

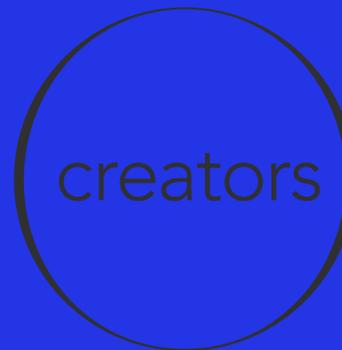


Route Circulair – *Maak de circulaire economie belangrijk voordat het urgent wordt*

Guido Braam



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



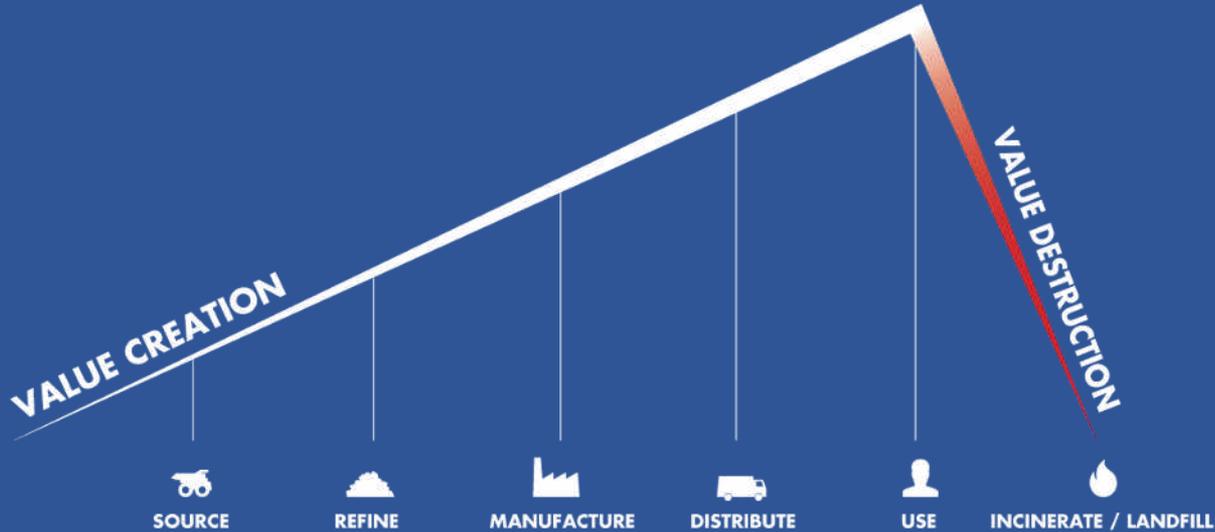
NATURAL
RESOURCES

TAKE

MAKE

DISPOSE

WASTE



VALUE PRESERVATION

VALUE CREATION

- SOURCE
- REFINE
