EVER SEEN A WHALE DUMP CHEMICALS?

Good business is inspired by nature
Introduction: Circle Economy

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

- Environmental focus
  - Risk
  - Compliance
  - Cost reduction
  - Eco-Efficiency

- Sustainability focus
  - Systems level Innovation
  - Value creation

Circular focus

Circle Economy
Make it happen from start to start
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
a) Positive business case on macro-economic level
b) Resource dependency (volatility)
c) Climate change and world overshoot as one of the biggest threats for society and therefore business
d) Circular economy reveals innovative potential in a system and disruptive business models

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

Orgaworld

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

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

Source: PBL
Why the Netherlands?
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

- Netherlands
- Reference countries
- Other countries

Source: OECD, 2013
Nevertheless, dream big!

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
We want to be the world champion.... for once
Thank you!

Questions?

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