

Circular economy business opportunities

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Innovation Norway

The Governments most important instrument

Ot.prp. nr. 14 (2003-2004):

Innovation Norway's objective is to be the Norwegian state and the county authorities instrument to carry out value-generative business development throughout the country.

.... supporting sustainable business development



5 important drivers



**GLOBAL OPPORTUNITY
REPORT 2016**



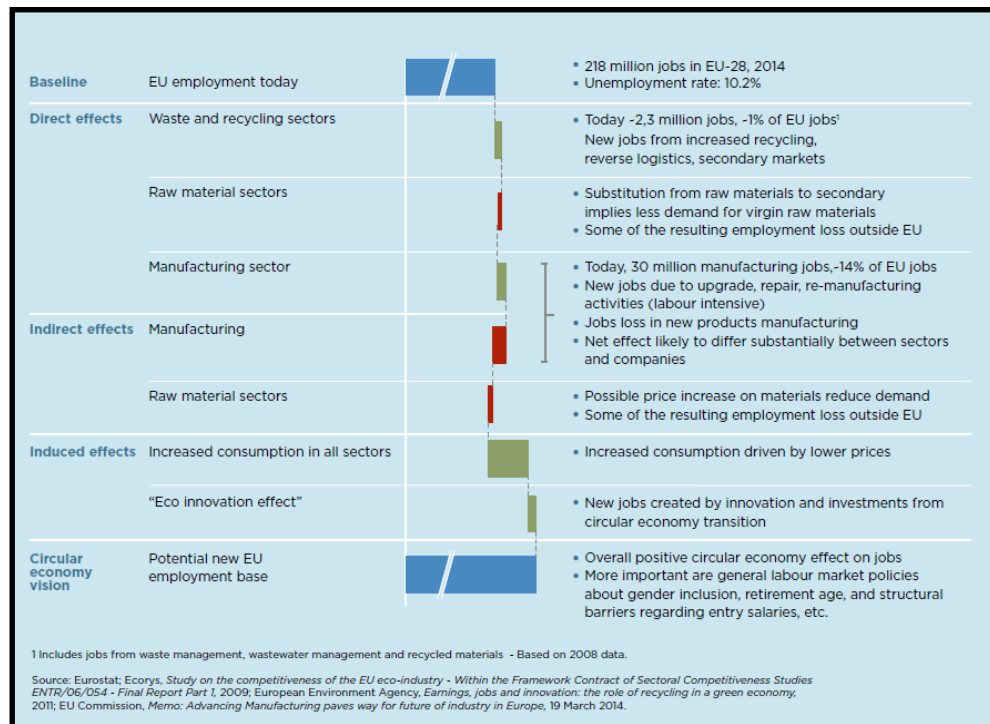
Your guide to a world of opportunities

15 OPPORTUNITIES FOR 5 RISKS				
LOSS OF OCEAN BIODIVERSITY	RESISTANCE TO LIFE-SAVING MEDICINE	ACCELERATING TRANSPORT EMISSIONS	A GENERATION WASTED	GLOBAL FOOD CRISIS
CLOSING THE LOOP	ANTIBIOTIC-FREE FOOD	FLEXIBLE MOBILITY	FUTUREPRENEURS	NEW DIETS
REGENERATIVE OCEAN ECONOMY	NEW BUSINESS MODEL FOR ANTIBIOTICS	CROWD TRANSPORT	THE DIGITAL LABOUR MARKET	SMART FARMING
SMART OCEAN	PRECISION TREATMENT	LOW TRANSPORT CITIES	CLOSING THE SKILLS GAP	REDUCE FOOD WASTE

The potential

Adopting circular-economy principles could not only benefit Europe environmentally and socially but could also generate a net economic benefit of €1.8 trillion by 2030.

Source: McKinsey&Company (September 2015)



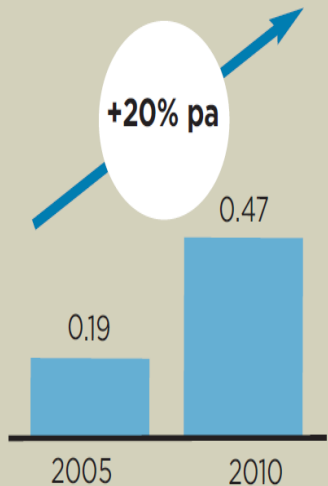
Source: Ellen MacArthur Foundation (December 2015)

Is it possible for *Norwegian* companies to make money in this sector ?