- MANUFACTURE
- DISTRIBUTE
- USE
- INCINERATE / LANDFILL

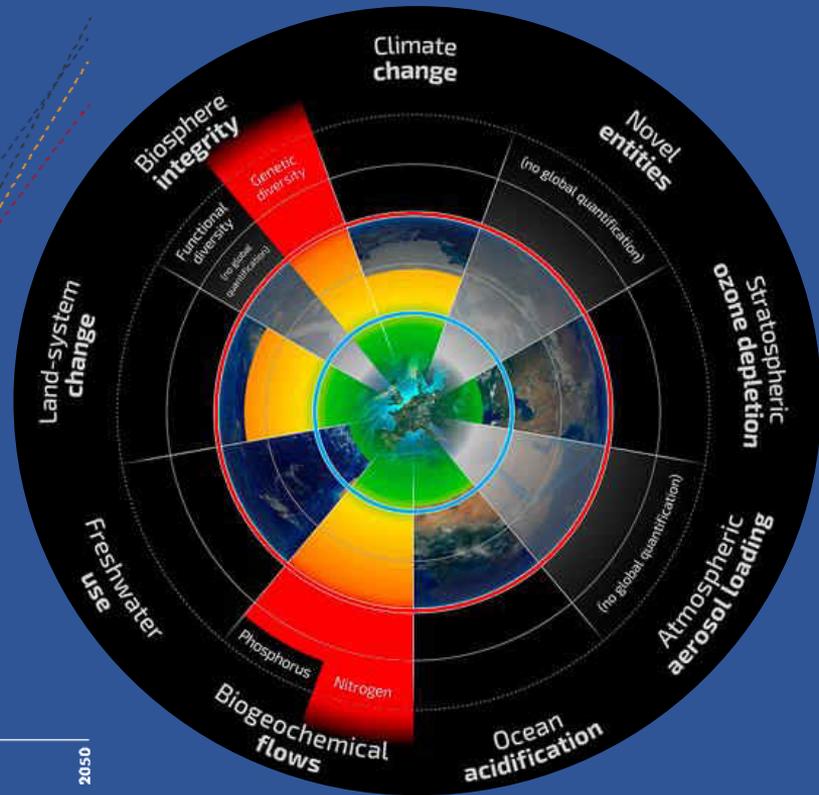
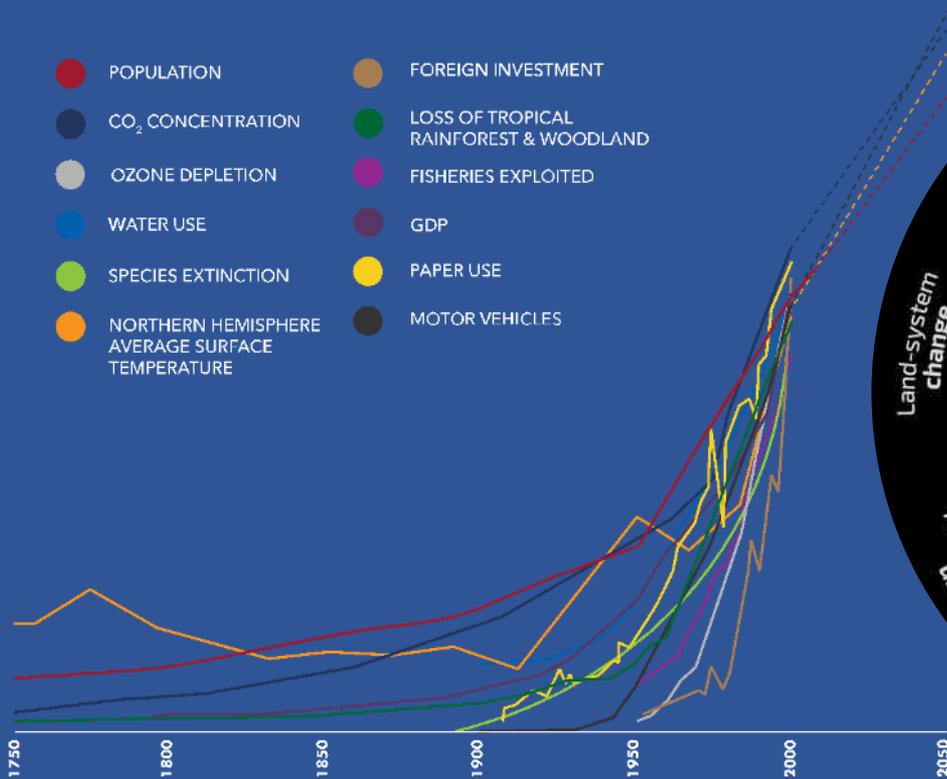
- SOURCE
- REFINE
- MANUFACTURE
- DISTRIBUTE
- USE

RECYCLE

REMANUFACTURE

REFURBISH

REUSE

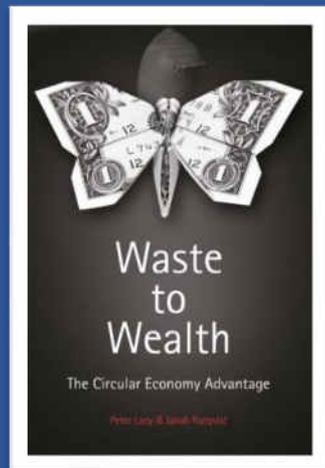


Source: Adapted from: The New Scientist. WRI, WHO, World Bank, OECD Factbook 2013

