



Circular Economy as an innovation driver

Comfort in living, Copenhagen, July 2013

Rethink Business, www.rethinkbusiness.dk

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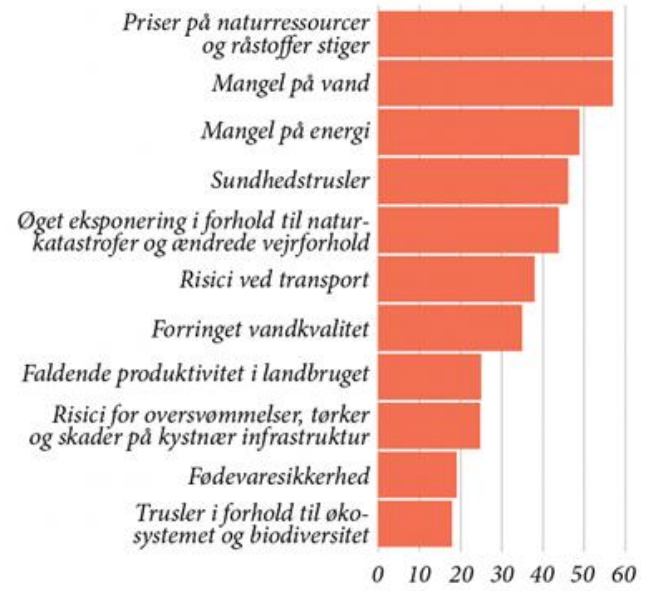
Member of the European Cluster-Excellent Initiative
Member of the European Cluster Manager's Club
Member of the TCI global network for clusters and innovation

The challenges

Price index for raw materials



Global impact on the strategies in companies



Quelle: UN Global Compact

2030

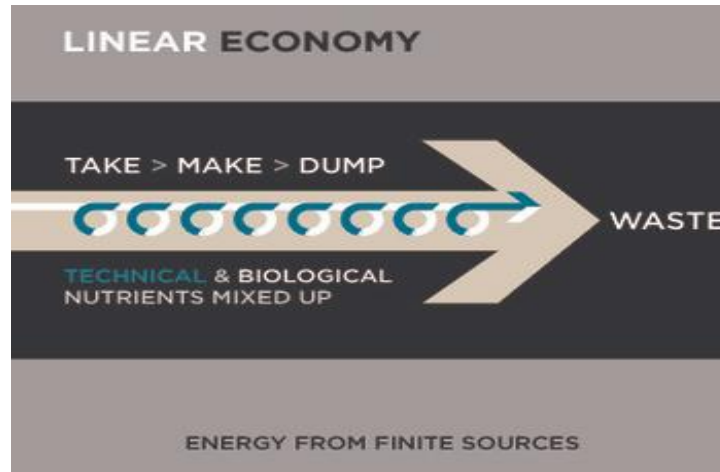
- ✓ 1 billion more people in the middle class segment with more money, demands (McKinsey & Company)
- ✓ 60% of the world population is living in cities (McKinsey & Company)
- ✓ Lack of resources (e.i. energy prices raise with 30-50% (International Energy agency))

Concerning elderly people:

- ✓ 1996: 700 million (60+) globally  2050: 2 billion (UN report)



Linear economy

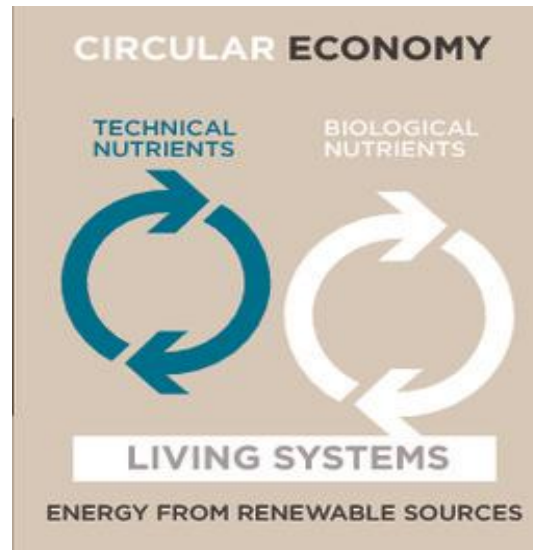


Production is defined by:

- ✓ Raw material – production – consume – landfill
- ✓ Following the logic of an industrial society
- ✓ We do as we use to do – business as usual
- ✓ The societal economy is based on money



Circular economy



- ✓ Products are designed to be reused
- ✓ Using renewable energy
- ✓ Minimalizing environmentally polluting materials and waste
- ✓ Building on Diversity (bio-, cultural-...)
- ✓ New business models
- ✓ Intelligent solutions and added value are demanded
- ✓ Following the logic of a knowledge based society
- ✓ The societal economy is based on resource effectiveness and knowledge



Cirkular economy creates new partnerships and business models

- ✓ "Critical" materials to be substituted by sustainable materials
- ✓ Traditional production to be substituted by effective Recycling-System
- ✓ Ressource effectiveness
- ✓ Lack of ressources and use of new materials demand new partnerships
- ✓ Development of new competences in the company (designers, ingenieurs, marketing)
- ✓ Sustainability focus on 3 P's: People – Planet - Profit

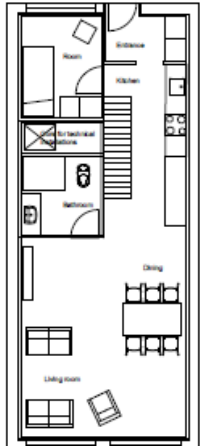


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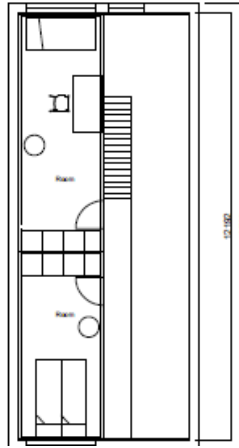
Innovationsnetværket Livsstil – Bolig & Beklædning



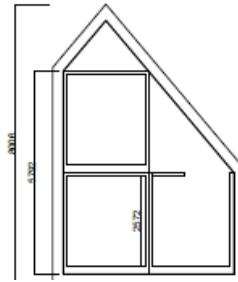
Ground level.



First floor.



Container house www.worldflexhome.com



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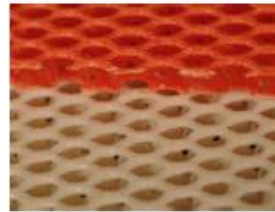
Sustainable building materials



Modified wood



Cocolok



Action Protection System, APS



Hydrotect



Bamboo



Pergo sense



Epic Hardwood



Kork mosaic



Wicanders

Interior/Accessories



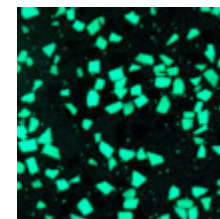
Stone paper



Ceralin



Glowway



AGT



Albiflex



Liquid wood, Arboform



Bendywood

C2C Certified Danish products

- PolyVision, www.polyvision.dk (interactive whiteboard) (silver)
 - Gabriel, www.gabriel.dk (furniture textiles) (silver)
 - Troldekt, www.troldekt.dk (ceiling and wall plates) (silver)
 - Egetæpper, www.ege.dk, (carpets) (silver)
 - KE Fibertec, www.ke-fibertec.com (textiled ventilation) (silver)
 - Dansign, www.dansign.dk, (sign, board) (basic)
 - Xella Danmark, www.xella.com (bricks) (basic)
 - GH-Form, www.ghform.dk (Equipment for outdoor environment) (basic)
- + foreign companies selling their C2C-products in Denmark

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