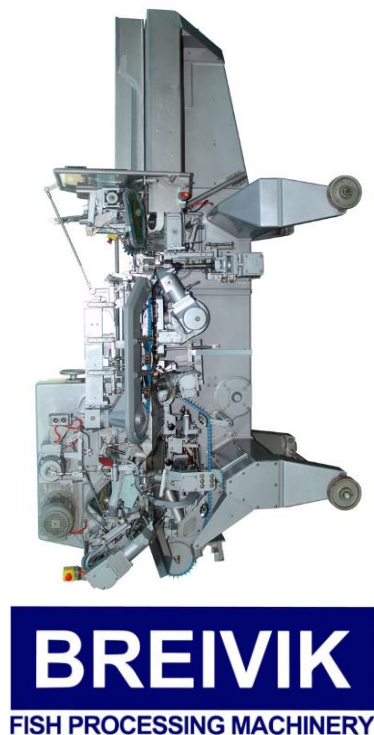
Collection

Tomra

Revenue in USD billions



Tomra produces reverse vending machines that collect and sort empty beverage containers



Where should Norway be?

The Ocean Space



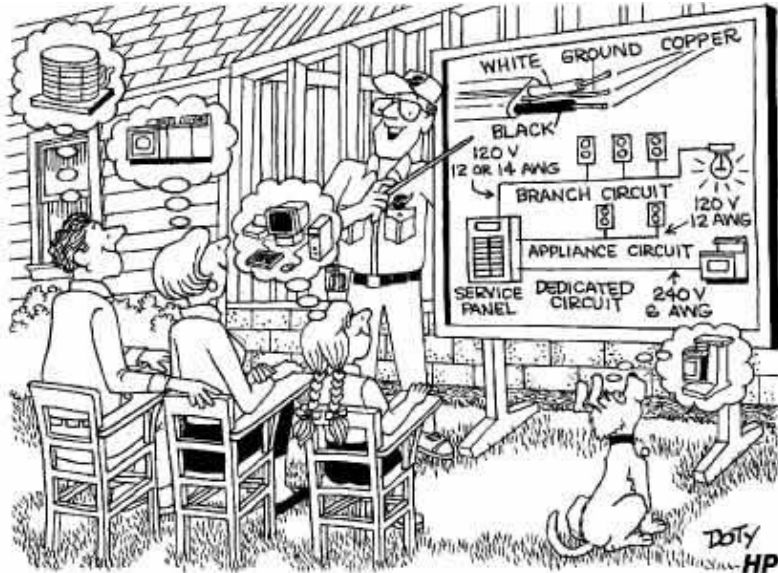
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5 new business models (AccentureStrategy):

- **Circular supplies:** Provides fully renewable, recyclable or biodegradable resource inputs that underpin circular production and consumption systems.
- **Resources recovery:** Enables a company to eliminate material leakage and maximize the economic value of product return flows.
- **Product life extension:** Allows companies to extend the lifecycle of products and assets. Value that would otherwise be lost through wasted materials are instead maintained or even improved by repairing, upgrading, remanufacturing or remarketing products.
- **Sharing platforms:** Promotes a platform for collaboration among product users, either individuals or organizations.
- **Product as a service:** Provides an alternative to the traditional model of “buy and own.” Products are used by one or many customers through a lease or pay-for-use arrangement.

Where are our competitive edges?