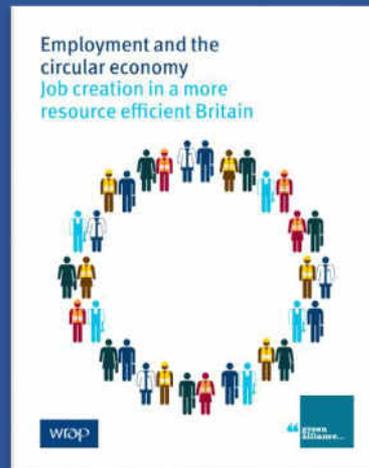




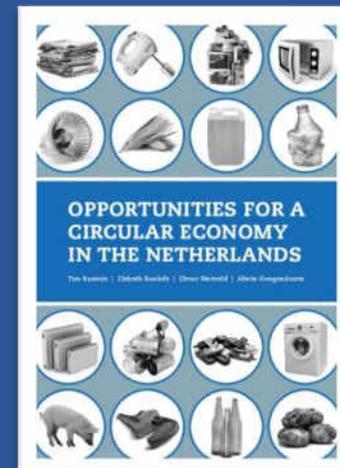
McKinsey
\$1.8 Trillion in
2030 for Europe



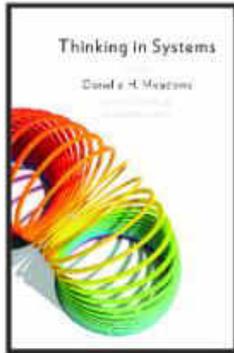
Accenture
\$4.5 Trillion
worldwide



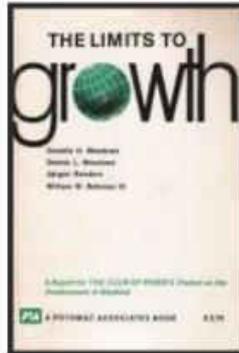
Green Alliance
517.000 gross
jobs growth UK



TNO
€ 7.4 Billion
Netherlands



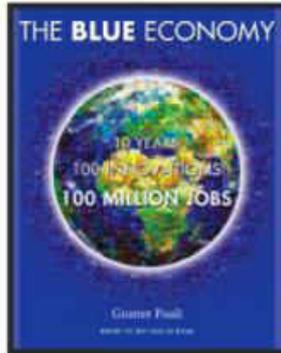
2008



1972



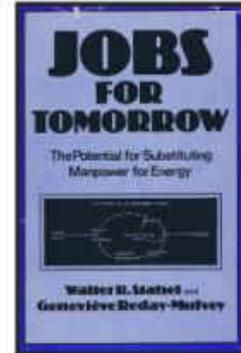
2002



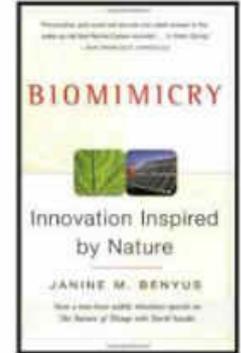
2010



1798



1976



1997





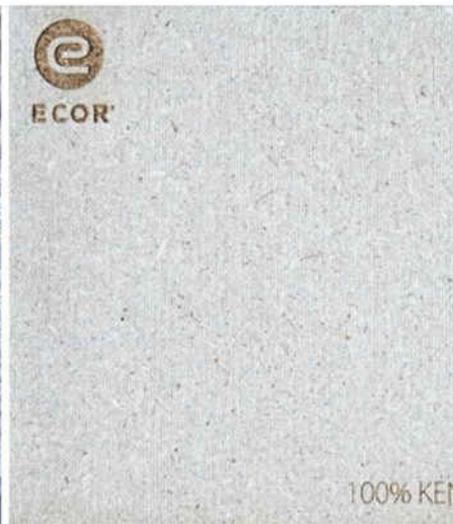




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recycled
wood



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We can make ECOR
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type of recycled
cellulose fiber.



