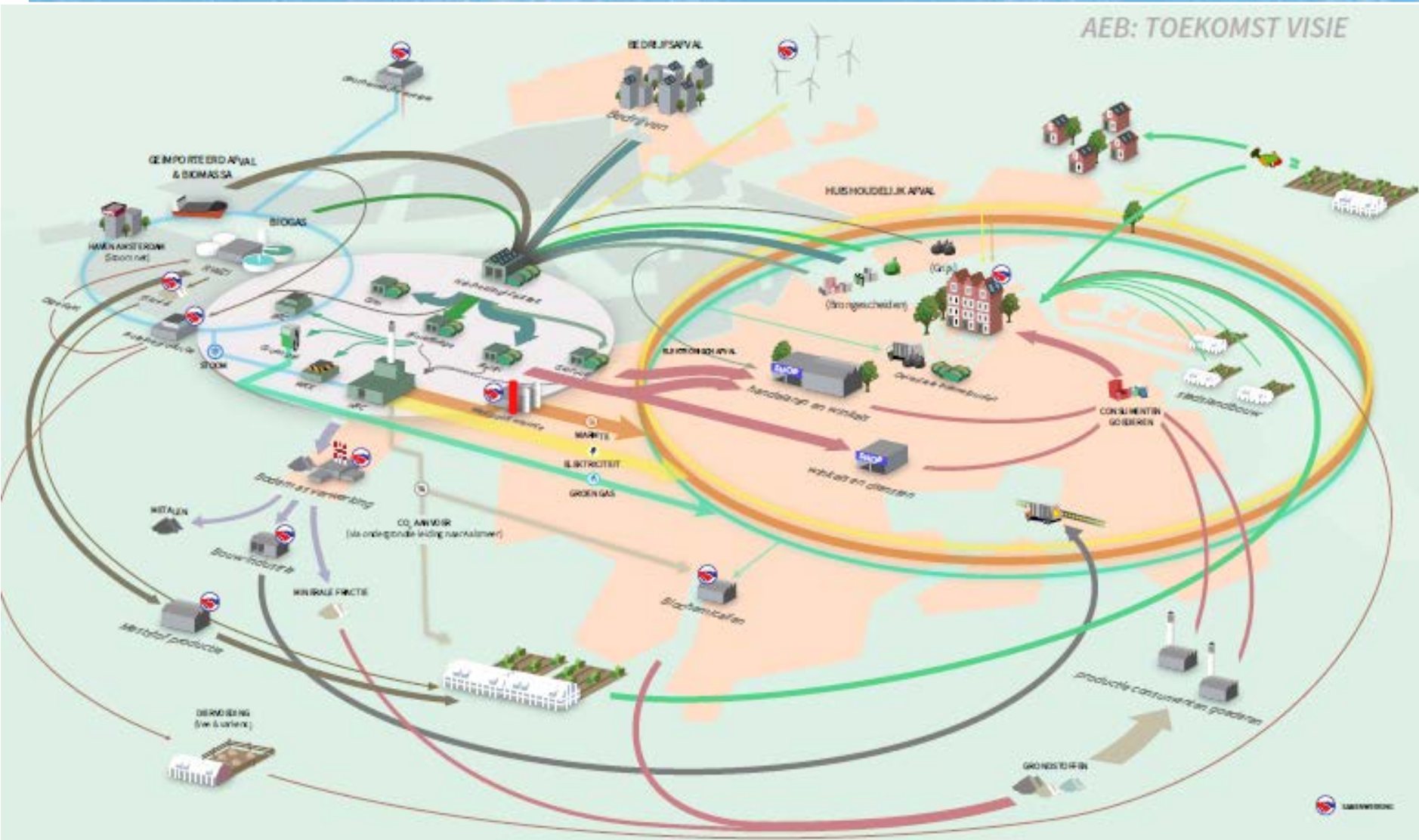
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