Circular Economy as an innovation driver
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Rethink Business, www.rethinkbusiness.dk

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The challenges

Price index for raw materials

Global impact on the strategies in companies

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.g. energy prices raise with 30-50% (International Energy agency)

Concerning elderly people:
✅ 1996: 700 million (60+) globally  ➔ 2050: 2 billion (UN report)

Quelle: Thierry Malleret og GMO Commodity Index, 2012.
Quelle: UN Global Compact
Linear economy

Production is defined by:

- Raw material – production – consume – landmill
- 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 ressource 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
Container house [www.worldflexhome.com](http://www.worldflexhome.com)
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

Albeflex

Liquid wood, Arboform

Bendywood
C2C Certified Danish products

- PolyVision, [www.polyvision.dk](http://www.polyvision.dk) (interactive whiteboard) (silver)
- Gabriel, [www.gabriel.dk](http://www.gabriel.dk) (furniture textiles) (silver)
- Troldtekt, [www.troldtekt.dk](http://www.troldtekt.dk) (ceiling and wall plates) (silver)
- Egetæpper, [www.ege.dk](http://www.ege.dk), (carpets) (silver)
- KE Fibertec, [www.ke-fibertec.com](http://www.ke-fibertec.com) (textiled ventilation) (silver)
- Dansign, [www.dansign.dk](http://www.dansign.dk), (sign, board) (basic)
- Xella Danmark, [www.xella.com](http://www.xella.com) (bricks) (basic)
- GH-Form, [www.ghform.dk](http://www.ghform.dk) (Equipment for outdoor environment) (basic)

+ foreign companies selling their C2C-products in Denmark
Actually, I was hoping to find an escalator.