ECOR[®]

100% KEF

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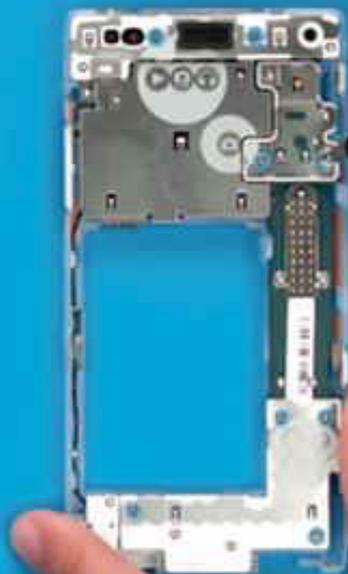
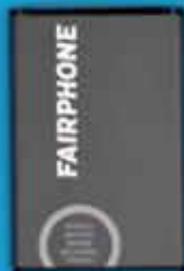


100% RECYCLED
TETRAPAK



100% OLD
CORRUGATED



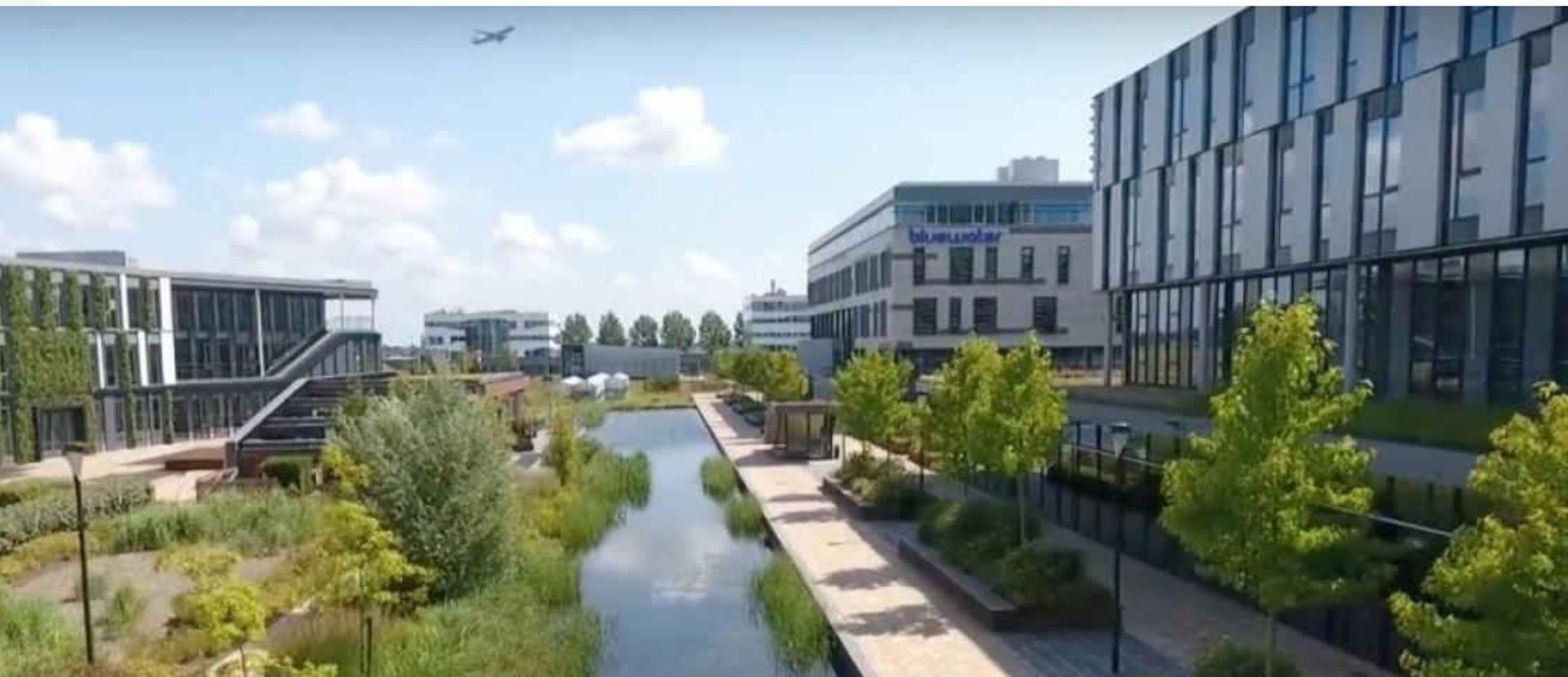


designed
to