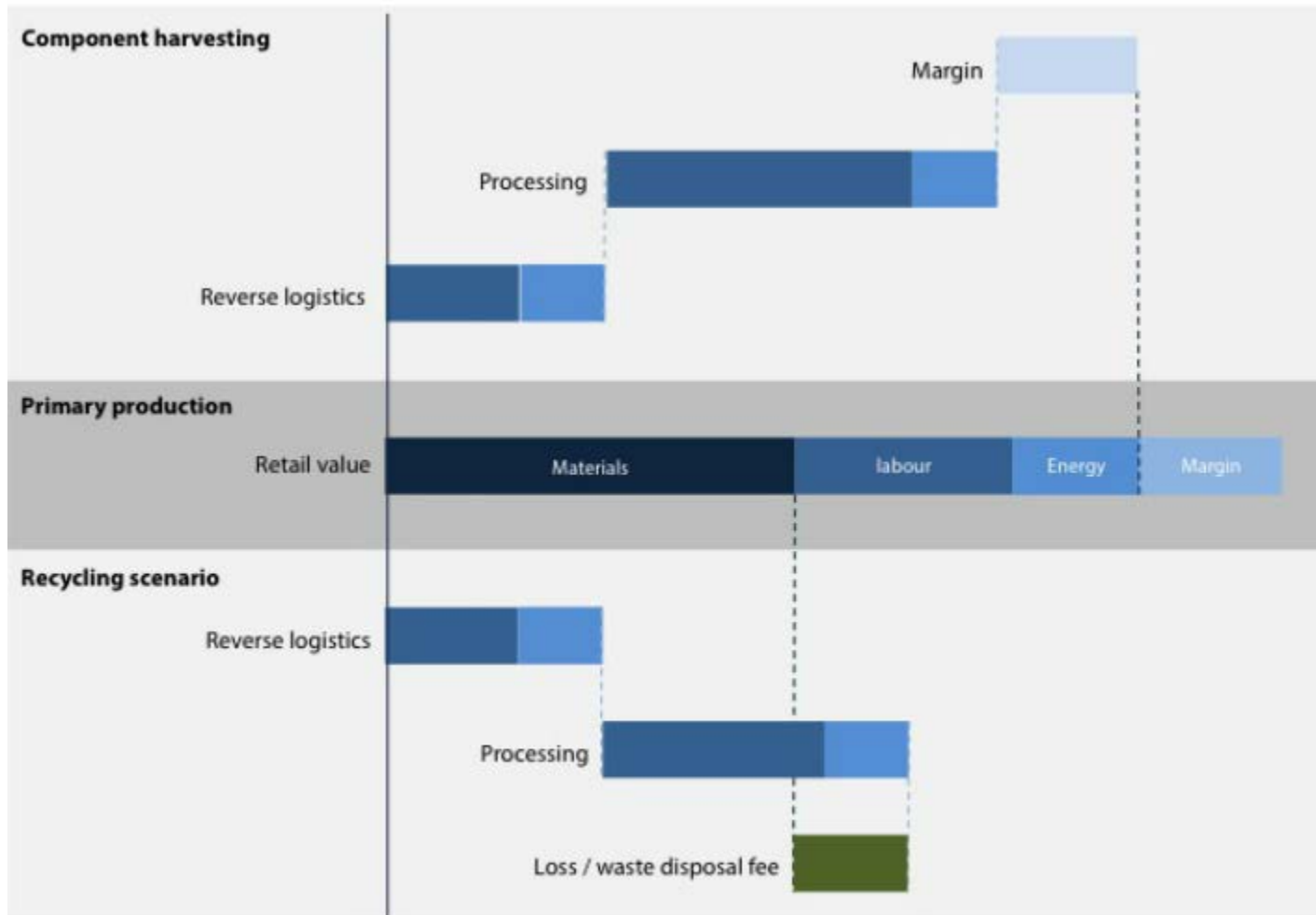