System understanding



.... and the design ability



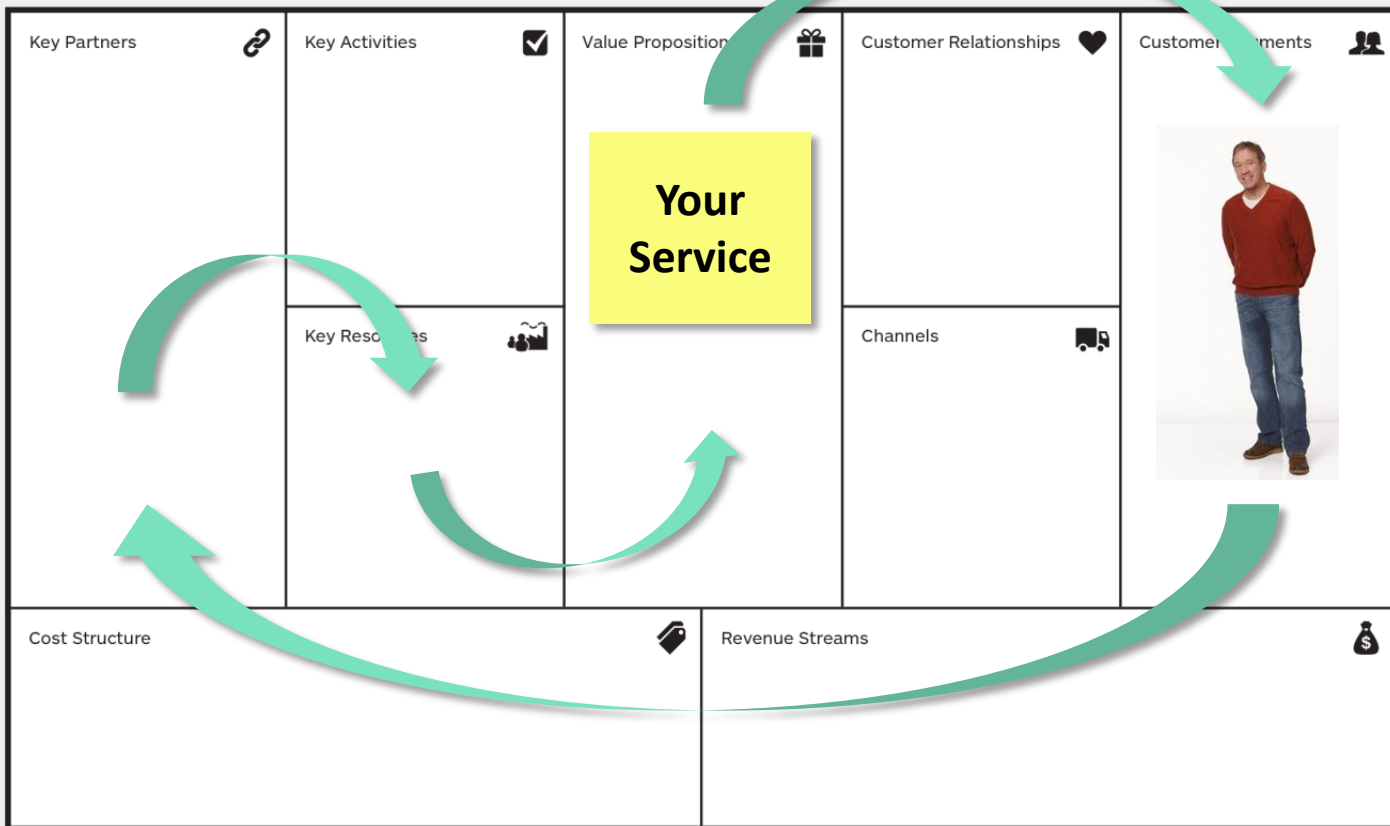
The Business Model Canvas

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Date:

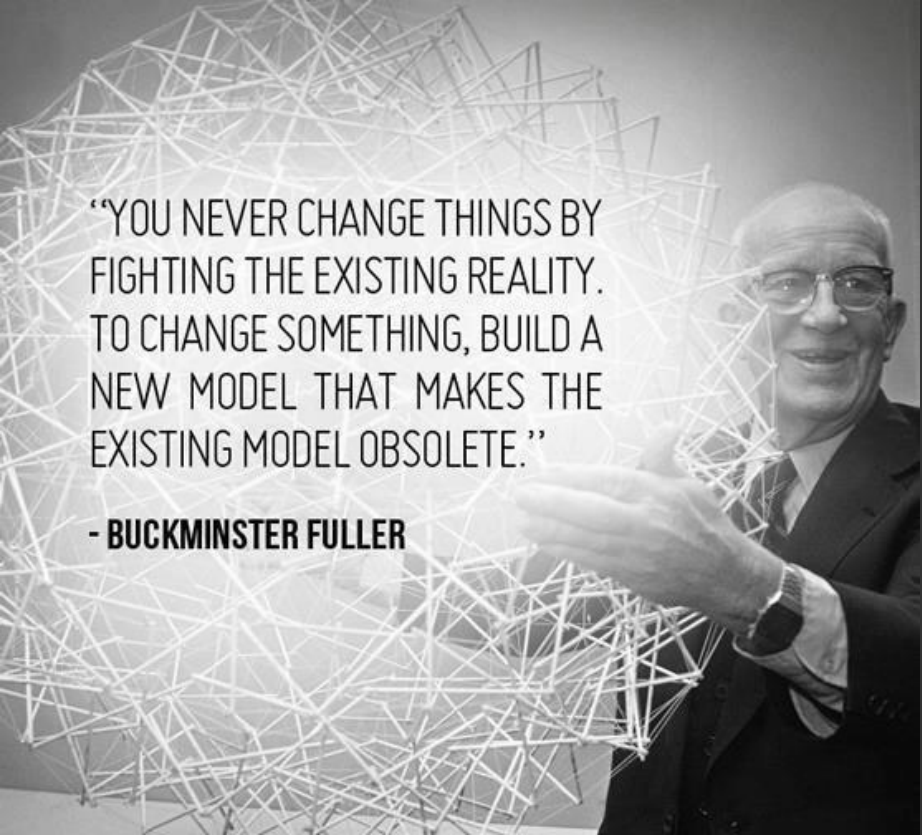
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Thank you
for your
attention!



“YOU NEVER CHANGE THINGS BY
FIGHTING THE EXISTING REALITY.
TO CHANGE SOMETHING, BUILD A
NEW MODEL THAT MAKES THE
EXISTING MODEL OBSOLETE.”

- **BUCKMINSTER FULLER**