repair



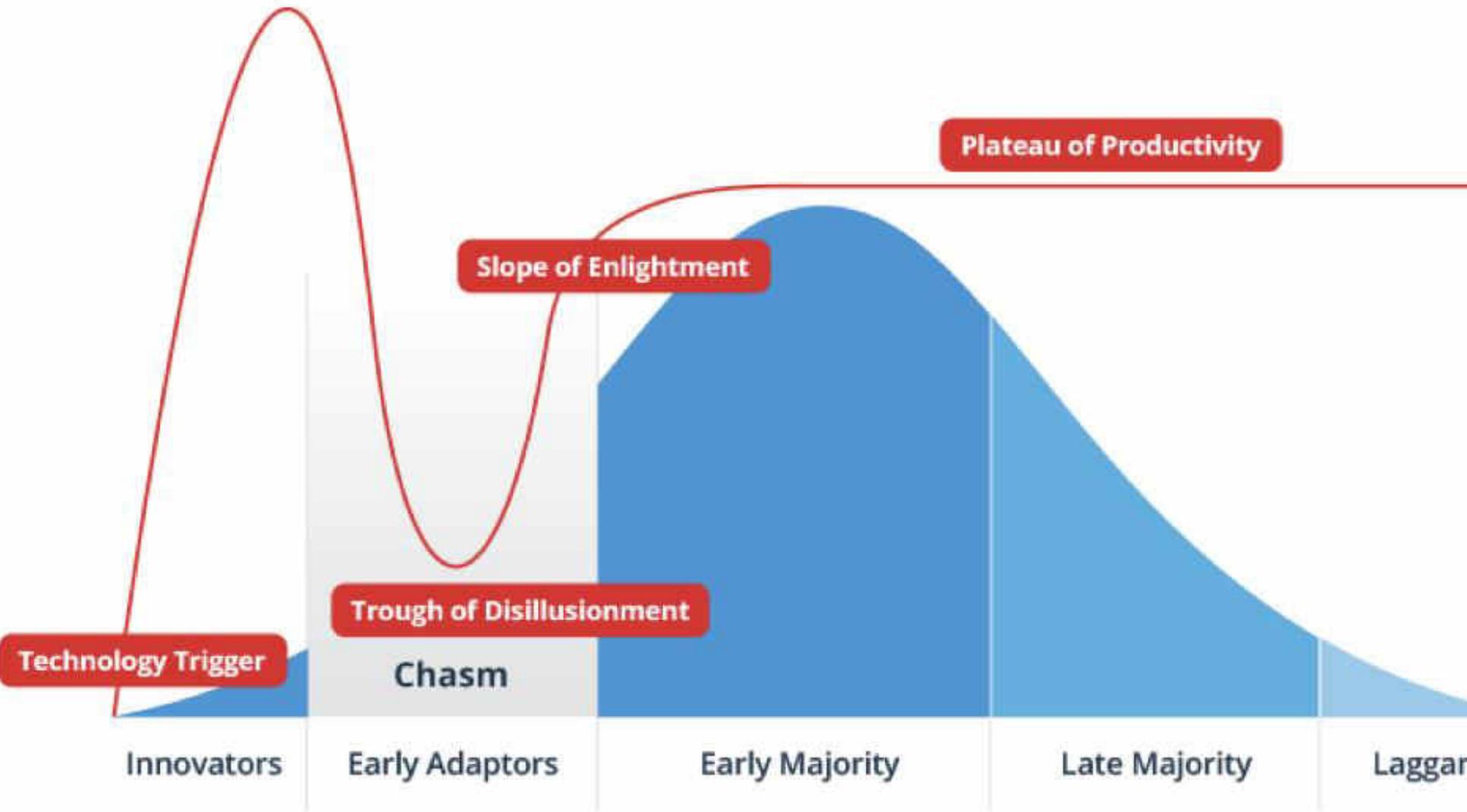
 **Drentea.**
for someone

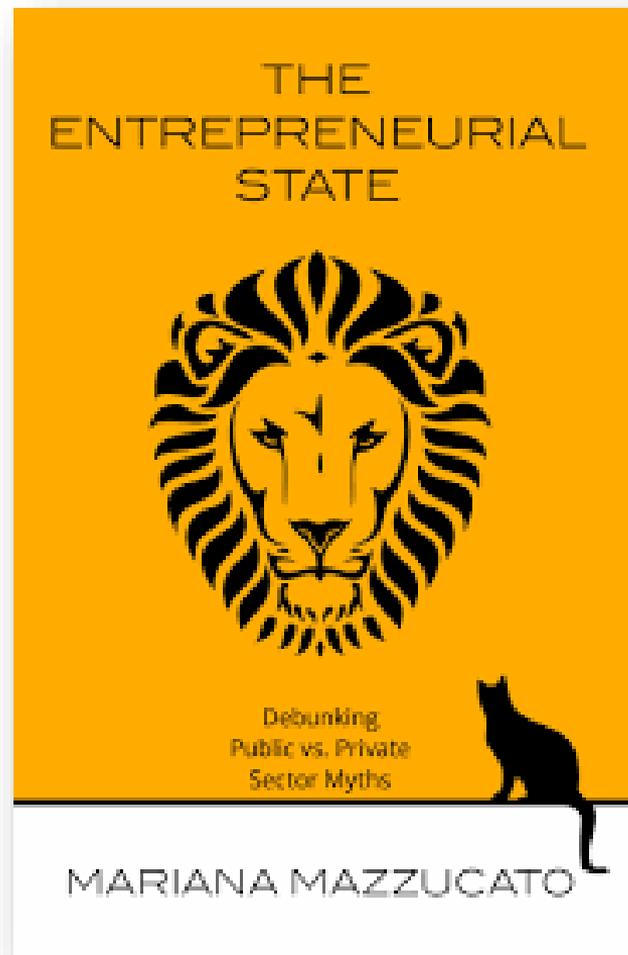




PARK 20|20

The work benefits, the world benefits





NEDERLAND CIRCULAIR IN 2050



 Groei wereldbevolking  Groei consumptie



Slim ontwerp:
minder grondstoffen



Bewust gebruik:
producten gaan langer mee



Meer en beter hergebruik:
afval als grondstof

Ministerie van Infrastructuur en Milieu, september 2016



‘Don’t sell watches, but
tell the time’

Jim Collins



niag6[®]

alive. again and again.