**REUSE IS
REDUCE**

Zoom out: to see the opportunities



Transition paths: law and regulation



- Trade-off is determined by:
- Timing
 - Geographic location
 - Technological learning

Source: Circle Economy 2014

Make it happen from start to start

Transition paths: Incinerators and gas stations



Transition paths: Companies that are built to last



“Don’t sell watches, but
tell the time.”

Jim Collins



Simplicity 2.0:
A Circular Investment Strategy



THE NETHERLANDS AS A CIRCULAR HOTSPOT

Sources of inspiration



Lynda Gratton: Hotspots

Mariana Mazzucato: The entrepreneurial state

Why do we want this?

For the Netherlands

- Make our economy flourish and create jobs
- Have a nationally shared dream

For the world

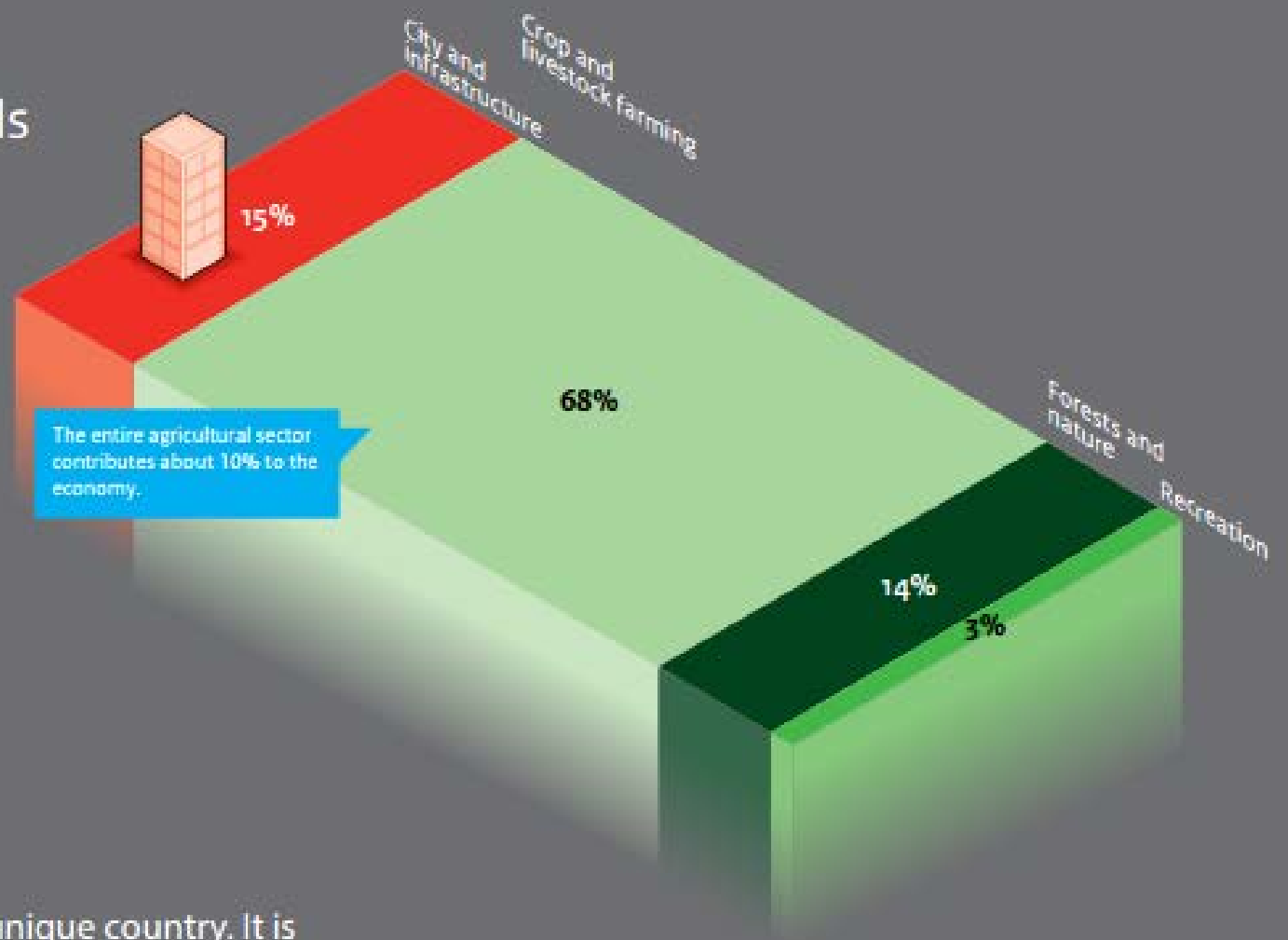
- Commit ourselves to do our utmost best to live within the planetary boundaries
- Challenge the rest of the world to do the same