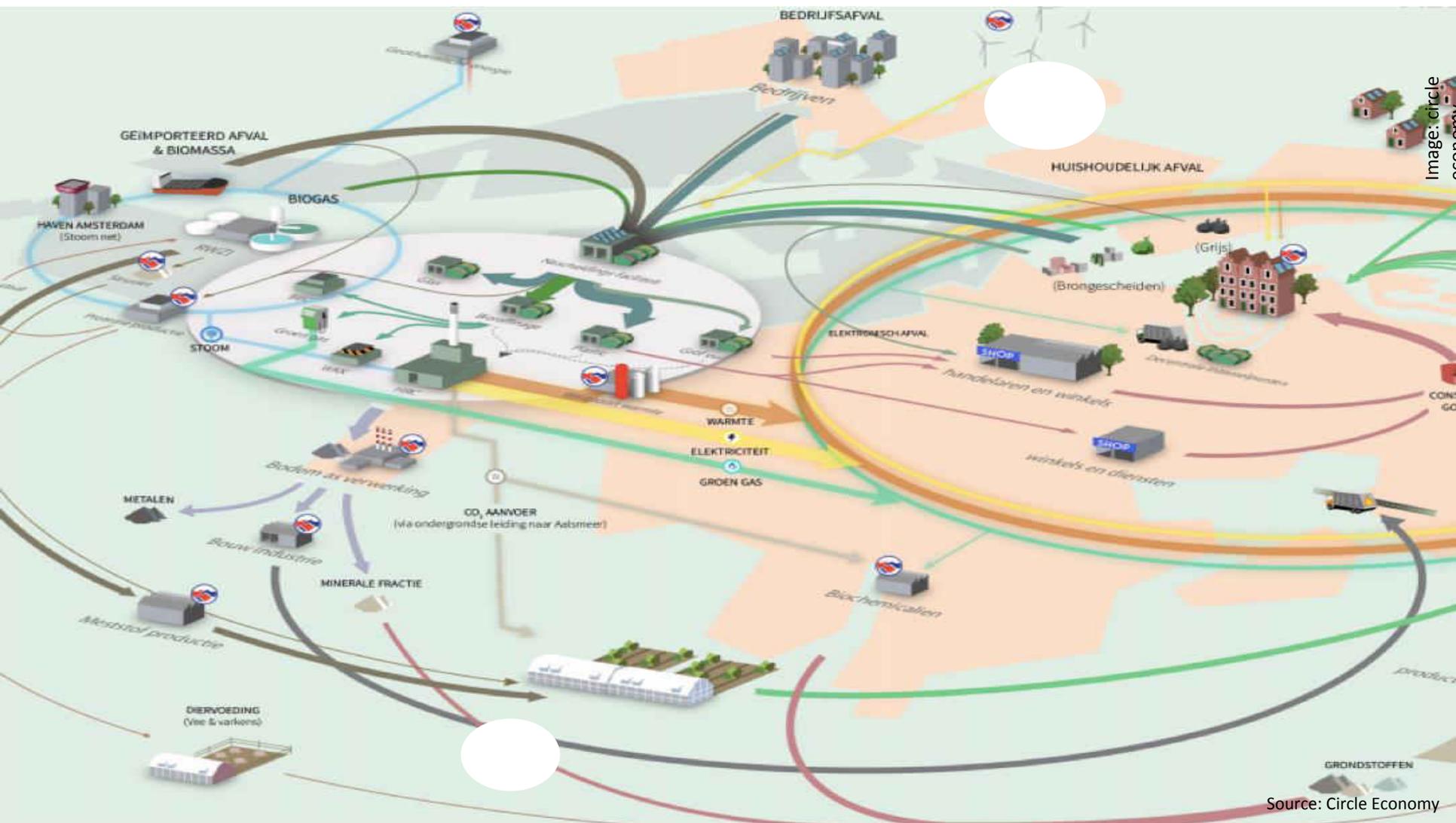


Image: circle economy

Source: Circle Economy

Radio Shack
AMERICA'S TECHNOLOGY STORE

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Available: STEREO 4412* All-in-one portable stereo. Single cell battery. Water resistant.

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30% Off 1388

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HALF PRICE! 788

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NO DOWN PAYMENT!

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\$1599

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BONUS PACKAGE

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\$199

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Save \$40

159.95

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Most Major Credit Cards Welcome



Source: Radioshack; Apple

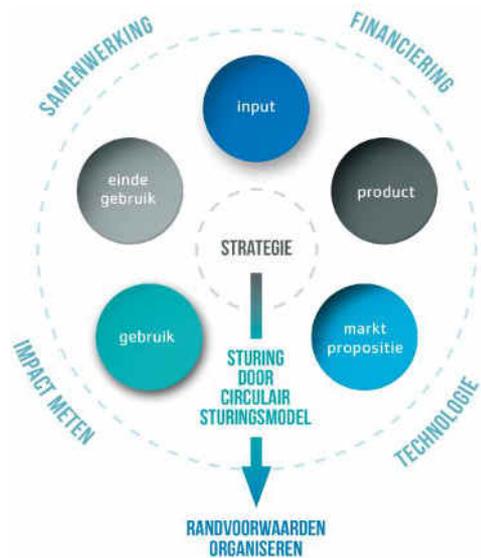
ROUTE CIRCULAIR

EEN ROADMAP VOOR EEN
CIRCULAIR BEDRIJFSMODEL

Dionne Ewen
Lieke Ossenblok
Helen Toxopeus
Guido Braam
Karen Maas



De circulaire economie als een verander raamwerk



Hoe logisch het
ook is op
papier..

..de praktijk
vraagt om
doorzettingsver-
mogen



PAPER
WISE

WISE WITH WASTE

- ♥ Papier van
- ♥ landbouwafval
- ♥ **ECOLOGISCH**
- ♥ duurzaam

WWW.PAPERWISE.EU

Voor dit boek
spraken wij met
organisaties over
hun circulaire
bedrijfsmodel

AHREND
AUPING
BLABLACAR
BLACK BEAR
BUNDLES
CANON
CLOSING THE LOOP
COOLREC
DELTA DEVELOPMENT
DESKO
DESSO
DSM - NIAGA
FAIRPHONE
FINCH BUILDINGS
GERRARD STREET
GISPEN
GREENWHEELS
GYPROC
HVC
INTERFACE
IONIQA
MITSUBISHI ELECTRIC
MOONEN PACKAGING
NEDERLANDSE SPOORWEGEN
PEERBY
PHILIPS
PHILIPS LIGHTING
RIJKSWATERSTAAT
ROCKWOOL
UNITED WARDROBE
VAN DE SANT
WATERNET

Maak de circulaire economie belangrijk, voordat het urgent wordt



Leiderschap en intrapreneurship zijn essentieel



Auping

Circulair ondernemen in praktijk

Innovatie en efficiëntie gaan hand in hand met circulariteit



Pak circulariteit aan als een integrale organisatieverandering



Practice, don't always preach



Kies voor echte impact en stuur hierop



Van ketensamenwerking naar exploratieve samenwerking

WIJ VIERN SAMEN MET WILLEM FEEST!



Waarom? We zijn in verwachting!

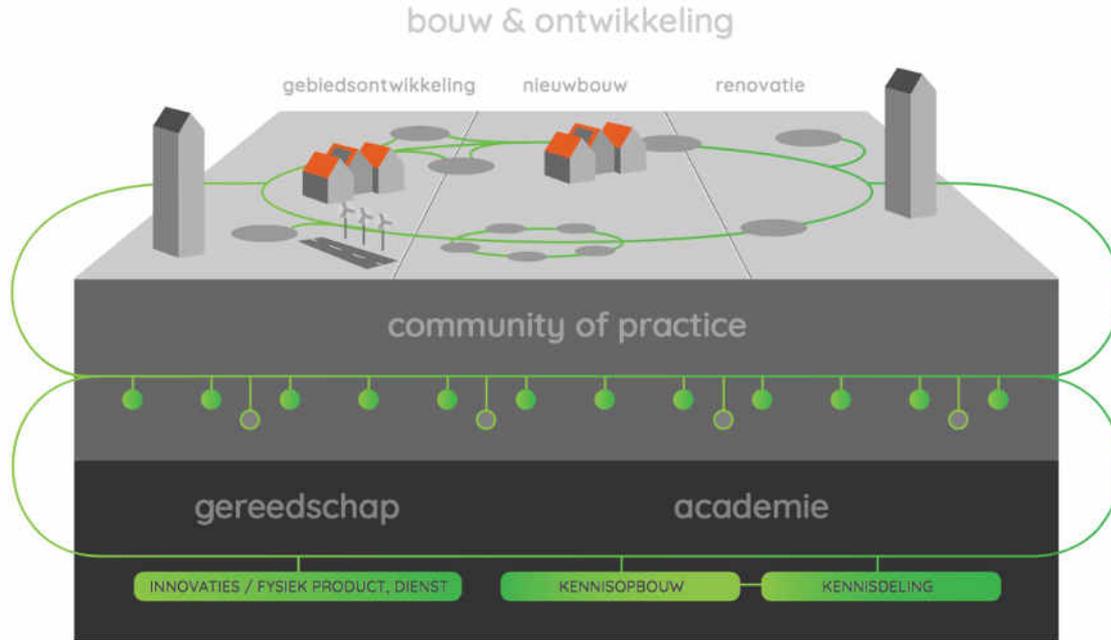
We nodigen je bij deze van harte uit om op 15 mei tijdens INTERCLEAN kennis te komen maken met ons nieuwe circulaire wondertje.

Om 10.15 presenteren we onze primeur in onze stand 442, hal 7.

Meld je aan via info@returnity.nu. Tot dan!



Van pilot naar schaal



Technische ambities

1. Hoogwaardig hergebruik
2. Gezonde duurzame materialen
3. Positieve impact tijdens gebruiksfase

Uitgangspunten

- Opschaling staat centraal
- Kennis collectief maken
- Circulaire lat elk project verhogen
- Relevante organisaties verbinden en activeren

Wat is het risico van het nemen van geen risico?

Gebruik de circulaire economie als verander raamwerk