The Netherlands: a low-density city

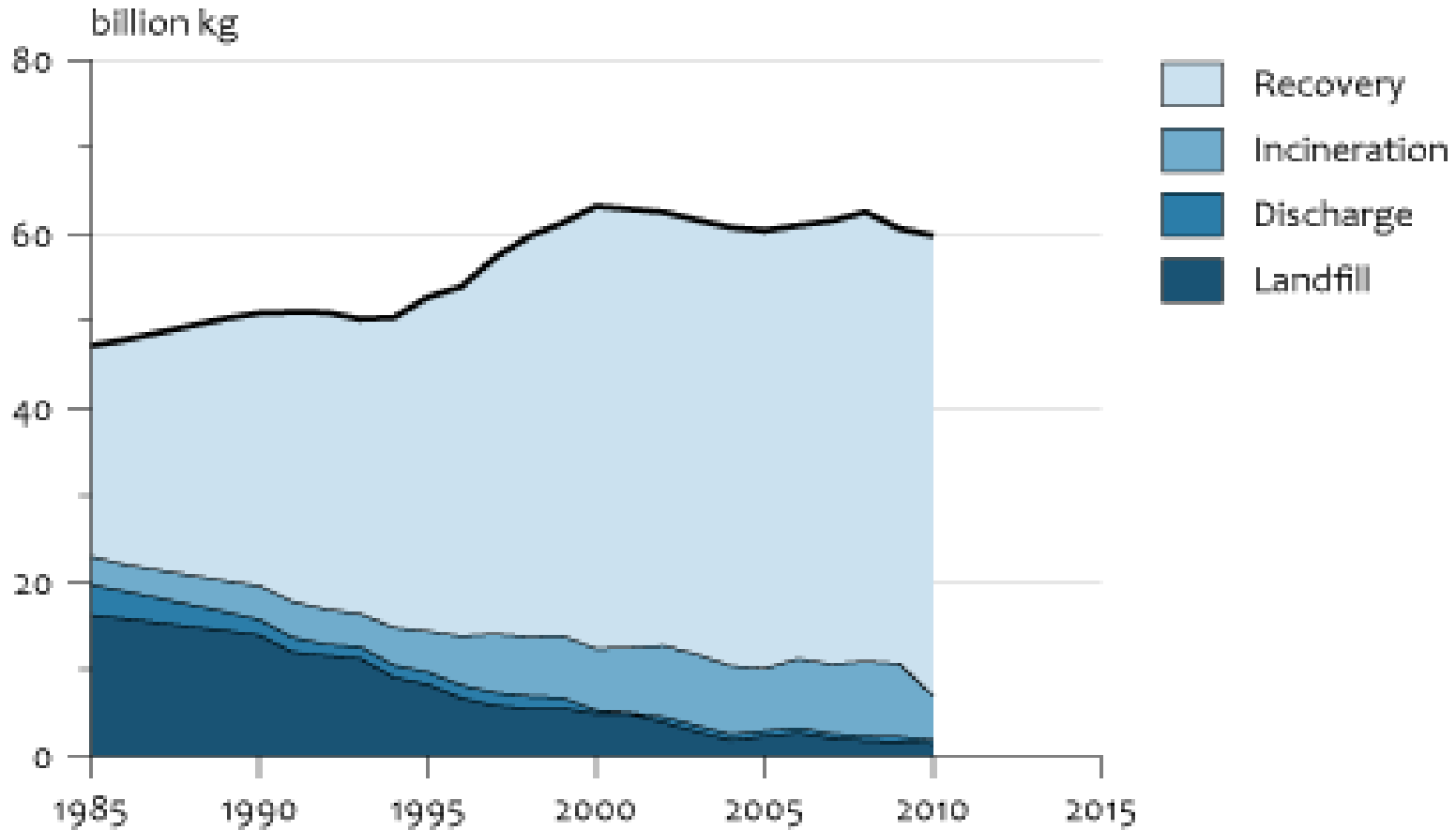
Land use in the Netherlands

Land surface:
34,000 km²



The Netherlands is a unique country. It is an agricultural superpower within an urbanised society. This takes a high environmental toll.

Waste generation and treatment



Source: NL Agency, CBS.

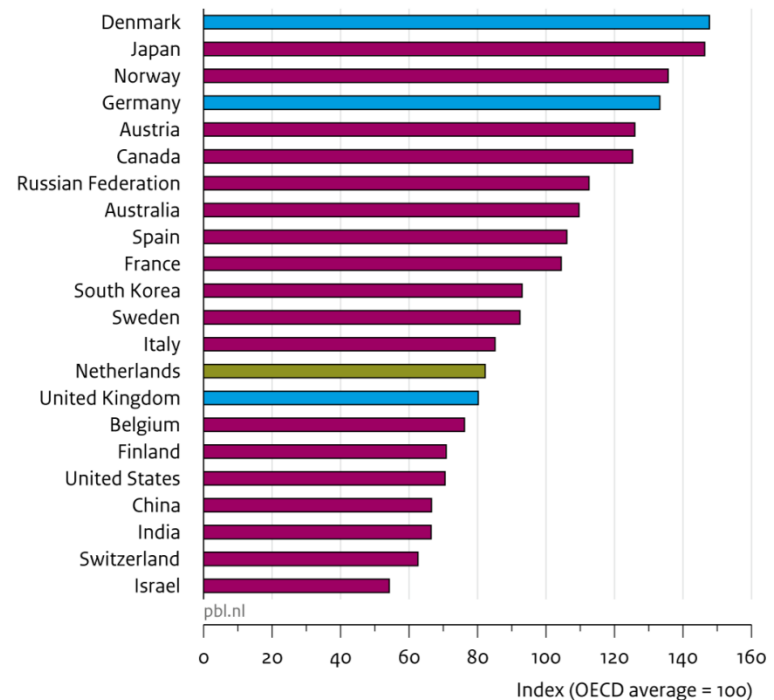
CBS/sep12
www.cis.nl/en/0416



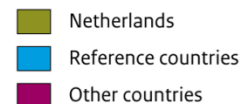
Who are our competitors?

Green innovation
in Netherlands
lags behind

Green-innovation index for OECD countries, 2000 – 2010



Share of green patents in all patents in OECD countries with over 30 eco-patents per year



Source: OECD, 2013

Iconic circular examples showing mainstream
the promise of the circular economy





Challenges

- Logical, but complex multistakeholder process
- Vested interest
- Political leadership
- Compliance to EU policy
- Cynicism

A large, dense crowd of people, many wearing orange clothing, cheering and raising their arms. The scene is filled with energy and excitement, with many individuals shouting and holding up their hands. The background is a solid orange color, which matches the text overlay.

We want to be the world champion....
for once



Thank you!

Questions?

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